

# 5th UNWTO Global Conference on Wine Tourism

## Wine Tourism – a driver for rural development

Alentejo, Portugal

8 – 10 September 2021

Preliminary Programme (as of 31 August 2021)

### Background

- Wine tourism has grown in interest and importance for many destinations around the world where it plays an important role in promoting remote regions, strengthening the links between agriculture and tourism and creating new opportunities for development and inclusion.
- UNWTO defines Wine Tourism as tourism whose purpose is visiting vineyards, wineries, tasting, consuming and/or purchasing wine, often at or near the source - wine, gastronomy, traditions and local culture comprise thus the core elements of the wine tourism product and provide the lifestyle package that wine tourists seek to experience.
- Wine tourism represents an excellent opportunity for destinations to diversify and enhance the tourism value chain, promote rural development and the revitalization of many areas which may be affected by depopulation and social exclusion. The development of wine tourism further creates opportunities for income through its linkages to handicrafts, nature, gastronomy and agro-tourism. Having identified its competitive edge, more and more destinations around the world are looking to position themselves as destinations for wine tourism.
- Under the theme "Wine Tourism – a driver for rural development", this year's Conference will focus on the path to making wine tourism an effective means for rural development.
- The Conference will look into policy, innovation, destination management, sustainability and the way out of the COVID-19 crisis with practical and inspiring examples.
- Starting the event, Portugal, our host this year, will take us through a wine tasting experience of its seven wine regions whilst immersive wine tourism experiences in different vineyards of Alentejo will be offered on the last day of the Conference.

In collaboration with:



## Wednesday, 8 September 2021

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### Pre-programme for international participants

09:30 – 11:30	<b>Registration for International Participants for the Masterclass</b>
12:00 – 14:30	<b>Masterclass “Portugal Seven Regions Wine Tasting and Food Paring”</b> in collaboration with <a href="#">ViniPortugal</a> and <a href="#">Schools of Turismo de Portugal</a>
14:30	Transfer back to the official hotels
14:30 – 18:30	<b>Free Time</b>
18:30	<b>Departure from official hotels to Castelo de Monsaraz</b>
19:30 – 21:30	<b>Welcome cocktail – Castelo de Monsaraz</b> ( <i>by invitation only</i> )
21:30 – 22:00	<b>Return to official hotels</b>

## Thursday, 9 September 2021

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08:00 – 10:00	<b>Registration</b>
10:00 – 10:45	<b>Opening Ceremony</b> <ul style="list-style-type: none"><li>• José Calixto, Mayor of Reguengos de Monsaraz</li><li>• Vitor Silva, President, Turismo do Alentejo</li><li>• Pau Roca, Director-General, International Organization of Vine and Wine (OIV)</li><li>• Zurab Pololikashvili, Secretary General, World Tourism Organization (UNWTO)</li><li>• Pedro Siza Vieira, Minister of State, Economy and Digital Transition, Portugal</li></ul> <p>Master of Ceremonies – Paulo Salvador, Journalist, Anchor, Editor-in-chief at TVI Portugal. Author, Gastronomy, Script Writing, video, winesummit</p>
10:45 – 11:00	<b>Presentation of the Book ‘<i>The Wine Routes of the World</i>’</b> <ul style="list-style-type: none"><li>• Zurab Pololikashvili, Secretary General, World Tourism Organization (UNWTO)</li><li>• Rita Marques, Secretary of State for Tourism, Portugal</li><li>• Javier Ruiz de Galarreta, Founder and President, Fundación Araex Grands</li></ul>

11:00 – 11:10	<p><b>Signature of MOU between UNWTO and Great Wine Capitals</b></p> <ul style="list-style-type: none"> <li>• Zurab Pololikashvili, Secretary General, World Tourism Organization (UNWTO)</li> <li>• Jacques Faurens, President, Great Wine Capitals (GWC)</li> </ul>
11:10 – 11:20	<p><b>Signature of MOU for the Creation of the National Strategic Council - Portuguese Action Program for Wine Tourism</b></p>
11:20 – 11:50	<p><b>Coffee break</b></p>
11:50 – 12:30	<p><b>High Level Debate on Wine Tourism and Rural Development: Why and How?</b></p> <p>Moderator: Sandra Carvão, Chief of Tourism Market Intelligence and Competitiveness, UNWTO</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Rita Marques, Secretary of State for Tourism, Portugal</li> <li>• Jean-Baptiste Lemoyne, State Secretary to the Minister of Europe and Foreign Affairs, France (online)</li> <li>• Sofia Zaharaki, Deputy Minister of Tourism, Greece</li> </ul>
12:30– 13:15	<p><b>Wine Pairs with...Innovation</b></p> <p>Moderator: Luis Araujo, President of European Travel Commission (ETC) and President of Turismo de Portugal</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Adrian Bridge, CEO of <a href="#">The Fladgate Partnership</a>, Portugal</li> <li>• Mark Hallett, Managing Director, <a href="#">Grape Escapes</a>, United Kingdom</li> <li>• Florence Maffrand, Marketing and Partnership Manager, <a href="#">Cite du Vin</a>, Bordeaux, France</li> </ul>
13:15 – 15:00	<p><b>Lunch</b></p> <p>Sustainable steering wheel lunch</p>
15:00 – 15:15	<p><b>Keynote – The Future is today</b></p> <p>Paul Mabray, Chief Executive Officer, <a href="#">Pix</a>, USA</p>

- 15:15 – 16:00      **Session 1: Brave People face up to Challenges**  
Moderator: Paul Mabray, Chief Executive Officer, Pix, USA  
Speakers:
- Frederico Falcão, Chairman of [Viniportugal](#), Portugal
  - Catherine Leparmentier Dayot, Managing Director, [Great Wine Capitals Global Network](#), Bordeaux, France
- 16:00 – 16:15      **A Tour of Portugal's Wine Tourism**
- Sheree M. Mitchell, President & Founder of [Immersa Global](#)
- 16:15 – 17:00      **Wine Pairs with...Nature**  
Moderator: Maria João de Almeida, President of [APENO - Portuguese Wine Tourism Association](#), Portugal  
Speakers:
- António Maçanita, [Azores Wine Company](#), Portugal
  - Rita Andrade Soares, CEO and Owner of [Herdade da Malhadinha Nova](#), Portugal
- 17:00 – 17:30      **Coffee break**
- 17:30 – 18:15      **Session 2: Destination Wine Tourism**  
  
Moderator: Journalist Manuel Carvalho, Director of Portuguese newspaper Público, Portugal  
Speakers:
- Luis Araújo, President of [European Travel Commission](#) and President Turismo de Portugal, Portugal
  - Amaia Lopez de Heredia, Akimu, Proyectos Turísticos, Spain
  - Laure de Lambert-Compeyrot, CEO, [Château Sigalas Rabaud](#), France
- 20:30                      **Wines at Sunset & Dinner at [Esporão](#)**

- 10:00 – 10:45 **Wine pairs with...Food**  
Moderator: Nuno Botelho, President, Porto Trade Association and Founder of 'Essencia do Vinho'
- Chef Diogo Rocha - [Mesa de Lemos](#), Portugal, Portugal
  - Mauro Carbone, General Manager, [Ente Turismo Langhe Monferrato Roero](#), Italy
- 10:45 – 11:30 **Session 3: Data, data, data... – how to better understand wine tourism**  
Moderator: Paula Sousa, Wine Tourism Director, [Quinta da Aveleda](#)
- Setting the scene:** Daniel González, Senior Project Manager, [Vivential Value](#)
- Speakers:
- Giorgio Delgrosso, Chief of Statistics, [International Organization of Vine and Wine](#) (OIV)
  - Calle Nilsson, [WineTourism.com](#)
  - Daniel González, Senior Project Manager, Vivential Value
- 11:30 – 11:45 **Conclusions**  
Sandra Carvao, Chief of Tourism Market Intelligence and Competitiveness, [UNWTO](#)
- 11:45 – 12:30 **Closing Ceremony**
- José Calixto, Mayor of Reguengos de Monsaraz
  - Vitor Silva, President, Turismo do Alentejo
  - Rita Marques, Secretary State for Tourism, Portugal
  - Zurab Pololikashvili, Secretary General, World Tourism Organization (UNWTO)
- Presentation of the 6th UNWTO Global Conference on Wine Tourism 2022 in Italy**
- Alberto Cirio, President of Regione Piemonte, Italy
  - Massimo Garavaglia, Minister of Tourism of Italy

13:00 – 17:00

### **Wine Tourism Experiences: Discover Alentejo**

Explore Alentejo starting with lunch followed by visits to:

- [Esporão](#), Reguengos
- [Ervideira](#), Reguengos
- [Adega José de Sousa](#) (amphore cellar) José Maria da Fonseca, Reguengos

17:00 – 19:30

**Transfer to the official hotels and free time**

19:30

**Departure for the Closing Dinner at [Barrocal](#)**

20:00 – 22:00

### **Amphora Passing Ceremony**

- José Calixto, Mayor of Reguengos de Monsaraz
- Rita Marques, Secretary of State for Tourism, Portugal
- Zurab Pololikashvili, Secretary General, World Tourism Organization (UNWTO)
- Massimo Garavaglia, Minister of Tourism of Italy

22:00

**Return to Hotels**