6th UNWTO Global Conference on Wine Tourism

What's next? Wine pairs with Innovation…

19-21 September 2022 - Alba (Piemonte), Italy

Provisional Programme

Background

The past two years have brought major shifts for wine tourism, with transformations in travel logistics, wine experience design and consumer behaviour. They have also brought to the forefront many challenges already in motion – from digital to sustainability.

Sustainability increasingly drives both the offer of experiences designed by wineries and vineyards, as well as the attitudes of travellers and their purchasing decisions while digitalization and e-commerce have become key tools at the hand of producers, distributors and wine tourism businesses and destinations.

Innovating in experiences, marketing and partnerships creates a wide range of opportunities for all members of the value chain at a critical moment for travelers, companies, authorities and locals when active participation and conscious thinking should enhance the value of wine tourism destinations and their environment.

Working towards this will be the key to the development of the sector and the satisfaction of people who will travel with wine as a motivation.

The 6th UNWTO Global Conference on Wine Tourism will focus on answering some of the following questions:

- What is the role of innovation in the future of wine tourism?
- How can wine tourism be more sustainable?
- What are the opportunities of digital and social to enhance the wine tourism value chain?
Monday, 19 September 2022

Pre-programme for international participants

Venue: Albergo dell’Agenzia – Pollenzo

(time tbc) Registration of International Participants for the Masterclass

15:00 – 17:00 Meeting of UNWTO&OIV Working Group on Wine Tourism Measurement (closed meeting)

17:00 – 19:00 Wines of Italy Masterclass

19:30 Welcome cocktail

Tuesday, 20 September 2022

Venue: Teatro Sociale Giorgio Busca (Alba)

08:30 – 10:00 Registration & welcome coffee

10:00 – 11:00 Opening Ceremony

11:00 – 11:30 In conversation with…

11:30 – 12:00 Get inspired – Keynote I

12:00 – 12:15 Signature of MOU between UNWTO and Slow Food

12:15 – 13:15 Session 1 – Innovation & Wine Tourism

Tourism guided by new and innovative experiences that happen around the world of wine is increasingly relevant for travellers who seek to know, learn more and enjoy other cultures, traditions and history through their wines and ways of producing them. This session will explore how to innovate across the entire value chain and seek the best alliances that can reach the joint benefit.

13:30 Departure to thematic visits

14:00 – 17:30 Thematic Visits (lunch included) and 6 Workshops on:

1. Wine pairs with Sustainability (EN – ES)

Bringing sustainability to the heart of wine tourism is becoming more and more valued.

This workshop will share how sustainability issues are being addressed today, how they are being pursued by travellers, destinations and providers and what are the challenges that the sector is currently facing.
2. **Wine pairs with Creativity** (EN – IT)

The room for creativity must always be present in wine tourism, both in its wineries, vineyards and in the experiences that are offered to the travellers. Promoting and making visible disruptive practices that have a positive impact is very important for wine tourism.

Wine tourism experience is personal and subjective. It is a result from the multisensory stimulation combined with emotive aspects of the consumption experience.

This workshop will serve as a space for inspiration to think outside the box and look into how we can create unforgettable and unique experiences around the wine tourism world and how to make them commercial as well as profitable.

3. **Wine pairs with Communication** (EN – IT)

Bringing together the traditions of many cultures in a common showcase is a major challenge today. Therefore, we need to see existing communication traditions come together with innovative tools with which people share their experiences and products using alternative and far-reaching communication channels. Making brands and destinations move away from traditional outreach strategies to advertise their offer and look towards channels such as social media, disruptive opinion leaders and content creators that are reaching other audiences and creating more diverse markets.

Knowing first-hand the vision and actions of the audience of these channels is a window into the future of wine tourism promotion and how they will impact the near future.

**20:30 – 22:00 TBC**

*Welcome Dinner at Castello of Grinzane Cavour***

**Wednesday, 21 September 2022**

**Venue: Teatro Sociale Giorgio Busca (Alba)**

**09:00 – 09:30**

*Session 2 – Learning from experience*

Having carried out the thematic visits, this session is set aside for participants to share the experiences that have been lived during the first day of the conference.
09:30 – 09:50  Wine tourism through a new lens

09:50 – 10:10  Measuring Wine Tourism: Presentation by UNWTO/OIV Working Group

10:10 – 10:40  Coffee break

10:40 – 11:00  Get inspired – Keynote II

11:00 – 11:45  Session 3: Wine Tourism: Understanding the Future

   It is proven that the tourism sector is resilient and able to recover, after moments of uncertainty, with policies and strategies open to change and reinvention. Thus, innovative and disruptive ideas, with the support of technology and digitalization, are the way forward to guarantee a sustainable, modern and resilient wine tourism.

   This session will discuss the vision of the future that entrepreneurs and global operators have in order to understand that the road ahead is created with a vision of community.

11:45 – 12:00  Get inspired – Keynote III

12:00 – 12:50  High Level Panel on The Future of Wine Tourism

12:50 – 13.00  Conclusions

13.00 – 13.30  Closing Ceremony

   Presentation of the 7th UNWTO Global Conference on Wine Tourism 2023, La Rioja (Spain)

   Amphora Passing Ceremony

13:30 – 15.00  Lunch

17.00  Departure to Canelli by train

18:30 – 22:00  Farewell event

22:00  Transfer back to the hotels