6th UNWTO Global Conference on Wine Tourism

What’s next? Wine pairs with Innovation…

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

Provisional Programme
(as of 29/08/22)

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?
Pre-programme for international participants
Venue: Albergo dell’Agenzia – Pollenzo (Cuneo)
(timetable)

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 (Cuneo)

08:30 – 10:00 Registration & welcome coffee

10:00 – 11:00 Opening Ceremony
- Representative of Alba
- Representative of Piemonte
- Zurab Pololikashvili, Secretary-General, UNWTO
- Massimo Garavaglia, Minister of Tourism of Italy

11:00 – 11:30 In conversation with...
David Furer, Wine Business Communications and harpers, Writer; Wine Future and Green Wine Future, Program Director (United States of America)
Moderated by Sandra Carvão, Chief of Tourism Market Intelligence and Competitiveness, UNWTO

11:30 – 12:00 Get inspired – Keynote by
Carlo Petrini, Founder of Slow Food

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

Moderator: Tanisha Townsend, Chief Wine Officer, Girl Meets Glass (France)

Speakers:

- Chef Pilar Rodriguez, Food & Wine Studio and UNWTO Ambassador for Sustainable Tourism (Chile)
- Mauro Agnoletti, UNESCO Chair, Agricultural Heritage Landscapes Institute of Higher Education University of Florence (Italy)
- Diana Isac, CEO & Founder, WINERIST (United Kingdom)
- Pamela Lanier, Founder, Sonoma Sustainable Tourism Observatory (United States of America)

Q&A

13:30

Departure to thematic visits

14:00 – 17:30

Thematic Visits (lunch included) and 6 Workshops on:

- **Wine pairs with Sustainability**

  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.

  1. **English (Venue: Tenuta Carretta in Piobesi d’Alba)**

     Facilitator: Niklas Ridoff, CEO of WineTourism.com (Sweden)

  2. **Spanish (Venue: Enosis in Fubine)**

     Facilitator: David Mora, Founder of Wine Tourism School and Coordinator of the Master's Degree in Food Tourism, Basque Culinary Center (Spain)

- **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. English (Venue: WiMu in Barolo)

Facilitator: Diana Isac, CEO & Founder, WINERIST (United Kingdom)

4. Italian (Venue: Art Park La Court - Michele Chiarlo in Castelnuovo Calcea)

Facilitator: To be confirmed

➢ 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.

5. English (Venue: Ceretto in Alba)

Facilitator: To be confirmed

6. Italian (Venue: Marchesi di Gresy in Barbaresco)

Facilitator: Filippo Polidori, Food GURU and CEO of Polidori and Partners (Italy)

20:30 – 22:00 TBC

Welcome Dinner at Castello of Grinzane Cavour

(time TBC)

Tuber Primae Noctis

An event to open the “hunting season” of the Alba White Truffle in Piedmont. At the dawn of the 92nd International Alba White Truffle Fair, the celebration of this particular ‘New Year’ is an opportunity to toast to the first night of the year when the search for trifulau begins. Starting off from the castle, the trifulau - accompanied by the most faithful tabui, the truffle dogs - will take to the paths in the woods, under the moonlight, in search of the most precious fruit of this land.
Venue: Teatro Sociale Giorgio Busca – Alba (Cuneo)

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.

Moderated by David Mora, Founder of Wine Tourism School and Coordinator of the Master’s Degree in Food Tourism, Basque Culinary Center I (Spain)

09:30 – 09:50        Wine tourism through a new lens

09:50 – 10:10        Measuring Wine Tourism: Presentation by UNWTO/OIV Working Group
- Sandra Carvão, Chief of Tourism Market Intelligence and Competitiveness, UNWTO
- Giorgio Delgrosso, Head of the Statistics Department, International Organisation of Vine and Wine (OIV)

10:10 – 10:25        Italian Wine Tourism
Roberta Garibaldi, CEO of ENIT - National Tourism Board (Italy)

10:25 – 10:40        Coffee break

10:40 – 11:00        Get inspired – Keynote by
Julia Zuccardi, Bodegas Zuccardi (Argentina)

11:00 – 12:00        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.

Speakers:
- Sofía Ruiz Cavanagh, CEO, Wineobs (Argentina)
- Martin Lhuillier, Head of Wine Tourism France (Atout France)
Luca Balbiano, President of Urban Vineyard Association (Italy)
António Pé-Curto, CEO & Founder, Alle Wine (Portugal)
Santiago Vivanco, Vice President and Director General of Fundacion Vivanco (Spain)

Q&A

12:00 – 12:50

High Level Panel on The Future of Wine Tourism
Moderator: Alessandra Priante, Regional Director for Europe, UNWTO
Speakers:
- H.E. Mr. Levan Davitashvili, Minister of Economy and Sustainable Development of Georgia
- H.E. Mr. Massimo Garavaglia, Minister of Tourism of Italy
- H.E. Mr. Sergiu Prodan, Minister of Culture of Moldova
- H.E. Ms. Tatjana Matic, Minister of Trade, Tourism and Telecommunications of Serbia
- H.E. Ms. Sofia Zaharaki, Deputy Minister of Tourism of Greece
- H.E. Ms. Rita Marques, Secretary of State for Tourism, Commerce and Services of Portugal
- H.E. Mr. Federico Pedini Amati, Minister of Tourism, Posts, Cooperation and Expo, Republic of San Marino (NEW)

12:50 – 13.00

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

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