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FINE

#WineTourism Marketplace

March 3rd and 4th 2026

Valladolid | Spain

www.fine-expo.com

#WineTourismExpo #Valladolid

**Wine: the flavour
of a region**



WINE, THE FLAVOUR OF A REGION

- ➔ **March 3rd and 4th 2026**
- ➔ **FINE #WineTourism Marketplace reaches its seventh edition, established as a global meeting point for wine tourism, where business and sensory experiences come together to promote destinations, strengthen partnerships, and open new commercial opportunities around wine.**
- ➔ The event offers participants a fair model focused on business meetings, an efficient format without superfluous elements, allowing maximum optimization of time and concentration of efforts on generating qualified contacts and collaboration agreements.
- ➔ In its latest edition, FINE brought together professionals from 26 countries, including wineries, hotels, routes, tour operators, and travel agencies specialized in wine tourism. The diversity of the offerings was reflected in the participation of 140 wineries, hotels, and territories from Spain, Portugal, Sicily, Champagne, and Slovenia's Štajerska route, representing more than fifty wine regions across these five countries.

104 HOSTED BUYERS

140 WINERIES, ROUTES, AND WINE TOURISM HOTELS

124 TRAVEL AGENCIES AND TOUR OPERATORS

53 PRESS AND INFLUENCERS
from seven different countries

2.218 SCHEDULED MEETINGS
86% of the meetings arose from mutual interest



FINE #WineTourism Marketplace



WHY PARTICIPATE?



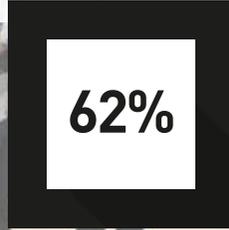
Overall Rating

Overall, the event has received a high average rating.



Profitability

A high percentage of attending exhibitors considered it profitable.

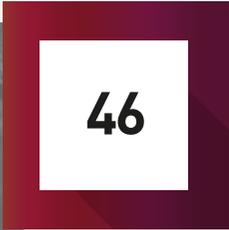


They gave the highest scores to this aspect.



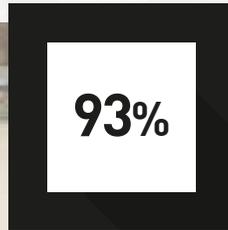
NPS

The Net Promoter Score measures the attendees' level of satisfaction with the event.



Will return

93% of attendees say they would return for a future edition.



In 2025, the exhibitor repeat rate reached 51%.

Time and Cost Optimization to Strengthen Relationships

Every aspect of this project's format is designed to facilitate networking among attendees. The appointment allocation system, based on mutual preferences, allows participants to optimize both meetings and the time spent on them.

An Event to Showcase Wine Tourism with an International Seal

The NPS is the most popular metric for evaluating customer satisfaction with a brand. In its sixth edition, FINE achieved an NPS of nearly 50 points. The creators of the metric indicate that any positive value is considered good, while a score above 20 is categorized as "excellent."

Knowledge, Business, and Fun Can Go Hand in Hand

The leisure side of the marketplace allows you to showcase the best version of your wine tourism product on-site. Parallel activities, such as Fam Trip tours or the welcome cocktail in Valladolid, enable participants to enjoy the city and its wine tourism in a more relaxed way without neglecting

WORKING SPACES

FINE #WineTourism Marketplace structures its design around six work areas that foster connections between professionals and business development. Each area is designed to promote the exchange of ideas, learning, and the creation of opportunities. It's not just a marketplace; it's a living environment where the space becomes an essential part of the professional experience.



BE FINE

The conference area will explore the multiple perspectives and realities of wine tourism through lectures and panel discussions, bringing together experts and representatives from wineries in different countries to analyze the sector.



WINE HUB

Wine Tourism Tastings led by a sommelier, where participants can taste wines from the participating wineries, accompanied by an immersion in the region with an explanation of its wine tourism potential.



CUSTOMIZED WORKSPACE

All wineries and destinations participate in a unified format designed to facilitate meetings between attendees that help increase business opportunities.



NETWORKING RESTAURANT

Coffee and Dining Area exclusively for exhibitors, buyers, and speakers, designed to foster informal business meetings among attendees.



B2B FINE MEETING

Private Area with a scheduled agenda of business meetings, designed to connect wine tourism buyers with sellers of wine tourism experiences.

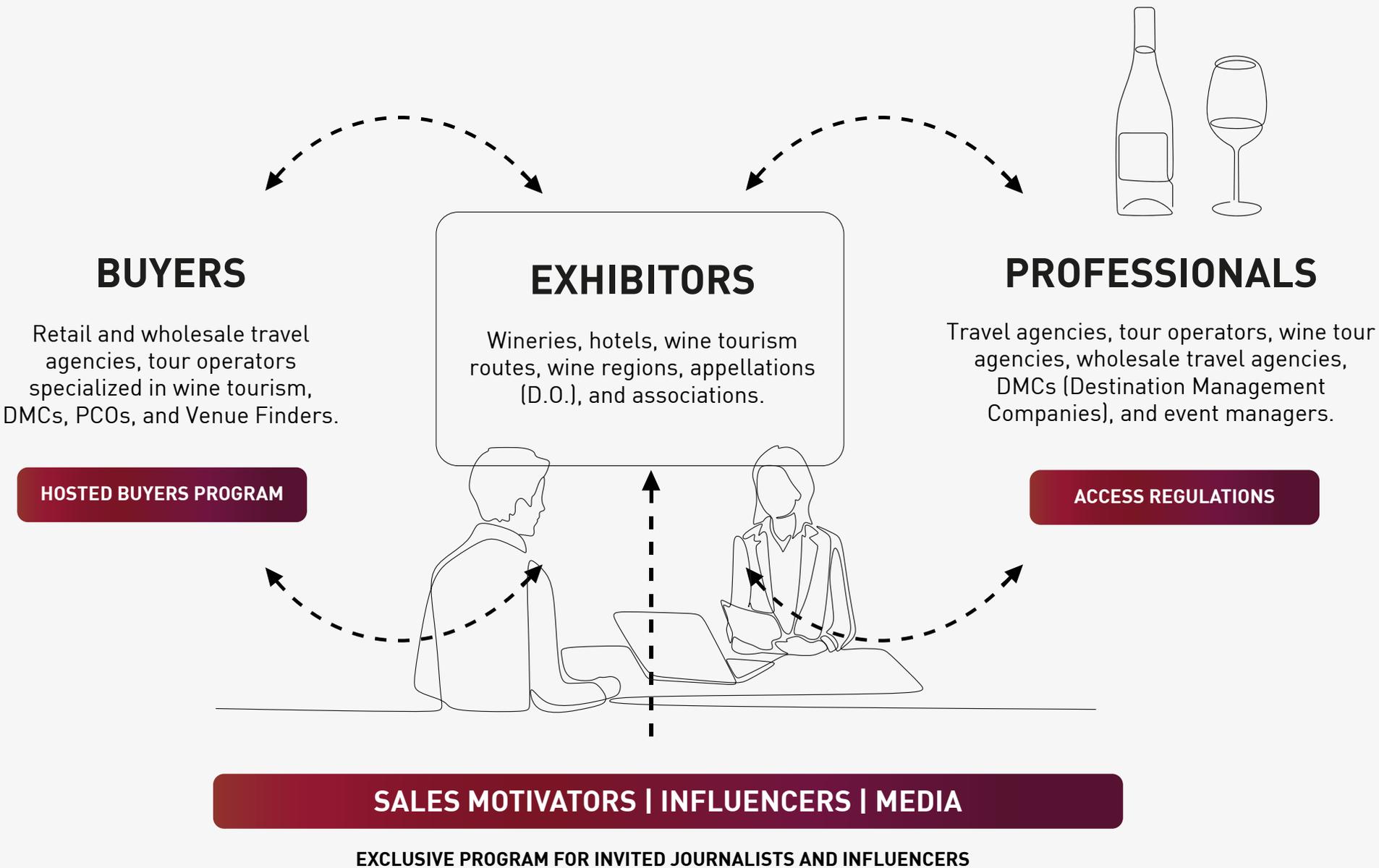


BUSINESS LOUNGE

Business Area designed as a lounge space, equipped for participating companies to work and hold meetings during FINE.



PARTICIPANT PROFILES



APPOINTMENT AGENDA



An intelligent scheduling system that connects shared interests

The engine of FINE is its online professional agenda, a tool designed to optimize time and maximize results for each participant. The appointment system is based on shared interests between wineries and buyers, ensuring truly useful and productive meetings. Each exhibitor can explore buyer profiles and request meetings with those whose needs and objectives align with their offerings, creating an efficient environment where opportunities arise from mutual affinity and interest.

In the latest edition of FINE, 86% of the more than 2,200 scheduled meetings were driven by mutual interest between exhibitors and buyers. In addition, the event fosters thousands of additional contacts through its various networking opportunities, many of which translate into real business deals.

Feria de Valladolid specializes in organizing international events under the Business Club format, providing high-value professional experiences with tangible results.



> REVIEWS

● CHAMPAGNE LOUIS BALINCOURT

ERIK MEYBLUM



● STAJERSKA REGION IN SLOVENIA

KARMEN RAZLAG



● PALACIO DE LOS ÁNGELES

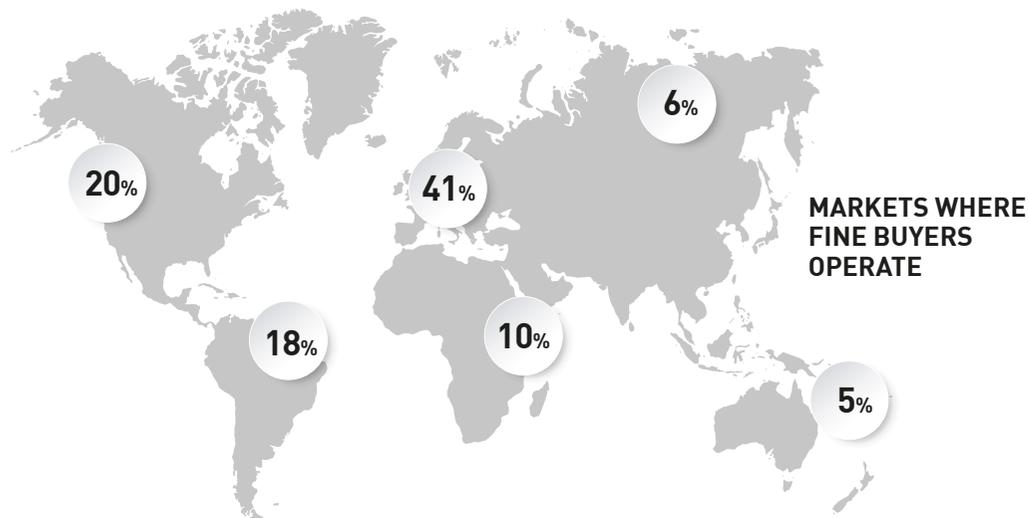
ÓSCAR MARTÍN



HOSTED BUYERS PROGRAM exclusive for exhibitors

The FINE 2026 Buyers Program will **strengthen its international character with the participation of professionals from strategic markets for wine tourism.** The United Kingdom, the United States, Latin America, Canada, and Europe will represent the main origins of the hosted buyers, with a balanced distribution that enhances the event's global reach.

The event brings together **tour operators and wholesale and retail agencies** from the FIT, group, and MICE segments, with the latter playing an increasingly important role. While the focus remains on **wine tours, the presence of agencies incorporating food & wine experiences, getaways, or themed proposals** in their offerings is growing. This year's edition strengthens the participation of Spanish DMCs and continues collaboration with **Virtuoso, Serendipians, Spain DMC, and I'm MICE, brands that ensure excellence and international projection for the marketplace.**



Excellent rating on the Net Promoter Score, a metric that measures attendees' satisfaction with the event.



Participating buyers report having closed, in the short term, between two and more than four deals.



Participants exceeded their initial expectations after attending FINE and would return for a future edition.

> REVIEWS

KISAH TRAVEL

CANDY GUNAWAN



AYEYU INCENTIVES

JOHANNES SIZIWA



MAPA-MUNDI VIAGENS

EDUARDO ALVES



OLIVE OIL TOURISM: A NEW EXPERIENTIAL DIMENSION AT FINE

FINE #WineTourism Marketplace introduces a new feature that broadens its scope in gastronomic tourism: olive oil tourism. This integration reflects the natural evolution of the event, which since its inception has promoted the professionalization and international connection of wine tourism professionals, and now opens its framework to another strategic product that shares values, audiences, and opportunities: olive oil tourism.

Olive oil tourism and wine tourism are complementary expressions of the same philosophy: experiencing a region through its products, landscapes, and culture. Both sectors share distribution channels, visit models, sensory experiences, and loyalty strategies based on authenticity and local identity. Incorporating olive oil tourism into FINE will generate synergies among wineries, oil mills, operators, and destinations, expanding business opportunities and diversifying the offering of premium experiences linked to rural life, sustainability, and gastronomy.



➔ **OBJECTIVE:** To inspire the evolution of the sector with a format that works

PARTICIPATION FORMAT

INCLUDES:

- Customized wooden workspace with various customizable surfaces, furniture (three chairs, one table, and a display cabinet), lighting, and carpet.
- A pre-scheduled agenda of meetings with buyers and two named passes for access to the B2B marketplace. Transfers of passes and/or agendas to non-exhibiting entities are not allowed.
- Networking activities: lunch with buyers on March 3 and 4, coffee breaks (one per day), and a welcome cocktail with buyers on March 3.
- Online exhibitor promotion package: logo in the participating companies catalog + participation announcement with SEO copywriting for content marketing + social media follow-up of participation. (For companies confirming their participation before December 31)
- Participation includes 2 exhibitor passes for the exhibition area and BeFine, 2 B2B passes for the private areas and the mentioned networking activities, and 1 indoor parking space. In addition, exhibitors will have access to the online platform, from which they can manage passes, complete the catalogue, and schedule meetings with buyers.

Contact us for information on group participations and the purchase of additional B2B area passes (without associated agenda).

Discounted Rate

> **3.230 €** + 10% IVA

(Until December 12)

Official Rate

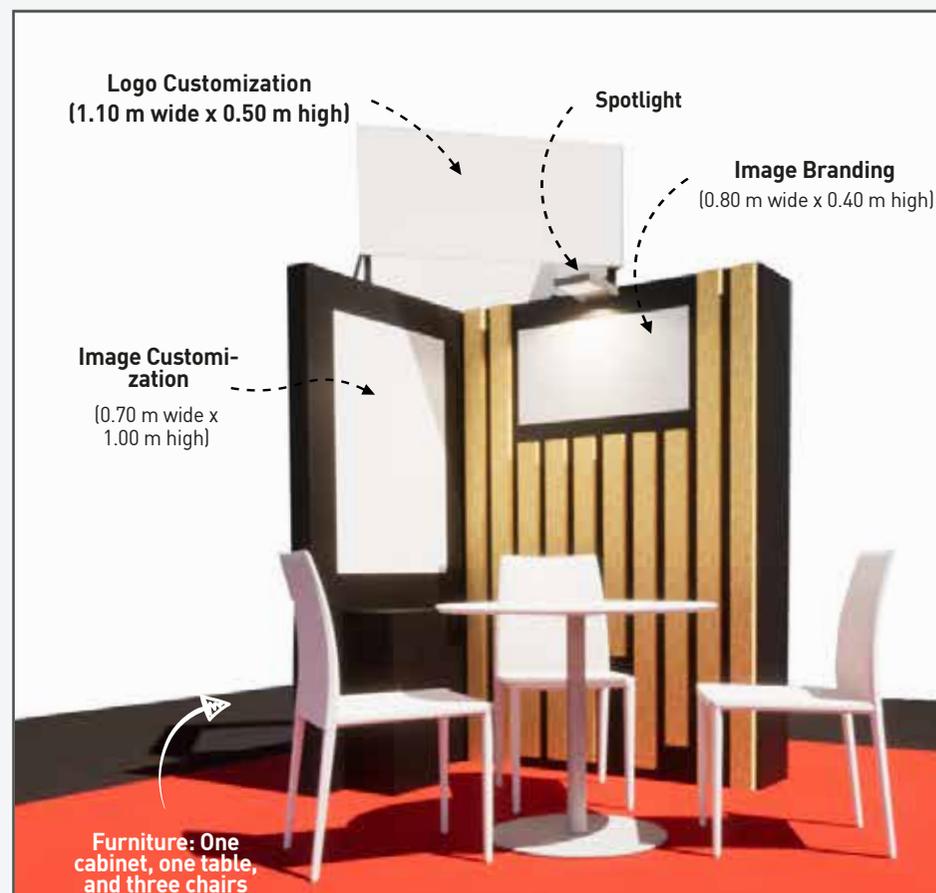
> **3.800 €** + 10% IVA

(Starting December 12)

Early Booking

-15%

(until December 12)





➔ **Valladolid, a unique setting that combines quality, diversity, and hospitality**

Valladolid is a welcoming, modern city open to the world, where innovation coexists with centuries of history, art, and heritage. FINE #WineTourism Marketplace takes place in the wine region of the world with the greatest variety of excellent wines within a single geographic area. Five Denominations of Origin, one Protected Geographical Indication, and prestigious brands create a magnificent setting for this wine tourism proposal.

➔ **Granting Full International Status**

FINE's international reach has been officially recognized with the granting of full international status by the Ministry of Economy, Trade, and Enterprise, a distinction that confirms its consolidation as a global benchmark event for wine tourism.

This classification provides customs advantages for international participants and represents recognition of the event's organizational quality, its sustained growth in recent editions, and strong support from the sector. Additionally, inclusion in this category grants greater international projection and visibility, as the accreditation is communicated to Spain's Commercial Offices and Chambers of Commerce abroad, among other bodies. This makes FINE one of the officially recommended fairs for handling international inquiries or collaboration and participation proposals.

ADVISORY BOARD:



AN EVENT OF:



BUSINESS PARTNERS:



MEDIA PARTNER:



INSTITUTIONAL PARTNERS:



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Call us for all the information
you need

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