



SUSTAINABLE WINE TOURISM

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WHAT DOES
“SUSTAINABLE”
MEAN?

Lodi rules: “Sustainability means leaving everything – people, places, etc – as good or better than how we found it.”



BOTTLED WATER

Not at National Parks—but they will sell you a water bottle and have hydration stations throughout the parks.

And they sell stickers for each park to decorate your water bottle!



YOSEMITE REQUIRES RESERVATIONS

Traffic jams had ruined the experience of visiting Yosemite, so they limited access to cars.

11/24/2023

MACCHU PICCHU—LOCAL INVOLVEMENT

Every hiker on the Inka Trail must hire a local porter, providing employment for local communities on the trail, but also creating community between the locals and the tourists.





Hands-on activities

American Hiking Association hosts groups to work on the trails of the High Sierra.

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BUS VITIVINICULA MAKES IT EASY

Private bus company leads groups out on a different itinerary every day—picks up at all local hotels. And nobody drives after drinking.



11/24/2023

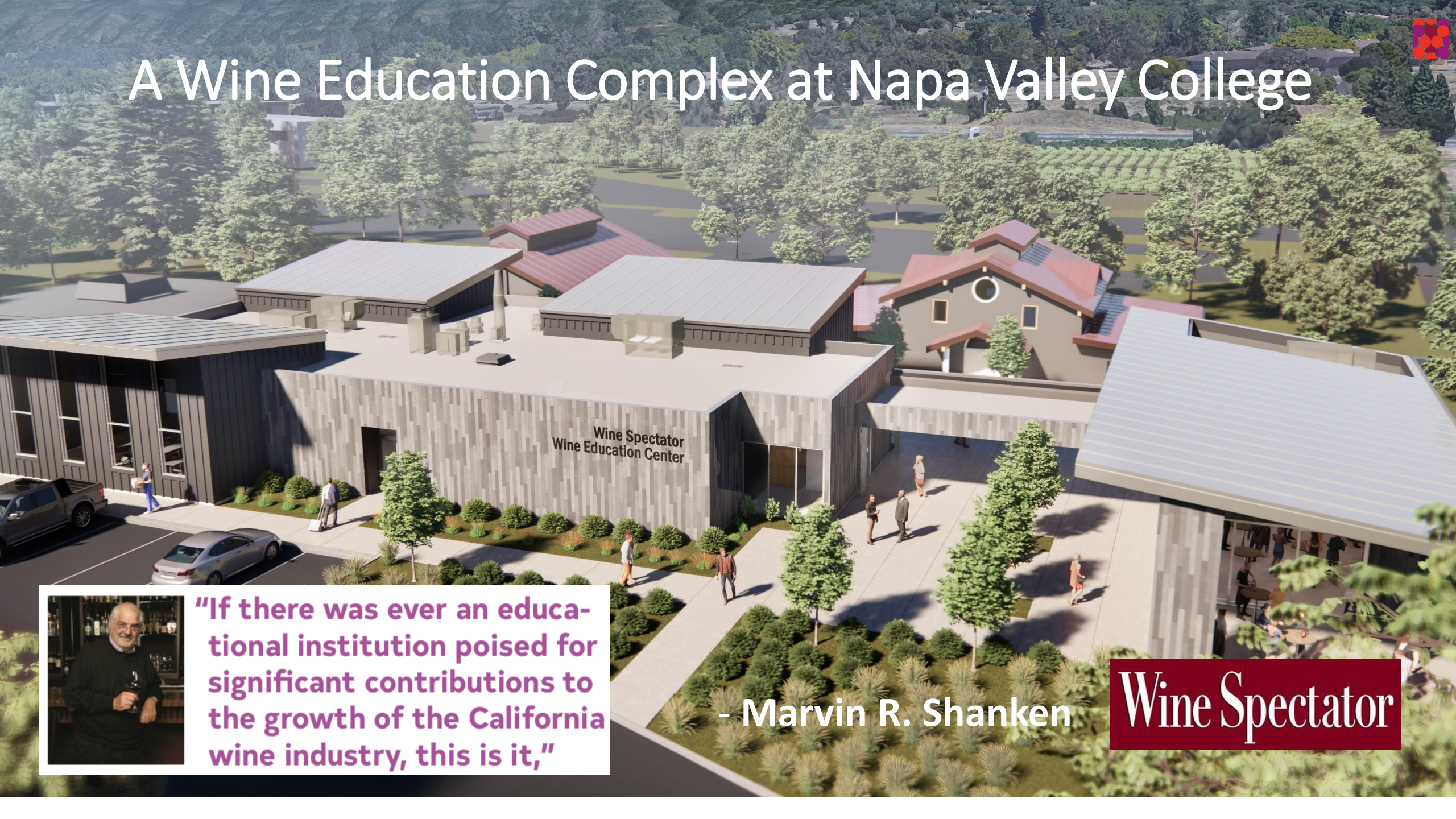


MATTHIASSON GIVES WINERY TOURS IN YOUR HOME

Personal wine tastings via Zoom when you buy wine, creating a human connection to every customer.

No traffic. No travel. No trouble.

A Wine Education Complex at Napa Valley College



Wine Spectator
Wine Education Center



"If there was ever an educational institution poised for significant contributions to the growth of the California wine industry, this is it,"

- Marvin R. Shanken

Wine Spectator

OUR SPEAKERS TODAY:



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