

ITER VITIS AWARDS 2019

FRENCH SELECTION
ANNOUNCE



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



ABOUT US

2009 Certification of the Iter Vitis Route by the Council of Europe.

The Iter Vitis Route is one of the 38 Cultural Routes certified by the Council of Europe. As a conviviality emblem, wine has always been a European symbol of identity.

2012 Creation of the French commission Iter Vitis France.

Over the centuries, the technical knowledge of wine production has contributed to the construction of national identities, which generated a common viticultural heritage among European countries.

2018 First edition of the European Iter Vitis Awards.

One of the main objectives of the Iter Vitis Route is to highlight each vineyard's specificities, in order to safeguard biodiversity and cultural heritage.

Iter Vitis,
un réseau
européen





THE JURY :

- **Hervé Novelli,**
President of the Higher Council for Oenotourism
- **Didier Cujives,**
President of Iter Vitis France and President of Haute Garonne Tourisme
- **Michel Garcia,**
Vice-President of the Federation Vignobles & Découvertes
- **Christine Vocher,**
DGE Ministry of the Economy, sub-directorate Tourism
- **Philippe Vergain,**
Delegation of Cultural Olympiads, Ministry of Culture and Communication
- **Evelyne Resnick,**
Director of studies at ISG Bordeaux and author.
- **Vardhui Tomasyan,**
Sommelier, Economic Chamber France / Armenia

ITER VITIS AWARDS 2019

The Iter Vitis Awards aims at giving a European recognition to local initiatives for viticultural heritage preservation and valorization. Iter Vitis France, the association's French commission, organized the national laureate selection.

For the 2nd edition, public and private French organizations submitted diverse initiatives : actions to safeguard biodiversity or to enhance cultural heritage, research studies, œnotourist activities...

The members of the jury, national and European experts, have elected the 9 winners of the French selection.

THE 9 WINNERS :

- **4 national laureates** will represent France at the European final.
 - Château La Tour Carnet
 - PETR Pays d'Armagnac
 - Inter Loire
 - La Marque Rouge
- **4 organizations** rewarded.
 - Domaine de la Citadelle
 - Office de Tourisme Conques-Marcillac
 - Musée de la Vigne et du Vin de Savoie
 - Maison Noilly Prat
- **1 organization** encouraged.
 - Héritage 1875

THE FRENCH SELECTION

CHÂTEAU LA TOUR CARNET

📍 BORDEAUX

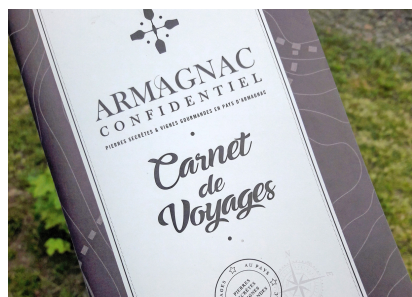
The **Scientific Research Center Bernard Magrez** and its 75-vine-varieties conservatory, open for visits, studies the impact of global warming on vine varieties. *"We raise awareness among our visitors through a discovery tour of this environmental study. The objective is to identify the 'vine varieties of tomorrow' that could face future climatic changes".*



PETR PAYS D'ARMAGNAC

📍 SOUTH-WEST

The **"Armagnac Confidentiel"** travel journal networks tourism, viticulture and culture stakeholders, and supports the upgrade of Armagnac Gascogne tourist destination. *"As a key to understanding the landscapes, the sites and their history, the collection is a unique cultural oenotourism offer, combining emblematic local heritage and vineyards".*



INTER LOIRE

📍 LOIRE VALLEY

The **"Vignes Vins Randos Val de Loire"** event articulates around the concept of hiking many pedagogical and recreational activities, based on the discovery of Loire's vine and wine. As a powerful œnotouristim development factor, the event strengthens territorial identity and federates wine and tourism stakeholders.



THE FRENCH SELECTION

LA MARQUE ROUGE

📍 RHÔNE VALLEY

The association organizes the annual graphic novels festival "**Les Vendanges Graphiques**", where artists work on the theme of vine and wine. The local winegrowers are involved in this original event, which contributes to Condrieu and the Pilat Park region's heritage discovery and enhancement.



DOMAINE DE LA CITADELLE

📍 RHÔNE VALLEY

The vineyard created the first European **Corkscrew museum** in 1993, paired with Barolo's Museum in Italy, and planted a **Botanical Garden** to safeguard local biodiversity. *"We regularly welcome children to show them the evolution of the corkscrew and to educate them on eco-responsible cultivation"*.



CONQUES-MARCILLAC TOURIST OFFICE

📍 SOUTH-WEST

The **"link" concept**, symbolized by the rebirth of the Liadou, Marcillac winegrowers' emblematic tool, is at the heart of the tourist office's development strategy. *"We want to create an attractive œnotourist destination, preserving and transmitting its savoir-faire and traditions, committed to a sustainable economic development and involving local stakeholders"*.



THE FRENCH SELECTION

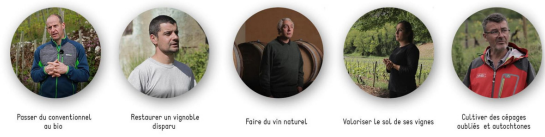
SAVOIE'S VINE AND WINE MUSEUM

SAVOIE

The **museum**, located on the Alpine Vineyards Route, "offers a detailed discovery of the vineyard, gives a historical depth to viticulture, awakens to current concerns, and reveals the specialties of the Savoyard viticulture". Winegrowers are involved in the museography's construction to strengthen its territorial integration, and the museum supports the Alpine-Pierre Galet ampelography center.



La parole aux vignerons



MAISON NOILLY PRAT

LANGUEDOC

The structure offers **cultural and gourmet visits**, combined with an exhibition highlighting a historical fact, often little known, and makes accessible culture and art in the province. "A unique exhibition will be dedicated to the sculptor Auguste Rodin, and to the Train of the French Recognition sent to the United States after the Second World War".



HÉRITAGE 1875

BEAUJOLAIS

Engaged in the collective success of the territory, the agency's mission is to **develop business tourism** in the Beaujolais region, in order for the destination "to become a reference in France and Europe". The agency organizes business trips in local Domaines and Châteaux, enhancing viticultural heritage and terroir preservation.





Iter Vitis Awards 2019



The **4** national laureates will represent France during **2** European contests :

- European Iter Vitis Awards 2019
- Destination of Sustainable Cultural Tourism 2019

LA SUITE... EN EUROPE !

The national winners of each European Iter Vitis Route's members countries will apply for two competitions on the European level.

On the one hand, laureates elected during the national selections will participate to the final of the **European Iter Vitis Awards 2019**.

On the other hand, laureates may also be selected during the **Destination of Sustainable Cultural Tourism 2019** contest, organized by ECTN©, the European Cultural Tourism Network, in association with ETC, the European Travel Commission. This European partnership aims to increase the visibility of cultural tourism destinations and their practices in favor of sustainable development.

The winners will be announced at the 12th International Conference on Cultural Tourism in Europe, organized by ETCN on October 24th 2019 in Granada, Spain.

©ECTN Awards 2019 – Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions. The only award for sustainable cultural tourism development and promotion in Europe network.eu/

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