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

Programme
(as of 16/11/2023)

Background and Topics

Pioneering the flourishing future of wine tourism involves building upon data, governance, innovation, sustainability, and skills. Bringing together a diverse array of players from the industry, this year’s UNWTO Global Conference on Wine Tourism will be focused on the following topics:

- **Innovation**: Foster the integration of wine tourism with various tourism assets, such as historical, artistic, cultural, natural, environmental, gastronomic, and oenological heritage, to offer a comprehensive and enriching experience for visitors. Enhance wine tourism experiences by the introduction of innovative digital tools and technologies like Artificial Intelligence (IA) providing interactive and immersive ways to explore wine regions and attractions. Develop innovative digital strategies, promote wine tourism effectively through social media platforms, reaching a wider audience and ultimately increasing visitor flow.

- **Skills**: Identifying the skills set necessary to build a more competitive, inclusive and sustainable wine tourism industry and investing in professional development programmes and training opportunities for individuals working in the wine tourism sector is key to develop talent and enhance skills, knowledge, and service delivery.

- **Data**: Mapping existing metrics and methods to quantify wine tourism at the national level. Discuss a possible comparable methodological framework for estimating the volume of wine tourism at national level and thus advance its international comparability.

- **Governance**: Wine tourism is built around a complex set of stakeholders. Creating a national and local plans for wine tourism as well as governance that promotes public-private partnership, community engagement and public-public coordination at local and national levels is vital to foster the growth and sustainability of wine tourism.

- **Sustainability, rural development and regeneration**: Implement sustainable practices throughout the wine tourism industry, including zero-emission transport options, reducing the carbon footprint of wine regions, adopting circular economy principles, and promoting smart waste management for a greener future. Support rural development by promoting opportunities to settle populations in rural areas, revitalizing forgotten regions, addressing demographic challenges, and fostering entrepreneurship for rural growth.
Wednesday, 22 November 2023

Venue: Riojaforum Palacio de Congresos y Auditorio – Logroño, La Rioja (Spain)

17:00 – 18:30  Registration

18:00 – 18:30  Transfer from official hotels to venue

18:30 – 20:00  Charivari show

Welcome speech by José Luis Pérez Pastor, Regional Minister of Culture, Tourism, Sports and Youth of La Rioja

20:00 – 22:30  Gala Dinner pairing with Wines of La Rioja

Enjoy a dinner with renowned Rioja chefs and a pairing with the best Rioja wines in a festive atmosphere.

22:30  Transfer back to official hotels

Thursday, 23 November 2023

Venue: Riojaforum Palacio de Congresos y Auditorio – Logroño, La Rioja (Spain)

08:30 – 10:00  Registration

10:00 – 11:00  Opening Ceremony

11:00 – 11:30  In conversation with Joe Fattorini, Wine expert and radio and TV presenter (United Kingdom)

 moderated by Sandra Carvão, Director of Tourism Market Intelligence and Competitiveness, UNWTO

11:30 – 11:50  Coffee Break
Session 1 – Training, a catalyst for a highly competitive wine tourism

Training, education, and skills play a pivotal role in the future of wine tourism. Wine tourism professionals, frequently transitioning from diverse sectors, face a deficit in both wine market training and knowledge. As a result, there is a pressing need to address this professional gap and enhance their expertise in the field, empowering them to deliver exceptional experiences to visitors, thereby fostering economic growth and sustainable development.

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

Speakers:
- Coralie Haller, Holder of Corporate Chair Wine and Tourism and Head of Master International Wine Management and Tourism, EM Strasbourg Business School (France)
- Elmarie Rabe, Manager, Stellenbosch Wine Routes (South Africa)
- Elena Pilo, Director of Wine Tourism, Events & PR, Bodegas Franco Españolas (Spain)


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

13:20 – 14:00 Session 2 – Unlocking the benefits of digitalization

Digital transformation can revolutionize and enhance wine tourism experiences, provide data and insights, optimize marketing strategies, and foster sustainable growth.

Moderator: David Mora, Coordinator of the master's degree in Gastronomy Tourism, Basque Culinary Center (Spain)

Speakers:
- Florenca Dibattista, Content creator and Owner of Flor de Bodegas (Argentina)
- Javier Gurría, Founder and Project Director, JIG Group (Spain)

14:00 – 15:30 Cocktail lunch at Riojaforum

Departure to thematic masterclasses

Venue: Barrio de la Estación, Haro, La Rioja (Spain)
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<th>Time</th>
<th>Event Description</th>
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<tr>
<td>16:30 – 18:30</td>
<td><strong>Thematic Masterclasses and Wine Tasting</strong></td>
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<td>- Wine Tourism pairs with <strong>Gastronomy</strong> at Bodegas Muga: David Mora, Coordinator of the master’s degree in Gastronomy Tourism, Basque Culinary Center (Spanish)</td>
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<td>- Wine Tourism pairs with <strong>Art &amp; Culture</strong> at Bodegas Rioja Alta: Paul Wagner, Marketing and Wine Tourism Specialist (English)</td>
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<td>- Wine Tourism pairs with <strong>Communication &amp; Branding</strong> at Bodegas CVNE: Florencia Dibattista, Content creator and Owner of Flor de Bodegas (Spanish)</td>
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<td>- Wine Tourism pairs with <strong>New Tech Trends</strong> at Bodegas Gómez Cruzado: Coralie Haller, Holder of Corporate Chair Wine and Tourism and Head of Master International Wine Management and Tourism, EM Strasbourg Business School (English)</td>
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<td>- Wine Tourism pairs with <strong>Product Development</strong> at Bodegas Bilbainas: Elmarie Rabe, Manager, Stellenbosch Wine Routes (English)</td>
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<td>- Wine Tourism pairs with <strong>Sustainability</strong> at Bodegas RODA: João Barroso, Sustainability Manager, Alentejo Regional Wine Growing Commission (Spanish)</td>
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<td>18:30 – 19:00</td>
<td><strong>Transfer from wineries to Vivanco Museum</strong></td>
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<td>19:00 – 21:30</td>
<td><strong>Welcome cocktail at the Vivanco Museum</strong></td>
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<td>Immerse yourself in the rich collection of the Vivanco Museum while savoring the exquisite flavors of La Rioja delicacies, indulging in wine tastings, and being captivated by a traditional cultural show.</td>
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<td>21:30</td>
<td><strong>Transfer back to the hotels</strong></td>
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**Friday, 24 November 2023**

**Venue:** Riojaforum Palacio de Congresos y Auditorio – La Rioja (Spain)

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<tr>
<td>09:30 – 10:00</td>
<td><strong>Learning from experience</strong></td>
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<td>Having carried out thematic visits, this session is set aside for participants to share the experiences that have been lived during the first day of the conference.</td>
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<td><strong>Moderated by</strong> Sandra Carvao, Director of Tourism Market Intelligence and Competitiveness, UNWTO</td>
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<td>10:00 – 10:20</td>
<td><strong>Keynote: Our differences unite us</strong></td>
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<td><strong>Virginia Borges</strong>, Director General of Tourism of La Rioja (Spain)</td>
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<td>10:20 – 11:40</td>
<td><strong>Session 3 – Understanding Wine Tourism: A future of better data</strong></td>
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<td>Presentation of the conclusions of the scoping paper on wine tourism metrics, developed by the UNWTO / OIV Working Group on Wine Tourism Measurement and case studies of countries where wine tourism measurement is most advanced.</td>
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<td><strong>Moderator and setting the scene:</strong> <strong>Giorgio Delgrosso</strong>, Head of Statistics &amp; Chief Digital Transformation Officer, OIV</td>
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<td><strong>Speakers:</strong></td>
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<td>- <strong>Rodrigo Lemos</strong>, Wine Tourism Coordinator, COVIAR (Argentina)</td>
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<td>- <strong>Claudio Cilveti</strong>, President, Enoturismo Chile (Chile)</td>
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<td>- <strong>Enrique Martínez</strong>, President, SEGITTUR (Spain)</td>
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<td>- <strong>Rosa Melchor</strong>, President, ACEVIN (Spain)</td>
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<td>11:40 – 12:10</td>
<td><strong>Coffee break</strong></td>
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<td>12:15 – 13:30</td>
<td><strong>Session 4 – National and Regional Strategies for Wine Tourism</strong></td>
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<td>Explore examples of national and regional strategies and plans for wine tourism development and learn about models that champion innovation, public-private partnerships, community engagement, to drive growth and sustainability in wine tourism.</td>
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<td><strong>Moderator: Ainhoa Mouriz</strong>, ARAEX Foundation (Spain)</td>
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<td><strong>Speakers:</strong></td>
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<td>- <strong>Sergio Castro</strong>, Director of Planning and Development of the Ministry of Tourism and Sports (Argentina)</td>
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<td>- <strong>Zaruhi Muradyan</strong>, Executive Director, Vine and Wine Foundation of Armenia</td>
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<td>- <strong>Lucie Lefèvre</strong>, Responsible of Wine Tourism Animation and Development at Bordeaux Chamber of Commerce; Local Coordinator at Great Wine Capitals (France)</td>
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<td>- <strong>Lidia Monteiro</strong>, Member of the Board, Turismo de Portugal</td>
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<td>- <strong>María Velasco</strong>, Advisor, Secretariat of Tourism, Ministry of Industry, Commerce and Tourism of Spain</td>
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<td>13:30 – 15.00</td>
<td><strong>Cocktail lunch at Riojaforum</strong></td>
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**Session 5 – Building a Sustainable Future for Wine Tourism: Get Inspired!**

This session aims to provide a platform to exchange diverse perspectives and successful initiatives aimed at enhancing sustainability in wine tourism, facilitating the generation of conclusions and the formulation of recommendations for best practices in the wine tourism industry.

**Moderator and introduction:** Paul Wagner, Marketing and Wine Tourism Specialist (USA)

**Speakers**

- **Rowald Hepp**, Advisor and Former Director, Schloss Vollrads GmbH & Co (Germany)
- **João Barroso**, Sustainability Manager, Alentejo Regional Wine Growing Commission (Portugal)
- **Raquel Rupérez Santos**, Responsible for Wine Tourism and Public Relations, Bodegas Beronia (Spain)

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<tr>
<td>15.00 – 16.30</td>
<td>Session 5 – Building a Sustainable Future for Wine Tourism: Get Inspired!</td>
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| 16:30 – 17:00 | Conclusions
| Sandra Carvao, Director of Tourism Market Intelligence and Competitiveness, UNWTO |
| 17:00 – 17:30 | Closing Ceremony
| 17:30 | Presentation of the 8th UNWTO World Conference on Wine Tourism 2024
| Amphora Passing Ceremony |
| 17:30 | Fetén Fetén cultural show |
| 17:30 – 19:30 | Transfer back to the hotels |