

# FINE

## #WineTourism Marketplace

March 5<sup>th</sup> and 6<sup>th</sup> 2025

Valladolid | España

**Wine: the flavour  
of a region**



[www.fine-expo.com](http://www.fine-expo.com)



# FINE #WineTourism Marketplace

March 5<sup>th</sup> and 6<sup>th</sup> 2025

Join the most innovative wine tourism marketplace on the international trade fair calendar

➤ Over its five editions, FINE #WineTourism Marketplace has established itself as a **global meeting point, a place where business meets sensory experience**, an event that actively promotes wine tourism destinations while providing a powerful platform for building business relationships and exploring new opportunities in the wine sector.

A notable feature of the event's last edition was the inclusion of new wine tourism destinations, with significant participation from Italy, including regions like Region Marche and Sicily, who came to FINE along with a selection of the island's wineries and food and wine routes. The number of participants from Spanish destinations also increased.

**84** HOSTED BUYERS

**140** WINERIES, WINE ROUTES WINE TOURISM

**276** TRAVEL AGENCIES AND TOUR OPERATORS

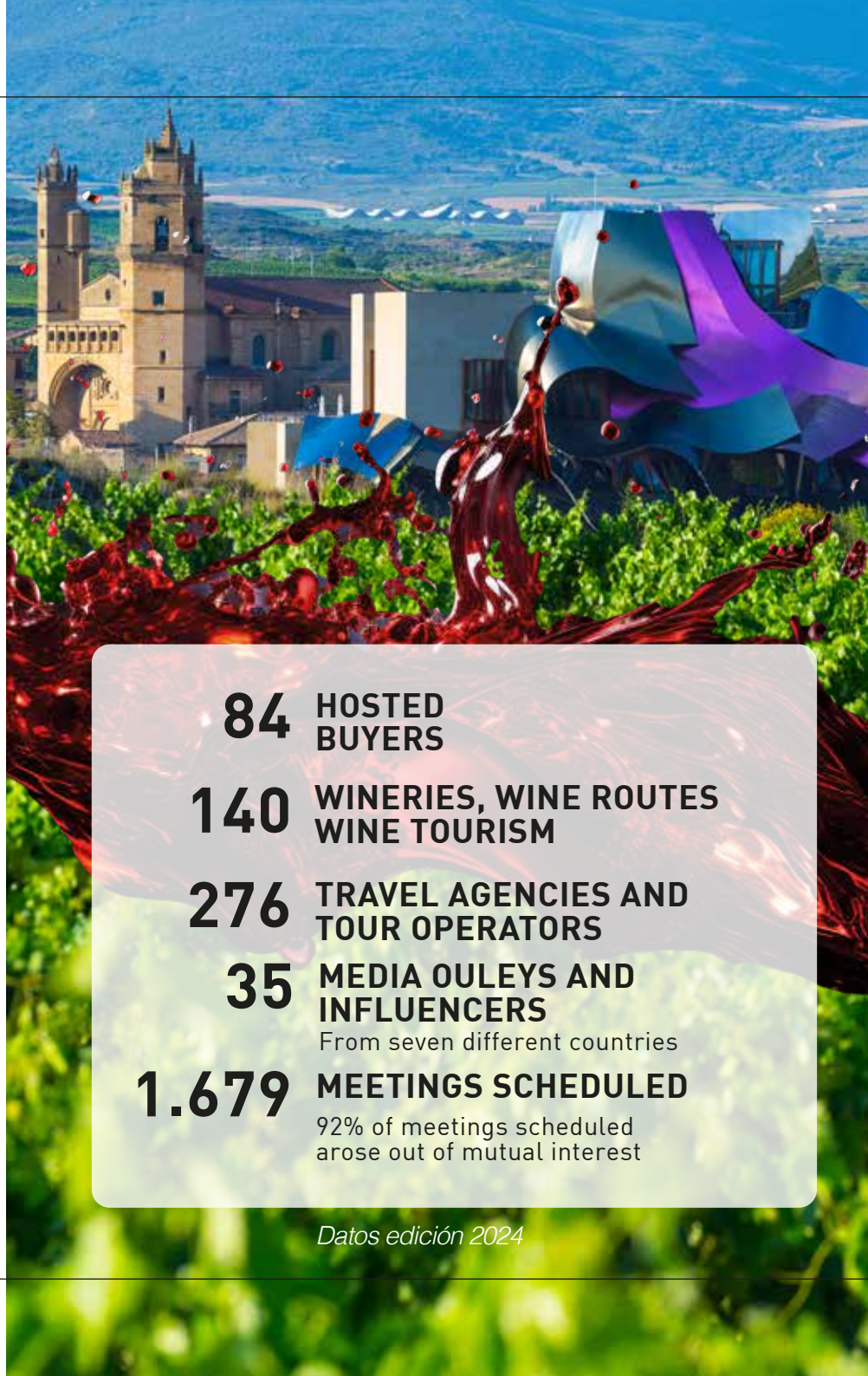
**35** MEDIA OULEYS AND INFLUENCERS

From seven different countries

**1.679** MEETINGS SCHEDULED

92% of meetings scheduled arose out of mutual interest

*Datos edición 2024*





## WHY PARTICIPATE?



### Overall rating

In general, the event received a high overall rating

8



### Cost-effectiveness

A large percentage of participating exhibitors considered the event to be cost-effective.

70%

gave it high scores in this area



### NPS



The Net Promoter Score measures participants' satisfaction with the event.

27



### Return rate

83% of participants say they'll return for a future edition.

83%

In 2024, the exhibitor return rate was 62%

### Optimising time and money in boosting relationship

Every aspect of this project's format is designed to promote networking between participants. Every aspect of this project's format is designed to promote networking between participants. The appointment system, based on mutual preferences, allows participants to optimise their meetings and the time they spend on them.

### An international event with high content value

The NPS is now the most popular indicator for rating customer brand satisfaction. In its fifth edition, FINE received an NPS of nearly 30 points. According to the creators of this metric, any positive score is good, while scores above 30 are considered 'great'.

### Know-how, business and fun can go hand-in-hand

The marketplace's leisure activities are an opportunity to showcase your star wine tourism product in situ. During parallel activities like the Fam Trips, or the 'welcome to Valladolid' cocktail, participants can enjoy the city and wine tourism in a more relaxed way without neglecting business.

# WORK AREAS

**FINE #WineTourism Marketplace is a project targeting the entire international wine tourism sector, offering a modern and functional setting organised into six work areas. They are places where ideas flow freely and conversations intertwine, becoming a starting point for business.**



## BE FINE

FINE also serves as a space for analysis, drawing professionals from different fields to delve into topics such as marketing strategies for wine tourism experiences, the use of big data, and success stories from France, Italy, and California's Napa Valley.



## WINE HUB

Wine tourism tasting sessions guided by a sommelier. This is an opportunity to taste the wines of participating wineries and obtain insight into the terroirs and a vision of their potential as wine tourism destinations.



## CUSTOMIZED WORKSPACE

The wineries and destinations all take part under a single format designed to encourage meetings between participants that will help to boost their turnover.



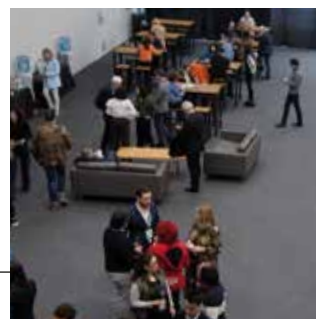
## NETWORKING RESTAURANT

An exclusive food and drinks area for exhibitors, buyers and speakers specially set up to facilitate informal business meetings between users.



## B2B FINE MEETING

The private zone for pre-arranged meetings for contacts between wine tourism buyers and sellers of wine tourism experiences.



## BUSINESS LOUNGE

A business space conceived as a rest area and equipped to enable participating companies to work and hold meetings during FINE.

# MEETING AGENDA

AN AGENDA SYSTEM BASED ON COMMON INTERESTS will act as a market driving force. Our online agenda is a tool that will optimise participants' time. To help wineries and buyers connect and interact, we have developed an efficient system based on shared interests. Our agenda is a tool designed to maximise the productivity of all participants. Wineries will have the opportunity to browse the list of buyers and schedule meetings with those who share similar interests, ensuring that every interaction is relevant and meaningful.

**92% of the more than 1,600 meetings held at the last edition of FINE arose out of mutual interest between exhibitors and buyers. In addition, thousands of contacts are fostered through the multiple networking activities during the event, leading to real business.**

**Feria de Valladolid is specialised in the organisation of international events under the business club format, adjusting to market dynamics and curating every last detail to provide maximum benefit to all participants.**



## > REVIEWS

STRADA DEL VINO DELL'ETNA

FEDERICA ECCEL



BODEGAS PROTOS

RAQUEL PALACIOS



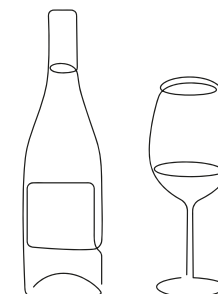
MARQUÉS DE RISCAL

CRISTINA PÉREZ





# PARTICIPANT PROFILES



## BUYERS

Retail and wholesale travel agencies, tour operators, DMC agencies, tour guides, PCOs

## EXHIBITORS

Wineries, hotels, wine routes, wine destinations, designations of origin (D.O) and associations

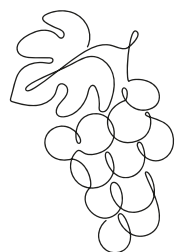
## PROFESSIONALS

Travel agencies, tour operators, winetour agencies, wholesale travel agencies, DMCs (destination management companies), event managers

HOSTED BUYERS PROGRAMMS



ACCESS REGULATIONS



B2B  
meeting

# FINE

SALES MOTIVATORS | INFLUENCERS | MEDIA OUTLETS

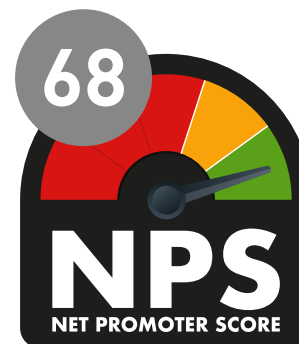
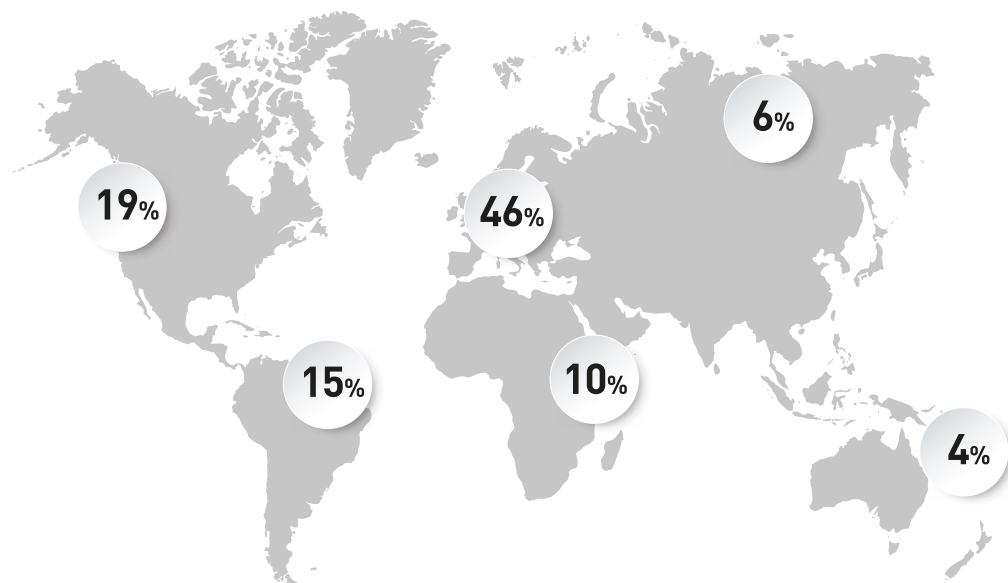
INVITED JOURNALIST AND INFLUENCER PROGRAMME

## HOSTED BUYERS PROGRAMME exclusively for exhibitors

FINE #WineTourism Marketplace includes an exciting buyer programme exclusively for the exhibiting wineries. **In the previous edition, 84 tour operators and travel agencies specialised in wine tourism from 23 countries participated.**

Buyers who take part in our event have a keen **interest in exploring new destinations, discovering innovative wineries and routes**, and sourcing ideas and venues for incentive travel, luxury experiences and customised travel packages.

### MARKETS WHERE FINE BUYERS OPERATE



Excellent Net Promoter Score, which measures participant satisfaction with the event.



of participating buyers say they closed two or more agreements in the short term, and 44% signed more than four.

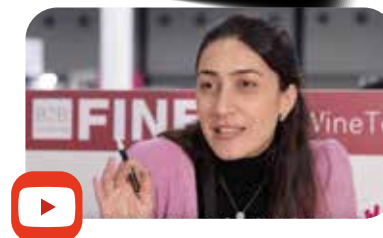


of participants would return for a future edition.

## > REVIEWS

ROBERTA LEROY

**LEROY VLAGENS**



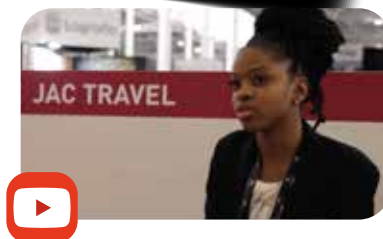
SENOIRAE VENTURA

**SENOIRAE TRAVELS**



NELHIA DA SILVA

**JAC TRAVEL**



# PARTICIPATION FORMAT

## INCLUDES:

- A designer Customized Workspace in wood featuring a choice of customisable surfaces, furniture (three chairs, a table and display cabinet), lighting and carpeting.
- A agenda of pre-arranged appointments with buyers and two registers B2B market access passes. Passes and/or agenda may not be transferred to non-exhibitors.
- Networking activities: lunch with buyers on 5 and 6 March, coffee break (one per day) and welcome cocktail with buyers on 5 March.
- Promotional pack for participating in FINE:
  - Post on the FINE 2025 blog and diffusion of participation on the marketplace's social media outlets. Copy and photos provided by the exhibitor.
  - Logo on the event app, website, digital catalogue and exhibitor panel.

Contact us for details on group participation and purchasing additional passes for the B2B zone (without associated agenda).

## Price

> **3.700 €** + 10% VAT

> **3.145 €** + 10% VAT

(until 18 October)

Early booking

**-15%**

(until 18 October)







## ➤ VALLADOLID: A FRIENDLY DESTINATION

Valladolid is a modern and welcoming city combining the latest trends and centuries of cultural tradition. It is also the site of historic events of national and international significance.

FINE #WineTourism Marketplace was born in a region that boasts more wines of excellence within a single geographical area than any other winemaking region in the world. Five Designations of Origin, a Protected Geographical Indication and leading brands come together to form a truly outstanding range of wines.

## ➤ A TRADE FAIR WITH FULL INTERNATIONAL STATUS

FINE's global focus was endorsed in its fifth edition, when it was granted full international status by Spain's Ministry of Economy, Commerce and Business. This prestigious designation not only grants customs benefits for international participants but also signifies acknowledgement of the event's quality, the notable progress of recent editions, and the unwavering support from the sector.

Furthermore, this designation implies dissemination and promotion, as it is reported to Spain's Commercial Offices and Chambers of Commerce abroad, among other organisations, who will recommend FINE when they receive queries from potential interested parties.

#### ADVISORY BOARD:



Protos



FERRER  
MIRANDA



FEV FEDERACIÓN  
ESPAÑOLA  
DEL VINO

#### AN EVENT OF:



#### BUSINESS PARTNERS:



SPAIN THROUGH  
ITS WINERIES  
DE BODEGAS POR ESPAÑA



ACEVIN  
Asociación Española  
de Ciudades del Vino



#### MEDIA PARTNER:



#### INSTITUTIONAL PARTNERS:



NOS  
IMPULSA



#### WITH THE PARTICIPATION OF:



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 Call us for all the information  
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