

# Geographical indications [GI s]

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BELICE  
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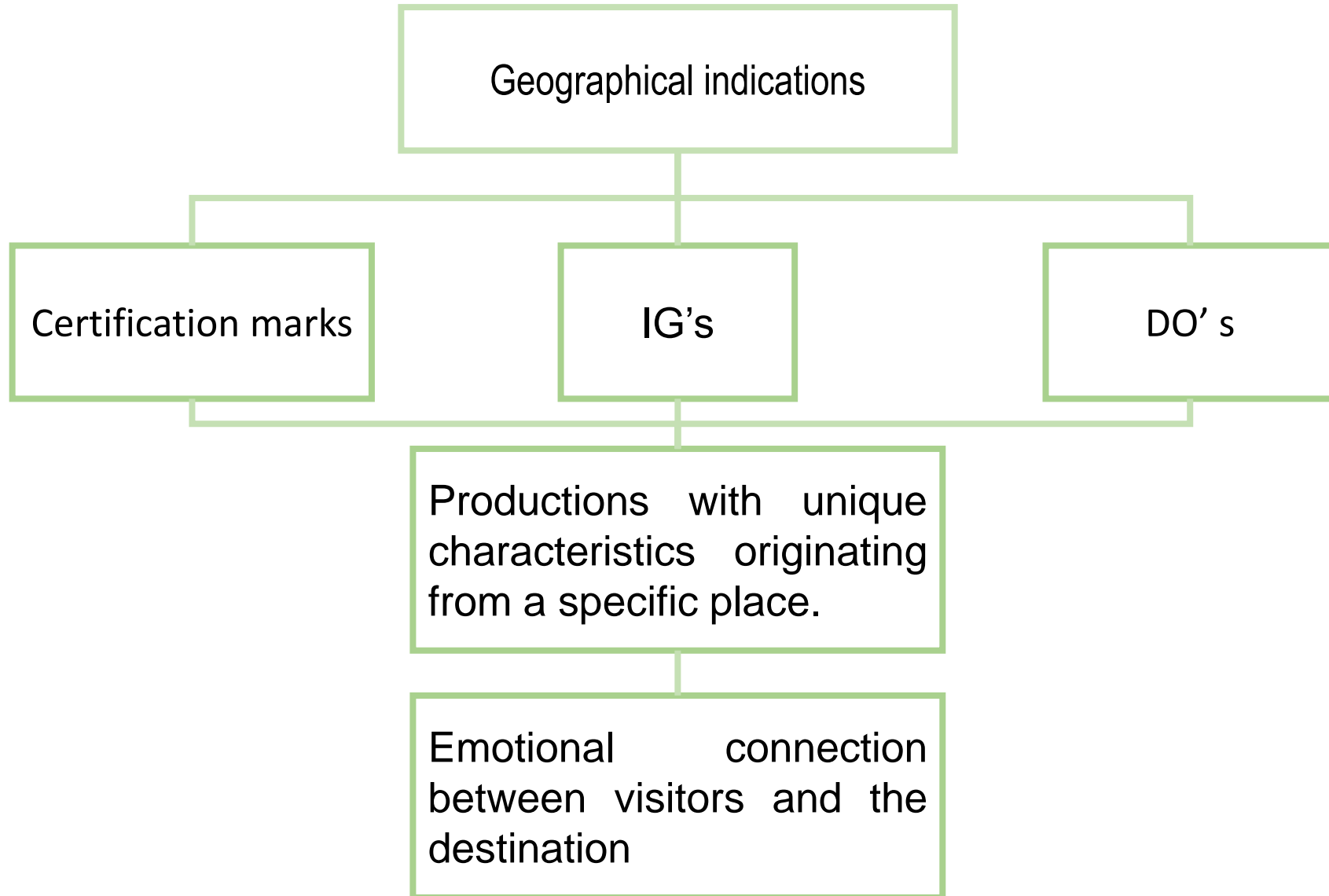


oriGIn represents today some 600 GIs groups and institutions in the sectors of agriculture, wines, spirits and craft products, from 40 countries.

Join us if you wish to engage in protecting and adding value to, distinctive geographical names as well as responding to the emerging sustainability challenges faced by them.

More information: [www.origin-gi.com-info@origin-gi.com](mailto:www.origin-gi.com-info@origin-gi.com)





# IG's

- Authenticity and quality of local products.
- Gastronomic and cultural experience.
- Local economic development
- Cultural preservation

## International organizations



oriGIn

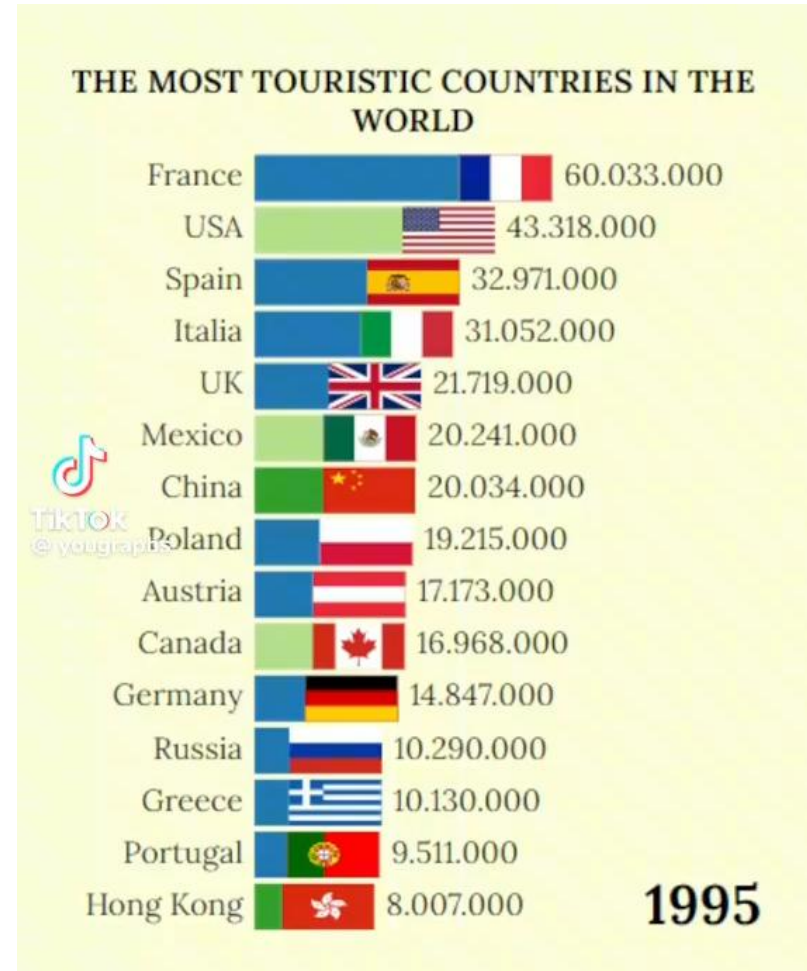


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# Tourism

- Antiquity → Religion, commerce, military  
18th century.
- Industrial Revolution → Beginning of leisure travel  
18th and 19th centuries.
- 20th century → Development of the mass  
tourism industry.
- 21st century → Sustainability, environment,  
and culture

# Evolution of tourism



## Tourist routes.

- Gastronomic
- Artisanal
- Cultural
- Nature-based

An emerging form of tourism in the 21st century.

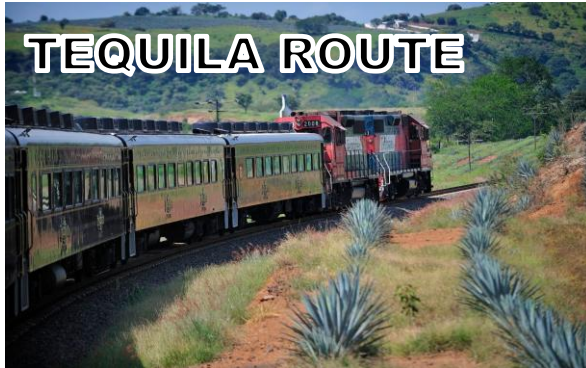
## Characteristics

- Authenticity
- Local development
- Added value
- Combination of attractions

# Development of tourist routes

- Products protected by GI
- Itineraries
- Selection of attractions
- Target audience
- Promote a global experience
- Involve producers, communities, and tourists

# Examples of tourist routes



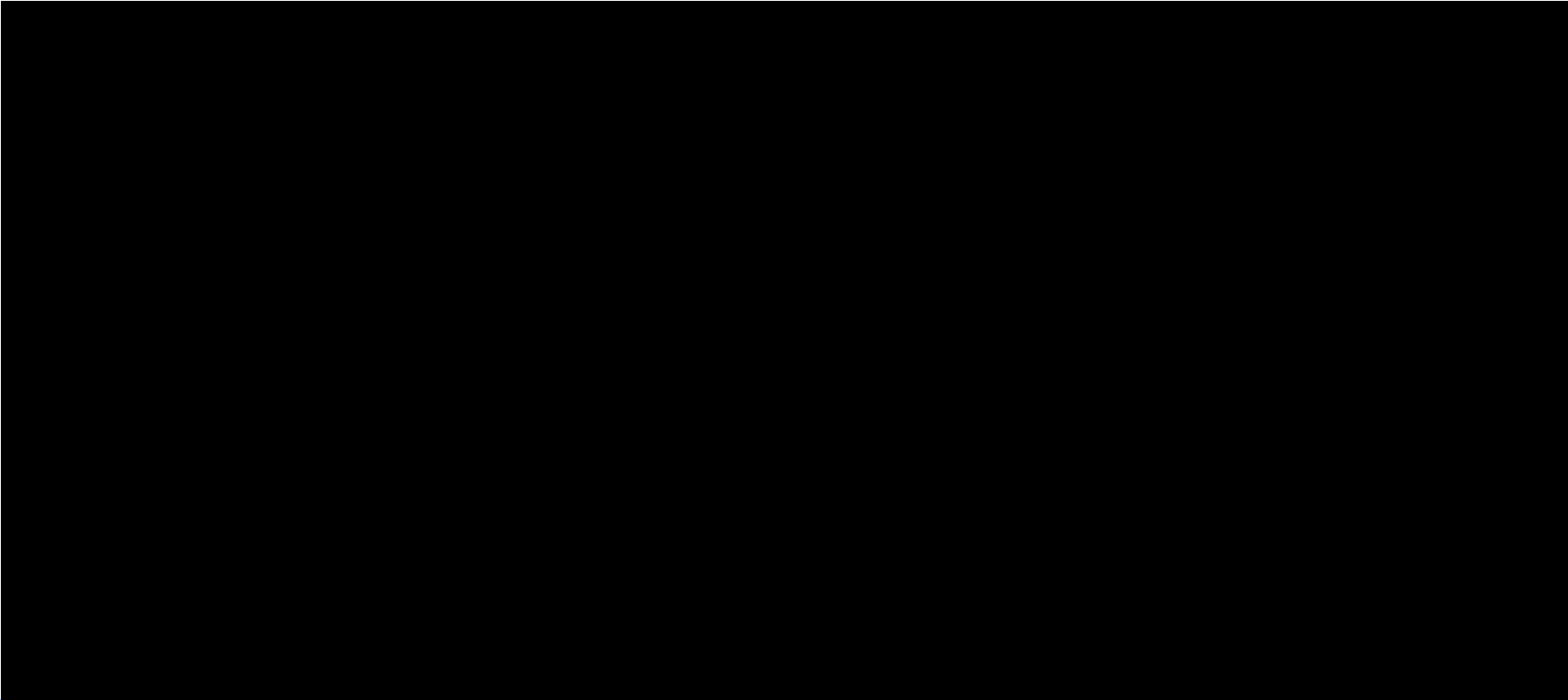


Tequila, regalo de los dioses,

"Café con Aroma de Mujer" (Coffee with the Scent of a Woman).



And returning to Tequila, under the same model, we have the telenovela  
"Destilando Amor" (Distilling Love).



## Why 'GIs and Tourism' as 2026 trend topic

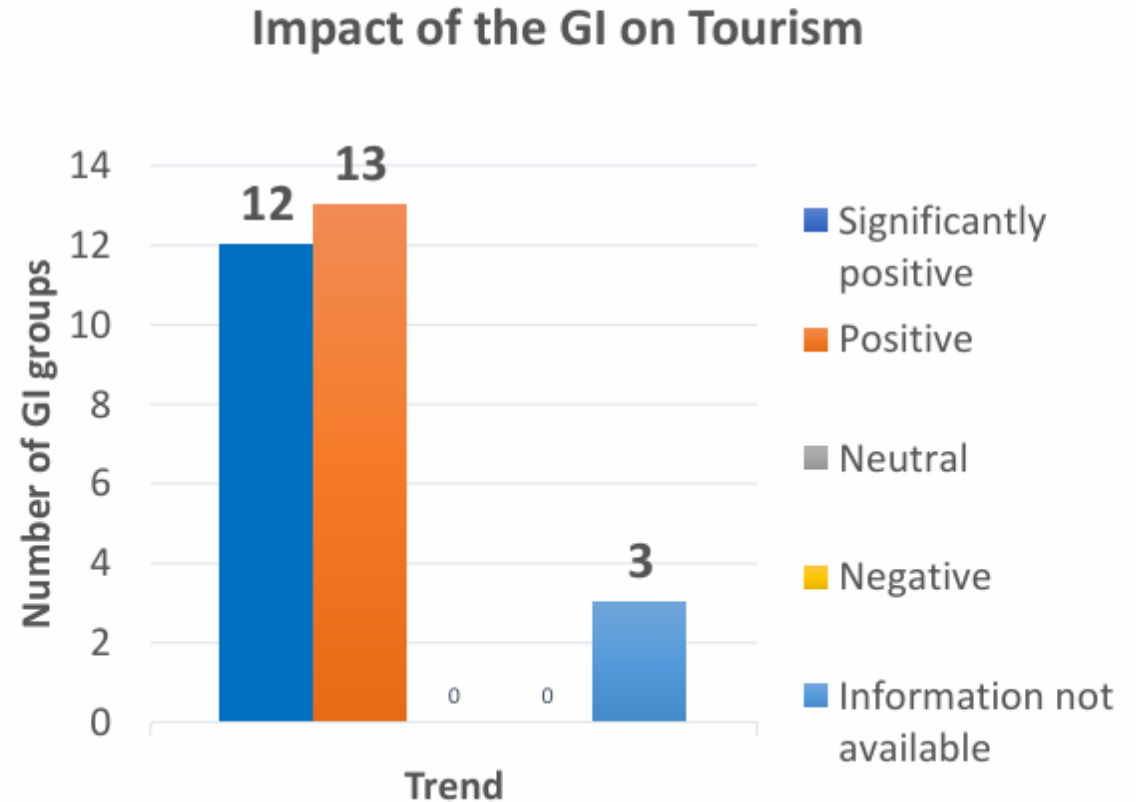
- i.- Over the last few years, there has been a growing interest for the interplay between GIs and Tourism.
- ii.- GIs as an instrument to attract tourists.
- iii.- Tourism as a marketing leverage for GIs.
- iv.- Tourism initiatives and GI “experience” marketing, touching upon consumers’ emotions.
- v .-Issues which deserve attention as they are promising for the future of the sector.

## Question:

Over the last 10 years, the impact of the GI you represent on the tourism attractiveness/visibility of the corresponding region has been:

Over the past decade, GIs have contributed significantly to enhancing the tourism appeal and visibility of their regions.

Survey data indicate that 43% of respondents observed a significant positive impact, while an additional 46% reported a generally positive effect—underscoring the strategic role of GIs in promoting regional tourism.

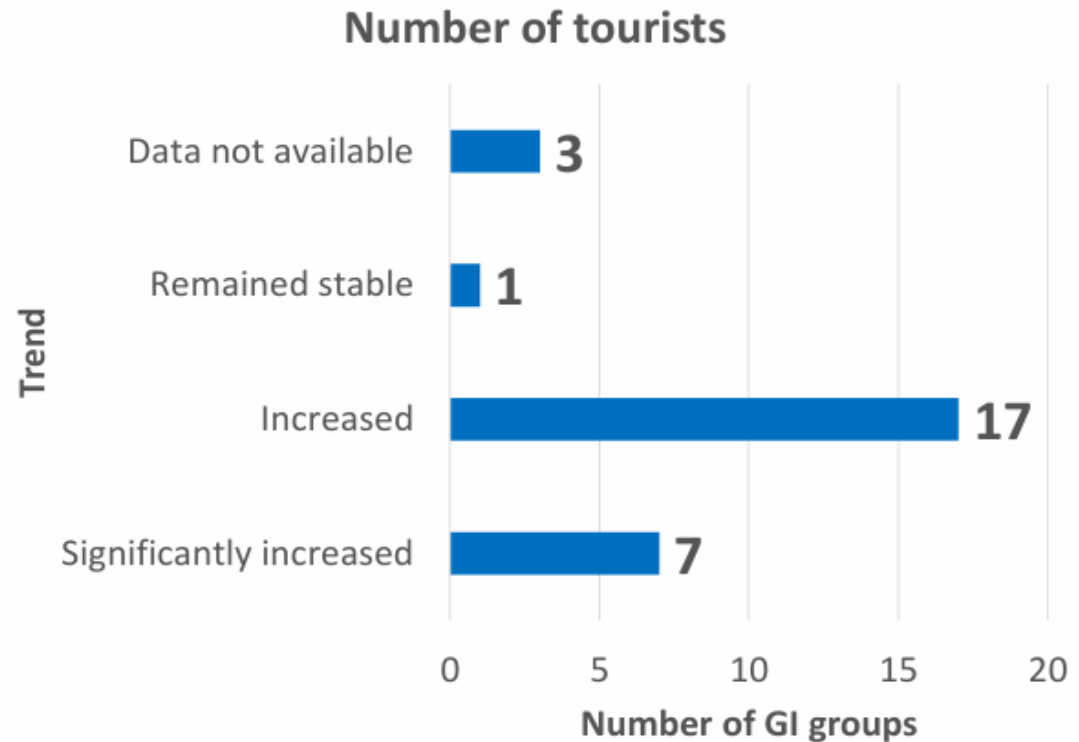


### Question:

Over the last 10 years, the number of tourists who have visited your GI facilities (farms, production fields, craft laboratories, transforming factories, museums, ...) has:

Over the past decade, tourist visits to GI facilities have demonstrated a consistent upward trend. According to survey responses, 61% of participants reported an increase in visitor numbers, with 25% noting a significant rise. Only 4% indicated that tourist levels remained stable.

These findings highlight the growing appeal of GI-related attractions and their role in driving tourism to local areas.



Indicative average  
annual figure of  
tourists who have  
visited your GI  
facilities over the  
last 10 years  
(2024 data)

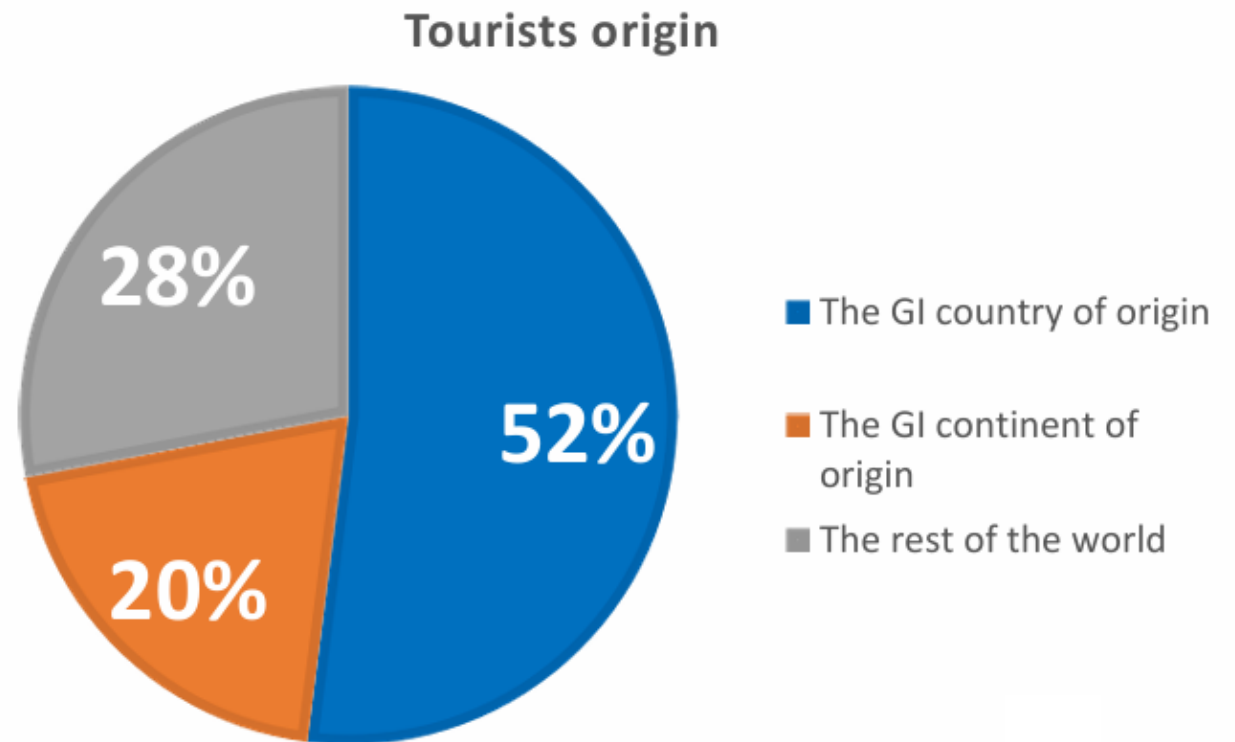
**32.525.378**  
**(annual visitors)**

## Question:

Over the last 10 years, the majority of tourists who have visited your GI facilities (farms, production fields, craft laboratories, transforming factories, museums, ...) were coming from:

Most tourists visiting GI sites come from the GI's country of origin (52%), followed by 20% from the continent and 28% from the rest of the world.

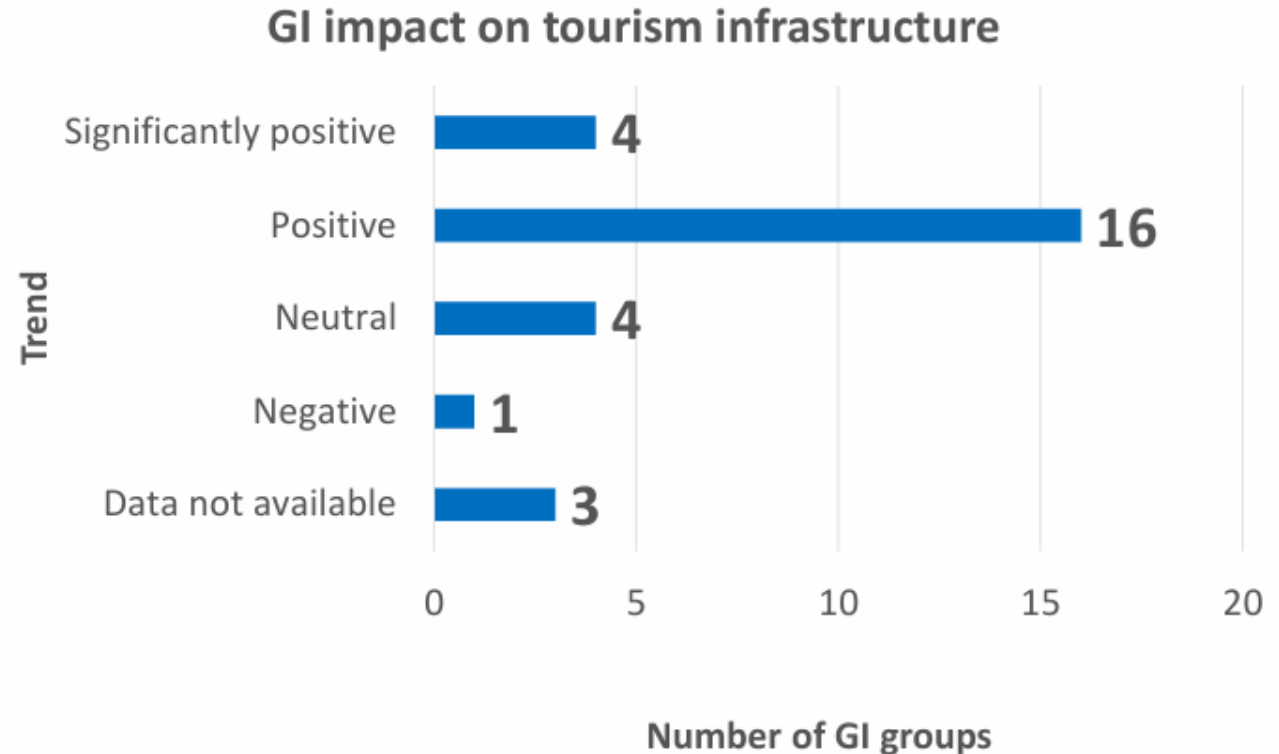
This highlights strong local engagement and growing international interest, positioning GIs as effective promoters of their 'terroir'.



Question:

Over the last 10 years, the impact of the GI you represent on the development of tourism infrastructures/facilities (hotels, roads, trains, airports, restaurants, GI museums, ...) in the corresponding region have been:

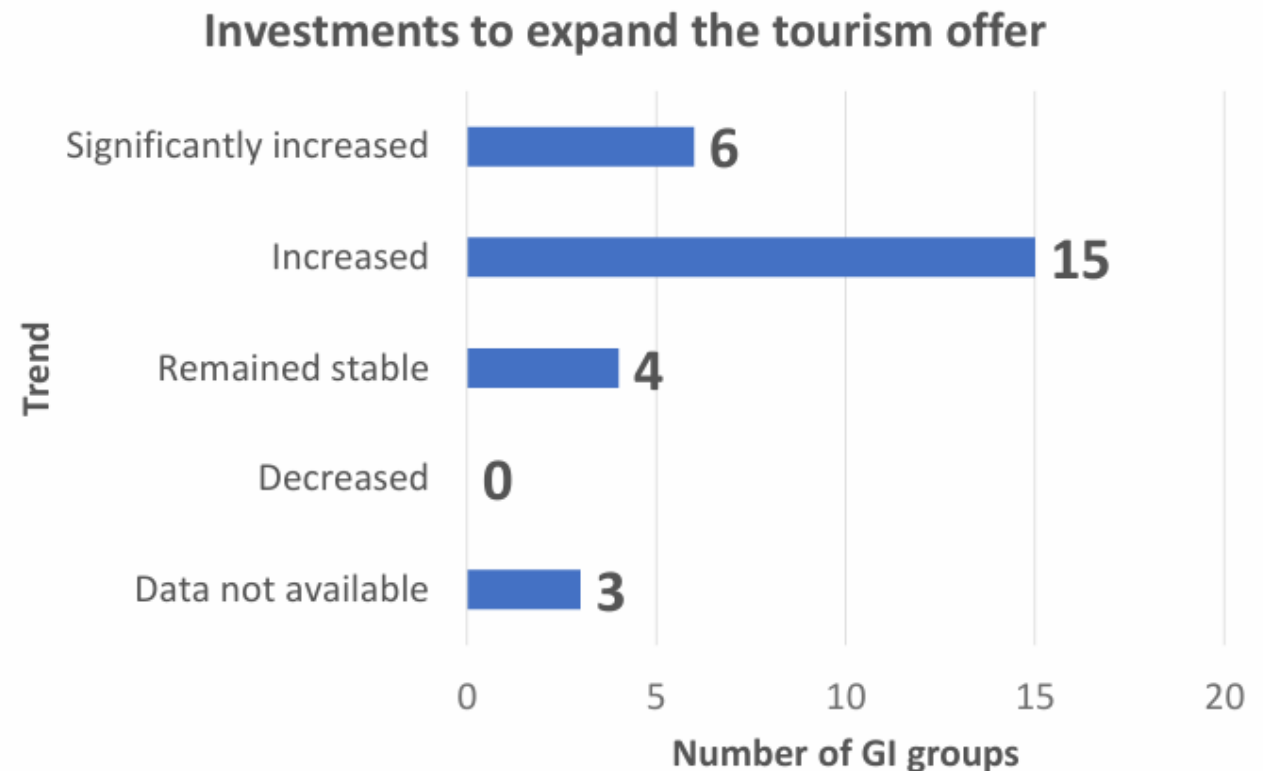
The data indicate that GIs had a predominantly positive influence on the development of tourism-related infrastructure and facilities in their respective regions.



Question:

Over the last 10 years, the investments by your group and/or GI stakeholders to expand the tourist offer in the corresponding geographical area has:

The survey indicates a positive trend in tourism development linked to GIs, with 80% of respondents reporting increased investments to expand the regional tourist offer.



# Insights on GIs and Tourism

- I. Impressive figures on the impact GIs have on tourism: above all, the annual average of 32.3 million visitors, on average more than 1 million tourists per year for each of the 28 GIs of the panel.
- II. Blending heritage with innovation enhances the appeal of GI destinations, attracting a diverse audience while maintaining local authenticity through a combination of tradition, culture and gastronomy.
- III. GI tourism initiatives, such as routes, museums, special events, site visits, and cultural festivals, strengthen the appeal of GI regions, turning them into nationally and internationally recognized tourism destinations.
- IV. Meanwhile, tourism represents a marketing leverage for GIs as consumers increasingly look for “experiences” and emotions.

# Insights on GIs and Tourism

- V. GIs & Tourism: a win-win development model, which attracts tourists (generating additional incomes of their territories and communities), promoting at the same time GI products among tourists. This is true for GIs independently of their size, sector and continent (representing a strong potential for developing countries and emerging economies).
- VI. Public-private collaboration offers a vital opportunity to strengthen the role of GIs in sustainable tourism and regional development by aligning policy frameworks with private-sector investment. GI regions recognized as UNESCO World Heritage Sites exemplify the powerful impact of coordinated efforts.
- VII. oriGIn can play a role in advancing the 'GI-Tourism development model' by facilitating the exchange of best practices among groups, promoting partnerships as well as the international visibility of projects and initiatives, and advocating for targeted policies at the national, regional and international level.

# Risks and challenges

- Environmental degradation
- Overloading of the infrastructure
- Damage to cultural heritage
- Anti-tourism sentiment
- Economic development at the expense of the local community
- Loss of identity
- Unfair association



Geographical indications are a bridge between  
local production and tourism