



# 6th UNWTO Global Conference on Wine Tourism

Alba, Italy

19-21 September 2022

## Key Takeaways





The sector must increasingly **take wine tourism outside the wineries**, to the territory, to the landscape, to the heritage and to the community as a complete set of the **winery experience**.



All members of the wine tourism value chain should be **more inclusive** in terms of **empowering women** in winery management and ensuring that **young people** and the **community** are part of the development of the wine tourism offer.

It is essential to look into **innovating in products** that are in line with lifestyle trends: well-being and authenticity.



The **awareness of acting** to mitigate the impact on the planet is increasingly valuable. Even so, for many wineries, especially small ones, it is very difficult to know what measures to take in terms of sustainability. How to measure, how to implement, how to communicate?



The sector must use **technology to strengthen the capacities of SMEs**. How many wineries have reservation systems, how many have the capacity to be effective on social media? This leads to the importance of community building. one of the challenges we have seen is the lack, at times, of structures to collaborate. A critical step when talking about governance and working together.

The wine tourism community needs **more** and **better data**. We have seen that we don't know how many wine tourists currently exist in the world. We need comparable data and to use Big Data more to design strategies and policies for the **sustainable development of the sector**.



Finally, the need to **invest in talent** has been identified. This is one of the big challenges facing the sector.

With investment in talent and wine tourism, there will be more investment in talent in rural areas, **creating opportunities** in new territories for people to stay or return.

This when accompanied by digital infrastructure and other services will **generate opportunities** for young people in rural areas and wine tourism can become an driver for this to happen.