

Information Note

Madrid, September 2019

4th UNWTO Global Conference on Wine Tourism

Co-creating Innovative Experiences



Colchagua Valley, Chile

4-6 December 2019

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

Poeta Joan Maragall 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 – info@unwto.org / unwto.org

Please recycle



1. DATE AND VENUE

<p>Wednesday, 4 December 2019</p> <p>Santa Cruz, Colchagua Valley, Chile</p> <p>Pre-programme for international participants</p>	
<p>Meeting of Affiliate Members from Americas Region</p> <p>(By invitation)</p> <p>09:00 - 11:30</p>	<p>Place: Vichuquén Hall - Hotel Santa Cruz Plaza.</p> <p>Address: Plaza de Armas 286, Santa Cruz, Región del Libertador Gral. Bernardo O'Higgins.</p>
<p>Masterclass "Experience Wine Tourism in Chile through Your Senses"</p> <p>(additional registration required - limited to 80 participants)</p> <p>11:30 - 13:00</p>	
<p>Lunch for Participants of the Meeting of Affiliate Members from Americas Region</p> <p>(By invitation)</p> <p>13:30 – 14:30</p>	
<p>Visit to the Wine Museum</p> <p>(additional registration required - limited to 150 participants)</p> <p>15:00 - 18:00 hours</p>	<p>Place: Wine Museum</p> <p>Departure at 15:00 from Hotel Santa Cruz Plaza.</p> <p>Transfer: included for registered international participants.</p>
<p>Welcome cocktail Peralillo Station</p> <p>(By invitation)</p> <p>19:30 - 21:00</p>	<p>Place: Peralillo Station Cultural Center</p> <p>Address: Avenida Javier Errázuriz N ° 239, Comuna de Peralillo</p> <p>Departure at 19:00 from Hotel Santa Cruz Plaza.</p> <p>Transfer: Included for all registered international participants.</p>



<p>Thursday, 5 December 2019</p> <p>Santa Cruz, Colchagua Valley, Chile</p>	
<p>Accreditation</p> <p>(Pre-registration is mandatory through UNWTO website)</p> <p>08:00 - 10:00</p>	<p>Place: Hotel Santa Cruz Plaza.</p> <p>Address: Plaza de Armas 286, Santa Cruz, Región del Libertador Gral. Bernardo O'Higgins.</p>
<p>Opening ceremony</p> <p>10:00 - 10:20</p>	
<p>Keynote Speech: The Experience Economy</p> <p>10:20 - 10:50</p>	
<p>Session 1: Wine tourism experiences, from imagination to commercialization</p> <p>11:15 - 13:00</p>	
<p>Session 2: Workshops Co-creation of experiences: together we go beyond.</p> <p>Workshop 1: "Wine tourism as an engine of local development and community empowerment".</p> <p>Workshop 2: "Wine routes: how to promote cooperation in the creation of wine routes".</p> <p>15:00 – 17:00</p>	



<p>Friday, 6 December 2019</p> <p>Santa Cruz, Colchagua Valley, Chile</p>	
<p>Session 3: Knowing the consumer - What does big data tell us?</p> <p>09:00 - 10:00</p>	<p>Place: Hotel Santa Cruz Plaza.</p> <p>Address: Plaza de Armas 286, Santa Cruz, Región del Libertador Gral. Bernardo O'Higgins.</p>
<p>Presentation "Shortening distances between the wine tourism sector and the digital world"</p> <p>10:00 - 10:30</p>	
<p>Inaguration of the Wine Plaza</p> <p>10:30 – 12:00</p>	<p>Place: Plaza de Armas de Santa Cruz</p>
<p>Session 4: Workshops Transformation in the Winery - Beyond the barrel.</p> <p>Workshop 1: "Going Digital". The use of technology in digital marketing, market analysis, commercialization and social networks</p> <p>Workshop 2: The Entrepreneur and the Innovator</p> <p>12:00 - 13:30</p>	<p>Place: Hotel Santa Cruz Plaza.</p> <p>Address: Plaza de Armas 286, Santa Cruz, Región del Libertador Gral. Bernardo O'Higgins.</p>
<p>Conclusions and closing</p> <p>13:30 - 14:00</p>	
<p>Wine Tourism Experiences: Visit to the Colchagua Valley vineyards</p> <p>(additional registration required)</p> <p>14:00 – 17:00</p>	<p>Departure at 14:00 from the Hotel Santa Cruz Plaza.</p> <p>Transfer: Included for all registered participants.</p>



Closing event 19:30	Place: Viña Neyén Address: Camino Apalta S/N Km 11, Santa Cruz, Valle de Colchagua. Departure at 19:30 from the Hotel Santa Cruz Plaza. Transfer: Included for all registered participants.
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2. REGISTRATION AND BADGES

To participate in this event, prior registration is required. As the capacity is limited, we recommend registering as soon as possible. Online registration is available at the following link <http://marketintelligence.unwto.org/event/4th-unwto-global-conference-wine-tourism-4-6-december-2019-valle-de-colchagua-chile>

The registration desk will be open from 08:00. It will be located at the main entrance of Hotel Santa Cruz Plaza (Plaza de Armas 286, Santa Cruz, General Libertador, Region. Bernardo O'Higgins).

To receive your accreditation, we ask that participants bring their registration confirmation on the day of the event. Throughout the conference, technical visits, and social events, participants must carry with them their accreditations.

3. ENTRY FORMALITIES

Citizen of the following countries, **DO NOT REQUIRE** a visa to enter Chile:

<https://minrel.gob.cl/las-americas/minrel/2010-06-15/100334.html>

<https://chilevacontigo.gob.cl/chilevacontigo/site/edic/base/port/visas.html>

Participants are requested to check on the website of the Ministry of Foreign Affairs of Chile for information on visa requirements and procedures: <https://serviciosconsulares.cl/tramites/visa-de-turismo-simple-o-multiple>

For an overview of visa requirements in English, please visit the following link:

<https://chile.gob.cl/chile/blog/todos/tourist-visa>

Participants who will need visa to enter Chile can request proof of accreditation and / or an official letter from the Undersecretary of Tourism of Chile. Please direct this request through the UNWTO.

Please note that visa applications must be made on time and assume direct responsibility of each participant.

4. SANITARY REQUIREMENTS

No vaccinations are required.

5. TRANSPORT

Upon arriving at the Nuevo Pudahuel Airport in Santiago, participants must go to the exit of international arrivals, which includes a transportation center - separated from the public area - so that they can obtain official ground transportation from the airport. The official transport area is indicated by a blue arrow installed on the floor (which can be seen when leaving the SAG and CUSTOMS room).



For more information please check the information on the website:

<https://www.nuevopudahuel.cl/transporte-oficial?target=>

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OFICIAL TRANSPORTATION:

Company	Web and contact details	Price
Taxi Oficial	https://www.taxioficial.cl/ +56 9 59061030	Cost per car (with capacity for 4 people) is CLP 120,000.
Buses Centropuerto	http://www.centropuerto.cl/ +56 2 2822 7744	CLP 1,900 (one way). Transfer to the airport from the center of the capital (Central square of Metro Los Héroes).
Buses TurBus	https://www.turbus.cl/wtbus/indexCompraAeropuerto.jsf +56 2 2822 7744	CLP 1.900 (one way).
Transfer Transvip	http://www.transvip.cl/ +56 2 2677 3000 +56 2 2677 3010	
Transfer Delfos	http://www.transferdelfos.cl/ +56 2 2913 8800	

Transportation provided by the host country:

The Undersecretary of Tourism of Chile will provide 3 daily buses for the international participants (on Tuesday 03/12/2019 and Wednesday 04/12/2019) that will depart from the Santiago Airport with direction to the city of Santa Cruz with the following schedule: morning (09:30), afternoon (14:30) and evening (21:30). To coordinate this service, it is necessary that the international participants indicate their flight information when registering through the official website.

NOTE: Ride-sharing companies are prohibited from operating at the airport.

Car:

From Santiago, you can go through Route 5 South to the southern access of San Fernando, traveling about 140 kilometers, from there take Route I-50 (Wine Road), following the direction to Santa Cruz on a route of approximately 40 kilometers .

The trip from Santiago to Santa Cruz lasts approximately 2 hours and 30 minutes.

Car rentals:

Company	Website	Telephone
Alamo	http://www.alamochile.com/	+ 56 2 2655 5200
Budget	http://www.budget.cl/	+56 2 2795 3974 +56 2 2795 3971
Avis	http://www.avis.cl/	+56 2 2795 3971 +56 2 2795 3974
Mitta	https://www.mitta.cl/	+56 2 2360 8714 +56 2 2360 8712 +56 2 2360 5758
Econorent	http://www.econorent.cl/	+ 56 2 2299 8920 + 56 2 2299 8921
Europcar	http://www.europcar.cl/	600 939 9000
Rosselot	http://www.rosselot.cl/rent-a-car/	+56 2 2690 1374
Sixt	https://www.sixt.cl/	+56 2 2513 6000
Chilean rent a car	www.chileanrentacar.cl	+56 2 2963 8760
United rent a car	www.unitedrentacar.cl	+56 2 2963 8760

Train:

From Santiago Airport, proceed to the Central Station metro station (line 1) and take the train to San Fernando. In approximately 2 hours you will be at the San Fernando station. Then take a taxi/bus to Santa Cruz, approximately 30 to 40 minutes to the Plaza de Armas. It is also possible to purchase tickets online through the Central Train website <https://ventaonline.trencentral.cl/>

6. ACCOMMODATION

Special discounted fares for participants:

Hotel	No. of rooms	Capacity	Km from the venue	Special Rate (US\$)	Website and Emails
Hotel Santa Cruz Plaza	116	232	0	US\$205	reservas@hscp.cl https://www.hotelsantacruzplaza.cl/es-es
Hotel Terra Viña	19	38	2,3	Between US\$115 and US\$153	hotel@terravina.cl https://terravina.cl/
Hotel Cava Colchagua	19	38	3,9	Between US\$168 and US\$213	contacto@cavacolchagua.cl https://www.cavacolchagua.cl/en-us
Hotel Casa de Campo	11	30	3,8	Between US\$138 and US\$243	contacto@hotelcasadecampo.cl https://www.hotelcasadecampo.cl/
Hotel Vendimia Centro	8	16	0,9	Between US\$170 and US\$210	contacto@hotelvendimia.cl https://www.hotelvendimia.cl/en-gb
Hotel Viña La Playa	11	22	23	Between US\$190 and US\$230	recepcion1@hotelvinalaplaya.cl https://www.hotelvinalaplaya.cl/en-gb
Hotel Noi Blend	25	27	7	US\$220	reservas@noihotels.com http://www.noihotels.com/hotel/noi-blend/default-en.html
Hotel La Perla	11	24	3,1	Between US\$185,9 and US\$193,5	contacto@laperlahotel.cl http://laperlahotel.cl/

TERMS:

- All hotels listed above were selected according to the location and quality of services
- Foreign guests are exempt from paying tax
- National guests must add VAT to the published rate
- Final price must be confirmed directly with the hotel depending on the selected room.
- Participants must book directly with the hotels using the contacts indicated above.
- To access the special rates, participants have to submit their proof of registration at the time of booking
- Participants will be responsible for their accommodation.

7. LANGUAGE AT THE CONFERENCE















The languages for the Conference will be Spanish and English. Simultaneous translation will be offered for these languages.

8. PRACTICAL INFORMATION

Weather

The climate in the Colchagua Valley is temperate Mediterranean with a prolonged dry season. This contributes to its pleasant temperatures throughout the year (In spring and summer it reaches an average temperature of 23°C and in autumn and winter an average temperature of 15°C).

We suggest participants to consider appropriate clothing, considering that the event will take place in summer, although in the evenings the weather can be fresh.

DICIEMBRE DE 2019						
Dom.	Lun.	Mar.	Mié.	Jue.	Vie.	Sáb.
1  26°/10° Media histórica 25°/9°	2  24°/9° Media histórica 25°/9°	3  25°/10° Media histórica 25°/9°	4  25°/11° Media histórica 25°/9°	5  26°/10° Media histórica 25°/9°	6  27°/10° Media histórica 25°/9°	7  25°/12° Media histórica 25°/9°
8  27°/11° Media histórica 25°/9°	9  28°/11° Media histórica 25°/10°	10  27°/11° Media histórica 25°/10°	11  26°/11° Media histórica 25°/10°	12  26°/10° Media histórica 25°/10°	13  24°/10° Media histórica 26°/10°	14  25°/10° Media histórica 26°/10°

Source: <https://www.accuweather.com/>



Banking Hours

In Chile, banks open Monday through Friday from 9:00 to 14:00.

The city of Santa Cruz has ATMs in different parts of the city, and they operate 24 hours a day, with credit and debit cards.

Local Currency

The official currency in Chile is the Chilean peso (CLP \$). It is advisable to change money in banks or in other authorized place. Participants are advised to get informed and verify the exchange rate before making any transaction. In addition, there is a currency exchange (USD and Euros) in the ServiEstado branches of BancoEstado between 8:00 and 19:00. You can find detailed information about the official currency of Chile by clicking on: <https://si3.bcentral.cl/Indicadoresiete/secure/Indicadoresdiarios.aspx>

Emergency number

SAMU Ambulancias	131
Bomberos	132
Carabineros de Chile	133
Policía de Investigaciones	134

To call Santiago de Chile from outside the country:

Telephone: +56 (country code + number)

Mobile phone: +56 (9) + number

To call Santiago from Chile from inside Chile:

Telephone: 22 + telephone number

Mobile phone: +56 9 + phone number

Local Time

The local time of Chile in December is -3 UTC.

Official Language

The official language is Spanish.

Electric Current

In Chile, the voltaje used is 220/240.

Plugs: Type C and L

Frecuency: 50 Hz



Enchufe Tipo C – Europa



Enchufe Tipo L – Italia,
Chile, Uruguay

Migration forms and requirements

It is necessary to complete the declaration form of the Livestock Agricultural and Customs Service. More information at <https://www.aduana.cl/formulario-sag-aduana/aduana/2018-12-28/084211.html>

Tourist Information Office - National Tourism Service

Should you need more information about Chile, you may email inforancagua@sernatur.cl or visit the website at: www.chile.travel

9. BREVE INFORMACIÓN SOBRE CHILE

Country Profile

The longest and thinnest country in the world extends between the Andes Mountains and the Pacific Ocean. In addition to sharing borders with Argentina, Peru and Bolivia, Chile also has territory in Polynesia and Antarctica, becoming a tricontinental nation.

From the highlands to the unexplored southern territories of the end of the world, Chile invites you to live adventures in the middle of the driest desert in the world, the only temperate rainforest in South America, in front of ancient glaciers waiting to be discovered or under the watchful eye of the imposing Cordillera de los Andes in the middle of the movement of modern cities like its capital, Santiago.

These cultural and climatic contrasts have marked the identity of the country and its people. Warm, energetic, close and friendly, Chileans share the love for their land, which invites them to build links beyond distances and to live unique experiences. Discover Chile.

Colchagua Valley

The Colchagua Valley is located between 34 ° 15´ and 34 ° 50´ south latitude and

approximately 72 ° 00´ and 70 ° 15´ west longitude, 130 km south of the capital of Chile, Santiago. It is delimited to the North with the province of Cachapoal, to the West with the Pacific Ocean, to the East with the Cordillera de Los Andes and to the south with the province of Curicó. The Colchagua Valley corresponds to the natural formation of the Tinguiririca River, which is born in the Andes mountain range, at the base of the Tinguiririca Volcano (4,300 meters), and after traveling 100 kilometers, flows into Lake Rapel.

The first wine production records of the Colchagua Valley correspond to the first half of the 16th century, during the period known as Colonia. The Spanish Crown along with conquering the territories of South America, had to evangelize its inhabitants, so throughout all of South America, there were missionaries touring the indigenous communities that occupied the territory. In the Colchagua Valley, a missionary of the Society of Jesus undertook their mission, and together with their installation, the first convents, and also the first vineyards, whose production was for the celebration of the Mass.

Since the beginning of the 20th century, wine exports to Europe from the Colchagua Valley begin, from then on, the economic development and life of its inhabitants, has been linked to wine production. Today wines of different varieties and qualities are produced, which has given recognition and prestige to this valley, both nationally and internationally.

Santa Cruz

Located in the Colchagua Valley, this city, eminently wine-growing, has gradually become a must-see when visiting Chile, has a diverse tourist offer of accommodation and services, which allows to live experiences according to interests from visitors and tourists, from a typical meal and wine tasting, to a visit to museums and an astronomical center. It is a sector with strong Huasa tradition, soaked in the charm of Creole-Chilean folklore, and the life associated with agriculture and perhaps, its maximum popular expression is seen year after year in the month of March, when the feast of the vintage of Colchagua.

10. CONTACT INFORMATION

UNWTO	UNDERSECRETARY OF TOURISM OF CHILE
[General information] Aditya Amaranggana UNWTO Tel.: +34-915-678-176 Email: aamaranggana@unwto.org	[Logistics] Angie Almendras Undersecretary of Tourism of Chile Tel.: +56 2 24733545 Email: aalmendras@subturismo.gob.cl

