



## WINETOURS MOLDOVA

Location: Moldova (The office of the organisation is located in Chisinau, but they organize tours in the whole country)

Key words: Wine tasting, Culinary Tours



Winetours Moldova is a boutique agency creating genuine and delicious Wine & Culinary journeys with a first-class experience.

The vision of the company is to become the leading wine-tourism operator in Republic of Moldova, by continuously developing new relationships and opportunities, and providing always amazing and memorable Wine Travel Experiences.

Currently the company portfolio includes wine tours with different duration (1 - 3 days) including visits to local wineries and rural guesthouses located throughout the whole country. In addition, they offer corporate services, as organising corporate events, teambuilding activities as well as conferences and seminars.

### Marketing approach

The organisation maintains its own [website](#), available in three languages: Romanian, English, Russian, and profiles in the social media: [Facebook](#) (with nearly 4000 followers) and [Instagram](#) (with about 1500 followers). It is possible to contact them via email, WhatsApp and Viber or chat with someone from their team directly on the website. The agency is also promoted on the platform [TripAdvisor.com](#)

### Financial situation

The source of financing of the agency activities is operating with the revenue generated.

### Key success factors and challenges

The company's mission is to offer amazing and memorable Wine Travel Experiences in Moldova, by offering a first class service. By keeping high quality of the services offered, company has received two awards:

- A Certificate of Excellence, based on the consistently great reviews they have earned on the world's largest travel site TripAdvisor.com in 2018
- At the 16th edition of the National Wine Day, in 2017, The Government of Republic of Moldova awarded

Winetours Moldova for outstanding achievements in the development and promotion of oenotourism. For the first time a travel agency is awarded with the Gratitude Medal "Wine of Moldova. A legend alive".

The activity of the agency has a strong social impact: thanks to the partnerships created with small family businesses (such as wineries and guesthouses) the company increases their visibility among the local and international visitors and this way supports their activity and help them generate better incomes.

From the historical and cultural point of view,

Common borders. Common solutions.



Project funded by  
EUROPEAN UNION



Winetours Moldova offers the travellers meaningful experience and presents the Moldovan culture, traditions and way of living in the rural areas in a unique and attractive way.

The biggest challenge the agency is facing now is the COVID-19 crisis, which had a strong negative impact on the tourism in general. This will affect the possibilities of

the company to offer their products, as some of the businesses included in the tours had to close up and stop functioning. On the other hand, the restrictions for travelling and the economic crisis following the pandemic significantly limited the number of travellers/consumer of the company services, which affects the financial stability of the organisation, too.

### Plans for future development

According to the information from their website, the team got a break from this activity until June 30<sup>th</sup> 2021. The team is using this time to revise the organizational strategy and the portfolio of their services.

### GALLERY:



Sources of the images:

<https://winetours.md/>

<https://www.facebook.com/WineToursMoldova>

Joint Operational Programme Black Sea Basin 2014-2020  
Varna University of Management  
May 2021

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of Varna University of Management and do not necessarily reflect the views of the European Union.