



7th UNWTO  
Global Conference  
on Wine Tourism

La Rioja, Spain

# Key takeaways



## **1. Put the “you” in the center**

Think of your customer; create a comprehensive communication strategy with storytelling.

Know the trends but don't gather irrelevant data.

In a world of technology, the human relationship is the essence during the experience.



A background image showing a person pouring beer from a bottle into two glasses. The scene is set in a bar or restaurant with warm lighting. The text is overlaid on a semi-transparent white box in the center-right of the image.

## **2. National and Regional Strategies**

**Place: The territory**

**People: Training and skills**

**Profit: Innovation + Infrastructure development**

**Promotion and Communications**

**KPIS + Data and intelligence**

**Timeline and Governance - Patchwork**

### **3. New governance models**

Governance models that are organized, transparent, structured with set objectives, aligned resources and management structures.

Along the whole value chain including local communities.



## **4. Data**

**Lack of harmonized data, definitions, indicators and methodologies.**

**Build a harmonized framework.**

**Define what is relevant data and invest in digital.**

**Collaborate at various levels - international, national, regional, local and individual.**

**NOT EASY TASK!**

## **5. Digitalization**

**Open new opportunities; reach new audiences; adapt your channels.**

**Build intelligence.**

**Skills development - younger generations.**

**Digital pre and post experience: human experience.**



## **6. Sustainability**

**Sustainability in wine making  
vs. sustainability in wine  
tourism.**

**Understanding.**

**Resources and Cost.**





## **7. An opportunity for territories**

**Wine tourism a powerful tool for rural development and territorial cohesion.**

**Regenerative impact - power of local culture.**

**Jobs, Businesses, Opportunities.**



## **8. The future is holistic**

People outside and inside your ecosystem  
(go beyond the sector).

Sustainability.

Data, market intelligence and targeted  
marketing.

Technology.

Accountability.



## **9. Talent & Skills**

Step up training in both academic and professional education, including shorter executive education programmes.

Cover every aspects of wine tourism - from tasting to customer service, languages & marketing.

Make the sector attractive for all but specially for younger generations.



## **10. How to**

**Listen**

**and**

**be generous**



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