

# SOMONTANO WINE TOUR EXPERIENCE

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## SOMONTANO WINE TOUR EXPERIENCE

### **1. LOCATION SOMONTANO**

Somontano is an Aragonese region located in the mid-west of the province of Huesca (Spain), extending between the outer ranges of the Pyrenees and the river Ebro valley. It occupies a strategic position related to the neighboring autonomous regions of Catalonia, Navarra and the Basque Country. It has 29 municipalities, where a population of 24,086 inhabitants live.

The regional territory of 1,163 km<sup>2</sup> has varied scenery, rich history and cultural heritage as well as being a paradise for lovers of adventure and nature. Thanks to all of this, the Somontano has become one of the most important tourist destinations in Aragon, which can be enjoyed throughout the seasons. We found a transition from humid and temperate to Mediterranean climate. Average temperatures in this region are between 10 ° C and -14 ° C. The springs rainy, with annual rainfall of 400 mm in the south of Somontano and 900-1000 mm in the high mountain areas. Summers are mild with temperatures exceeding 20 ° C, while winters are cold with frost and fog.

It is a generous land, which are suitable for the development of agriculture, where you can get excellent olive oil, vegetables and wine with the label Designation of Origin "Somontano". Name that means everything evolved is in a positive way with board action regulator: the launch of new brands of wines, installation of new wineries and professional work of winemakers.

### **2. TYPES OF TOURISM TO FIND IN THE AREA**

Maybe because of the excellent quality of wines, its picturesque villages, Alquézar, in the Sierra de Guara, or just because of its wild nature, it is a paradise for adventurous.

It is said that Somontano contains all the landscape in the world. The vineyard is located on the shady Alpine. In a distance of a few kilometers, the terrain switches: from the steep cliffs of the Sierra de Guara to the rolling hills where covered by olive trees; mountains covered by lush forests bordered on arid hills; the deep canyon carved by rivers to the gentle foothills where terraces located.

The soil in Somontano is various and rich. Among this region, more than a quarter of its surface is protected by European legislation. The Natural Park of the Sierra and Canyons of Guara are two of the most important areas protected by Government of Aragon, where known worldwide for its spectacular deep canyons carved by rivers, and fresh air benefits from frequent rains.

Somontano is also a place to have a great adventure with many options of tours, so it's an ideal place of short itinerary for families. Among the extraordinary variety of landscapes, the region has a lot of historical heritages. Deep in the mountains there are sets of splendid cliff paintings, which are famous World Heritage. And the whole territory is dotted with beautiful buildings, whose style is from Romanesque to Baroque, in the towns such as Alquézar and Barbastro.

The twenty-one century is a historical and important period for Somontano. A lot of new wineries were founded and huge amount of capital was invested. Since then, the growth in production, great marketing and the improved quality make their wines recognized by some of the most prestigious wine organizations and consumers.

Its success is a consequence of the joint work by the winemakers and Regulatory Board of wineries, in order to offer wine lovers a unique and different experience. In that way, the territory is as well as

being an essential element, which makes Somontano a prime tourist destination.

Due to its location, the variety of landscapes and historical heritage, we can separate the region as four types of predominant tourism areas:

#### Mountaineering Tourism

It is said that Somontano contains all the landscape in the world. The vineyard is located on the shady Alpine. In a distance of a few kilometers, the terrain switches: from the steep cliffs of the Sierra de Guara to the rolling hills where covered by olive trees:

1. Trees
2. Interesting geological
3. Protected areas
4. Bird watching

#### Adventure Tourism

The gullies have remained hidden and unexplored for many years. Today tourists can experience the unique sensation of getting caught up in many ravines of Somontano. Furthermore, has been given a special combination of rock types, geological formations and abound magical erosion, where is an unique place for climbing or ferrata climb walls.

In addition, horse riding and cycling on the Sierra de Guara and Somontano roads will be an unforgotten experience. People can also cross rivers, climb steep slopes and enjoy nature.

#### Cultural tourism

Somontano has a lot of historical heritages. Deep in the mountains there are sets of splendid cliff paintings, which are famous World Heritage. And the whole territory is dotted with beautiful buildings, whose style is from Romanesque to Baroque. Besides that, there are also museums, theater, routes, restored monuments, guided tours and scheduled events or visits.

#### Gastronomic Tourism

In Somontano Wine Route you'll find a selection of wineries. Tourist will be guaranteed by the professionalism of wineries and excellent wines.

### **3. CHALLENGE**

For all of this, the challenge is to promote Somontano Region as a tourist product with wine as the main element, and other activities, entertainment, cultural initiative as a combination. In recent years it has held the Somontano Wine Festival, which perfectly weds the cuisine, culture and winemaking activity. For the coming years it has been proposed to unite wine tourism with other types of products, such as adventure tourism in the mountain.

### **4. GOALS**

The Aim of Wine Tour Route:

- To attract large number of tourists, and to promote Somontano as oenological tourism destination at international level.
- Establish a connection between tourism and wine ecological sector.

Wine tourism is not just about visiting wineries. Somontano Wine Tour Route includes a club of products, a lot of tour contents and options, and also offers the unique tourism service. With this Wine Route, a cooperation between public network and private partnership is established, especially

integrates a variety of tourism companies. Traditionally, tourism has never been away from restaurants, hotels, specialty shops, museums, food companies (such as mill and dairies), adventure sports companies, spas, car rental companies, taxis and travel agencies, etc. Through training professionals in rural areas, extending the human potential and region competitiveness.

- Diversified regional economy. The wine industry contributes to diversify the local economy, and ease unbalanced economy development in the territory.
- Improve the economy of the region, especially by economic agents practicing in wine tourism.
- To protect and preserve the national cultural and environmental heritage.
- Extend the awareness of the importance of developing wine.

What does wine produce tourism?

Wine is not just a drink. A bottle of wine is a product, the tourists travel to scenic spots, experience leisure, entertainment, culture, romance, tranquility, fun, architecture, cuisine, etc. Notably, It is important to fit a wide range of possibilities.

Who is interested in wine tourism?

1. TOURIST: We have a clear idea of the overall profile of the wine tourist, so that we can adapt to customer preferences and/or build customer loyalty.
2. THE SECTOR: The tourism boosts the economy of the rural area in which it develops and thus generates employment.

## **5. HOW IS ALL DONE?**

To promote the development of wine tourism, different entities have collaborated and at the same time different Associations and Administrations of the region, province, autonomous community, state and European Union, mainly through different initiatives, specially web promotions, advertising videos, leaflets or merchandising. There are some examples below:

SEGITUR (<http://www.spain.info/es/que-quieres/ciudades-pueblos/provincias/huesca.html>)

ARAGÓN TOURISM (<http://www.turismodearagon.com/es/>)

HUESCA, THE MAGIC (<http://www.huescalamagia.es/>)

HUESCA TOURISM (<http://www.huescaturismo.com/es/inicio/>): Ayuntamiento de Huesca

HOYA DE HUESCA: (<http://turismo.hoyadehuesca.es/es/>)

HUESCA CITY COUNCIL <http://www.dphuesca.es/>

SOMOTANO WINE TOUR(<http://www.rutadelvinosomontano.com/>)

BARBASTRO CITY COUNCIL

REGULATORY COUNCIL BOARD OF CERTIFICATE OF ORIGIN

SOMONTANO GUARA TOURISM( <http://turismosomontano.es/es/>)

FEADER FUND: ([http://europa.eu/index\\_es.htm](http://europa.eu/index_es.htm))

## **6. MARKET SEGMENTATION IN WINE TOURISM**

Somontano Wine Tour has consolidated its position as one of the best choices for practising enotourism in Spain. Enotourism was often considered a type of tourism oriented to couples or groups of friends. Nowadays companies are able to offer a wide variety of wine tourism products, including several activities oriented to families and kids. Thanks to the market segmentation wine tourism has evolved breaking with the idea of wine tourism as a type of tourism associated to this groups.

We consider wine tourism market is effectively segmented in the following groups:

Couples  
Groups  
Families  
Kids

### Wine tourism for couples

- Wine tourism short break for couples: this pack of gastronomic experience includes a guided visit to the cellars and a tasting lunch with wine.
  - Enjoy 2 days of accommodation and breakfast, with dinner in an ancient chocolate shop, as so as a visit to a vineyard with Certificate of origin of your choice\*
  - Relax in a Spa and become a wine expert for a day, enjoying the flavour and smell of the wines with Certificate of Origin.
- \*Enate, Viñas del Vero, Pirineos, Obergo, Meler or Sers.

### Wine tourism and kids

- Educational enology workshops carried out by a pedagogue which aim is to teach kids how to experience the different colours, flavourings and senses of touch, taste and hearing in a playful way. “Mosto” (non-alcoholic grape juice) and jelly sweets degustation and tasting. Kids will be trained on identifying and associating the flavourings and qualities of wine.

### Wine tourism for families and groups

- Guided visit to vineyards and wine cellars. Kids will learn how milk is produced. They will also be able to interact with the animals. Horse-riding, hiking and MTB tours are also available.
- Wine Museum constitutes a great complement to the experience. It will help visitors to understand wine culture as well as wine industry history.
- Family grape harvest. Kids and adults will collect the grape that will become “Mosto” by jumping on it.
- Dynamic life course aimed to parents and children who want to discover their own comicity by playing in family while going around the wine cellar.

## **7. PROPOSALS**

Day 1: Easy hike in “Parque Natural de la Sierra y los Cañones de Guara” + Traditional meal based on Somontano products + Guided visit to vineyards and wine cellars.

Oriented to adults and groups.

Day 2: Via Ferrata workshop in “Parque Natural de la Sierra y los Cañones de Guara” + Guided visit to vineyards and wine cellars + Romantic dinner

Oriented to young couples

Day 3: Climbing initiation in “Parque Natural de la Sierra y los Cañones de Guara” + “Mosto” (non-alcoholic grape liquor ) production and jelly sweets degustation.

Oriented to youngsters and kids on school trips.

Day 4: Canyoning + BBQ based on Somontano products.

Oriented to young groups.

## **8. ACCESSIBLE WINE TOURISM**

What is Accessible tourism?

Accessible tourism is tourism for all. This type of tourism is a novelty. It is an usual error to think that accessible tourism is only tourism for disabled persons but not, it is a tourism for all persons. To carry accessible tourism on it is necessary the following: first, create a plan, to continue with a design and finally put in practise the different activities about leisure and free time.

The target is that all people with their families, friends and groups are able to do tourism and enjoy it without problems.

The intention it is to find the correct form to integrate the form functional and social by eliminating barriers. To reach this aim it is necessary to break with the barriers and adapt the places to them. When they know what is accesible wine tourism, they can discover why the Somontano is a fantastic idea for enjoying this type of tourism for all persons.

In 2006 Parque Natural de la Sierra y Cañones de Guara started to work for transforming the zone in an accesible place for tourism. The goal was achieved and Somontano is now an accesible destination. During VII Accesible days in 2013 Parque Natural de la Sierra and Cañones de Guara got the prize Excellent European Destination.

What type of activities we can do?

Hicking

Canyoning

Adventure sports

Bird observatory

Exploration of cultural elements

Gastronomy

We recommend:

Visit Alquezar, one of the most beautiful villages of Spain and complete the day enjoying the delicious traditional meal in the winery of the DO Somontano.

Discover Lecina, enjoy hiking and visit its bird observatory. You can enjoy the flora and fauna while tasting local delicacies.

If you prefer to live an exciting adventure you should try canyoning and enjoy the fresh and clean water of Parque Natural de la Sierra and Cañones de Guara while enjoy its natural wonders. Later, you can visit the town and enjoy local wine with different tapas.

## **9. CONCLUSION**

All in all, Somontano hides the essence of a territory, a culture that surely surprises tourists. Somontano gives tourists the incredible opportunity to meet the region through a very special trip which goes to some of the most representative wineries, accommodations and landscapes.

Somontano constitutes an unique destination that merges wine culture and gastronomy with outdoor sports and nature. That is the charm of a territory wrapped in wine flavours and smells that is born in wild landscapes where nature and humans have left a trace that opens itself to tourism offering its legacy and vitality to its visitors.