



Porto.

5TH MARIBOR TOURISM FORUM: CITIES THAT GROW WITH WINE AND CULTURE

PORTO – A GLOBAL STAR OF WINE, CULTURE, AND TOURISM

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City of Porto and Norte Region, Portugal

Porto & Maribor

“There is far more that unites us than what sets us apart”

Rui Veloso, famous Porto singer

PORTO – A GLOBAL STAR OF WINE, CULTURE, AND TOURISM

SECOND LARGEST CITIES, LEADING THE WAY THROUGH AUTHENTIC VISION AND IDENTITY



📍 Porto



📍 Maribor

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STRONG-HEARTED PEOPLE, CHARISMATIC CITYSCAPE AND A VIBRANT ATMOSPHERE



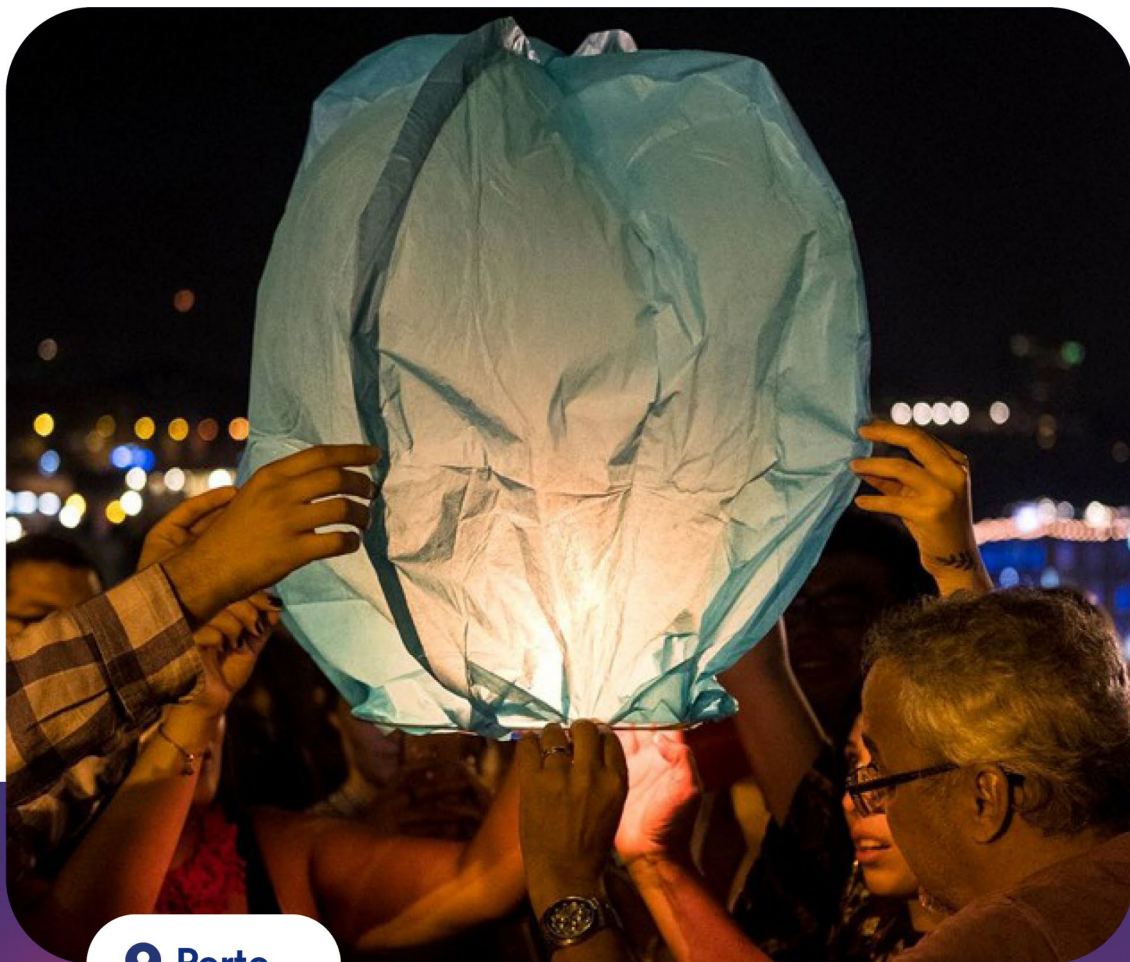
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WE TAKE **PRIDE** IN **WHO WE ARE** AND
FIGHT HARD FOR WHAT **WE STAND FOR**



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DOURO IS THE **WORLD'S OLDEST OFFICIALLY DEMARCATED WINE REGION**,
WHILE MARIBOR IS HOME TO THE **WORLD'S OLDEST GRAPEVINE**.



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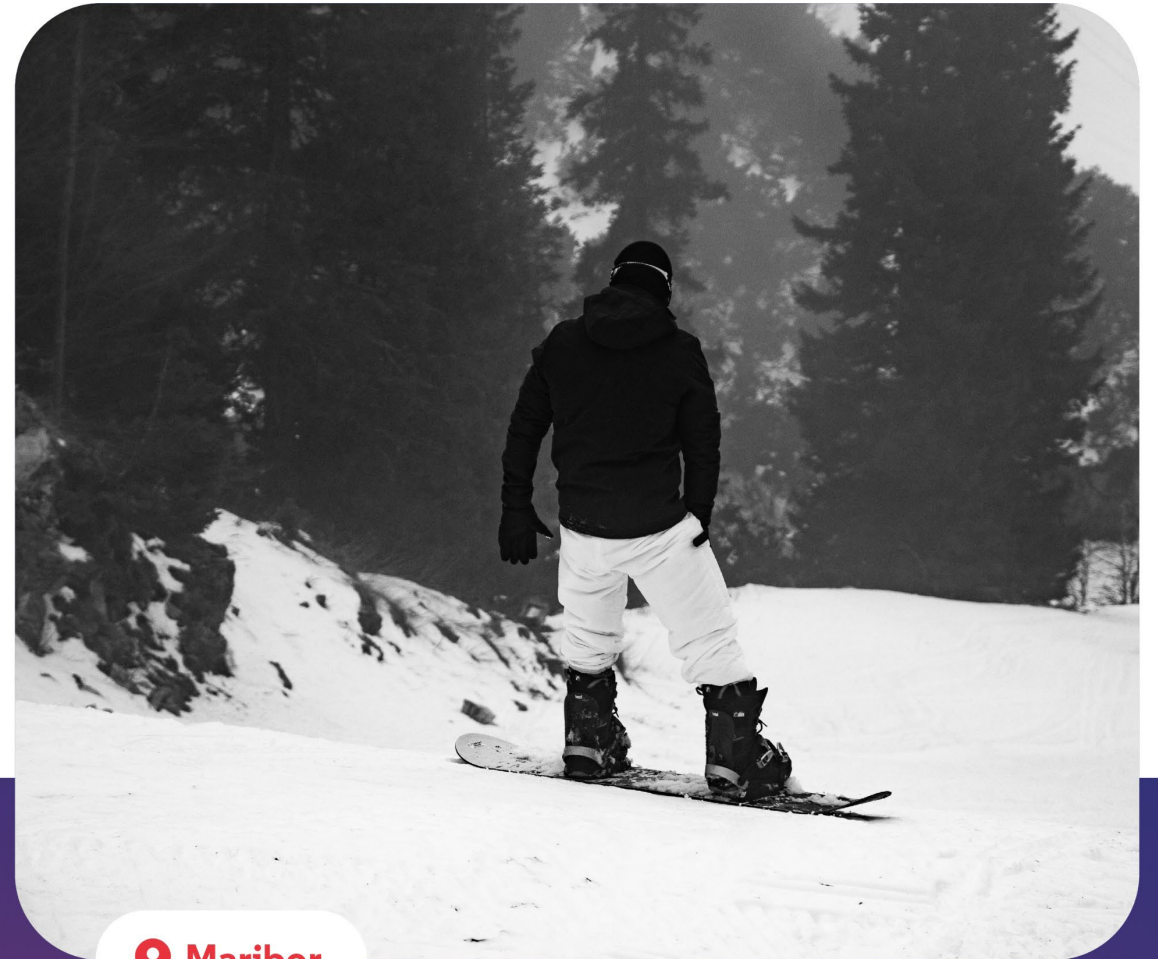
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WE ENJOY NATURE AT ITS BEST



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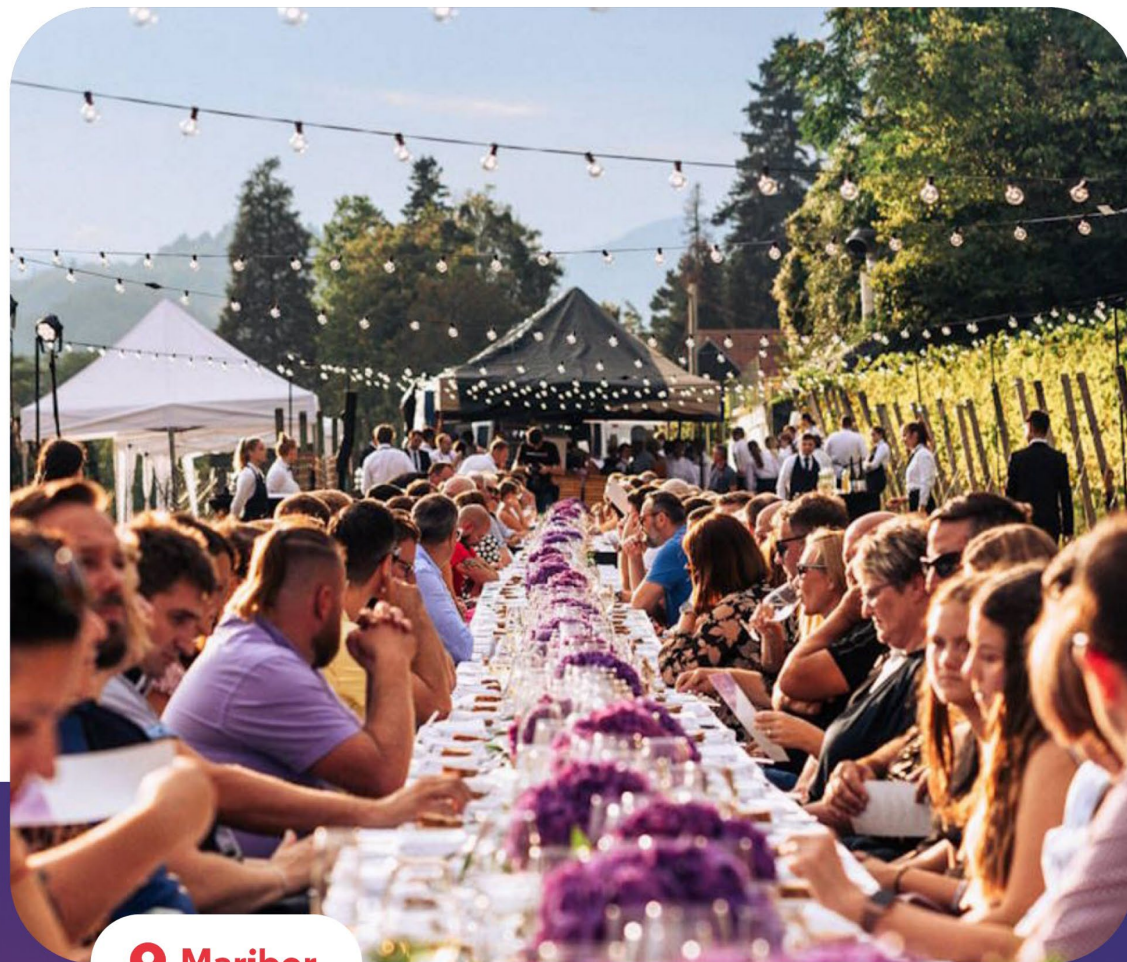
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YOU WILL ALWAYS FIND US **AROUND A TABLE,**
AND **YOU WILL BE INVITED TO JOIN!**



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SO, JOIN ME AT OUR TABLE

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HOW WE COOK IT

A VISION

Shift from mass tourism to value-driven tourism
Widen tourism flows within and beyond
Offer authenticity and unique experiences

A GOAL

Position Porto as a food & wine world-class destination

A CHALLENGE

While highly appreciated by visitors, Porto and Portugal have yet to build a gastronomy brand as strong as those of Spain, Italy, or Greece.

High potential, low execution

A PROMISE

The centuries-old groundbreaker: a destination that
embraces its tradition and pushes it forward

Heritage + Innovation
Authenticity + Quality
Sustainability + Balance

A PATH

CONNECT

Create networks, share knowledge, and inspire best practices

EXPAND

Unite to lead a regional coalition between Porto, the Douro Region, and Vinhos Verdes

INVITE IN

Seat the world at our table, meet our chefs and producers, and discover our unique identity

HOW WE DO IT

GLOBAL KITCHEN IN PORTO



GREAT WINE CAPITALS



BEST OF WINE TOURISM



BEST OF CLUB PORTO



GLOBAL KITCHEN IN PORTO

2 EDITIONS + 1 COOKING

“SHARING OUR TABLE. SHARING OUR CITY”

World-class Chefs meet Porto Chefs for showcookings,
talks and shared experiences in the city

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GLOBAL KITCHEN IN PORTO – 1ST EDITION

CHEFS FROM 5 CONTINENTS + 5 PORTO CHEFS

- Fresh market Mercado do Bolhão as the center of experience
- Tours in Porto for local immersion

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GLOBAL KITCHEN IN PORTO – 2ND EDITION

3 INTERNATIONAL CHEFS + 3 PORTO CHEFS

- 3 traditional dishes reinterpreted
- Talks, showcookings, tours
- Iconic venues from Porto

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**GLOBAL
KITCHEN**
in Porto
Global
goes Local

ESCOLA DE HOTELARIA
E TURISMO DO PORTO

16 de maio – 10h30

CASA DO CINEMA MANOEL DE OLIVEIRA

17 de maio – 11h00



UM

SERRAVES

GLOBAL KITCHEN IN PORTO GOES GLOBAL

4 PORTO CHEFS + 4 BRAZILIAN CHEFS

- Porto was invited destination to world-known culture and food festival in Minas Gerais, Brasil
- Masterclasses, showcookings and tastings

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GREAT WINE CAPITALS

International network that brings together **11 renowned wine regions**

- Porto is a founding member, representing the regions of Porto, Douro and Vinho Verde
- Opportunity to work closely with other major wine capitals and wine tourism leaders
- Strengthening the city's visibility and positioning as a world-class wine tourism destination

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BEST OF WINE TOURISM

Annual competition, held since 2003 by all network members, rewarding the best wine tourism experiences internationally.

- Promote excellence
- Inspire best practices
- Strengthen ties between economic, cultural and institutional agents

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BEST OF WINE TOURISM 2026

by GREAT WINE CAPITALS | THE AWARDS OF EXCELLENCE

Best of Wine Tourism
by GREAT WINE CAPITALS | THE AWARDS OF EXCELLENCE

Porto



BEST OF CLUB – PORTO

Created in September 2023

Best Of Wine Tourism awards winners (currently 50 members)

- Thematic debates, training sessions and workshops, speed business meetings, benchmarking actions and networking events
- Direct impact on the number of BOWT applications (30 to 80)

ENOTURISMO E GERAÇÃO Z:
INOVAÇÃO, EXPERIÊNCIAS IMERSIVAS
E CONSUMO DE VINHO

Clube de Porto Verde
2023/2024

Porto



HUNGRY FOR MORE?

TOURISM PROMOTION: **visitporto.travel**
GLOBAL KITCHEN: **visitporto.travel/global-kitchen**
BEST OF CLUB – PORTO: **bestofwinetourism.porto.pt**

LET'S KEEP IN TOUCH:

Fátima Santos – **fatimassantos@cm-porto.pt**



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**OBRIGADO!
THANK YOU!**

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