

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

SPEAKERS BIONOTES

In conversation with...

Joe Fattorini, Wine expert and radio and TV presenter (United Kingdom)

Joe Fattorini brings wine and wine brands to life for millions around the world. Joe is one of the wine industry's leading marketing strategists and thinkers. He also presents the world's most successful television programme - The Wine Show - with over 100 million viewers in 110 countries.

Joe's career began as a business school academic. He then led sales teams at the UK's largest, most dynamic, and prestigious wine businesses for more than 20 years. He is also an award-winning writer and broadcaster. In 2017 he was named IWC Personality of the Year, and IWSC Wine Communicator of the Year.

In 2020 Joe co-founded an innovative brand, creative and marketing agency - TWS Creative - and joined the leadership of Pix, the wine world's first Digital Shelf e-commerce platform.

Today Joe works with wine businesses in leadership, advisory, and consulting roles. These cut across sales, brand marketing, digital roles, and in global media. His clients range from multi-national groups to family-run wineries. Joe also co-manages an independent Spanish winery and has developed an online MBA-level course in wine marketing. This is available by his Substack and soon via a leading wine school.



Sandra Carvao, Director, Tourism Market Intelligence and Competitiveness, UNWTO

Sandra Carvão is Director of the Tourism Market Intelligence and Competitiveness department at the World Tourism Organization (UNWTO) since June 2018. Before that, she was Chief of Communications and Publications for 8 years until May 2018 where she was responsible for UNWTO’s strategic positioning. Prior to this post, Sandra was Deputy Chief at UNWTO’s Market Trends, Competitiveness and Trade in Tourism Services Department between 2007 and 2010. During this period, Sandra coordinated the Tourism Resilience Committee created by UNWTO to address the impacts of the global economic crisis 2008-2009 on tourism. Prior to joining UNWTO in 2003, Sandra held a position as market manager in the Portuguese National Tourist Office in Lisbon. Sandra has a degree in International Relations, Economics Branch, by the Instituto de Ciências Sociais e Políticas/Universidade Técnica de Lisboa and a postgraduate degree in Marketing by the Universidad Complutense de Madrid.



Session 1 – Training, a catalyst for a highly competitive Wine Tourism

Gergely Szolnoki, Professor for Market Research University of Hochschule Geisenheim (Germany)

Gergely Szolnoki works as professor of Market Research at Geisenheim University (Germany) and is honorary professor of Wine and Beverage Management & Marketing at University of West Attica (Athens/Greece). His main research areas are sustainability, wine tourism and consumer behaviour. Born in Hungary, he has lives in Germany for 20 years. Gergely has given more than 150 presentations at different conferences and seminars and is the author of several books and book chapters, peer-reviewed scientific papers and more than 120 industry articles published in English, German and Hungarian. In addition to his academic activities, Gergely is a delegated expert in the International Organisation of Vine and Wine (OIV) in the fields of wine economics and statistics.



Coralie Haller, Holder of Corporate Chair Wine and Tourism and Head of Master International Wine Management and Tourism, EM Strasbourg Business School (France)

Dr. Coralie HALLER is an associate-professor in Entrepreneurship and Management of Information systems at EM Strasbourg Business School, University of Strasbourg, in France. Her research has been published in different scholarly recognized academic journals, books, academic and professional conferences internationally.

She has founded and currently hold the Corporate Chair in “Wine and Tourism” at University of Strasbourg which allows her to lead regional and national research projects for the wine tourism, tourism and wine tourism industries. She is also in charge of a Master in Tourism Management and the co-founder of the InvinoTECH® innovation cluster in the Grand Est region of France. Recently co-opted as a “qualified personality” at the French National Committee in Wine Tourism, she is also a member of various professional wine and tourism organizations.



Building over 15 years of professional and academic experience gained in France, Germany, and Australia, Coralie HALLER demonstrates proven expertise in the fields of wine, tourism, and wine tourism industries. With her company "Wine and Co2", she supports the transformation of practitioners through inspiring professional conferences and training courses.

Elmarie Rabe, Manager Stellenbosch Wine Routes (South Africa)

Elmarie Rabe, Manager of the Stellenbosch Wine Routes, is renowned for her hardworking, solutions-driven approach in the hospitality and wine industries. Her creativity and passion for wine tourism have significantly enhanced the region's wine tourism experience. She is dedicated to promoting wine culture and education, ensuring the Stellenbosch Wine Routes remain a premier destination for wine enthusiasts globally.



Elena Pilo, Director of Wine Tourism, Events & PR, Bodegas Franco Españolas (Spain)

Graduated in Tourism from the University of Oviedo, with postgraduate training in Event Organization, Communication, and Marketing, an Executive MBA from the Escuela de Organización Industrial (EOI), and a Senior Management program from ESADE, Project Promociona. She has over 15 years of professional experience positioning brands, companies, and destinations through the creation of experiential and cultural content. Since 2016, she has been leading the Wine Tourism, PR, and Events department at Bodegas Franco-Españolas. Along with the entire team, they have successfully transformed the way of experiencing and understanding wine tourism in the Rioja DOCa.



Keynote – New trends in Wine Tourism

Diana Isac, CEO & Founder, Winerist (United Kingdom)

Diana Isac is the Founder of Winerist, the first global fully integrated wine travel platform. Winerist gives travelers access to informative travel guides as well as the opportunity to book experiences, tours and hotels in winemaking regions around the world. Today Winerist has 3 branches:

1. A global travel business
2. A technology branch which gives wine tourism players the systems required to take bookings online
3. Winerist Marketing Agency which supports tourism boards, wine and travel industry players in their digital marketing journey

Diana graduated from the London School of Economics and later pursued a career in the financial industry, with the Investment Management Firm, BlackRock. Diana consults with USAID, Chemonics and often gives lectures on entrepreneurship at the LSE and Imperial College London.



Session 2 – Unlocking the benefits of digitalization

David Mora, Coordinator of the Master’s degree in Gastronomy Tourism, Basque Culinary Center (Spain)

David Mora has been involved in food and wine tourism-related projects since 2004, and has been chosen for three years (20/21/22) as one of the “Top 150 most influencing professionals in Spain’s tourism”. He started his career in the T&T industry in 1995. Since then, he had the chance to work on different activities such as destination marketing, hotel management, consulting, and UG and PG education. He holds a Diploma in Tourism by Universidad de Deusto (Spain), B.A. in Tourism by Universidad Nebrija (Spain) and a master’s degree in Tourism Management by Bournemouth University (UK). He has managed several post-graduate studies in Tourism at different colleges and business schools. He currently is the Coordinator of the in Master's in the Management and Design of Gastronomy Tourism Experiences at Basque Culinary Center (Donostia – San Sebastián, Spain).



Florencia Dibattista, Content creator and Owner of Flor de Bodegas (Argentina)

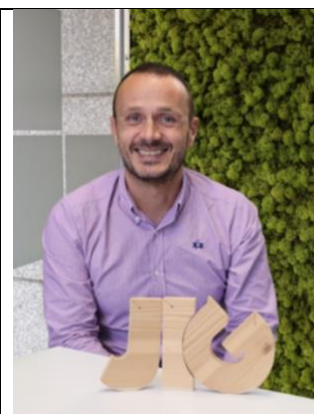
Passionate about travel, cultures, and exploration, Flor began her career as a tour guide. Shortly thereafter, she managed to create the "Flor de Bodegas" community, offering advice on how to travel better, showcasing unknown places, and providing travelers with tips to create an ideal travel plan.

Her simple, fresh, and genuine communication style has made her one of the most prominent "wine influencers" in the province. Today, she has a community of over 50 thousand followers on Instagram, which continues to grow every day, as she seeks to explore every corner of the world.



Javier Gurría, Founder and Project Director, JIG Group (Spain)

Javier Gurría is the co-founder and Project Director of the JIG Group. He holds a degree in Business Administration from the University of La Rioja and an MBA from the University of Les Heures – Barcelona. He has additional training in platform management, data analytics, and digital marketing from MIT (Boston, USA).



Together with his brother Ignacio Gurría, he has been leading the JIG business group for over 20 years. The group specializes in developing customized technological projects for companies in various sectors. JIG operates in three interconnected business areas: Service Management; Internet and Mobile with in-house developments; and the Digitalization of the wine sector and Wine Tourism, their latest venture. Their 360° approach in projects encompasses data acquisition, management, and analysis to enhance conversion and loyalty rates, providing both wineries and their visitors with a unique and tailored experience for each profile.

Keynote – Our differences unite us

Virginia Borges, Directora General of Turism of La Rioja (Spain)

Virginia Borges is the General Director of Tourism and Territorial Promotion. She holds a degree in Tourism from the University of La Rioja and has pursued specialized studies in Public Relations at the Bayerische Akademie für Werbung, as well as European Tourism at Hochschule Heilbronn (Germany) and Bournemouth University (United Kingdom).



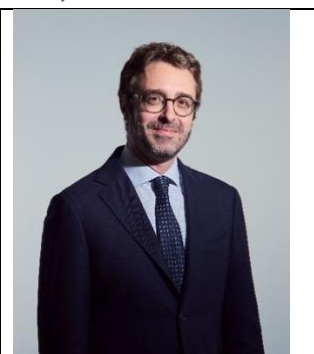
Between 1998 and 2004, she served as Marketing and Public Relations Manager at the Spanish Tourist Office in Munich, where she contributed to promoting Spanish tourist destinations among travel agents and tour operators in southern Germany.

She later held the position of Director of La Rioja Tourism. In 2013, she collaborated with the Spanish Agency for International Cooperation on the project "Support for the development and implementation of Vietnam tourism development strategy 2011-2020 vision 2030 with a focus on socially responsible policies," conducted in Hanoi for the Vietnam National Administration of Tourism.

Session 3 – Understanding Wine Tourism: A future of better data

Giorgio Delgrosso, Head of Statistics & Chief Digital Transformation Officer, OIV

Giorgio Delgrosso is the Head of the Statistics and Digital Transformation Department at the International Organisation of Vine and Wine (OIV) since 2017.



He is responsible for the statistical activities and economic analyses for the OIV publications, and he manages the projects related to the digital transformation of the sector. Since 2021 he has been coordinating the OIV-UNWTO project on wine tourism data.

Previously, he has worked as a consultant for several agencies of the United Nations. He holds a double MSc in Economics and in International Trade and Finance.

Rodrigo Lemos, Wine Tourism Coordinator, COVIAR (Argentina)

Rodrigo Lemos holds a degree in Tourism, and his extensive work experience encompasses key roles in various organizations. Presently, he serves as the Coordinator of the Ad Hoc Tourism Association at the Argentine Wine Corporation, where he designs and implements strategic programs for the advancement of wine tourism in Argentina. Furthermore, he has made significant contributions as the Coordinator of Wine and Gastronomy Tourism at the Ministry of Tourism Of Mendoza and as the Head of Tourism at TRIVENTO BODEGAS Y VIÑEDOS S.A. In these capacities, he has overseen tourism projects and coordinated activities related to the visits of clients and tourists.



Claudio Cilveti, President, Enoturismo Chile (Chile)

Claudio Cilveti is a Commercial Engineer by profession (Pontifical Catholic University of Chile) and has dedicated his entire life to developing Chilean wine since 1989. He has held managerial positions in Commercial, Marketing, and Export areas, working in family wineries and large vineyards such as Viña San Pedro Tarapacá, the second most important in the country. He was the General Manager and creator of Misiones de Rengo, one of Chile's leading brands. Since 2011, he has been the General Manager of Vinos de Chile, the Trade Association representing 90% of Chilean wine exports. Today, he is the President of the Exporters' Council of Foods, which includes 11 Associations of different food products, and the President of Enoturismo Chile, the Association that brings together all the main actors for the development of Wine Tourism in Chile.



Enrique Martínez, President, SEGITTUR (España)

President of SEGITTUR. He holds a degree in Political Science and Sociology from the Complutense University of Madrid, a Master's in Public Management (Higher Center for Management Analysis and Evaluation UCM), a University Master's in Leadership and Public Management (UIMP-INAP), expertise in Policy Evaluation and Service Quality (AEVAL-UCM), and a Diploma in "New Forms of Leadership and Political Transformation" (EILx-Goberna).

He has extensive experience in smart territories, having served as an advisory member of the Cabinet of the Secretary of State for the Information Society and the Digital Agenda. He has also been the coordinator of the National Plan for Smart Territories and the president of the Technical Committee for Standardization 178 of UNE (Smart Cities) (October 2013/July 2018).

He has developed his professional career in various organizations, serving as an advisory member of the Subsecretariat of the Ministry of Industry, Tourism, and Commerce (April 2009 to February 2011), director of organization, technological development, and risk control at the International Foundation for Ibero-America of Administrations and Public Policies (FIIAPP) (February 2011-May 2011), and a board member of the National Postal Sector Commission (CNSP), the regulatory body of the postal market (May 2011 to October 2013). He has also held the position of General Director of the National Institute of Communication Technologies (INTECO, currently INCIBE), under the Ministry of Industry, Tourism, and Commerce (March 2006/March 2009). Additionally, he has served as the Director of the Telecommunications Observatory for the



Information Society of Red.es (July 2004/October 2006) and the Director of the Technical Office, which, within the framework of C.A.T.S.I, defined the Convergence Plan upon which the Avanza Plan was developed (July 2004/October 2006).

Rosa Melchor, President, ACEVIN (España)

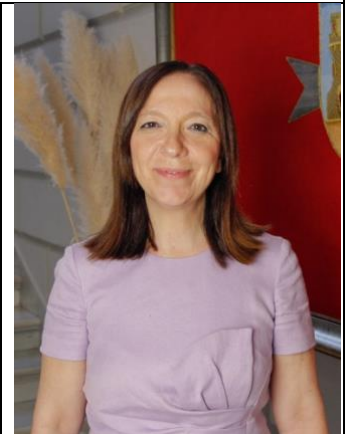
Rosa is the Mayor of Alcázar de San Juan (Ciudad Real) since June 2015. Currently, and since her appointment as Mayor, she holds the Presidency of the Spanish Association of Wine Cities (ACEVIN), founded in 1994. Under her Presidency, ACEVIN leads the Wine Routes of Spain Tourist Product Club.

The Wine Routes of Spain are a tourist and local development project based on public-private cooperation that began in 2001 at the initiative of ACEVIN and with the support of the State Secretariat for Tourism. Currently, the Wine Routes of Spain Tourist Product Club is one of the most consolidated Tourist Product Clubs in the country and, with the support of the State Administration through the Ministry of Agriculture, Fisheries, and Food, the State Secretariat for Tourism, and the TURESPAÑA Tourism Institute, it has become a benchmark nationally and internationally. The club currently includes 37 wine tourism destinations located throughout the national territory, promoting the wines and gastronomy of each region, network collaboration, sustainable tourism, and public-private collaboration.

It currently brings together more than 800 municipalities and over 2,500 companies (734 of which are wineries).

The main wine tourism destinations and the most recognized wine regions in the country have formally constituted Wine Routes of Spain adhered to this Club, created with their own model of sustainable wine tourism development that ensures service quality and, in turn, has the support and recognition of their Provincial and/or Regional Administrations.

At the same time, Ms. Rosa Melchor holds the Presidency of the European Network of Wine Cities (RECEVIN) for the period 2023-2027 and has firsthand knowledge of municipal management and Local and Regional Administrations since, before holding her position as Mayor, she had political responsibilities for over 15 years as a Councilor in the City Council of Alcázar de San Juan and as a Regional Deputy in the Courts of Castilla-La Mancha.



Session 4 – National and Regional Strategies for Wine Tourism

Sergio Castro, Director of Planning and Development of the Ministry of Tourism and Sports (Argentina)

Born in Buenos Aires, he is in charge of the National Directorate of Tourism Planning and Development at the Ministry of Tourism and Sports of the Nation.

During his tenure, he has promoted programs and various initiatives for the development of tourism in rural areas, with a particular focus on wine tourism as a strategy for productive complementarity and local development.

He has led the management and development of tourist destinations such as Villa La Angostura in Neuquén and Tigre in Buenos Aires. Currently, he teaches the Tourism, Development, and Settlement chair at the Provincial University of Ezeiza.

Drawing from his territorial knowledge, this figure in the sector encourages an approach to tourism as a transformative social phenomenon from the territory towards centrality, emphasizing settlement.



Zahuri Muradyan, Executive Director Wine and Vine Foundation of Armenia

Dr. Zaruhi Muradyan leads the Vine and Wine Foundation of Armenia and coordinates the sector with the aim of development of viticulture and winemaking in Armenia. She is determined in production of high-quality wines to enhance internationally the position and competitiveness of the country. Her resolute commitment extends to the production of high-quality wines, strategically positioned to elevate the international standing and competitiveness of the nation.

Dr. Muradyan earned her Ph.D. in enology and has served as a professor at the National Agrarian University since 2002. With a prolific academic career, she has authored more than 20 scientific articles and books, contributing to wine and grape cultivation.

Dr. Muradyan has played a pivotal role in fostering the next generation of winemakers by founding the "Young Winemakers Union of Armenia." Furthermore, she co-founded the EVN Wine Academy, an institution she successfully managed under the auspices of the ICARE Foundation in collaboration with Geisenheim University of Germany. This academy is instrumental in providing certified professional courses in enology and wine business, catering to the development of industry professionals.

With her professional background and enthusiasm, Dr. Muradyan is an expert judge in the wine competition 'Concours Mondial de Bruxelles'. And as a passionate female winemaker Zaruhi has established her own production of wine under the trademark "Zara Muradyan Wines". The company produces unique wines and vermouths from Armenian local and indigenous grape varieties by using innovative technologies based on her own scientific research.



Lucie Lefèvre, Responsible of Wine Tourism Animation and Development at Bordeaux (France)

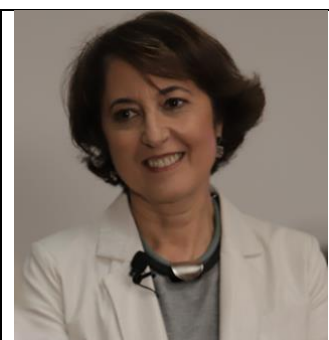
With a double master's degree in International Trade and Wine and Spirits Management, Lucie began her career as part of the founding team of La Cité du Vin in Bordeaux. In charge of wine associations, she quickly became passionate about building relationships with international wine organizations to promote the wine heritage worldwide. In Australia, she became a Brand Ambassador for the prestigious D'Arenberg winery. There, she discovered another aspect of the wine world: the exciting experience of wine tourism seen from the perspective of the New World.



Back in Bordeaux, she joined the "Great Wine Capitals" global network as the local coordinator for Bordeaux. In this role, she leverages her experience to develop sustainable and innovative wine tourism at a regional and international scale. Working for the Bordeaux Chamber of Commerce, where she is currently employed, she collaborates with all local wine and tourism organizations in their mission to support the development of the sector.

Lidia Monteiro, Member of the Board, Turismo de Portugal

Member of the Board of Directors of Turismo de Portugal, I.P., having previously been the Coordinating Director of Management and Sales Support of that entity. She is responsible for the areas of national and international promotion of the country as a tourism destination, supporting the internationalization of national tourism companies and international relations, as well as coordinating the network of VisitPortugal's teams abroad. Responsible for the Action Plan for Wine Tourism in Portugal. A communications and marketing professional with over 25 years of experience, she has been a member of several interministerial commissions and governing bodies and responsible for the country's award-winning tourism promotion campaigns. She was elected Marketing Personality of the Year in 2018 and Marketeer of the Year in 2022 by Meios & Publicidade.



Maria Velasco González, Advisor, Secretariat of Tourism, Ministry of Industry, Commerce and Tourism of Spain

She holds a Bachelor's degree in Law and Political Science and Public Administration from the Complutense University and a Ph.D. in Political Science. She is a professor in the Department of Political Science and Public Administration at the Complutense University of Madrid, where she has served as Co-director of the Research Group "Policy Design: Transfer and Social Innovation." She is an expert in tourism policy. Since September 2021, she has been an advisor to the State Secretariat for Tourism (Ministry of Industry, Commerce, and Tourism).



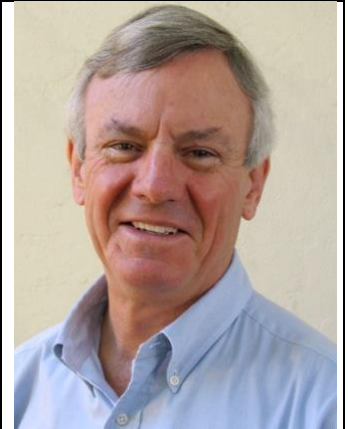
Session 5 – Building a Sustainable Future for Wine Tourism: Get Inspired!

Paul Wagner, Marketing and Wine Tourism Specialist (USA)

Paul Wagner has been a wine professor at Napa Valley College for over twenty-five years, receiving the McPherson Distinguished Teacher Award. He is a guest lecturer at many universities, including the "Wintour" MBA program in wine tourism in Europe, and has won numerous international awards for his work in the wine industry. He became a member of the "Spadarini della Castellania di Soave" in 2005, and in 2009, he was awarded the "Lifetime Dedication to Wine" at the National Wine Fair (FENAVIN) in Spain. In 2018, he received the annual merit award from the American Wine Society, joining personalities such as Robert Mondavi and Gina Gallo.

His technical books, including "Wine Marketing & Sales," "Wine Sales and Distribution," and "Artisan Public Relations," have won international awards. He has recorded lectures for "Great Courses" titled "The Instant Sommelier" and wine lectures for Audible: "The History of Wine in Ten Glasses." His mystery novels, set in the Sierra Nevada (California), have been critically acclaimed and are available in a wide range of outlets, including U.S. Forest Service gift shops in the Sierra.

Currently, he serves as the Senior Wine Tourism Advisor for the Expedia Cruise Center.



Rowald Hepp, Advisor and Former Director, Schloss Vollrads GmbH & Co (Germany)

Experienced winemaker with extensive training and many years of professional experience in renowned wineries. Excellent knowledge of viticulture and oenology as well as extensive experience in managing wineries. Successful completion of a dissertation on the world wine market. Determined and motivated to continue to drive the wine industry forward.

He has worked for over 20 years as the director of Schloss Vollrads, a renowned winery with a focus on quality, where he developed strategies to increase wine production and sales, innovative techniques to enhance wine quality and efficiency, and cultivated customer relationships at both national and international levels. Currently, he works as a consultant for companies like Lufthansa.



João Barroso, Sustainability Manager, Alentejo Regional Wine Growing Commission (Portugal)

João Luis Barroso, Director of Sustainability and R&D at the Regional Wine Commission of Alentejo and Coordinator of the Sustainability Program for Alentejo Wines (Portugal), holds a degree in Environmental Engineering from ULHT (Portugal) and a master's in Environmental Management and Policy from Lund University (Sweden).

With over 20 years of experience in the environmental and sustainability sector, he has lived and worked in Europe, the Middle East, and Australia. His diverse expertise includes environmental impact assessment, pollution prevention, cleaner production, waste management, eco-friendly buildings, climate change, sustainable tourism, and sustainability reporting. He developed and implemented the Sustainability Program for Alentejo Wines, overseeing and



coordinating sustainability results for Portugal's largest wine region. This involves researching and applying best practices, promoting knowledge exchange among program members, and supporting third-party certification of the program.

Raquel Rupérez Santos, Responsible for Wine Tourism and Public Relations, Bodegas Beronia (Spain)

Raquel Ruperez tiene un Máster en Gestión turística por la Universtitat de les Illes Balears, un máster en Gestión y Auditoría de la Calidad en Hostelería, Turismo y Restauración por la Universidad de Nebrija y un Diploma de vinos de rioja para Enoturismo de "Rioja Wine Academy".
Ha sido responsable de enoturismo de bodegas tan importante como Ramón Bilbao y Vivanco y actualmente es la responsable de enoturismo y relaciones públicas de Bodegas Beronia.

