

# 5th UNWTO Global Conference on Wine Tourism

## Wine Tourism – a driver for rural development

Monsaraz, Alentejo, Portugal

8 – 10 September 2021

Preliminary Programme (as of 06 September 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> Transfer from official hotels to the Masterclass
12:00 – 14:30	<b>Wines of Portugal Masterclass: 14 regions wine tasting &amp; food pairing</b> in collaboration with <a href="#">ViniPortugal</a> and <a href="#">Schools of Turismo de Portugal</a>
14:30	<b>Transfer back to the official hotels</b>
14:30 – 18:30	<b>Free Time</b>
18:30	<b>Departure from official hotels to Monsaraz</b>
19:30 – 21:30	<b>Welcome cocktail, Monsaraz (<i>by invitation only</i>)</b>
21:30	<b>Return to official hotels</b>

## Thursday, 9 September 2021

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08:00 – 10:00	<b>Registration</b> Transfer from official hotels to the Conference Venue <sup>1</sup>
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.</p>

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<sup>1</sup> Detailed transfer times will be available at the official hotels: Vila Galé Évora, Vila Planície, Mar D’Ar Muralhas and Estalagem de Monsaraz as well as Herdade dos Delgados for the Speakers

- 10:45 – 11:00      **Presentation of the Book ‘*The Wine Routes of the World*’**
- Javier Ruiz de Galarreta, Founder and President, Fundación Araex Grands, Spain
  - Zurab Pololikashvili, Secretary General, World Tourism Organization (UNWTO)
  - Rita Marques, Secretary of State for Tourism, Portugal
- 11:00 – 11:10      **Signature of MOU between UNWTO and Great Wine Capitals**
- Zurab Pololikashvili, Secretary General, World Tourism Organization (UNWTO)
  - Jacques Faurens, President, Great Wine Capitals (GWC)
- 11:10 – 11:20      **Signature of MOU for the Creation of the National Strategic Council - Portuguese Action Program for Wine Tourism**
- 11:20 – 11:50      **Coffee break**
- 11:50 – 12:30      **High Level Debate on Wine Tourism and Rural Development: Why and How?**
- Moderator: Sandra Carvão, Chief of Tourism Market Intelligence and Competitiveness, UNWTO
- Speakers:
- Jean-Baptiste Lemoyne, State Secretary to the Minister of Europe and Foreign Affairs, France (online)
  - Sofia Zaharaki, Deputy Minister of Tourism, Greece
  - Mariam Kvrivishvili, Deputy Minister of Economy and Sustainable Development, Georgia
  - Rita Marques, Secretary of State for Tourism, Portugal
- 12:30 – 13:15      **Wine Pairs with...Innovation**
- Moderator: Luis Araujo, President of European Travel Commission (ETC) and President of Turismo de Portugal
- Speakers:
- Adrian Bridge, CEO of [The Fladgate Partnership](#), Portugal
  - Florence Maffrand, Marketing and Partnership Manager, [Cite du Vin](#), Bordeaux, France

13.15-13.30	<p><b>Signature of MOU between UNWTO and NEST – Tourism Innovation Center Portugal</b></p> <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>• André de Aragão Azevedo, Secretary of State for Digital Transfition, Portugal</li> <li>• Luis Araújo, President of European Travel Commission and President Turismo de Portugal, Portugal</li> </ul>
13:30 – 15:00	<p><b>Lunch</b> Sustainable buffet lunch</p>
15:00 – 15:15	<p><b>Keynote – The Future is today</b> Paul Mabray, Chief Executive Officer, <a href="#">Pix</a>, USA</p>
15:15 – 16.00	<p><b>Session 1: Brave People face up to Challenges</b> Moderator: Paul Mabray, Chief Executive Officer, <a href="#">Pix</a>, USA Speakers:</p> <ul style="list-style-type: none"> <li>• Frederico Falcão, Chairman of <a href="#">Viniportugal</a>, Portugal</li> <li>• Catherine Leparmentier Dayot, Managing Director, <a href="#">Great Wine Capitals Global Network</a>, Bordeaux, France</li> </ul>
16:00 – 16:15	<p><b>A Tour of Portugal’s Wine Tourism</b></p> <ul style="list-style-type: none"> <li>• Sheree M. Mitchell, President &amp; Founder of <a href="#">Immersa Global, USA</a></li> </ul>
16:15 – 17:00	<p><b>Wine Pairs with...Nature</b> Moderator: Maria João de Almeida, President of <a href="#">APENO - Portuguese Wine Tourism Association</a>, Portugal Speakers:</p> <ul style="list-style-type: none"> <li>• António Maçanita, <a href="#">Azores Wine Company</a>, Portugal</li> <li>• Rita Andrade Soares, CEO and Owner of <a href="#">Herdade da Malhadinha Nova</a>, Portugal</li> <li>• Luca Ferrua, Director of ILGUSTO.it – GEDI Publishing Group</li> </ul>
17:00 – 17:30	<p><b>Coffee break</b></p>

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
- Jesús Camacho Arias, Technical Director, Spanish Association of Wine Tourism Cities (ACEVIN) and Spanish Wine Routes, Spain
- Amaia Lopez de Heredia, Akimu, Proyectos Turísticos, Spain
- Laure de Lambert-Compeyrot, CEO, [Château Sigalas Rabaud](#), France

18:30

Departure transfers from the Conference to Esporão

19:00 – 22:00

Wines at Sunset & Dinner at [Esporão](#)

22:00

Return to official hotels

## Friday, 10 September 2021

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08:00 – 10:00

### Registration

Morning transfer from official hotels to the Conference

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
- Mauro Carbone, General Manager, [Ente Turismo Langhe Monferrato Roero](#), Italy
- Amaia Lopez de Heredia, Akimu, Proyectos Turísticos, Spain

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, Spain](#)

Speakers:

- Giorgio Delgrosso, Chief of Statistics, [International Organization of Vine and Wine](#) (OIV)
- Calle Nilsson, [WineTourism.com, Sweden](#)
- Daniel González, Senior Project Manager, Vivential Value, Spain

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, Italy**

- Alberto Cirio, President of Regione Piemonte, Italy
- Massimo Garavaglia, Minister of Tourism of Italy

13:00 – 17:00

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

*(transfers from the Conference)*

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 – 19:00

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

19:00

**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 official hotels**