



6th UNWTO Global Conference on Wine Tourism

What's next? Wine tourism pairs with Innovation...

19-21 September 2022 - Alba (Piemonte), Italy

Provisional Programme

(as of 12/09/22)

Background

The past two years have brought major shifts for wine tourism, with transformations in travel logistics, wine experience design and consumer behaviour. They have also brought to the forefront many challenges already in motion – from digital to sustainability.

Sustainability increasingly drives both the offer of experiences designed by wineries and vineyards, as well as the attitudes of travellers and their purchasing decisions while digitalization and e-commerce have become key tools at the hand of producers, distributors and wine tourism businesses and destinations.

Innovating in experiences, marketing and partnerships creates a wide range of opportunities for all members of the value chain at a critical moment for travelers, companies, authorities and locals when active participation and conscious thinking should enhance the value of wine tourism destinations and their environment.

Working towards this will be the key to the development of the sector and the satisfaction of people who will travel with wine as a motivation.

The 6th UNWTO Global Conference on Wine Tourism will focus on answering some of the following questions:

- What is the role of innovation in the future of wine tourism?
- How can wine tourism be more sustainable?
- What are the opportunities of digital and social to enhance the wine tourism value chain?

Monday, 19 September 2022

Pre-programme for international participants

Venue: Albergo dell’Agenzia – Pollenzo (Cuneo)

(time tbc)	Registration of International Participants for the Masterclass
15:00 – 17:00	Meeting of UNWTO&OIV Working Group on Wine Tourism Measurement (<i>closed meeting</i>)
17:00 – 19:00	Wines of Italy Masterclass
19:30	Welcome cocktail

Tuesday, 20 September 2022

Venue: Teatro Sociale Giorgio Busca – Alba (Cuneo)

08:30 – 10:00	Registration & welcome coffee
10:00 – 11:00	Opening Ceremony <ul style="list-style-type: none">• Mayor of Alba• President of Piemonte• Pau Roca, Director General, International Organisation of Vine and Wine (OIV)• Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)• Minister of Tourism of Italy Official photo <p>Master of Ceremonies: Maddalena Fossati, Director of La Cucina Italiana and Conde Nast Traveller</p>
11:00 – 11:15	Wine Tourism in Italy <p>Roberta Garibaldi, CEO of ENIT - National Tourism Board (Italy)</p>
11:15 – 11:40	In conversation with... <p>David Furer, Wine Business Communications and harpers, Writer; Wine Future and Green Wine Future, Program Director (United States of America)</p> <p>Moderated by Sandra Carvão, Chief of Tourism Market Intelligence and Competitiveness, UNWTO</p>

11:40 – 12:00	<p>Get inspired – Keynote by Carlo Petrini, Founder and President, Slow Food (Italy)</p>
12:00 – 12:15	<p>Signature of MOU between UNWTO and Slow Food</p> <ul style="list-style-type: none"> • Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO) • Carlo Petrini, Founder and President, Slow Food (Italy) • Minister of Tourism of Italy
12:15 – 13:15	<p>Session 1 – Innovation & Wine Tourism</p> <p>Tourism guided by new and innovative experiences that happen around the world of wine is increasingly relevant for travellers who seek to know, learn more and enjoy other cultures, traditions and history through their wines and ways of producing them. This session will explore how to innovate across the entire value chain and seek the best alliances that can reach the joint benefit.</p> <p>Moderator: Tanisha Townsend, Chief Wine Officer, Girl Meets Glass (France)</p> <p>Speakers:</p> <ul style="list-style-type: none"> ◦ Chef Pilar Rodriguez, Food & Wine Studio and UNWTO Ambassador for Sustainable Tourism (Chile) ◦ Mauro Agnoletti, UNESCO Chair, Agricultural Heritage Landscapes Institute of Higher Education University of Florence (Italy) ◦ Francesca Planeta, Co-owner Planeta Winery (Italy) ◦ Marta Domènech Tomas, General Director of Tourism, Generalitat de Catalunya (Spain) ◦ Martin Hawke, Head of Global Product, WINERIST (United Kingdom) ◦ Pamela Lanier, Founder, Sonoma Sustainable Tourism Observatory (United States of America) <p>Q&A</p>
13:30	Departure to thematic visits
14:00 – 17:30	<p>Thematic Visits (lunch included) and 6 Workshops on:</p> <p>➤ Wine tourism pairs with Sustainability</p> <p>Bringing sustainability to the heart of wine tourism is becoming more and more valued.</p>

This workshop will share how sustainability issues are being addressed today, how they are being pursued by travellers, destinations and providers and what are the challenges that the sector is currently facing.

1. *English (Venue: [Tenuta Carretta](#) in Piobesi d'Alba)*

Facilitator: **Niklas Ridoff**, CEO of WineTourism.com (Sweden)

2. *Spanish (Venue: [Hic & Nunc](#))*

Facilitator: **David Mora**, Founder of Wine Tourism School and Coordinator of the Master's Degree in Food Tourism, Basque Culinary Center (Spain)

➤ **Wine tourism pairs with Creativity**

The room for creativity must always be present in wine tourism, both in its wineries, vineyards and in the experiences that are offered to the travellers. Promoting and making visible disruptive practices that have a positive impact is very important for wine tourism.

Wine tourism experience is personal and subjective. It is a result from the multisensory stimulation combined with emotive aspects of the consumption experience.

This workshop will serve as a space for inspiration to think outside the box and look into how we can create unforgettable and unique experiences around the wine tourism world and how to make them commercial as well as profitable.

3. *English (Venue: [WiMu](#) in Barolo)*

Facilitator: **Martin Hawke**, Head of Global Product, WINERIST (United Kingdom)

4. *Italian (Venue: [Art Park La Court - Michele Chiarlo](#) in Castelnuovo Calcea)*

Facilitator: **Stefano Tulli**, Co-founder of Winedering (Italy)

➤ **Wine tourism pairs with Communication**

Bringing together the traditions of many cultures in a common showcase is a major challenge today. Therefore, we need to see existing communication traditions come together with innovative tools with which people share their experiences and products using alternative and far-reaching communication channels. Making brands and destinations move away from traditional outreach strategies to advertise their offer and look towards channels such as social media, disruptive opinion leaders and content creators that are reaching other audiences and creating more diverse markets.

Knowing first-hand the vision and actions of the audience of these channels is a window into the future of wine tourism promotion and how they will impact the near future.

5. *Italian* (Venue: [Ceretto in Alba](#))

Facilitator: **Filippo Polidori**, Food GURU and CEO of Polidori and Partners (Italy)

6. *English* (Venue: [Marchesi di Gresy in Barbaresco](#))

Facilitator: **Jana Kreilein**, Founder, the.wine.girl (Germany)

20:30 – 22:00

Welcome Dinner at Castello of Grinzane Cavour

(time TBC)

Tuber Primae Noctis

An event to open the “hunting season” of the Alba White Truffle in Piedmont. At the dawn of the 92nd International Alba White Truffle Fair, the celebration of this particular 'New Year' is an opportunity to toast to the first night of the year when the search for trifulau begins. Starting off from the castle, the trifulau - accompanied by the most faithful tabui, the truffle dogs - will take to the paths in the woods, under the moonlight, in search of the most precious fruit of this land.

(time)

Transfer to official hotels

(time)

Transfer to official hotels

Wednesday, 21 September 2022

Venue: Teatro Sociale Giorgio Busca – Alba (Cuneo)

(time)

Transfer from official hotels to Teatro Sociale Giorgio Busca

09:00 – 09:30

Session 2 – Learning from experience

Having carried out the thematic visits, this session is set aside for participants to share the experiences that have been lived during the first day of the conference.

Moderated by:

- **David Mora**, Founder of Wine Tourism School and Coordinator of the Master's Degree in Food Tourism, Basque Culinary Center (Spain)
- **Sandra Carvão**, Chief of Tourism Market Intelligence and Competitiveness, UNWTO

09:30 – 09:50

Wine tourism through a new lens

Jana Kreilein, Founder, the.wine.girl (Germany)

09:50 – 10:10

Measuring Wine Tourism: Presentation by UNWTO/OIV Working Group

- **Sandra Carvão**, Chief of Tourism Market Intelligence and Competitiveness, UNWTO
- **Giorgio Delgrosso**, Head of the Statistics Department, International Organisation of Vine and Wine (OIV)

10:10 – 10:30

Coffee break

10:30 – 10:50

Get inspired – Keynote by

Julia Zuccardi, Hospitality Manager, Familia Zuccardi (Argentina)

10:50 – 11:50

Session 3 - Wine Tourism: Understanding the Future

It is proven that the tourism sector is resilient and able to recover, after moments of uncertainty, with policies and strategies open to change and reinvention. Thus, innovative and disruptive ideas, with the support of technology and digitalization, are the way forward to guarantee a sustainable, modern and resilient wine tourism.

This session will discuss the vision of the future that entrepreneurs and global operators have in order to understand that the road ahead is created with a vision of community.

Moderator: **Niklas Ridoff**, CEO of WineTourism.com (Sweden)

Speakers:

- **Sofía Ruiz Cavanagh**, CEO, Wineobs (Argentina)
- **Martin Lhuillier**, Head of Wine Tourism France (Atout France)
- **Luca Balbiano**, President of Urban Vineyard Association (Italy)
- **António Pé-Curto**, CEO & Founder, Alle Wine (Portugal)
- **Santiago Vivanco**, President of the Vivanco Wine Culture Museum and Foundation (Spain)

Q&A

11:50 – 12:50

High Level Panel on The Future of Wine Tourism

Moderator: **Alessandra Priante**, Regional Director for Europe, UNWTO

Speakers:

- **H.E. Mr. Ilin Dimitrov**, Minister of Tourism of Bulgaria

- **H.E. Ms. Mariam Kvrivishvili**, Deputy Minister of Economy and Sustainable Development of Georgia
- **H.E. Ms. Sofia Zaharaki**, Deputy Minister of Tourism of Greece
- Minister of Tourism of Italy
- **H.E. Mr. Sergiu Prodan**, Minister of Culture of Moldova
- **H.E. Ms. Rita Marques**, Secretary of State for Tourism, Commerce and Services of Portugal
- **H.E. Mr. Federico Pedini Amati**, Minister of Tourism, Posts, Cooperation and Expo, San Marino
- **H.E. Ms. Tatjana Matic**, Minister of Trade, Tourism and Telecommunications of Serbia

12:50 – 13.00

Conclusions

Sandra Carvao, Chief of Tourism Market Intelligence and Competitiveness, UNWTO

13.00 – 13.30

Closing Ceremony

- Mayor of Alba
- President of Piemonte
- Secretary-General, World Tourism Organization (UNWTO)
- Minister of Tourism of Italy

Presentation of the 7th UNWTO Global Conference on Wine Tourism 2023, La Rioja (Spain)

Amphora Passing Ceremony

13:30 – 15.00

Lunch at Piazza Vittorio Veneto

(time)

Departure from Teatro Sociale Giorgio Busca to the official hotels

(time)

Departure from the official hotels to the train station

17:00

Departure to Canelli by train

18:30 – 22:00

Farewell event

22:00

Transfer back to the official hotels