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.
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.
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