

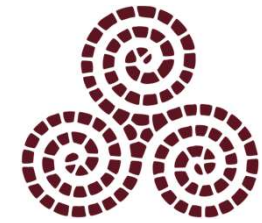


Caro Feely

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Women in Wine Expo
Chateau Feely

Tips for Success in Wine Tourism



French Wine
Adventures

Organic Wines - Wine School & Wine Tours - Yoga Retreats - Luxury Accommodation

www.ChateauFeely.com

www.instagram.com/ChateauFeely

Chateau Feely

Tips for Success in Wine Tourism

- Differentiate Your Tourism – USPs
- Innovate and be opportunistic
- Diversify Your Visits
- Sell Direct – build the direct relationship



www.ChateauFeely.com



Gold Trophy Winner 'Trophées de l'oenotourisme'
& 2 Gold Trophies 'Best of Wine Tourism'





Differentiation

Feely visits focus on beyond Organic & biodiversity
Deep visits like Play winemaker for a day, Wine School
Fun events like the Vine Share & Club Members' Harvest Day



www.ChateauFeely.com



Diversification

Collaboration with Michelin star chef
 Wine Tours & Vineyard Walks - from 1 hr to 5 days
 Books that link to the Farm story
 Wine School eg Regions of France
 Accommodation



Virtual Tours, Courses & Tastings

Opportunistic

Develop your 'Aroma Brain', learn about organic farming, wine tasting, wine & food pairing & more, from your home



www.ChateauFeely.com



Innovations: eg The organic & biodynamic trail + Vine share + Yoga in the Vines



Selling Direct

THE WINE CLUB



Join our family !

Join the Feely Family Wine Club - Feel and taste the difference. Benefits for club members include:
Invitations to special events both online and in person;
exclusive wines only for club members, price reductions on all Feely products and more:

<https://chateaufeely.com/our-shop/feely-wine-club/>

www.ChateauFeely.com



Thank you!

We look forward to welcoming you! Visit us in person or online at

www.ChateauFeely.com

