

Wine tourism in Sicily: memorable experiences at Donnafugata

Donnafugata has embraced gastronomic tourism since the 1990s, opening the doors of its wineries to enthusiasts from all over the world. The company has fostered the spread of wine culture through unique events like Cantine Aperte and Calici di Stelle, a culture undoubtedly founded on authentic Sicilian hospitality



but also on the desire to share new knowledge with food travellers and the good practices that promote the various areas of the island and the communities that live and work there.

One truly appreciated format is "Domenica tra i Filari" ("Sunday among the Vines"), which saw Donnafugata open the doors of its estates during the spring so visitors could learn about the sustainable practices adopted in the vineyard to protect the environment and the land.

Boasting five wineries, Donnafugata offers an excellent insight into Sicilian viticulture and oenology, highlighting in each production site the unique qualities of the different varietals and the values of these prized Sicilian winemaking regions, from Etna to the island of Pantelleria, from the hills of Contessa Entellina in the valley of Belice to Acate, in the province of Ragusa, home of the Cerasuolo di Vittoria. A journey of discovery that lifts the lid on a historical and cultural legacy perfectly exemplified by its vineyards and wines. Fascinating places, immortalised in literature, film and art, which have helped to make the island a highly recognisable and completely unique place that is increasingly popular among Italian and international tourists.

The dedicated and expert team welcomes visitors and leads them on an experience that includes a tour of the estates, an exploration of the vineyards and sophisticated tastings, each one designed to showcase the oenological values of the wines produced in the different territories, where the food-wine pairing emphasises the harmony of flavours and fragrances that characterise each offering.

Wine tourism experiences at Donnafugata aim to underline the company's bond with the territory, satisfy the curiosity of enthusiasts and introduce the world of wine to newcomers. The selection of wines and pairings varies with special degustations like Iconic Wine Library which offers a tasting of historic vintages of wines like Mille e Una Notte and Ben Ryé.

The acknowledgment received from the World's Best Vineyards Academy in 2022, which ranked Donnafugata among the world's top 50 wineries, has further consolidated the company's reputation for quality wine and excellent wine tourism experiences.

To maintain and develop its relationships with visitors, Donnafugata uses various different tools such as the "passport", which invites wine lovers to discover every corner of Sicily and the company's various estates, and the newsletter, which updates enthusiasts on the latest news, events and the release of new vintages. It is also possible to purchase tasting experiences from the Donnafugata website to give as gifts to others.



2023 was a very positive year for wine tourism at Donnafugata, with 29,000 visitors and an overall increase in visits of +20%. This increase was largely due to international visitors, who accounted for 29% of the total and came from 80 countries (in 2022 they came from 63): United States in the lead and Switzerland and Germany following. This positive trend is in line with the increase in international tourism on the island, which is increasingly able to attract foreign tourists thanks to more modern hotels and accommodation facilities, in line with international standards. A change of pace also supported by several successful television productions that have contributed to renew Sicily's image in the world.

Donnafugata is therefore a prestigious wine tourism destination, capable of attracting local, national and international tourists thanks to a diversified offer: sophisticated tastings, the discovery of the finest wines and memorable experiences "beyond wine".

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