



Bridging Heritage and Innovation: Communicating Wine Tourism in a  
UNESCO-Protected Region

# THE DOURO VALLEY

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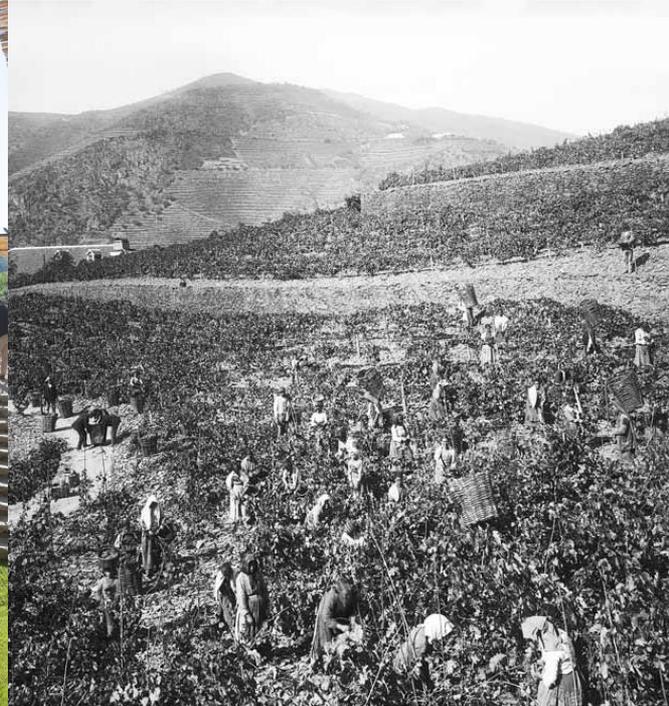
One of the oldest demarcated wine regions in the world - 1756  
UNESCO World Heritage Site- 2001



# ENOTOURISM- Beyond Tasting

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Experiencing the history, beauty, and landscape that shapes our wines.  
Emotionally connecting with the landscapes.



# The Importance of UNESCO Recognition

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UNESCO designation elevates the Douro Valley globally, associating it with cultural, historical, and environmental significance.

For tourists, it signals trust, quality, and authenticity.



# Heritage Preservation and Sustainable Innovation

Preserving historic architecture while repurposing materials in innovative, sustainable ways.



# OUR SUSTAINABILITY STRATEGY



## Respond to our shared challenges

- Target zero carbon emissions
- Adapt to climate change
- Foster & protect biodiversity
- Support ecosystem regeneration

## Pioneer sustainable innovation

- Practice sustainable viticulture
- Practice sustainable winemaking
- Use low-impact packaging
- Develop low-impact wineries

## Care for our people & local communities

- Provide secure, fulfilling jobs
- Encourage the next generation
- Support the local community
- Advocate for our grape farmers

# Heritage and Innovation

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This dual message connects the past, present, and future of wine tourism in a way that resonates globally.



# Storytelling

Telling the story of the Douro Valley: Heritage and Innovation.

Connecting visitors emotionally through stories of centuries-old traditions and cutting-edge techniques.



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**dows\_port** Dow's @QuintaDoBomfim holds a very special place in our family's history, having become Andrew James Symington's home when he became a partner in Dow's in 1912. Ever since, it has been our family home.

The estate has seen not just legendary Vintage Ports being made, but subsequent generations of our family



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**grahams\_port** Each year, we are reminded of the immense skill, dedication, and good humour of our

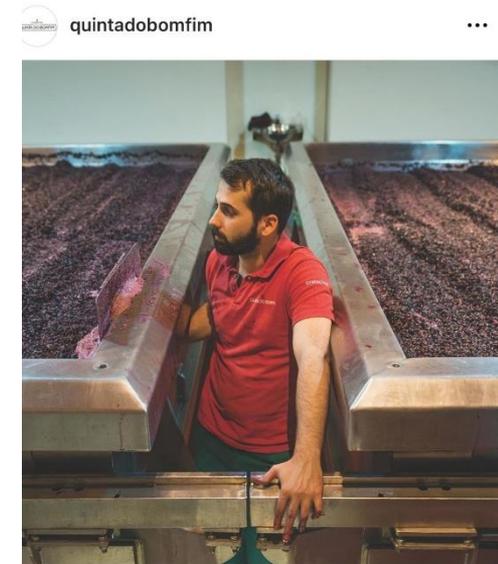
grahams\_port



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**dows\_port** The 1924 harvest at @QuintaDoBomfim. A whole century ago. While many things have changed, some rituals remain the same.

Farmed by the first and second generations of the Symington family, the 1924 Vintage Port is still thriving today, with several bottles recently going under the hammer at @ChristiesWine.

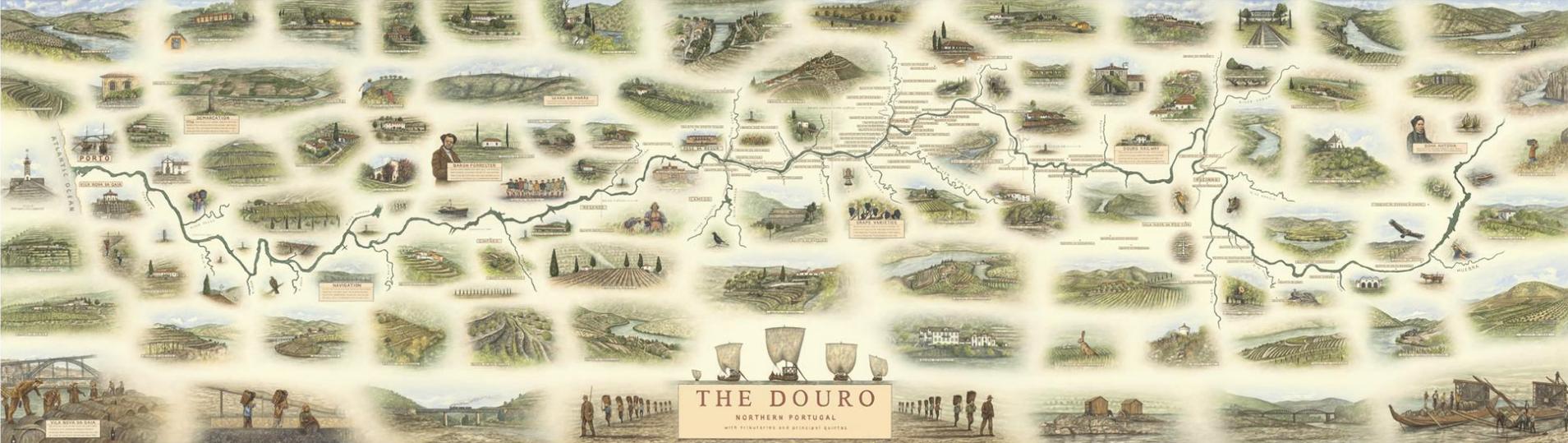


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**quintadobomfim** During the harvest, the winery is filled with deep aromas coming from the fermenting

# Collaboration- The Key to Success

Collaborative efforts create immersive, multifaceted experiences that highlight the region's diversity. Together, we can elevate the Douro Valley's profile as a leading destination for wine and tourism



# The Opportunity – Connecting Visitors to History and Innovation

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Offering visitors not just a product, but a deep connection to history and the land.





SYMINGTON  
*Family Estates*

THANK YOU