

# Wine tourism in Moldova: what makes this destination extremely authentic?

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In recent days, we cast a spotlight on an exceptionally innovative wine destination: Moldova. On September 27th, this nation hosted a symposium entirely dedicated to sustainable tourism. Among the array of speakers in the field, **Wine Meridian** was invited to share its extensive experience in the world of wine tourism. We embarked on this journey with the intention of imparting our knowledge, yet, at the event's conclusion, it was us who gleaned valuable insights.

Moldova is not only the world's leading wine exporter in relation to its national territory but also an exceptionally advanced and well-structured wine tourism destination. In this country, where a quarter of the active population relies on

the wine sector, **strategies are consistently devised to enhance their tourism offerings, and collaborations with tourism associations and offices are actively promoted.**

The fact that this determination is rooted in Moldova is not coincidental. As per a recent article in *Il Sole 24 Ore*, in this country, the wine market is not merely a source of revenue; **for several years, it has served as a genuine gateway to Europe and its vast single market.** Clearly, wine tourism here possesses a unique allure, and during visits to some wineries, we had the chance to observe it firsthand.

The standout feature of Moldova's wine tourism proposition is authenticity, emphasized with a capital "A," and it manifests across various facets of the wine tourism industry.

**Authentic are the relationships forged during these visits. Within moments, the company's identity and objectives are effectively communicated.** Whether it's an employee recounting the company's origins or an owner outlining the company's vision, everyone can establish a genuine connection with the wine tourist and help them comprehend the playing field.

Authentic are the narratives, characterized by their simplicity and accessibility, eschewing technical jargon to encourage dialogue and discussion. **Visits to production areas are expedited to make way for exploration of the facilities.** More importance is placed on the relational aspect, which aligns with what Moldovan entrepreneurs indicate is demanded by wine tourists.

Authentic are the human resources, who, irrespective of their skills, **radiate pride in their association with the wine sector and eagerly share their enthusiasm for working on a project.** This sense of belonging is immediately transferred to the wine tourist, making them feel integral to an important process.

**It is precisely this authenticity that ensured we remained**

**engaged throughout our visits to all six wineries,** even when encountering wines that didn't immediately captivate us. Our conviction is that if you can sustain interest in this type of endeavor, it likely signifies that you have achieved a 100% success rate in wine tourism.