Moldova: what are the characteristics of Moldovan wine tourism?

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Just a few days ago it ended the group travel we organized in Moldova, one of the most growing wine tourism destinations at the moment. The goal was to find the pros and cons of the wine tourism offer in a Country that makes the wine-making market one of their most important businesses.

What do Moldovan cellars teach us?

- Wine tourism in Moldova is mainly a local phenomenon. The Moldovan citizens are the first ones that explore the amazing cellars of their own Country, and this should be an incentive for Italy to try and find a way

to strengthen as much as possible the “home” tourism.

- The greater part of the companies offer the possibility to stay overnight. There are cellars with two rooms, others with 10 rooms and also those who have 20 beds…what is certain is that the cellars in Moldova want the client to stay as long as long as possible. Why is this strategic? Because it means having more time to let the wine tourists lose themselves in the company’s reality; it means letting them experience quality time and making people passionate about your wine, a product that they will gladly buy later. Besides, the entrepreneurs confessed that those who stay overnight often arrive by car and, as a consequence, they have the possibility to store more wine in the trunk.
- The facilities are very different from one another. Those who carry out a wine tourism tour in Moldova surely do not suffer from boredom: a great castle, the largest cellar in the world or the smallest family management, there wasn’t a reality that was similar to another. But, there is one thing in common: the great attention to details, a characteristic that made us remember the Californian cellars and the French ones, rather than the Eastern realities.
- The culinary offer is absolutely original and authentic. In almost all the cellars there is the possibility to see a lady cooking for you a “*Placinta*” or some other delicacies to taste. The pairings between food and wine are original and also the companies that do not have the possibility to cook hot dishes were still able to create something interesting. There was also the possibility to taste international wines with a minority of local wine varieties.
- There is great organization behind the curtains. The cellars start partnerships with tour operators and with rental shops. Around the companies there is a fabric that was woven to push the most towards the wine tourism.

- The wine shop offers an original merchandising. In all the companies there is a wine shop, whether they are more or less structured, you can always find nice ideas inside. We liked the t-shirts and the magnets with fun sentences dedicated to wine, beside the company’s logo.
- The tasting kit was scarce and leaves room for improvement! About the wine glasses and the various types of stem glasses based on wine, we believe that there are aspects that should be improved.

If you find these pieces of information interesting, you will definitely like the curiosities and the pieces of advice that we will share in our Wine Tourism Campus. Hurry up, the registrations are about to close.