7th UNWTO Global Conference on Wine Tourism

Inclusive, sustainable and digital wine tourism: Building stronger territorial cohesion

22-24 November 2023 - Logroño (La Rioja), Spain

General Information Note
FOR PARTICIPANTS

Table of contents:
1. Introduction
2. Participation
3. Entry formalities
4. Health requirements
5. Arrivals and departures
6. Accommodation
7. Programme
8. Practical information
9. Brief information about Spain
1. INTRODUCTION

The 7th UNWTO Global Conference on Wine Tourism will take place in Logroño in the region of La Rioja (Spain), on 22-24 November 2023. 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.

<table>
<thead>
<tr>
<th>Title:</th>
<th>7th UNWTO Global Conference on Wine Tourism</th>
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</thead>
<tbody>
<tr>
<td>Dates:</td>
<td>22-24 November 2023</td>
</tr>
<tr>
<td>Venue:</td>
<td>Riojaforum&lt;br&gt;Congress Center and Auditorium of La Rioja&lt;br&gt;Calle San Millán, 23-25&lt;br&gt;Logroño, La Rioja, Spain</td>
</tr>
<tr>
<td>Organizers:</td>
<td>World Tourism Organization (UNWTO)&lt;br&gt;Secretariat of State for Tourism of the Ministry of Industry, Trade and Tourism of the Government of Spain&lt;br&gt;Government of La Rioja</td>
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<tr>
<td>Speakers</td>
<td>20 experts from the private sector and representatives of national and international wine regions</td>
</tr>
<tr>
<td>Participants</td>
<td>Approximately 300 participants including government officials from National Tourism Administrations or Organizations, regional and local authorities, DMOs, UNWTO Affiliate Members and private sector representatives, wineries, infrastructure providers and the academia.</td>
</tr>
<tr>
<td>Official languages</td>
<td>English, Spanish and French</td>
</tr>
<tr>
<td>Official website</td>
<td><a href="https://www.unwto.org/7-UNWTO-Global-Conference-Wine-Tourism">https://www.unwto.org/7-UNWTO-Global-Conference-Wine-Tourism</a></td>
</tr>
</tbody>
</table>

1.1 Venue information

The Conference will take place at:

**Riojaforum Palacio de Congresos y Auditorio de La Rioja**

Calle San Millán, 23 - 25, 26004 Logroño

T: (+34) 941 27 62 00

[Google Maps](https://www.google.com/maps/place/Riojaforum+Palacio+de+Congresos+y+Auditorio+de+La+Rioja/@42.2687587,0.0001528/13.99763/le=16)
1.2 Contact information

<table>
<thead>
<tr>
<th>UNWTO Secretariat</th>
<th>La Rioja</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Maria Soledad Gaido</strong>&lt;br&gt;Technical Coordinator&lt;br&gt;Tourism Market Intelligence and Competitiveness&lt;br&gt;World Tourism Organization (UNWTO)&lt;br&gt;E-mail: <a href="mailto:mgaido@unwto.org">mgaido@unwto.org</a></td>
<td><strong>Jenifer Moreno Palomo</strong>&lt;br&gt;Head of International Relations&lt;br&gt;Government of La Rioja&lt;br&gt;E-mail: <a href="mailto:l.moreno@frioja.org">l.moreno@frioja.org</a></td>
<td><strong>Félix de Paz</strong>&lt;br&gt;Deputy Director General for Tourism Cooperation and Competitiveness&lt;br&gt;Secretariat of State for Tourism of Spain&lt;br&gt;Email: <a href="mailto:fdepaz@mincotur.es">fdepaz@mincotur.es</a></td>
</tr>
<tr>
<td><strong>Chloe Bougeard</strong>&lt;br&gt;Administrative Services Associate&lt;br&gt;Tourism Market Intelligence and Competitiveness&lt;br&gt;World Tourism Organization (UNWTO)&lt;br&gt;E-mail: <a href="mailto:cbougeard@unwto.org">cbougeard@unwto.org</a></td>
<td><strong>Laura Aguilar Undiano</strong>&lt;br&gt;Head of Institutional Relations, Communication and Events&lt;br&gt;Government of La Rioja&lt;br&gt;E-mail: <a href="mailto:laguillar@frioja.org">laguillar@frioja.org</a></td>
<td></td>
</tr>
<tr>
<td><strong>Regional Department for Europe</strong>&lt;br&gt;World Tourism Organization (UNWTO)&lt;br&gt;E-mail: <a href="mailto:rdeu@unwto.org">rdeu@unwto.org</a></td>
<td><strong>Mónica Yanguas Yustes</strong>&lt;br&gt;Responsible for management and content&lt;br&gt;Government of La Rioja&lt;br&gt;E-mail: <a href="mailto:m.yanguas@frioja.org">m.yanguas@frioja.org</a></td>
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</table>

1.3 The Host City

Logroño is a city located in the north of Spain, bathed by the Ebro River and occupying a wide plain. It is the capital of the Autonomous Community of La Rioja and is home to more than 150,000 inhabitants. The city has a mild continental climate that favors a warm atmosphere in summer and low temperatures in winter.

Logroño is a meeting point, a reference point and a crossroads. The most beloved of all the paths that cross the city is the Camino de Santiago, which has led to La Rioja hard-working travelers from distant countries who have greatly enriched the cultural heritage and idiosyncrasies of the region.

Among the best-known virtues of the city are its wine culture, gastronomy, the Old Quarter and its status as the First Commercial City of Spain. The most important local
festivities are those of San Mateo or "Fiestas de la Vendimia", in the month of September, being one of the most important showcases of a city that has learned to combine tradition and the rootedness of its customs, with modernity and the dynamism of the new times. Among the main events of San Mateo are the treading of the grapes and the offering of the first grape juice to the Virgin of Valvanera.

The size of the city invites you to stroll around and enjoy its most significant enclaves. The Paseo de El Espolón; the co-cathedral of Santa María de La Redonda; the convent of La Merced, current seat of the regional Parliament; the characteristic Portales street; the church of Santiago El Real or the church of Santa María de Palacio, are some examples of places of interest that cannot be missed.

2. PARTICIPATION

2.1 Registration
To participate in this event, prior registration is required. Participants are encouraged to register online at https://www.unwto.org/7-UNWTO-Global-Conference-Wine-Tourism as soon as possible, and no later than 15 November 2023.

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. Should this information remain incomplete once the deadline for registration is reached, organizers reserve the right to cancel registrations.

Due to restricted in-person capacity, limitations as per the number of international participants per organization/entity may apply.

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:

- Wednesday, 22 November: 17:00h to 20:00h
- Thursday, 23 November 2023: 8:30h to 14:30h
- Friday, 24 November 2023: 8:30h to 14:30h

In order to collect the corresponding badge, participants must have received a registration confirmation e-mail.
All participants are requested to wear their identification badges for the duration of the 7th UNWTO Global Conference on Wine Tourism, as well as during social events.

3. ENTRY FORMALITIES

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

Citizen of the following countries, DO NOT REQUIRE a visa to enter Spain: Albania, Andorra, Antigua and Barbuda, Argentina, Australia, Bahamas, Barbados, Bosnia-Erzegovina, Brazil, Brunei, Canada, Chile, Republic of Korea, Costa Rica, Dominica, El Salvador, Georgia, Granada, Guatemala, Honduras, Israel, Japan, Kiribati, Malaysia, Marshall Islands, Mauritius, Mexico, Micronesia, Moldova, Monaco, Montenegro, Nauru, Nicaragua, New Zealand, North Macedonia, Palaos, Panama, Paraguay, Peru, Salomon Islands, Samoa, Saint Kitts and Nevis, Serbia, Seychelles, Singapore, United Arab Emirates, United States of America, Uruguay, Venezuela.

Participants are requested to check on the website of the Ministry of Foreign Affairs of Spain for information on visa requirements and procedures: https://www.interior.gob.es/opencms/en/servicios-al-ciudadano/tramites-y-gestion/es/extranjeria/control-de-fronteras/entrada-en-espana/

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: fdepaz@mincotur.es

4. HEALTH REQUIREMENTS

Entry in Spain no longer requires presenting the certificates related to Covid-19. Health controls are no longer carried out at points of entry into Spain. Spain Travel Health – SpTH – and the associated form are no longer needed.
5. ARRIVALS AND DEPARTURES

5.1 Arrivals and local transportation
The closest international airports from Logroño, La Rioja are the following:

- **Bilbao** (airport code: BIO), taking approximately 1h30 to reach Logroño
  - Website: [https://www.aena.es/es/bilbao.html](https://www.aena.es/es/bilbao.html)
- **Madrid Barajas** (airport code: MAD), taking approximately 3h30m to reach Logroño
  - Website: [https://www.aena.es/es/adolfo-suarez-madrid-barajas.html](https://www.aena.es/es/adolfo-suarez-madrid-barajas.html)
- **Barcelona–El Prat Airport** (código IATA: BCN): taking approximately 4h30m to reach Logroño.
  - Website: [https://www.aena.es/es/josep-tarradellas-barcelona-el-prat.html](https://www.aena.es/es/josep-tarradellas-barcelona-el-prat.html)

The host will facilitate the transfer of the attendees from Logroño train station to the corresponding official hotel.

5.2 Departures
On 25 November 2023, the host will facilitate the free transfer of delegates to Logroño train station.

5.3 Reception and local transportation
Upon arrival at Logroño train station, a vehicle or vehicles, identified with the logo of the event (7th UNWTO World Wine Tourism Conference), will pick up the attendees at the main exit of the station.

In order to facilitate the arrival/departure transfers, participants must complete the online registration form indicating their **train schedules (arrival/departure)** and **accommodation details**, before **15 November 2023**.

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

5.4 Arrival by car
The following are the recommended options:

- By highway from Bilbao and Burgos-Madrid: AP-68 until exit 12A Logroño.
- By highway from Zaragoza-Barcelona: AP-68 until exit 12B Logroño.
5.5 Local transfers
The organization will provide all transportation to the locations where the activities of the 7th UNWTO Global Conference on Wine Tourism will take place.

5.5 Other means of transport
For those who do not wish to use the transfer provided above and who wish to rent a car for their stay in Logroño or to have the latest information about car rental service in the area or information on taxis / buses / private transfers contact, it is recommended to consult the information available on the following website: https://lariojaturismo.com/en/transportes

6. ACCOMMODATION

The host has negotiated special room rates with some designated official hotels for participants of the 7th UNWTO Global Conference on Wine Tourism. Participants are invited to book their rooms as soon as possible since accommodation facilities might run out quickly, by contacting directly:

Inmaculada de Peña
e-mail: grupos@vbtravelgroup.com
Tel: +34 911084900

A list of hotels with special rates for participants of the 7th UNWTO Global Conference on Wine Tourism is provided below:

<table>
<thead>
<tr>
<th>Classification</th>
<th>Hotel name</th>
<th>Address &amp; Website</th>
<th>Distance to the city centre and distance to Riojaforum</th>
<th>Room type and special rate on BB basis (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel ****</td>
<td>Mercure Carlton Rioja</td>
<td>Gran Vía Juan Carlos I, 5 <a href="https://hotel-carltonlogrono.com">https://hotel-carltonlogrono.com</a></td>
<td>4 minutes walk 25 minutes walk</td>
<td>DUI, AD 78 €/night Double, AD 88 €/night</td>
</tr>
<tr>
<td>Hotel ****</td>
<td>Hotel Gran Via</td>
<td>Gran Vía D.Juan Carlos I, 71 Bis <a href="https://www.hotelgranvialogrono.com/">https://www.hotelgranvialogrono.com/</a></td>
<td>11 minutes walk 30 minutes walk</td>
<td>DUI o double, 188 €/night</td>
</tr>
<tr>
<td>Hotel ***</td>
<td>Hotel Ciudad de Logroño</td>
<td>C/Menéndez Pelayo, 7 <a href="https://www.ciudadlogrono.com">https://www.ciudadlogrono.com</a></td>
<td>10 minutes walk 30 minutes walk</td>
<td>DUI, AD 67 €/night Double, AD 76 €/night</td>
</tr>
</tbody>
</table>
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 note that delegates staying in other hotels or accommodation facilities will have to independently reach the main Conference venue(s) in Logroño.

Note there are other accommodations available in the area. Please contact the host for a detailed list if you are interested in obtaining information on other accommodations. Please note that attendees staying in other hotels or accommodations will need to get to the main conference venue by their own means.

### 7. PROGRAMME

#### 7.1 Conference Programme

The provisional programme of the Conference extends over 2 days with technical sessions and several thematic presentations on 23 and 24 November 2023. 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** and **Spanish and French**. Simultaneous interpretation will be offered in these languages. At the entrance of the Conference’s rooms, headphones will be provided.
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.

7.4 Dress code
Business attire is required at official meetings of the Forum.

8. PRACTICAL INFORMATION

8.1 Weather
For a typical day, the average temperature in Logroño in November ranges from a high of 13°C (56°F) to a low of 4°C (39°F). It could be cold with a gentle breeze, so participants are suggested to wear appropriate clothing.

8.2 Official time
Standard Time Zone: CET+1

8.3 Official currency
The official currency in Spain 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
Spain’s official language is Spanish. However, English is widely spoken and understood.

8.5 Banking Hours
In Spain, banks open Monday through Friday from 8:30 to 14:00. The city of Logroño 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 Spain is 220 V / 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 +34, and the area code for Logroño is 941.

8.8 Useful telephone numbers
Unique emergency number in Spain is 112.

9. TOURIST INFORMATION SPAIN

Please see the following websites for more information:
Tourist information about Spain: https://www.spain.info/es/
Tourist information about La Rioja: https://web.larioja.org/
Tourist information about Logroño: www.visitalogroño.com

It is also recommended to visit the Logroño Tourist Office:

Logroño Tourist Office
Portales, 50 (Edificio Escuelas Trevijano)
26001 Logroño (La Rioja)
Telephone: 941 27 70 00
E-mail: info@lariojaturismo.com

10. BRIEF INFORMATION ABOUT SPAIN

10.1 Country Profile
Spain’s geography is very varied and gives rise to very different landscapes. In total, it has a surface area of just over 505,000 square kilometers, of which only about 12,500 square kilometers belong to the insular surface.

Spain is a particularly mountainous country with a great natural diversity, which is why it is the country with the most UNESCO Biosphere Reserves in the world.

In Spain there are more than 15,600 monuments, archaeological sites, gardens and historical sites that have been declared Sites of Cultural Interest. This is an extraordinary and very valuable heritage, which preserves numerous representative examples of the different civilizations, cultures and historical periods that developed in Spanish territory: from the Iberians and Celts, to the Romans and Arabs, and including Phoenicians, Greeks, Visigoths...
Spanish museums hold some of the most important collections in the world, with exceptional pieces and masterpieces. In addition, to get to know artists such as Velázquez, Goya, Dalí, Miró or Picasso, it is essential to visit them.

Spain also surprises with its most avant-garde monuments, designed by prestigious architects who combine aesthetics and functionality. Architecture and wine form a perfect marriage in Spain, especially if we talk about the most modern and avant-garde wineries.

Their facilities have been designed by prestigious architects and not only stand out for their aesthetics, but they are also an example of technological innovation and efficiency in wine production. These are places where you will have the opportunity to enjoy wine tourism and Spanish wines with all five senses.

Among the many cultural routes that can be done in Spain, there is one that stands out with its own name: the Camino de Santiago. Europe’s oldest pilgrimage route continues to attract, year after year, thousands of travellers from all over the world and has been declared a World Heritage Site by UNESCO.

Tapas, gazpacho or Mediterranean diet are the names of Spain’s cuisine. A gastronomy that based on quality, creativity and, above all, flavour, has gained international fame and today is one of the main values of Spain as a tourist destination. Spain is the world’s leading exporter of olive oil and one of the world’s leading exporters of wine.

**10.2. Brief description of La Rioja**

La Rioja is the smallest region in Spain, but its territory hides landscapes and corners of a whole continent. It has something Mediterranean, which boosts the vineyards; something alpine, which crowns the snow-capped mountains in winter and a deep dry land that creates lunar landscapes. And above all, a protagonist: water. Seven rivers originate in the region and decorate it with diverse landscapes. At every step, you will change the world without leaving this land.

This frontier land of great natural wealth has made all the people who have passed through the peninsula have sought a settlement in this region on the banks of the Ebro. One of the oldest settlements in La Rioja was the Celtiberian settlement of Contrebia Leucade. La Rioja also has a memorable Roman past. The Arabs left their legacy, with
legends such as the Battle of Clavijo and the White Horse of Santiago, to give way to a long period of medieval tradition, monasteries in which the cultural wealth is deposited until reaching a more modern era, marked by the revolution brought about by the wine industry and the development of the region.

But the cultural life of La Rioja does not end with its extensive history; it is still alive today with projects at the forefront of art, architecture, the performing arts, music... and in its festivals and traditions that you can discover when you visit.

In Riojan restaurants you can enjoy simple, delicious gastronomy based on local produce, from tasty set menus of the day to elaborated Michelin-starred signature dishes, but you can also try them in the most typical way: going out for tapas in the most famous areas of each locality in La Rioja.

Wine is a culture, a way of life that you can experience on your visit to La Rioja, wine tourism or wine tourism has an activity to make you enjoy.

You can visit a vineyard to learn about the work carried out in the vineyard, practice sports among the vines, experience the treading of the grapes or the work of a winegrower. In La Rioja we have more than 80 wineries with tourist visits out of the more than 500 that exist in the community. You can admire the treasures of the wine museum and learn while enjoying a tasting course. Wine is shared and its best companion is gastronomy. A unique experience is to eat in a winery or enjoy a paired menu, each dish with its wine. But the wine tourism experience does not end there, you can enjoy wine even without drinking it, with a relaxing wine therapy treatment taking advantage of the antioxidant powers of Rioja grapes.