

4th UNWTO Global Conference on Wine Tourism

‘Co-creating innovative experiences’

Santa Cruz, Colchagua Valley, Chile

4 – 6 December 2019

Programme

Background and objectives:

- In the last decade, wine tourism has grown in interest and importance for many destinations around the world. Many regions and tourism destinations have realized that the benefits of wine tourism extend well beyond the cellar door to all areas of the regional economy.
- UNWTO defines Wine Tourism as a sub-type of gastronomy tourism that refers to tourism whose purpose is visiting vineyards, wineries, tasting, consuming and/or purchasing wine, often at or near the source.
- Wine, gastronomy, traditions and local culture comprise the core elements of the wine tourism product and provide the lifestyle package that wine tourists seek to experience.
- If efficiently developed, wine tourism represents an excellent opportunity for destinations to diversify and enhance consumer's value, promote rural development and the revitalization of many areas which may be affected by depopulation and social exclusion. The development of wine tourism further creates opportunities for income through its linkages to handicrafts, nature, gastronomy and agro-tourism. Having identified its competitive edge, more and more destinations around the world are looking to position themselves as destinations for wine tourism.
- Under the theme "Co-creating Innovative Experiences", this year's Conference will analyze how to develop new and innovative wine tourism experiences through the domain of co-creation, digital transformation, consumer knowledge and collaboration.
- The Conference will include workshops on four different topics that will give participants the opportunity to explore further the issues addressed in the sessions and share and exchange ideas interactively.
- A master class on the experience of Chile in the development of wine tourism, based on its differentiating attributes, will open this Conference. Whilst immersive wine tourism experiences in different vineyards of the Colchagua Valley will be offered on the last day of the Conference.

Wednesday, 4 December 2019

Arrival of participants and registration

Pre-programme for international participants

09:30 – 11:30 Registration for International Participants for the Masterclass (at Hotel Santa Cruz Plaza).

11:30 – 13:30 Masterclass "Experience Wine Tourism in Chile through Your Senses" (at Vichuquén Hall - Hotel Santa Cruz Plaza) **(limited to 80 participants)**

13:30 – 15:00 Cocktail

15:00 – 15:40 Transfer to Wine Museum (Departure at 15:00 from Hotel Santa Cruz Plaza)

16:00 – 17:00 Visit Wine Museum **(limited to 150 participants)**

17:00 - 17:40 Return to Hotel Santa Cruz Plaza

17:40 – 19:00 Free time

19:00 – 19:30 Departure from Hotel Santa Cruz Plaza to Peralillo Station Cultural Center

19:30 – 21:30 Welcome cocktail at Peralillo Station Cultural Center and Werken contemporary art exhibition **(by invitation)**

21:30 – 22:00 Return to Hotel Santa Cruz Plaza

Thursday, 5 December 2019

08:00 – 10:00 Registration

10:00 – 10:20 Opening Ceremony

- Juan Manuel Masferrer, Governor of O'Higgins Region
- Mónica Zalaquett, Undersecretary of Tourism
- Lucas Palacios, Minister of Economy, Development and Tourism
- Zurab Pololikashvili, Secretary General, World Tourism Organization (UNWTO)

10:20 – 10:50 Keynote Speech: Pau Roca, Director General, International Organization of Vine and Wine (OIV) (France)

10:50 – 11:15 Coffee break – Networking

11:15 - 13:00 Session 1: Wine Tourism Experiences – from imagination to commercialization

Wine tourism represents a journey for the purpose of experiencing wineries, wine regions, and their links to a lifestyle, encompassing both service provision and destination marketing. It is a complex system as it involves many different sectors such as agriculture, industry and services as well as transport, a natural and cultural environment.

Interest in wine tourism sector has been gradually increasing in recent years. Pair it with the swelling global competition between wine producers; stakeholders of wine tourism are enforced to diversify their offer. Wine tourism experience is personal and subjective. It is a result from the multisensory stimulation combined with emotive aspects of the consumption experience.

This session will further discuss how to successfully offer innovative wine tourism product to create extraordinary and unique experiences to tourists and how to make them commercial as well as profitable.

Moderator: José Miguel Viu, President of Enoturismo Chile, Managing Director, Co-owner and CEO of Viu Manent (Chile)

Speakers:

- Gustavo Santos, Secretary of Tourism (Argentina)
- Isabel Gilisasti, Casillero del Diablo Product (Chile)
- Beatriz Vergara, Wine Tourism Director, González Byass, Tío Pepe Festival Experience (Spain)
- Luis Güemes Barrios, Manager / Technical Director, Bodega 202 (Spain)
- Sheree M. Mitchell, President & Founder of Immersa Global (Portugal)

13:00 - 15:00

Networking Lunch

15:00 - 15:30

Conversation with Lucas Olcese, Executive Chef of Rosell Boher Lodge, Winner of Golden Award of *Great Wine Capitals* (Argentina): Pairing between gastronomy and wine tourism - Creating unique experiences

15:30 – 17:00

**Session 2: Workshops
Co-creation of experiences: together we go beyond**

Workshop 1

Wine tourism as an engine for local development and community empowerment.

To offer extraordinary wine tourism experiences, several key actors ranging from wine farmers to wine producers and sommeliers have to be involved in the designing process.

Although these workers have dedicated themselves to the creation of wine experiences. Still, there's more to do like being inclusive, employ locals and have the community involved with the wine experiences.

This workshop is based on the understanding of why locals should be involved more in these experiences and why this gives empowerment, promotion and income to destinations.

Facilitator: Sandra Carvao, Chief of Tourism Market Intelligence and Competitiveness, UNWTO

Speakers:

- Claudia Vecchio, President/CEO, Sonoma County Tourism (USA)
- Mariëtte du Toit-Helmbold, Chief Destineer, Destinate (South Africa)

Workshop 2

Wine tourism routes - how to promote cooperation in the creation of wine routes.

The wine tourism routes provide a form of promotion through virtuous circles which integrate all the players in the supply chain.

The economies of scope benefit endogenously from the spread of needs among the stakeholders present in the territory, generating management tools which are able to satisfy the collective needs.

The involvement of all the public and private operators who contribute to the creation of the wine tourism route make it possible to use a bottom up approach in creating effective interconnection among the networks.

The purpose of this workshop is to get a clear idea on how cooperation is better than working alone especially to better position the wine tourism route and to generate better income for all parties involved.

Facilitator: Jaime Valderrama, President, Curicó Valley Wine Route (Chile)

Speaker:

- Pedro Vargas, Projects Manager, Leading Brands of Spain Forum (Spain)

17:00 – 21:00

**Social activities at the Plaza del Vino
(Hotel Santa Cruz Plaza)**

Friday, 6 December 2019

9:30 – 10:30

Session 3: Knowing the consumer - what does the big data tell us?

Wineries are the core attraction of wine tourism, but they cannot be left alone since they tend to be involved in two different markets, the wine market and the tourism market. It implies a proper understanding of the symbiosis between wine consumer and wine tourist behavior. This could assist wine producers in organizing wine tourism supply, maximizing the winery visitation experience.

The Internet plays huge role in assisting wine tourism producers to understand their consumers. Today, through analyzing big data, key players in wine tourism sector could extract the valuable information regarding the wine tourism consumer on what kind of experience they are looking for, their opinion towards certain services, and more.

This session will analyze how big data can be of advantage and how to best use it to get to know better the customers.

Moderator: Enrique Bravo, Manager Data Analytics, EVERIS

Panelists:

- Marybeth Bentwood, Brand Elevation Communications (Chile)
- Zaida Semprun Gomez De Segura, Director of Experience Collection, World Tourism Shopping Network (Spain)
- Maxime Debure, CEO & Founder, Wine Funding (France)
- Nicolas Baudy, CEO, Baudy et Compagnie (France)

10:30 – 12:00

**Session 4: Workshops
Transformation in the winery - Beyond the barrel**

Workshop 1

Going Digital.

The marketing of the wine industry has always been the same for a long time. Such as family business videos, advertising in restaurants, hotels or tourist agencies; making the industry feel in comfort zone, leaving aside digitization. It is important that the

Workshop 2

The Innovator and the Entrepreneur - Creating the Wow Factor in Winery Visits.

There's a huge difference between innovator and entrepreneur.

The innovator creates and brings ideas, and the entrepreneur makes the idea real and

industry goes along with technology because new generations (millennials or the z generation) will expect digital marketing, social networks and everything related to new technologies.

The purpose of this workshop is to realize how important technology is in this area and how routes, wineries and vine farms can be upgraded.

- Digital marketing
- Market analysis
- Commercialization
- Social networks

Facilitator: Cristóbal Forttes, Head of the Promotion and Investment Division, Subsecretaría de Turismo (Chile)

Speakers:

- Mikel Sáez de Vicuña Blanco, ARAEX Grands Spanish Fine Wines (Spain)
- Paul Wagner, Marketing and Wine Tourism Specialist (USA)

puts it to work. This workshop will make us understand why is so important in the scenario of wine experiences, to have entrepreneurs and innovators together.

Facilitator: Carlos Scheuch, CEO & Cofounder Vulcano Travel Group (Chile)

Speakers:

- Roberta Garibaldi, Professor, University of Bergamo (Italy)
- Maxime Debure, CEO & Founder, Wine Funding (France)

Conclusions: Sandra Carvao, Chief of Tourism Market Intelligence and Competitiveness, UNWTO

12:00 – 13:00

Presentation of the host of the 5th UNWTO Global Conference on Wine Tourism 2020 - Alentejo, Portugal: António Leão Rocha, Ambassador of Portugal in Chile

13:30 – 17:00

Wine Tourism Experiences: Colchagua Vineyards

(Departure at 13:30 from Hotel Santa Cruz Plaza)

19:30

Departure for the Closing Ceremony at Viña Neyén from Hotel Santa Cruz Plaza

20:00 – 22:00

Closing Ceremony at Viña Neyén

Closing speeches

- José Miguel Viu, President Wine Tourism Chile
- Juan Manuel Masferrer, Mayor of O'Higgins Region
- Mónica Zalaquett, Undersecretary of Tourism
- Zurab Pololikashvili, Secretary General, World Tourism Organization (UNWTO)

Amphora Passing Ceremony

Equestrian Show: Palmas de Peñaflo

Gastronomic show

22:00

Return to Hotel Santa Cruz Plaza