

## INFORMATION

Corbières Salanque Méditerranée Tourist Office

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Wine tourism is defined as all tourism services related to a holiday in a winegrowing region. It is a combination of cultural and gourmet tourism and provides visitors with an opportunity to discover the local terroir, wine and the people who are responsible for working the land, thanks to walks and hikes because wine tourists are above all tourists who want to explore a destination. Added to that are events, activities, tastings, and for visitors who really want to learn all there is to know, there are courses and wine academies, business tourism, incentive activities, and 'wine therapy' breaks. All of these offers combined is what will define the success of a winegrowing destination.

Wine tourism is a major asset for French tourism in general and because of this, a centre for excellence has been founded. It has generated impressive results for the national economy with 10 million tourists staying in French vineyards every year, spending on average €1,230 per stay, including €240 on wines. In 2016, this represented 5.2 billion euros in revenue. 42% of these tourists are foreign, with Belgian and British tourists representing around half of foreign tourists. They are followed by the Dutch, German and Americans. The winegrower has become a real ambassador for his/her region. Professionals have to work together as part of a network and invest in facilities such as toilets and car parks. They must also respect certain regulations such as the Evin Law, they must be included on the tour operators registry, and also respect the Disability Law.

In our department, the Vignobles & Découvertes label unites professionals from the tourism and winegrowing industry, to pool their resources and optimise the promotion and reputation of their territory, heritage and destination. This label covers the entire French department of the Pyrénées-Orientales.

In 2020, 81 winegrowing cellars and merchants, 13 restaurants, 29 accommodation establishments, 15 activities and tours of heritage sites, 14 tourist offices and 3 destination management agencies were awarded this label to congratulate them for their welcome services, top-quality and compliance with the set specifications.

7 different sectors can apply for the label: wine cellars, accommodation, events, tourist offices, restaurants, heritage sites and destination management agencies. The Roussillon Vineyard Destination offers visitors a coherent and top-quality wine tourism experience to learn about the sheer wealth of our department in terms of natural, cultural, architectural and gourmet heritage.

Vignobles & Découvertes: in the Pyrénées-Orientales, find out about the [offers bearing the label](#) and more generally, [all the wine tourism experiences on offer in Roussillon](#) and [Banyuls sur Mer](#)

Sophie Lignon-Darmaillac 'L'œnotourisme en France. Nouvelle valorisation des vignobles. Analyse et bilan'

## MEDIA RELATIONS OFFICE

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## PYRÉNÉES MÉDITERRANÉE EN PAYS CATALAN

Agence de Développement Touristique des Pyrénées-Orientales

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[pro-tourismeadt66.com](http://pro-tourismeadt66.com) - [tourisme-pyreneesorientales.com](http://tourisme-pyreneesorientales.com) - [visitpo.fr](http://visitpo.fr) -    #visitpo

**Further information**

Syndicat Agly Verdoble / Agly Tourisme  
 Maison Torrelles 2, Place Francisco Ferrer 66310, Estagel  
 Telephone: + 33 (0)4.68.29.10.42.  
[www.agly-tourisme.fr](http://www.agly-tourisme.fr)

Vin Vigne - guide for the wines and vines of France  
[www.vin-vigne.com/region/vin-roussillon.html](http://www.vin-vigne.com/region/vin-roussillon.html)  
[www.roussillon.wine/le-civr/](http://www.roussillon.wine/le-civr/)

THE VIGNOBLES & DÉCOUVERTES LABEL  
 To find out more, check out the following website:  
[www.atout-france.fr/services/le-label-vignobles-decouvertes](http://www.atout-france.fr/services/le-label-vignobles-decouvertes)

Some suggestions for sightseeing tours that combine wine and heritage sites



**The Fenouillèdes**

(AOP Côtes du Roussillon, AOP Côtes du Roussillon village, AOP Maury and Maury Sec, Rivesaltes and Muscat de Rivesaltes, PGI Côtes Catalanes)

Tours: the red train across the Pays Cathare, Ansignan aqueduct, Boucheville Forest, Chapter of Saint Paul de Fenouillet

**The Agly** (AOP Côtes du Roussillon, AOP Côtes du Roussillon village, AOP Côtes du Roussillon village Latour de France, AOP Côtes du Roussillon village Caramany, AOP Rivesaltes and Muscat de Rivesaltes, PGI Côtes Catalanes)

Château Musée de Bélesta, Lac sur Agly, Força Real (507 m)

Tours: *Capitelles* (dry stone hut), dry stone and dolmens.

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**The Crest and Limestone** (AOP Côtes du Roussillon, AOP Rivesaltes and Muscat de Rivesaltes, PGI Côtes Catalanes, AOP Côtes du Roussillon village, AOP Côtes du Roussillon village Tautavel)

Tours: Tautavel Prehistory Museum, Cases-de-Pènes Hermitage, Gouleyrous Gorges, Château and village of Perillós in Opoul)

*Not-to-be-missed:* the Cirque of Vingrau

**The Salanque:** (AOP Côtes du Roussillon, AOP Rivesaltes and Muscat de Rivesaltes, PGI Côtes Catalanes)

Tours: Salses Fortress, Salses Lake

*Not-to-be-missed:* Roussillon artichoke

**Bas-Conflent:** (AOP Côtes du Roussillon, PGI Côtes Catalanes)

Tours: Abbey of Saint Michel de Cuixà, Priory church of Serrabone, Priory church of Marcevol, Hospice of Ille, church and treasures of Prades

*Not-to-be missed:* The Orgues d'Ille-sur-Têt

**The Conflent**

Tours: Villefranche de Conflent Saint Thomas, Evol, Church of Corneilla, Saint Martin du Canigou, Nyer Reserve, Casino Park in Vernet-les-Bains

**Plains and Ribéral:** (AOP Côtes du Roussillon, PGI Côtes Catalanes, AOP Rivesaltes and Muscat de Rivesaltes)

Tours: Perpignan and the Palace of the Kings of Majorca, Saint Cyprien collections, Chapel of Notre-Dame-des-Anges, Villeneuve de la Raho Lake, Canet-en-Roussillon Lake.

**Vermeille Coast:** (AOP Collioure, AOP Banyuls and Banyuls Grand Crû, AOP Muscat and Muscat de Rivesaltes)

Tours: The Fauvism Trail in Collioure, Château Royal, Paulilles Bay Grand Site, Biodiversarium, Banyuls Cerbère Reserve, the Coastal Path, Madeloc Tower, (+ olive grove and Musée Maillol, Querroig Tower,)

**The Albères** (AOP Côtes du Roussillon, AOP Rivesaltes and Muscat de Rivesaltes)

Tours: cloister and maternity hospital in Elne, Musée Terrus, Palau Glass-Blowing Workshop, Bellegarde Fort, La Massane Tower, Abbey of Saint Genis des Fontaine, Musée du Liège in Maureillas, Chapel of Saint Martin de Fenollar)

**The Aspres:** (AOP Côtes du Roussillon, AOP Côtes du Roussillon Village les Aspres, AOP Rivesaltes and Muscat de Rivesaltes)

Tours: Monastir del Camp, Ponteilla Garden, Byrhh Wine Cellars, Castelnou, Sainte-Colombe-de-la-Commanderie

**Vallespir**

Tours: Lagarde Fort in Prats, Abbey of Arles-sur-Tech, Céret Modern Art Museum, La Fou Gorges, Moulin des Arts in Arles, Iron Mines in Batère

*Not-to-be-missed:* Céret cherries

**Cerdagne Capcir**

Tours: Les Bouillouses Lake, Roman Thermal Baths in Dorres, Fontrabiouse Caves, Angles Animal Park

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