

Iter Vitis - Cultural Route of the Council of Europe itervitis.eu

Iter Vitis is a Cultural route of the Council of Europe which connects countries from the Mediterranean region, Western Europe and Caucasus that share a heritage of vine production and wine making. Iter Vitis Route showcases and preserves the viticultural landscapes, the culture of the vine and winemaking traditions. The Iter Vitis route selects authentic wine tourism experiences that include exploring the heritage of the great varieties of European oenological territories and landscapes. Besides developing sustainable forms of ecotourism, the federation also works on preservation of the heritage of historical and ancient vines and of the culture of vine and wine, and on the promotion of research, documentation, and environmental protection activities to defend biodiversity.

Furthermore, Iter Vitis is a good example of a cultural route that, besides cultural heritage preservation activities, creates concrete sustainable wine tourism products – different tours across the network destinations that last from one day to two weeks. Many of the tours allow travellers to discover lesser-known regions and countries, and Iter Vitis cooperates with several tour operators in charge of the marketing of its destinations.

Marketing & distribution channels: Cultural Routes of the Council of Europe channels (website, social media, newsletter) and their special programmes, e.g., Routes4U blog (a joint programme between the Council of Europe and the European Union to foster regional development); national tourism authorities of the network; tour operators from the network countries; digital brochure.

Target groups: International groups of travellers looking for cultural, gastronomic, and especially wine experiences.



