

Press release
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SAVE THE DATE: THE FIRST EDITION OF THE WORLDWIDE WINE TOURISM & SPIRITS FAIR (WST) WILL TAKE PLACE FROM MARCH 12 to 14, 2023 IN REIMS (FRANCE)

Last spring, **Alain MARTY**, President and Founder of the Wine & Business Club, announced the creation of the world's first trade fair dedicated to wine and spirits tourism. Today, the appointment is made: the inaugural edition of Wine & Spirit Tourism - International Trade Fair (WST) will be held from March 12 to 14, 2023 in Reims (France), city of coronations and Champagne.

WINE & SPIRITS TOURISM: A GROWING GLOBAL MARKET

For more than 10 years, wine tourism has not stopped winning new enthusiasts over. In his book "Wine & Spirits tourism in France and around the world" (Eyrolles Editions), Alain Marty says: "in 2025, the number of wine tourists is estimated at 100 million per year in the world for a \$ 44 billion turnover generated. "To respond to this flourishing market, the entrepreneur has envisioned the creation of an annual global trade fair entirely dedicated to Wine & Spirits tourism, entitled: WST - International Trade Fair.

THE GUARENTEE OF A 100% INTERNATIONAL TRADE FAIR

Hervé Novelli, President of the Superior Council of Wine Tourism and former Secretary of State for Tourism expresses his support for the WST: "I want to support and pay tribute to the initiative of creating the world's leading wine tourism fair in France. This private endeavor completes and amplifies the dynamics of the past few years." The ambition of the WST is to gather each year, in one place, the main players in the major global wine and spirits producing regions. For this first edition, WST has set itself the goal of bringing together **300** exhibitors from **25** countries including 25% French and 75% of them outside of France.

1 000 BTOB TOURISM VISITORS IN THREE DAYS

More than 1,000 tourism professionals from **50** countries will be present at the fair. Tour operators, travel agencies and other travel buyers, as well as players in BtoB services (communication directors, incentive agencies, Presidents of tasting clubs, etc.) will discover the global wine tourism offer.

A 1.2 MILLION FIRST FUNDRAISING FOR WST COMPANY

Chaired by Alain Marty, serial entrepreneur and majority shareholder of the fair, the Wine & Spirit ITF company in charge of the WST raised an amount of 1.2 million euros from five French entrepreneurs: Bernard Magrez (43 vineyards in the world), Jean-Marc Médio (Château Puy Descazeau), Jean-Jacques Olivie (Château Le Bouis), Bertrand Letartre (Domaine de la Rouillère) and Cyril Camus (President of the Cognac Camus firm).

More information online: wst-internationalfair.com

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WINE & SPIRIT TOURISM
INTERNATIONAL TRADE FAIR