

6th UNWTO Global Conference on Wine Tourism

Alba, Italy

19-21 September 2022

Conclusions



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Introduction

The last two years have brought important changes to tourism and wine tourism has been no exception - transformations in travel logistics, wine experience design and consumer behavior. They have also brought to the forefront many of the challenges that were already underway, from digital transformation to sustainability.

To reflect upon these changes, UNWTO brought together wine tourism experts from around the world to Alba, Italy, for the annual meeting of the UNWTO World Conference on Wine Tourism, now in its sixth edition.

Aiming to learning from the views of experts on the future of wine tourism, the meeting addressed the question of what's next for wine tourism? Focusing on technology, environment, innovation, society, competitiveness and measurement, among other topics.

Several points of discussion emerged that resulted in a series of conclusions aimed at devising key steps for a more competitive and sustainable wine tourism development, such as the need for experiences for new audiences, the commitment to the SDGs, the implementation of new technologies and the inclusion and empowerment of local communities.

The conference also concluded with a shared commitment to the development of the sector with the intention of providing efforts to sustainable rural development.

The discussion will continue in La Rioja, Spain, host of the 7th UNWTO Wine Tourism Conference.

In Conversation with ...

David Furer Wine Business Communications and Harpers, Writer; Wine Future and Green Wine Future, Program Director

- **The responsibility of individuals**, whatever their industry or way of life, must be guided by environmental and social awareness, particularly for the wine sector. Production and tourism must consider that climate change is already upon us, and that the commitment goes beyond neutrality and must be oriented to the drastic reversal of current environmental problems.
- **The actions of wine tourism destinations** should be guided from the basis of the cultural approach, since this concern for conservation, sustainability or preservation is connected to each territory and the action will proceed in accordance with this same concern and ensure that nearby territories proceed in the same way.
- **The relationship between quality and preservation** is more in vogue than ever, thinking that it is a differentiating factor in the offer of experiences that make the visitor feel more like a traveler than a tourist.
- **Experiences that cause memorable moments** and learning are the ones that should be carried out not only because of their economic exposure but also because they have a positive multiplier impact on the visitor and their appreciation of the experience in the future.
- **Involving the community** starts with the relationship with other producers since winemaking shares the territory with other types of agriculture and should create a network that shares objectives and goals.
- **The vision of young people** is becoming more and more important and knowing what their concerns and ways of acting are can bring changes to the sector, particularly with those young people who see in rural areas the opportunity to develop their life goals.



Get inspired - Keynote by Carlo Petrini, Founder and President of Slow Food



Mr. Petrini's speech made the attendees reflect on true the meaning of sustainability and for this he turned the spotlight on the current understanding of sustainability. He started from the definition of the root of the word, which is to sustain or maintain a resource, whatever it may be, over time.

Therefore, the definition of sustainable tourism fits exactly to this. "That the benefit of the resources obtained from tourism is prolonged in time and that they are not consumed quickly". For the good development of sustainable wine tourism, two key factors must be considered:

1

Tourism is an industry that not only brings positive impacts to humanity. **We must start by being aware that the negative impact exists.**

For this reason, every tourism operator must be concerned that the community in which it operates is happy with the tourism activity, that the community experiences the value for which people visit its territory and that it can also maintain its heritage and the heritage of the same territory.

This means that in order to be considered sustainable wine tourism, it must expand its capacity for coexistence with other agricultural resources, take action to preserve the rural environment, and motivate the entire system that surrounds it to do the same.

In light of this, the UNWTO and SlowFood have signed a collaboration agreement that will allow the growth of wine tourism and food tourism to proceed in a sustainable and long-lasting manner.

2

Wine tourism cannot be distanced from its rural vocation as an agri-food product and therefore from its role in the global food system, one of the biggest contributors to the climate crisis.



Slow Food®

Session 1

Innovation & Wine Tourism

Moderated by:

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)

Francesca Planeta, Co-owner Planeta Winery (Italy)

Marta Domènech Tomas, General Director of Tourism, Generalitat de Catalunya (Spain)

Martin Hawke, Head of Global Product, WINERIST (United Kingdom)

Pamela Lanier, Founder, Sonoma Sustainable Tourism Observatory (United States of America)

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



In the words of Martin Hawke, Head of Global Product at WINERIST, innovation for wine tourism is based on the use of **technology** moving forward. Even more so, under his vision, since the **use of platforms** to support the wine tourism operation is still lagging behind other tourism sectors.

Luckily, the platform and the technology are available to provide solutions at different levels. Pamela Lanier, Founder, of the Sonoma Sustainable Tourism Observatory stressed that innovation has gone beyond being a differentiator to becoming a necessity that the entire wine tourism value chain must consider and implement for its operation.

But this should not only happen from the side of the wine tourism offer. There is an opportunity and an obligation for travelers to use technology and its tools to be increasingly aware and respectful of the landscapes they visit, especially in issues that have to do with the rurality of the territories, concluded Professor Mauro Agnoletti UNESCO Chair, Agricultural Heritage Landscapes Institute of Higher Education University of Florence.

The common points among the speakers of the session made clear that **innovation is the bridge between tourism territories and the people** who are motivated to visit these places for their wine production, as noted by Francesca Planeta Co-owner Planeta Winery.



Chef Pilar Rodriguez, Food & Wine Studio, and UNWTO Ambassador for Sustainable Tourism shared the experience of Chile. She noted that though being a relatively new player, **innovation** is a priority, especially in terms of creating experiences and the use of **technology** in various aspects, namely in the relationship between the gastronomy of a territory and its wine heritage. These relationships and more the connections create scenarios of innovation that are once again related to the relationship between people and the tourism product, in this case, wine tourism.

Marta Domènech, Director General of Tourism, from the Generalitat de Catalunya, in Spain, stressed that the vision of innovation in the future of a region like Catalonia is based on articulating values such as the **regeneration of resources, holistic work, and disruption in ideas** without neglecting the identity of the territory. For this, involving the entire value chain of wine tourism and giving value to each actor is the key to innovation.

Summary of the moderator, Tanisha Townsend, Chief Wine Officer, Girl Meets Glass include:

- **Wine tourism should be showcased outside of solely wine production**

When guests arrive at a vineyard or for a tasting in any location, there should be more than just the wine or a visit to the barrel room. Wine can be showcased with food pairings, culture, art, etc. One needs to think about how can the landscape of the region and the vineyard be shown to tourists.

- **Flexibility is critical**

Due to the experience during COVID in terms of travel restrictions and changes in regulations, guests want flexibility when making travel plans. One needs to ask if travelers can make plans last minute, what is the cancellation policy? Making these things easier for clients to figure out is very beneficial.

- **Wine tourism must adapt to changes**

Whether this is using technology for ease in searching for and booking, different modes of transportation through the vineyards, or machines in tasting rooms that offer single servings of wine, there needs to be multiple ways that people can experience wine at a destination.



What do you consider the main challenges to address in Wine Tourism?



What is your main priority for the development of Wine Tourism?



There was a good integration of the vineyard infrastructure with the landscape. This element gives positive points to the aesthetics, keeping the experience “instagrammable”, something that is important for wine tourism, marketing spend and the vineyard's online presence.

The most positive aspects of all the experiences including the visits were the landscape, the hospitality of the people at the vineyard; there is a sense of welcome.

Wine tourism through a new lens

Jana Kreilein, Founder of The.Wine.Girl and Founding Member and Head of Content of Club dVin

The world's premier NFT wine club with a focus on increasing transparency and discouraging fraud in the investment grade scene, talked about NFT and wine.

She focused on what are the possibilities for using NFT and the functionality that comes with it, such as blockchain in creating opportunities in the tourism sector.

Jana discussed various functionalities besides what is already known in the art scene after a brief explanation of what an NFT is and the security and transparency it provides. to delve into the specifics of the relationship between NFTs and the world of wine.

The main uses of NFTs in the travel context are:

- Membership NFTs
- Loyalty and rewards programs
- Incentives for the community
- NFT fundraising Models
- Non-transferable Government-issued
- Documents and Certificates
- Collectible NFTs

Opportunities that can be explored through NFTs in wine and tourism include:

- Reach the right people
- Build authentic communities
- Offer meaningful incentives
- Explore new ownership models and funding through NFTs
- Create innovative opportunities for travelers, hospitality operators, and other tourism service providers.
- Build and promote a healthy business ecosystem for the future.
- Create, store and sell services in the form of NFTs.
- Gamify and incentivize travelers through collectible proof of experience NFTs.

What challenges can NFTs solve in the wine industry:

- Proof of provenance
- Transparency and confidence in trading
- Discouraging fraud
- Royalties, data and rewards
- Community building



In conclusion, Jana Kreilein led us to see that "NFTs enable new markets by allowing people to create and build up new forms of ownership. They can instantly transform our experiences and content into verifiable assets that are easy to buy, sell and access using the underlying blockchain as an enabler."

Measuring Wine Tourism

Presentation by UNWTO/OIV

Sandra Carvão, Chief of Tourism Market Intelligence and Competitiveness at UNWTO.

Giorgio Delgrosso, Head of the Statistics Department, International Organization of Vine and Wine.



Based on the lack of homogeneous data, the lack of parameters, collection systems and dissemination, it has been necessary to create a Working Group (WG) from both sides UNWTO and OIV to know where the world of wine tourism is and what will be the best way to measure the common indicator that brings together the wine producing territories and wine tourism experiences.

In this sense, a mapping of the data that exists today as well as the methodologies that different countries apply to measure their activity has been achieved.

This will allow the WG to propose a common indicator to measure wine tourism at a global level. This, together with recommendations on how to measure wine tourism operations correctly, will lead to the creation of a global wine tourism data system.

Giorgio Delgrosso, Head of the statistics department of the OIV presented the preliminary results of the first survey in the following manner:

The survey is the first tool to be used in terms of measuring the global wine tourism operation and has the objective of understanding and gathering as much information as possible.

Starting from the public institutions (Ministries of Tourism) in charge of the data, it is very relevant to know what obstacles have been observed in the data collection.

As for the results of the survey, the data is still preliminary but is in line with the expectations of the working group. The preliminary results are:

- It was found that 65% of the responses indicate that there is NO national policy or plan, or strategy dedicated to wine tourism.
- 75% of the countries do NOT collect periodic data relevant to wine tourism, and 50% of the countries do not promote programmes to improve the wine tourism data collection system.
- In addition, 50% of the responses indicate that there have been NO studies on wine tourism for at least two years.
- 70% of the countries that answered the survey do NOT have a system of indicators that impact the SGDs.

In terms of the challenges that exist in collecting information, there is a lack of resources as well as a lack of motivation to collect data and share it in a standardized way to improve decision making and growth of the sector.

The variety in volume and scope of wine tourism experience creators is so heterogeneous that it complicates data collection.

Finally, **one of the major problems encountered in the research is the definition of the wine tourist** that allows for the homogeneous collection of data, along with the lack of cooperation and coordination at the national level, not to mention the lack of effective periodic data collection for the wine tourism operation.

This being the situation, the WG has set as the next step to map of existing data and the methodologies by which wine tourism is measured.

This will enable the WG to elaborate the Scoping Paper of the research in which the common indicator at a global level will be proposed in order to elaborate the recommendations from the organizations and to be able to constitute a pilot test in a country to be defined.

Get inspired - Keynote by

Julia Zuccardi, Hospitality Manager of Familia Zuccardi



Julia shared the keys behind the success story of the Zuccardi Family Winery, founded in Mendoza, Argentina, which has been recognized as the best vineyard in the world for three consecutive years: 2019, 2020, and 2021.

The first gastronomic experience created in the winery "Casa del Visitante" embodies these principles as it links gastronomy and wine by working with local products, with local producers providing an important support to the development of the community.

One of the key aspects is constant learning, which allowed Familia Zuccardi to see that wine tourism is a changing activity and that it is important to learn from what is happening in the world and bring those ideas to the local level, shaping them with the identity of the place and its people.

In addition, Julia stressed that today's visitors have a different profile than when they started, as they have the possibility of visiting many wineries in different destinations. They are looking for cultural immersion, they want to get to know the people, their culture, and their place.

In addition to the above, for Julia Zuccardi, the third generation of Bodega Zuccardi, it is essential to:

- **Reintegrate** the community and its culture in tourism projects so that its identity and diversity make it an attractive and unique experience.
- Understand that the visitor is curious and seeks **content and coherence** through an **immersive cultural experience** and is interested in **how** it is done.
- Knowing that each region is different makes standardization difficult to apply. **The origins of the region must be well known.**
- Highlight that wine tourism is a **generator of well-being and an economic engine** for the region.
- Have all producers **work together** to develop the region as a wine tourism destination.
- Be aware that wine tourism, in addition to **showing the geography and landscape** of a region, is part of a wine and gastronomic tradition that the local population should value and exalt.
- Know that the most important thing as wine tourism providers is to **be proud of the origins of the region and its culture.**

Session 3

Wine Tourism: Understanding the Future

This session discussed 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.

Moderated by:

Niklas Ridoff, CEO of WineTourism.com (Sweden)

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, President of the Vivanco Wine Culture Museum and Foundation (Spain)



This panel took a tour of different wine regions around the world in search of a plural vision that gives a glimpse of what can be expected from wine tourism activity in order to better understand the outlook for the future of wine tourism.

From Argentina, Sofía Ruiz Cavanagh, CEO of Wineobs, stressed that **segmentation** will be one of the keys, since considering the different profiles of wine tourists and being able to meet their expectations will set the tone not only to retain visitors but also to **create scenarios for new wine enthusiasts.**

Luca Balbiano, President of the Association of Urban Vineyards, addressed the vision of the future of wine tourism from the **perspective of the wine producer**, based on his experience as a small producer in which he talks about how he has seen the evolution of the offer of the wineries in history. From the moment in which only the production of wine was considered, this single tradition quickly evolved to be a profession that involves many **more disciplines that should be oriented toward sustainable development and communication with people.**

With the above, it is proposed that the efforts of people concentrate on the **development and protection of the wine territories**, but not by creating borders but by **sharing and communicating experiences so that the winemaking tradition of their territories is preserved**.

Santiago Vivanco, President of the Vivanco Wine Culture Museum and Foundation in La Rioja, Spain, said that the vision of the future must be based in trying to read the current **context**, especially knowing the **client and his expectations**.

Martin Lhuillier, Head of Wine Tourism in Atout France, affirmed that it is important to **know the metrics** of wine tourism since they are the key to understanding the dynamics of the sector. Also, in line with the previous points of view, he stressed how important it is to know the current **customer base**, as this will give a glimpse on how to act in the future for those who make decisions on wine tourism issues.

António Pé-Curto, CEO & Founder of Alle Wine, Portugal, said that though the **global context** must be considered, it is also important not to lose sight of the knowledge of customers in terms of **reaching different market niches**, including looking at the past to **improve the conditions of the future**. This goes hand in hand with creating memorable moments of the wine tourism offer, achieving a mix of experience and emotions that will result in positive travel experience for the traveler.



High Level Panel on the Future of Wine Tourism



Moderated by:

Alessandra Priante, Regional Director for Europe, UNWTO

Speakers:

H.E. Mr. Ilin Dimitrov, Minister of Tourism of Bulgaria

H.E. Ms. Mariam Kvrivishvili, Deputy Minister of Economy and Sustainable Development of Georgia.

H.E. Ms. Sofia Zaharaki, Deputy Minister of Tourism of Greece.

Minister of Tourism of Italy

H.E. Mr. Sergiu Prodan, Minister of Culture of Moldova.

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, San Marino.

H.E. Ms. Tatjana Matic, Minister of Trade, Tourism and Telecommunications of Serbia.

In terms of governance, the role of governments in wine tourism begins with:

- **Creating an identity** with which to encourage visits to the territories.
- **Determine potential** for the wine tourism industry and its value chain. In the same sense, that governmental institutions work for the development of the sector and identify possibilities and synergies.
- The authorities must have **permanent communication with the private sector**, especially when creating strategies for the development of wine tourism, including sustainability and education.

- And they should **dedicate efforts at different levels**, in which the public-private strategy works for the nation but also works for the regions and the rural areas.

In order to **develop** wine tourism in the territories, it is necessary to talk about **communication** and, therefore, about the sale and **promotion** of the destination, for which the panel concluded that in their territories they should:

- Have the bravery to **promote** local businesses and products regardless of the product's scope.
- **Communication is a tool** for encouraging the development and implementation of local **strategies**, as well as the opportunity to work in synergy and cooperation at multiple levels: regional, national, and international.

Although the sector has shown growth in general terms, the authorities who joined the panel stated that for the activity to develop on a large scale, there are points on which the wine nations need to work, such as:

- **Funds** allocated to sustainable tourism development; the more money, the better the projects.
- **Human resources**, willing and qualified for the development of tourism activities.
- Finally, **partnership and cooperation** between the members of the value chain.



Key Takeaways

Sandra Carvão, Chief of Tourism Market Intelligence and Competitiveness, UNWTO.

1

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**.

2

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

3

The wine tourism community needs **more and better data**. We have seen that we do not 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 **sector's long-term development**.

4

The **awareness of acting** to reduce the planet's impact is becoming 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 do you measure, implement, and communicate?

5

To strengthen the capacities of SMEs, the sector must use technology. 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.

6

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.

7

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 a driver for this to happen.



See you in La Rioja, Spain

7th UNWTO Global Conference on Wine Tourism

La Rioja (Spain) will be the host of the 7th UNWTO Global Conference on Wine Tourism, taking a step further in the promotion of responsible, sustainable and accessible wine tourism that contributes to the economic growth and inclusive development of this internationally recognized wine region.

In the framework of the **Enorregion strategic project**, La Rioja is positioning itself as the spearhead of the **sustainable and digital transformation of the entire wine chain**, with a unique impact in the field of wine tourism. **Innovation, partnerships and the creation and dissemination of knowledge** are also **key drivers** for building a more resilient and diverse sector.

These objectives are echoed in **Spain's National Wine and Food Tourism Plan**, launched by the **Ministry of Industry, Trade and Tourism** in 2022, which is a **world-leading initiative** that highlights the power of the sector to transform rural communities.

See you in La Rioja, Spain, in 2023!



7th UNWTO
Global Conference
on Wine Tourism

La Rioja, Spain

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Conclusions of the 6th UNWTO World Conference on Wine Tourism – What’s next?

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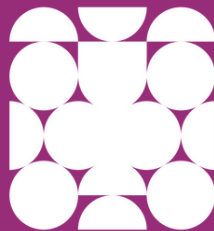
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