



Good practice:  
**Wine roads of Northern Greece:  
a network promoting Greek cultural  
heritage related to wine**

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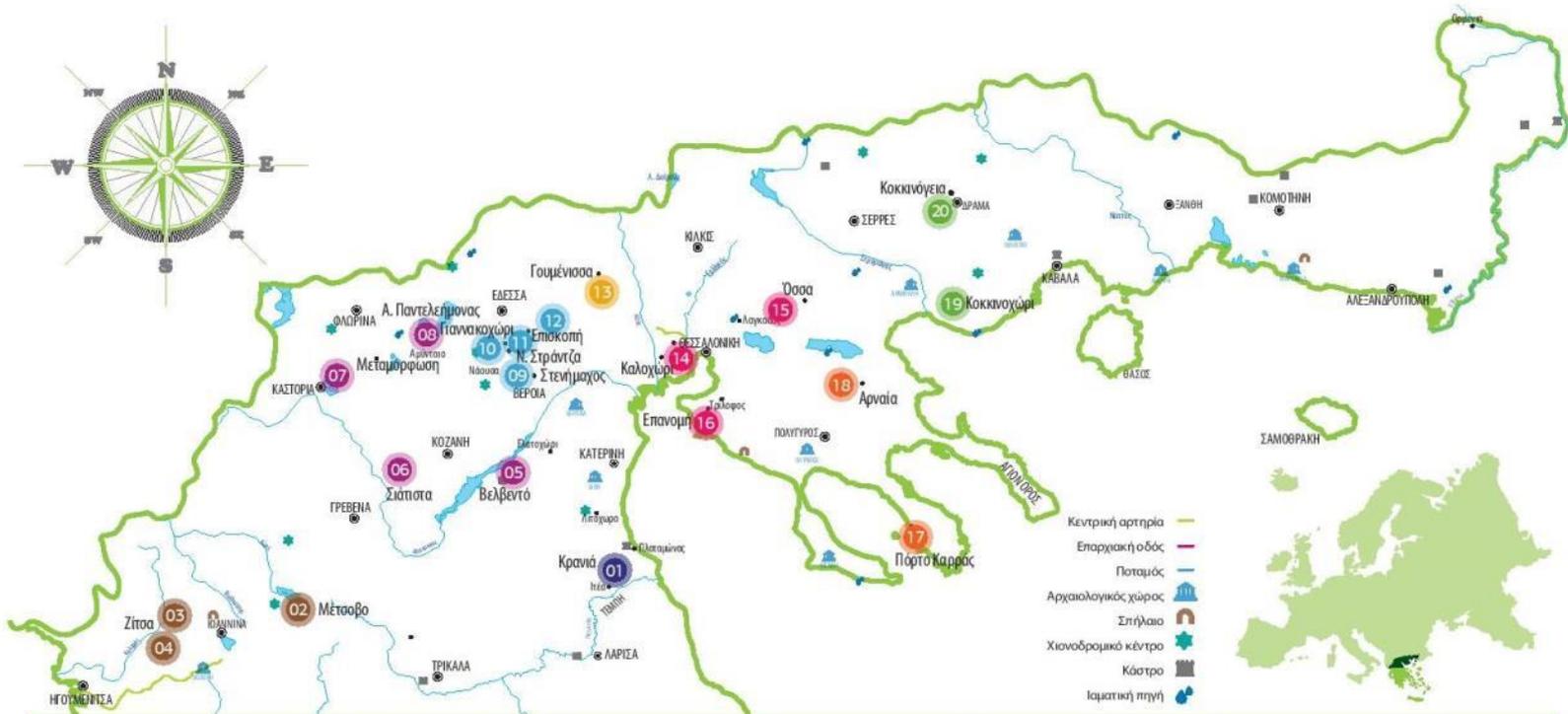
REGIONAL DEVELOPMENT FUND  
OF CENTRAL MACEDONIA  
ON BEHALF OF  
THE REGION OF CENTRAL MACEDONIA

# WINE ROADS OF NORTHERN GREECE

A Network of wine producers (wineries) and local tourism businesses (hotels, restaurants) that aim to establish wine tourism in Northern Greece by promoting wine-making tradition and local wine products along with other cultural assets of the Northern Greece including tangible and intangible heritage (local cuisine, industrial architecture, folklore etc)

## MAIN GOALS OF GOOD PRACTICE:

- **Achieve** acknowledgment of the Greek Wines
- **Promote** universal understanding of the wine making process
- **Preserve** the origins of varieties of Northern grapes and wines
- **Reinforce** Greek cultural heritage and local wine related activities
- **Put into practice** an effective institutional and legal framework regarding cultural routes
- **Promote** international cooperation with companies and organizations for the promotion of wine tourism and the promotion of local wine products and grape varieties



# INNOVATIVENESS/ ADVANTAGES

## INNOVATIVENESS

- Emerge and strengthen wine tourism in Greece
- Promote **wine tourism** along with **cultural tourism**
- Development of **8 thematic routes** (including vineyards, wineries and other cultural heritage landmarks)
- Involvement of **32 wineries** in **Thessaly, Macedonia, Thrace and Epirus**

## ADVANTAGES

- Benefiting **local authorities, businesses, communities**
- Raising **awareness** of **wine history and products**
- Promoting a strong **local tourism product** in Northern Greece
- Developing **sustainable tourism practices**
- Increasing the **capacity** of local businesses



# STAKEHOLDER INVOLVEMENT

## MAIN STAKEHOLDERS/MEMBERS

- ❖ **32 notable wineries in Thessaly, Epirus, Macedonia and Thrace (winemakers)**
- ❖ **More than 60 associate members (Accommodation and catering facilities, tourism facilities)**
- ❖ **Local Authorities- Business- Associations**
- ❖ **Wine producers of Macedonia Region**



# IMPACTS AND SUCCESS FACTORS

## IMPACT

- ❖ 5 Regions (Thessaly, Epirus, Eastern Macedonia and Thrace, Western Macedonia, Central Macedonia)
  - ❖ 25 local wineries → “Open Door Policy” initiatives
  - ❖ Implementation of 2 annual events based on “Open Door Policy”
  - ❖ Establishment of “Wine Tourism Day”
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## SUCCESS FACTORS

- ❖ Promotion of wine local businesses and local products
- ❖ Network’s expansion of wineries and related tourism stakeholders (90.000 visitors/ annually)
- ❖ Development of an innovative tourism model (food, accommodation and cultural heritage)
- ❖ Attraction of other Regions to join the network
- ❖ Rebranding the whole local wine tourism product
- ❖ Promotion of cooperation among wine companies



# Replication and Transferability

- ❖ **Regions with wine-tourism opportunities:**
  - ❖ Presence of wineries or/and vineyards,
  - ❖ history of viticulture,
  - ❖ wine-making culture and history etc

synergies among wineries and related tourism activities and facilities  
Synergies with other local products businesses
  
- ❖ **Regions with cultural tourism opportunities, based on the promotion of local products:**
  - ❖ Olive oil production and processing history and culture
  - ❖ Milk and Cheese production history and culture
  - ❖ Prepared meat production history, etc

synergies among production facilities and businesses and related tourism activities and facilities
  
- ❖ **Regions with cultural tourism opportunities, based on the promotion of local arts and crafts:**
  - ❖ Weaving and knitting
  - ❖ Wood crafting
  - ❖ Metal crafting, etc

synergies among local associations or/and businesses and related tourism activities and facilities

## More information

### Wine Routes of Northern Greece Network

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### Region of Central Macedonia

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# Cult-RinG

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# THANK YOU



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