General Information Note

6th UNWTO Global Conference on Wine Tourism

What’s next? Wine pairs with Innovation…

19-21 September 2022 - Alba, Italy

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1. INTRODUCTION

The 6th UNWTO Global Conference on Wine Tourism will take place in Alba in the region of Piemonte (Italy), on 19-21 September 2022.

This information note provides relevant information on your participation in this event and it might be subject to change. Any further changes will be promptly notified.

1.1 Venue information

The Conference will take place at:

**Teatro Sociale “Giorgio Busca”**
Piazza Vittorio Veneto, 3
+39 0173 292470
[Google maps](#)

1.2 Conference overview

- Title: 6th UNWTO Global Conference on Wine Tourism
- Dates: 19-21 September 2022
- Venue: Teatro Sociale “Giorgio Busca” – Alba (Italy)
- Host: Piedmont Region, Alba, Langhe Monferrato e Roero, Asti
- Organizers: UNWTO and the Ministry of Tourism of Italy
- Participants: Approximately 300 participants including government officials from National Tourism Administrations/Organizations, regional and local authorities, DMOs, UNWTO Affiliate Members and private sector representatives, wineries, infrastructure providers and the academia.
- Official Languages: English, Spanish and Italian
- Official website: [https://www.unwto.org/6-UNWTO-Global-Conference-Wine-Tourism](https://www.unwto.org/6-UNWTO-Global-Conference-Wine-Tourism)

1.3 The Host Town

The city of Alba is located in Langhe Monferrato Roero area, Piedmont, north west of Italy. It is part of the 50th UNESCO Heritage Site of the Vineyard Landscapes of Langhe-Roero and Monferrato and the city has been recognized in 2017 as UNESCO Creative City of Gastronomy. Alba is perceived as the historic capital of a wider territory of 150.000
2. PARTICIPATION

2.1 Registration
To participate in this event, prior registration is required. Participants should register at [https://www.unwto.org/6-UNWTO-Global-Conference-Wine-Tourism](https://www.unwto.org/6-UNWTO-Global-Conference-Wine-Tourism).

Due to restricted in-person capacity, limitations as per the number of international participants per organization/entity may apply. Participants are encouraged to register as soon as possible, and no later than 22 August 2022.

Registrations are subject to approval by the organizers. Participants will receive a confirmation email once approval is granted and they will be asked to provide information on their travel schedule and accommodation to enable the host to make the necessary arrangements for local transfers.

2.2 Badges
Participants will be able to collect their identification badges at the registration desk at the venue of the Conference on the following dates and time:
6th UNWTO Global Conference on Wine Tourism

- **Monday, 19 September 2022: 12:00 – 14:30** (venue: Albergo dell’ Agenzia Pollenzo – Bra (Cuneo)
- **Tuesday, 20 September 2022: 10.00 – 18.00** (venue: Teatro Sociale Giorgio Busca – Alba (Cuneo)
- **Wednesday, 21 September 2022: 8.30 – 13.00** venue: Teatro Sociale Giorgio Busca – Alba (Cuneo)

To receive an accreditation, participants should bring their registration confirmation.

All participants are requested to wear their identification badges for the duration of the 6th UNWTO Global Conference on Wine Tourism, as well as at social events.

3. **ENTRY FORMALITIES**

A valid passport is necessary for visitors entering Italy. Participants who require an entry visa are requested to contact diplomatic or consular missions of Italy in their countries to obtain their entry visa.

Citizen of the following countries, **DO NOT REQUIRE** a visa to enter Italy:
Albania, Andorra, Antigua and Barbuda, Argentina, Australia, Bahamas, Barbados, Bosnia-Erzegovina, Brazil, Brunei, Canada, Chile, Republic of Korea, Costa Rica, Croatia, El Salvador, North Macedonia, Japan, Guatemala, Honduras, Hong Kong, Israel, Malaysia, Macao, Mauritius, Mexico, Monaco, Montenegro, Nicaragua, New Zealand, Panama, Paraguay, Saint Kitts and Nevis, Serbia, Seychelles, Singapore, United States of America, Uruguay, Venezuela.

Participants are requested to check on the website of the Ministry of Foreign Affairs of Italy for information on visa requirements and procedures: [https://vistoperitalia.esteri.it/home/en](https://vistoperitalia.esteri.it/home/en)

Please note that visa applications must be made individually by each participant and she/he will be directly responsible for any delay it might occur in the process.

Participants who may wish additional information for visa assistance, are encouraged to contact: elena.ditondo@enit.it and fabiana.antonucci@enit.it.
4. HEALTH REQUIREMENTS

The Italian Government has been taking all necessary public health measures to protect the entire population as well as our visitors. Measures in force may be reviewed in accordance with the evolution of the pandemic. Please do not forget to check the website of your local authorities to see the information required to return to your country.

As of 1 June 2022, a Green Pass or equivalent certificate is no longer needed to enter Italy.

For further information and updated details, participants are encouraged to regularly check the following websites:

https://www.viaggiaresicuri.it/approfondimenti-insights/saluteinviaggio
http://www.regioni.it/home/linee-guida-per-ripresa-attivita-economiche-e-sociali-2773/

5. ARRIVALS AND DEPARTURES

5.1.1 Arrivals and local transportation

The closest International airports from Alba are the following:

- **Milano Malpensa** (airport code: MXP), taking approximately 2h to reach Alba
  Website: www.sea.aeroportimilano.it

- **Torino Caselle** (airport code: TRN), taking approximately 1h30m to reach Alba
  Website: www.aeroportoditorino.it

The host will organize the reception of participants on 19 September 2022 at these airports and will facilitate the free transfer of delegates to Alba on arrival and departure between the airports, the official hotels (listed in section 6), the venue of the Conference and the social programme.

The following is a tentative schedule of the transfers departing times from each airport:

- From Torino Caselle: 10.00 am, 11.00 am, 12.00 am, 2.00 pm
- From Milano Malpensa: 10.00 am, 11.00 am, 12.00 am, 2.00 pm
5.1.2 Departures and local transportation
On 22 September 2022, the host will facilitate the free transfer of delegates from Alba to these airports, with the following tentative schedule:

- To Torino Caselle: 7.00 am, 8.00 am, 9.00 am 12.00 am
- To Milano Malpensa: 7.00 am, 8.00 am, 9.00 am 12.00 am

5.2 Reception and local transportation
Upon arrival at Milano Malpensa and Torino Caselle, participants will be met by local representatives holding signs with the name of the Conference and they will be guided to their relevant transfer. An information desk in charge of the transfers’ coordination will be also available at the airports.

In order to facilitate the arrival/departure transfers, participants are requested to provide information on their flight schedules (arrival/departure) and accommodation, by 22 August 2022.

A detailed schedule of shuttle services for local transportation will be provided in due course and will be available in the official hotels.

5.3 Arrival by car
Highway A6 Torino – Savona, exit Carmagnola and Marene
Highway A6 Torino – Piacenza, exit Asti and A33 Asti – Cuneo, exit Alba

5.4 Car rental companies
Participants who wish to rent a car for their stay in Alba, are recommended to please contact the VisitLMR Tourist Office to have the latest information about car rental service in the area, at info@visitlmr.it, tel. +39 0173 35833

5.5 Other means of transport
For those who do not wish to use the transfer provided above, please contact VisitLMR Tourist Office to have information on taxis / buses / private transfers contact, as well as price information, at info@visitlmr.it, tel. +39 0173 35833
6. ACCOMMODATION

6.1 Hotel reservations
The host has negotiated special room rates with some designated official hotels for participants of the 6th UNWTO Global Conference on Wine Tourism.

Participants are invited to contact the local Consortium to book their rooms as soon as possible since September is still high season in the whole area and accommodation facilities might be run out quickly.

Langhe Experience – Consorzio Turistico Langhe Monferrato Roero
info@langhe-experience.it
Tel. +39 0173 362562

6.2 Recommended hotels
A list of hotels with special rates for participants of the 6th UNWTO Global Conference on Wine Tourism is provided below:

<table>
<thead>
<tr>
<th>Classification</th>
<th>Hotel name (distance from main venue)</th>
<th>No. of rooms</th>
<th>Room type and special rate on BB basis (€)</th>
<th>Contact details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel ****</td>
<td>Hotel Calissano Alba – 500 metres from main venue (12’ walking or 5’ drive)</td>
<td>54</td>
<td>SINGLE (DUS) 145€ DOUBLE 165€</td>
<td><a href="mailto:info@langhe-experience.it">info@langhe-experience.it</a></td>
</tr>
<tr>
<td></td>
<td>Hotel Albergo dell’Agenzia Pollenzo Bra – 20 km from Alba (25’ drive)</td>
<td>6</td>
<td>SINGLE (DUS) 170€ DOUBLE 200€</td>
<td><a href="mailto:info@langhe-experience.it">info@langhe-experience.it</a></td>
</tr>
<tr>
<td>Hotel ***</td>
<td>La Corte Albertina Pollenzo Bra – 20 km from Alba (25’ drive)</td>
<td>20</td>
<td>SINGLE (DUS) 120€ DOUBLE 135€</td>
<td><a href="mailto:info@langhe-experience.it">info@langhe-experience.it</a></td>
</tr>
<tr>
<td>Hotel ****</td>
<td>Resort Limax Acis Cherasco – 17 km from Alba (25’ drive)</td>
<td>12</td>
<td>SINGLE (DUS) 86€ DOUBLE 145€</td>
<td><a href="mailto:info@langhe-experience.it">info@langhe-experience.it</a></td>
</tr>
<tr>
<td>Hotel **</td>
<td>Real Castello Verduno – 12 km from Alba (20’ drive)</td>
<td>14</td>
<td>SINGLE (DUS) 140€ DOUBLE 175€</td>
<td><a href="mailto:info@langhe-experience.it">info@langhe-experience.it</a></td>
</tr>
</tbody>
</table>
These rates are available for 3 nights: check-in on 19/09/2022 and check-out on 22/09/2022. The reservation is free of charge.

Shuttle service will be organized by the host from these official hotels to the different venues of the Conference. Other accommodation facilities are also available in the area. Please do contact the Consorzio Turistico for a detailed list. Please note that delegates staying in other hotels or accommodation facilities will have to independently reach the main conference venue in Alba.

For any additional information, participants are encouraged to contact directly the local Consortium Langhe Experience – Consorzio Turistico Langhe Monferrato Roero at info@langhe-experience.it - Tel. +39 0173 362562

7. PROGRAMME

7.1 Conference Programme
The provisional programme of the Conference extends over 2 days with 3 technical sessions and several thematic presentations on 20 and 21 September 2022. Detailed information on the sessions’ speakers and their biographies will be available on the Conference’s website.

7.2 Official languages
The languages for the Conference will be English, Spanish and Italian. Simultaneous interpretation will be offered in these languages. At the entrance of the Conference’s rooms, headphones will be provided and they must be returned at the end of each session.

7.3 Social Programme / Technical visits
The Conference will host a social programme for participants which includes visits to local wineries, cultural performances and local gastronomy, a pleasant setting for networking. More information on the visits will be available shortly.

8. PRACTICAL INFORMATION

8.1 Weather
The climate in Alba in September is continental (min 15° / max 21°). It could be cold early mornings but during the day temperatures are still pleasant. Evenings could be cool, so we suggest participants to wear appropriate clothing.
8.2 Official time
Standard Time Zone: CET GMT+2

8.3 Official currency
The official currency in Italy is the Euro (€). It is advisable to change money in banks or in other authorized places. Participants are advised to verify the exchange rate before making any transaction.

8.4 Official language
Italy’s official language is Italian. However, English is widely spoken and understood.

8.5 Banking Hours
In Italy, banks open Monday through Friday from 9:00 to 14:00. The town of Alba has ATMs in different parts of the city, and they operate 24 hours a day, with credit and debit cards.

8.6 Electricity
The power supply in Italy is 220V/50 Hz (two round pins). Adaptors and converters may be needed if you are travelling from countries that use 110V or other types of plugs.

8.7 Local and international phone calls
For international inbound calls, the country code is +39, and the area code for Alba is 0173.

8.8 Useful telephone numbers
Unique emergency number in Italy is 118.

8.9 Tourist information Italy
Please see Visit Italy’s website for more information: www.italia.it
Piemonte’s website: https://www.visitpiemonte.com/it
VisitLMR website: www.visitlmr.it
Alba’s website: https://www.comune.alba.cn.it/creative-alba/
9. BRIEF INFORMATION ABOUT ITALY

9.1 Country Profile
Breath-taking landscapes, rich history, and delicious food, will make your trip to Italy unforgettable.

Get ready to explore beautiful destinations, learn about ancient cultures and savour the most loved cuisine in the world. History, art, sport, relaxation and well-being makes Italy the ideal country to relax, recharge and enjoy yourself.

9.2 Piemonte Region
Beauty, Freedom, Flavour and Spirit. Ancient hamlets and contemporary art. Cities of art and unique landscapes. Experience Piemonte your way – roam across peaks, plains, hills and lakes in the 96 protected natural areas and 5 UNESCO World Heritage sites. Enjoy a gentle pace on the pilgrim trails or recharge your batteries along 20,000 kilometres of walking and cycling paths. Breathe in the open spaces on over 1,350 kilometres of slopes dedicated to snow sports and 50 skiing stations. Sit down and savour the food of this unique land, which offers a remarkable mouth-watering selection: from truffles to rice, exquisite cheeses and wines to chocolate treats, you can decide whether to experience it all in one of 45 Michelin-star restaurants, traditional trattorias, wine bars, wine cellars, historic cafes or high-altitude refuges. Harmonious contrasts make it an unforgettable destination.

10. CONTACT INFORMATION

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<thead>
<tr>
<th>UNWTO Secretariat</th>
<th>ENIT Italy</th>
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<tr>
<td><strong>(general information)</strong></td>
<td><strong>(logistical support)</strong></td>
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