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酒庄之旅：奢华旅游新定义

Wine Tourism

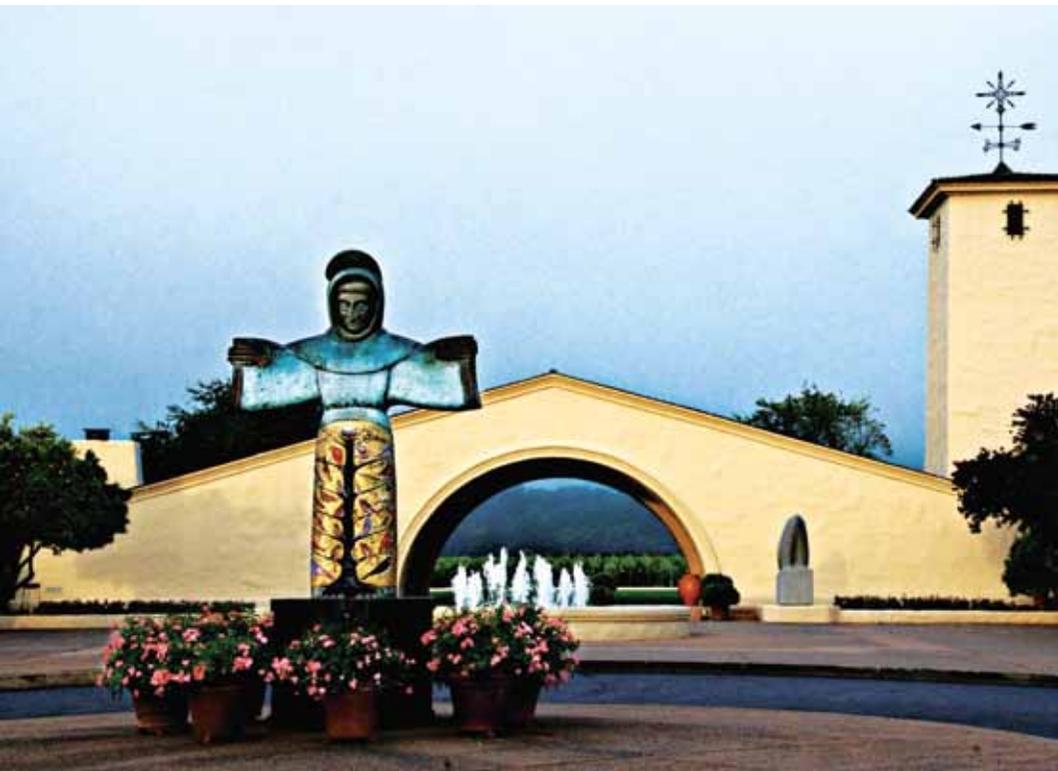
Luxury Travel Redefined

大约半个世纪以前，只有业内人士才会去酒庄或葡萄酒厂，那时可没人想到专门去做酒庄之旅，甚至都还没有“葡萄酒之旅”这个概念。大部分酒庄只是生产、贮存和运输葡萄酒的地方，有一间办公室和一个小小的试酒间，来品酒的大多是当地人或来自附近地区和国家。至于想长途跋涉去游览酒庄的人真是少之又少，再说去那里可以做什么呢？当然了，要是有意向的话，倒是可以去这些酒庄游览一番，还可以尝尝美酒，不过也仅此而已。

时光流转，50年后的今天，葡萄酒旅游已成为最受欢迎的旅游项目之一。为了款待游客，以及吸引更多的人前来参观，酒庄不遗余力地扩大试酒间和游客中心空间。

有些甚至不惜重金打造豪华试酒间，普通一点的也是精心布置过的。1966年，在闻名遐迩的美国加州葡萄酒产区纳帕谷，罗伯特·蒙达维建成了第一家以旅游为目的的大型奢华酒庄。结果他一举成功，到新酒庄参观游览的客人络绎不绝。之后，一场革命席卷了全球葡萄酒庄。酒庄老板纷纷加大翻新投入，购置新的酿酒设备。为了取得像蒙达维那样的成功，新建酒庄在设计方面追求标新立异。如雨后春笋般涌现的新酒庄吸引着各地游客蜂拥而至，其中包括越来越多葡萄酒爱好者（也不乏一些大客户）慕名而来。酒商还时不时带他们的合伙人来酒庄参观或开派对，为此又修建了大批酒店和别墅来满足这些人的住宿和餐饮需求。

实际上，老牌欧洲酒庄以及南美、非洲、澳大利亚和新西兰这些新兴葡萄酒产区的大酒庄早在一个多世纪以前就开始接待来自世界各地的游客了，且数量日益增多。在欧洲，这一传统已经持续了几个世纪。但酒庄旅游日渐成为一项产业则始于蒙达维新酒庄的成功。如今越来越多的人将发现美酒美食视作一种乐趣，这一产业在全球范围内创造的价值已达数十亿美元，且仍在不断增长，相关各方皆大欢喜。如此说来，假如你喜欢品尝佳酿，下次度假不妨去拜访一下当地的知名酒庄，保证让你难以忘怀，还能扩充爱酒清单。



There was a time maybe about 50 years ago, when wineries were primarily the travel destination of wine industry connected individuals and groups; and the phrase "wine tourism" had not as yet become popular, let alone become an officially coined term. For the most part wineries were designed as production, storage and shipping facilities with some office space and a small tasting room for visitors, most of whom were locals or from within the surrounding area, region or country; and the thought of traveling great distances to see a winery as a tourist was by exception, for what would one do upon arriving a winery at that time? Well, they would most likely be offered a winery tour if someone was available to show them around; and they would be able to sample some of the wines, but that's about it.

Fast forward to today and what a difference half a century has made with the birth of one of the most popular forms of tourism, wine tourism. And to attract and accommodate their customers and prospective customers, wineries are dedicating more and more space to wine tasting rooms and "visitor centers", some very luxurious, costing vast amounts; while others are more modest, yet nonetheless a joy to visit. In California the first of the great, new, luxury tourist destination wineries was opened in 1966 by Robert Mondavi and his family in the beautiful Napa Valley. Upon recognizing the instant success and consumer appeal of the new winery, a global revolution was begun, upgrading existing wineries, replacing older winery facilities with new builds; and the opening of new wineries of ever more eccentric designs in an effort to replicate Mondavi's new recipe for wine tourism success. And of course, along with the refurbished and dazzling new wineries the world over, more and more bed & breakfasts, hotels and chateaux opened their doors to house and wine & dine the millions of new wine tourists as well as the growing numbers of retail and on-premise key account wine buyers and their spouses or partners the wineries and distributors were bringing to see the wineries and "party hearty".

Of course, the European Old World wineries as well as some of the better established New World wineries in places like South America, Africa, Australia and New Zealand had been welcoming an increasing number of global visitors for over a century (and the Europeans for centuries), but until the opening of the new Mondavi Winery, wine tourism was not considered an industry of itself. Today wine tourism worldwide is a multi-billion Dollar industry, which continues to grow annually as more and more wine consumers discover the joys of having their favorite wines with their favorite foods. It's a win-win situation for all concerned. So, on your next vacation or holiday, if you enjoy tasting and consuming premium wines, why not spend at least a part of your time visiting wineries in the area or region of your holiday? It will certainly contribute to insuring a more memorable travel experience; and it will certainly broaden your personal list of wines you know you like when you return home and visit your favorite wine shop or restaurant. I am *Red Owl*, over & out. ▣



田博华，公益创业家，非政府组织 FTA 领导人。该组织以最小的运营开支争取最大限度地帮助美国及亚太地区需要帮助的人们，并致力于与联合国儿童基金会和国际仁人家园合作来减轻他们的困苦，此外还以直接干预和慈善捐赠的形式帮助柬埔寨和泰国的贫困家庭和个人。目前 FTA 在美国纽约州梅纳兹、柬埔寨金边和泰国曼谷设有办事处。

Fred Tibbitts, Jr. heads an NGO, Social Entrepreneurship, Fred Tibbitts & Associates or "FTA", keeping all expenses to a minimum and donating all profits to those less fortunate in Asia Pacific and the United States. FTA is committed to easing the suffering of those less fortunate via contributions to both UNICEF and Habitat for Humanity International. In addition, FTA does direct intervention, charity relief for individual, very poor families in Cambodia and Thailand. FTA has offices at Phnom Penh, Cambodia; and Bangkok, Thailand; as well as a Menands, New York office in the United States.