



CONFERENCE PROGRAMME

LANGUAGE

As the Conference is intended for an international audience we have written this handbook in English. All talks will be delivered in English unless otherwise stated. There are no simultaneous translations at any of the talks.

Sunday 29th January

Time/Room

16.30 – 22.30

Evening Social Programme

Torgiano: Art, olive oil, wine and cooking

Highlights

- Go back in time 5,000 years and discover the archaeological and artistic collections that have marked the history of wine culture at an extraordinary wine museum
- Witness Dionysian theme engravings by Picasso, Mantegna, and many other world renowned artists
- Celebrate the permanent exhibition of 60 oniric works by the prized Nino Caruso, donated by the artist to the city of Torgiano
- Enjoy a Wine Tasting in Margaritelli's cellar, and taste the local grapes cultivated in Umbria with varietals such as Sangiovese, Trebbiano, and Canaiolo
- Receive first hand tutelage a mini cooking class and discuss local fare and food pairings with knowledgeable locals

Anyone who is interested in taking part in this half day tour should purchase their ticket, on a first-come-first-serve basis, at the Wine Pleasures Information and Registration Desk in the Hotel Gio. 15 places available.

Meet Hotel Gio reception. Bus leaves at 16.30. Price: 62 Euros per person. Includes transport, guided visits of wine and olive oil museum, winery visit, wine tasting, cooking class and dinner at the Margaritelli winery.

08.30 – 18.30 Registration Desks Open

09.00 – 18.30 Exhibition Open

09.00 – 09.40 2012 International Wine Tourism Conference Opens

Sala Town Hall
(Auditorium)

Italy as a Wine and Culinary Destination

Welcome & Opening Announcements.

09.45 – 10.25 Opening Plenary Session

Sala Town Hall
(Auditorium)

Wine tourism does not exist. There is only tourism.

Speaker: Michael Wangbickler DWS CWE, (Balzac Communications & Marketing, USA)

All too often, wineries and wine regions make the mistake of thinking that their visitors are primarily interested in wine. Using research from the Napa Valley, Expedia Cruise Ship Centers, and other major wine destinations, Michael Wangbickler will demonstrate that wine regions are not a unique tourist category, but must compete with other non-wine destinations on an even playing field. And he will provide a series of real-life examples and practical solutions to the problem. Only those wine regions who fully understand this issue and its implications will be able to compete successfully as tourist destinations of any kind.

Tourists are tourists, whether they visit a winery, a museum, a beach or a golf course, and the most successful tourist destinations will understand what motivates their guests. While wine is a part of an attractive lifestyle, it is the driving force for only a very tiny minority of the public. Instead of focusing all of our efforts on this tiny minority, and failing, wineries and wine regions should focus on the larger picture. And while many in the wine tourism industry believe that success depends on providing more focused and serious wine education, the most successful regions and programs offer their customers a much broader range of activities and experiences. The driving force behind almost all tourism activities is the desire to have an enjoyable time with family and friends, many of whom are not serious about wine and its culture. Wine regions must incorporate a wide range of experiences and activities that capture the imagination not only of those who are vitally interested in wine, but also the friends and families who accompany them. What will those friends and families do on the third day of a visit to the wine region? The solution to the future lies in finding the correct answer to that question.

10.30 – 11.00
Trumpet Area

Coffee Break sponsored by the Hotel Giò

11.00 – 11.40

Session 1.1

Sala Town Hall
(Auditorium)

Twitter Tool Box for the Wine & Travel Industry

Speaker: Marcy Gordon (Come for the Wine, USA)

Twitter--there's no escaping it! It's become the number one social media tool for building relationships, community, and engaging your audience with a variety of media that informs and inspires. But the initial process and learning curve can be daunting. This ***hands-on** workshop will get you set up on Twitter and show you how to tweet with confidence and authority.

*You will need a smart phone or laptop to participate.

Sax 1

Art & Wine as drivers for Tourism: the unique experience of Castelbuono's "Carapace" Winery

Speakers: Marcello Lunelli & Aldo Colonetti, Tenuata Castelbuono, Italy

The combination of art and wine has always affected the tourism industry. The discussion on this topic will be enriched by the presentation of a unique experience, a winery, located a few km from Perugia, which is an exceptional work of art. Castelbuono's "Carapace", designed by Arnaldo Pomodoro, one of the main contemporary sculptors, is an extraordinary, colossal sculpture inside which an elegant Montefalco Sagrantino wine is produced.

Sax 2 & 3

Welcome to the Wining & Dining in the Pacific Northwest

Speaker: Julie Pegg (Journalist realfoodtraveller.com & EAT Magazine, Canada)

British Columbia, Washington and Oregon vineyards are springing up faster than popping a cork, producing cooler-climate wines that are lush, yet refined. Artisans, farmers and chefs celebrate, too, the region's unique terroir and local bounty. Tour green valleys, forested mountains and breathe crisp ocean air as we lay the table with the best of the Pacific Northwest.

12.00 – 12.40

Session 1.2

Sala Town Hall
(Auditorium)

Celebrity Wine Review TV – past present and future.

Speakers: Roie Edery, Aleksey Klempner & Mark Thompson (Celebrity Wine Review TV, USA)

Celebrity Wine Review TV started in 2009 as an entertainment web TV show talking about celebrities and wine industry experts talking about their passion to wine. The show evolved over time and became available to the wider audience via traditional television. We are pleased to share our vision and future plans with International Wine Tourism audience and talk about wine and entertainment. Talk will include an exclusive interview with **Chef Fabio Viviani**. Fabio is Italian born, lives in the US now and is doing some wonderful things on television in the USA (Dominos Pizza spokesperson, Terlato wines, Yahoo TV, Bravo, NBC and more).

Sax 1

Who are the modern day wine tourists?

Speaker: Melba Allen (Oeno.com, France)

Wine lovers today are not just visiting the wineries anymore. Today's Wine Lover is a complex, yet simple person who expects more when visiting a winery or a wine region. Most of the time he or she are looking for atypical experiences that one cannot have when visiting with a large group. What are some of those sought after experiences?

Sax 2 & 3

How new technologies will change the future of wine tourism

Speaker: David Lowe (Big Pinots, UK)

Today's technology is more than just social media. This presentation investigates how Augmented Reality, and other new technologies, could be used to positively transform the future of wine tourism. It includes a look at how other industries are successfully using these technologies to bring value to their customers, and examples of how they could benefit the wine tourism industry.

13.00 – 14.30
Ristorante New
Orleans

“Firmato Puglia” Lunch sponsored by MTV Puglia

15.00 – 15.40

Session 1.3

Sala Town Hall
(Auditorium)

New opportunities & challenges of wine tourism in France. A special focus on Burgundy

Speaker: Laurence Cogan (Dijon Business School, France)

Despite the fact that France is the world's number one tourist destination and a major wine-growing country, wine tourism is still relatively underdeveloped. The French model is characterized by an historical tradition of wine-making, but most wine-producers are small in size. A recent diagnostic of the French situation showed a number of issues: an inadequacy between the offer and the growing demand of wine tourism products, a low cooperation between the private & the public actors, a lack of understanding between the wine and the tourism industries and a need to improve the quality of wine tourism offerings. We will then examine who the French wine tourists are and what their motivations to visit a wine-growing region are. We will then concentrate on wine tourism in Burgundy and study some of the best practices developed in this region.

Sax 1

Movinclick. Wine & Tourism 2.0 (Industry Presentation)

Speaker: Daniele Cirrone (Movinclick, Italy)

The presentation of an absolutely new Italian wine & food social network, which has some very strong conceptual and structural innovations. Analysis of the concrete prospects for web 2.0, along with related applications and advantages for all interested.

Sax 2 & 3

A sense of place: How to leverage your region & place to enhance the customer experience

Speaker: Mary Cressler (Vindulge Wine Education & Consulting, USA)

The consumer is overwhelmed with information when traveling to a specific destination. This seminar will explore the importance of maximizing your organizations point of view within a region, sharing your story, and attracting the right clients to generate revenue; as well as avoiding tactics that may conflict with the brand you are trying to project.

You don't have to spend a lot of money to attract the right guests to your business. In this seminar you will learn useful tools to help your business connect with guests while sharing with them what makes your product and your region unique.

16.00 – 16.40

Session 1.4

Sala Town Hall
(Auditorium)

Plenary Session by: Jane Hunt Master of Wine

In July 2012, Jane Hunt MW will complete 35 years working in the UK wine trade.

A serendipitous introduction to wine occurred in 1974 when as a 19 year old she was employed as an 'English-speaking' assistant by the Cantine Lungarotti from Torgiano, Umbria in Italy, a role she occupied for nearly two years.

An opportunity to develop a future in the UK wine trade occurred in July 1977 when she joined the PR Department of John Harvey & Sons Ltd in Bristol giving guided tours of the Harvey's Wine Museum and tutoring sherry tastings.

Her career has taken her through various employments as well as both freelance and much voluntary activity in the wine trade to include wine-buying, sales, marketing, lecturing, teaching, examination, journalism, generic promotion, competition judge and event management. In addition, she has operated as a 'Wine Guide' accompanying organised wine holidays for over 20 years to France, Italy, South Africa, Chile and Argentina and continues to do so.

Since 1999, she has been running her company Hunt & Coady Ltd together with her business partner Tina Coady. The company specialises in event management specifically within the wine trade where the majority of their events involve promotion for Italy and for Argentina and to a lesser extent, France. In recent times they are also working with Slovenia, a remarkable rediscovery from the former Yugoslavia.

Jane Hunt was awarded The Vintners' Company Scholarship in 1981 (as the 2nd female ever) and became a Master of Wine in 1985..

Wine Tourism – A Personal View - Success and Pitfalls

Having had the fortune (almost always good, but occasionally bad) to have visited many wineries all over the world over some 30 years in my capacity as, variously, student, buyer, journalist, importer, salesperson, generic promoter, event manager and 'wine tour' guide (not in that particular order), I believe I might be considered qualified to give an insight into the potential of wine tourism and how wineries might cash in on this opportunity to their benefit.

A poor experience can be remembered just as powerfully as a really wonderful experience. Most visitors will have made up their minds within 10 minutes – and even before they have tasted a wine!!

So it is essential that a 'good experience' is provided and there are many elements which can offer this. In my talk, I propose to discuss both the opportunities for success and the pitfalls which could cause failure.

It is worth remembering the 'Law of 250' – whatever good or bad experience has been had, it could be estimated that this will be passed on via friends and family and could eventually reach as many as 250 people!!

17.30 – 19.00

After Conference Programme

Sala Town Hall
(Auditorium)

The Many Flavours of Italy. Tasting led by Jane Hunt MW.

19.15 – 22.30

Evening Social Programme

An Evening with the Goretti Family

Highlights

- Savor local delights, including local wines, grappa, honey, oil and balsamico
- Tantalize your tastebuds with different Goretti wines and food pairings
- Become versed in Old World winemaking and cultivation methods from vineyard owners
- Tour the winery and understand what it takes to create a 90 rated wine in a DOCG
- Listen to winemakers uncover the essence of Wine therapy
- Experience the tradition and flavor of four generations of vintners

Anyone who is interested in taking part in this winery visit should purchase their ticket, on a first-come-first-serve basis, at the Wine Pleasures Information and Registration Desk in the Hotel Gio. 15 places available.

Meet Hotel Gio reception. Bus leaves at 19.30. Price: 47 Euros per person. Includes transport, winery visit followed by a wine tasting dinner using local products and cooked by grand-mother Nonna Marcella.

09.00 – 18.30 Registration Desks Open

09.00 – 18.30 Exhibition Open

09.30 – 10.20 Session 2.1

Sala Town Hall
(Auditorium) **Franciacorta and Garda: a different look at Brescia wine scene.**

Speaker: Antonio Grimaldi (Vinando Tour, Italy)

Franciacorta has reached a widespread success. Can this experience be transferred to Garda, the other wine region, less renown? With a proper organisation and involvement of all players it is possible. Vinando Tour is a wine agency that aims to create a project for the entire province of Brescia, focusing on putting wine people at the centre of the stage.

Sax 1 **Is formal wine education important for tasting room tour guide staff?**

Speaker: Robbin Gheesling (Vineyard Adventures, Italy)

What certification, if any, should your tasting room staff or tour guide staff obtain? There are several wine certification programs worldwide. Some have several levels of education and each have a different focus. This workshop will present and summarize the different options and illustrate their strengths and weaknesses for the wine tourism industry.

Sax 2 & 3 **Best practices for increasing traffic to wine regions**

Speaker: Terry Sullivan (Wine Trail Traveler LLC, USA)

The focus of this presentation, by the owners of Wine Trail Traveler LLC, is to encourage wineries and wine regions to use specific measures to increase traffic to winery tasting rooms/cellars and wine regions. The presentation is based on visits to more than 750 wineries/vineyards in several areas of the world, talks with winemakers, owners, viticulturists and consumers.

10.30 – 11.00 Coffee Break sponsored by Movimento Turismo del Vino Italia
Trumpet Area

11.00 – 11.40 Session 2.2

Sala Town Hall
(Auditorium) **Winning the American wine tourist dollar**

Speakers: Stephen Fallows (Vinusus, Spain) & Norman Oches (Vinusus, USA)

American wine tourists are one of the fastest growing segments of the European wine tourism industry. What are their needs and are those needs being met? This presentation will analyze the expectations of the American wine tourist, and using Umbria Italy as an example, discuss the challenges and opportunities European wineries encounter when attracting the American wine tourist dollar.

- Sax 1 **Topical wine travelling to wine estates with examples of modern wine-architecture in Germany, Austria & Luxemburg**
- Speaker: Wolfgang Volk, (Arttours, Germany)**
- Presentation of new wine architecture on the basis of selected examples of Wine Estates in Germany, Austria and Luxembourg. One content will be the brand new Vinothek Mittelrhein of the Gault Millaut Winemaker of the Year 2012. Subsequent to the presentation there will be scope for questions and discussion.
- Sax 2 & 3 **Adding the human touch**
Speaker: Tom Plant (WINEormous, USA)
- The importance of letting your readers get to know the people you are writing about. Presenting the facts alone isn't enough: you need to present a compelling story to draw them in.
- 12.00 – 12.40 **Session 2.3**
- Sala Town Hall
(Auditorium) **Wine in Tourism - The Australian approach to wine tourism development**
- Speaker: Robin Shaw (Winemakers' Federation of Australia)**
- Australia is at the forefront of wine tourism development with more than 1600 cellar doors actively promoting wine and food experiences to visitors across the country. How has this been achieved in just over a decade? Discover the keys to building successful wine tourism destinations, delivering exceptional wine tourism experiences and the power of a united national strategy.
- Sax 2 & 3 **Connecting with visitors and turning them into long term customers.**
- Paul & Merrill Bonarrigo (Messina Hof Winery & Resort, Texas, USA)**
- Wine Tourism is at an all time high and growing worldwide. More wineries and wine destinations are opening their doors. They compete for the same consumer. In an environment of competition, employee pirating, fickle consumers with unlimited options, and more virtual experience choices, customer retention is the most important priority for any tourism business. Learn how.
- Sax 1 **Shut up! Let your wine tourist do the talking! Discourse analysis in the tasting room.**
- Speaker: Anthony Swift (Wine Pleasures, Spain)**
- How many times have we visited a winery only to see the winery representative talking at the customers telling them which aromas they should be smelling, what the colour is, how it tastes and so on. If we could measure the amount of discourse going on during in a wine tasting we would probably observe that the winery representative is talking for 90% of the time and the customers only 10%, if at all! In this practical and workshop (Cava drinking involved I'm afraid) we will demonstrate how to get your customers talking about your wines for 90% of the time and the winery just 10% talking time..

13.00 – 14.30 **Lunch. Sponsor to be announced**
Ristorante New
Orleans

15.00 – 15.40 **Session 2.4**

Sala Town Hall
(Auditorium) **Getting the word out – Marketing to the Millennials**

Speaker: Michael Wangbickler (Balzac Communications & Marketing, USA)

Millennial (Ages 21-34) wine consumers are the fastest growing segment in the wine business. They don't think or communicate like their parents or grandparents. Digital natives, born after the introduction of the Internet, they are technology savvy and hungry for information about wine. We will explore the tools available to wineries and wine regions to market to this new generation.

Sax 2 & 3 **Wine Routes in Friuli Venezia Giulia**

Speaker: Chiara Tuppy (Movimento Turismo del Vino FVG)

Over the last two years, Movimento Turismo del Vino Friuli Venezia Giulia has been intensively working on a very demanding project: creating a network of wine routes in the central area of Friuli Venezia Giulia with one logo and one coordinate strategy. The aim of the project is to connect wine tourism players of the provinces of Gorizia, Pordenone and Udine to provide wine tourists all the services they may need.

Sax 1 **From Italy with Love: Bringing Italian Wines to U.S. Tables**

Speakers: Jennifer Waters & Thaddeus Buggs (Minority Wine Report, USA)

Wine in America is shifting as consumption grows, putting the U.S. on track to be the biggest wine market by volume. But Italy's complicated wine regulations and designations are lost on American consumers who simply don't care. Italy needs to understand the different American age groups, their buying behaviours and what will influence their decisions in the future

15.45 – 17.30 Session 2.5

Sala Town Hall
(Auditorium)

The Premiere Film showing in Italy of “Life on the Douro”

Life on the Douro is a documentary by Zev Robinson tracing 300 years of history of the Douro wine producing region in Portugal with the direct, living ties with the present. The film is the product of 45 days of filming over the course of five trips in 15 months, and 28 people, many of key figures, were interviewed.

“Life on the Douro is a documentary connecting 300 years of history with the current situation in Porto and the Douro and the recent rejuvenation of the region. Many of the interviewees talk about their family history going back two and three centuries as if they had lived it themselves, in great detail, intimacy and warmth, and often with a great sense of humour as well.

I've been lucky to have such fantastic material to work with - the personal stories, the history of the region, and the breath-taking terraces and scenery - all which has lent itself to my concerns of creating a strong story structure and powerful imagery.

The story of wine in general is widely unknown, and if more people would be aware that it is much, much more than just a beverage, I believe there would be much greater interest in it. This is especially true for Portugal, a country that historically has had a wide-spread influence across the globe but is a relatively unknown quantity today. Whereas Port and Douro wines are considered excellent amongst experts, they don't have the same wide-spread reputation as those of other countries” Zev Robinson.

During the screening you will have the chance to taste different Ports.

16.00 – 16.40 Wine tourism development in Chile - A Wine Route or not?

Sax 1

Speaker: Jamie Verbraak (Viña Casa Marin, Chile)

San Antonio valley is one of Chile's newest wine valleys. Located only 4km from the coasts. I completed a study on wine tourism, the wine tourist and their motivations and behavioural segmentation. Furthermore, the key points of tourism development, its impacts and development strategies. Is the solution always a Wine Route...?

16.00 – 16.40 Puglia: National Synergy, Local Originality

Sax 2 & 3

Speaker: Dario Stefano (Regional Minister of the Agriculture in Puglia and Coordinator of all the Regional Ministers of the Agriculture in Italy)

Puglia is an example of the development of the culture of wine & food tourism and of interaction with the local area. It is a privileged observatory for understanding the Movimento Turismo del Vino's important role as a means of comparison between the different regions, and as a stimulus for the creation of local synergies.

18.00 – 19.00 Afternoon Conference Programme

Sala Town Hall
(Auditorium)

Wines of Croatia Tasting

Sax 2 & 3

“Tutta Puglia” Wines of Puglia Tasting

Puglia region is located in the heel of Italy's boot. It's been a natural bridge to the Orient culture since the ancient times (1000 BC). There are a lot of distinctive characteristics that identify Puglia wines as unique, but main ones are: a millenia-old wine- making tradition - so a natural wine-making know-how - and an environment that's extremely hospitable for vines, because only 1.5 percent of Puglia's land is mountainous, the other 98.5 percent is divided into level land and hilly regions. Puglia has abundant sun exposure, few rainfalls and a natural breeze coming off the two seas that surround the region which purifies and enriches the vineyards.

19.15 – 22.30

Evening Social Programme

Visit to the Chiorri winery

- Taste wines from the D.O.C Colli Perugini and IGT Dell'Umbria
- Experience the Azienda Vitivinicola Chiorri, where the ultimate desire is to offer a wine capable of “adding positive emotions and infinite moments of joy”
- Taste the native grapes, including Greghetto, Trebbiano, Malvasia, and Sangiovese
- Tour the vineyard and learn the methods of harvesting and bottling which combine tradition and technology
- Enjoy views of Assisi and Todi while sipping on Sangiovese at the Chiorri Winery
- Socialize with long time natives ready to answer any questions one might have about the fascinating wine world
- Discover a piece of the Strada del Cantico in the heart of a territory rich in natural, historical artistic and cultural influences

Anyone who is interested in taking part in this winery visit should purchase their ticket, on a first-come-first-serve basis, at the Wine Pleasures Information and Registration Desk in the Hotel Gio. 15 places available.

Meet Hotel Gio reception. Bus leaves at 19.30. Price: 42 Euros per person. Includes transport, winery visit, wine tasting and dinner.

08.30 – 15.00 Registration Desks Open

09.00 – 17.00 Exhibition Open

09.30 – 10.15 Session 3.1

Sala Town Hall Workshop: New wine and food tours with Insight Vacations
(Auditorium)

Speakers: David Lowe (Insight Vacations)

Following the success of Insight Vacations' new wine-focused tour of France, the premium escorted tour company explains what their customers are looking for and why wine tourism is an area of their portfolio that needs to be expanded. This workshop gives an overview of what is required from suppliers and invites you to help build a new series of wine (and food)-based tours.

The introduction to the workshop will:

- Outline Insight Vacations' aims and goals as a brand
- Review current customer trends
- Reveal the profile of the brand's typical customer (including their motivations and expectations)
- Explain why wine tourism is a perfect addition to the brand's portfolio
- Confirm the business' requirements for successful wine/food-based tours

Insight Vacations' inaugural wine-based tour visits Champagne, Alsace and Burgundy. Do you think they should visit your vineyard, restaurant or region? Are there other destinations that they should consider apart from France, Italy and Spain? Can you offer a totally unique experience to their customers? This workshop is your opportunity to get involved in the production of a new series of wine and food-based tours that the brand is hoping to roll out in 2013. If you are a vineyard, hotel, restaurant, tour guide, regional tourist board, wine specialist, or other experience provider, and you want to find out how you can become involved in these new tours, this is a workshop that you cannot afford to miss.

Sax 2 & 3 Wine Education and why Italy needs WSET

Speaker: Gillian Arthur, (Excol Udine, Italy)

There is a huge need for trained wine professionals in Italy. Wine education has been in the hands of AIS, providing training for sommeliers. What about education for other wine professionals; buyers, export managers, enotourism operators? - quite simply there isn't any body providing this type of training.

If Italy is to reach foreign markets, attract incoming tourists and wine buyers, and compete in a global market its needs wine training suitable for the 21st century.

10.30 – 11.00 Coffee Break Sponsor TBA
Trumpet Area

11.00 – 11.40 Session 3.2

Sala Town Hall
(Auditorium)

The Innocents Abroad

Speaker: Diane Letulle (Wine Lover's Journal, USA)

Americans are accustomed to an impersonal yet glitzy wine tourism experience, which reaches its zenith in Napa Valley. What happens when Americans visit European wineries? It could be a collection of misadventures right out of Mark Twain's "The Innocents Abroad." This presentation will examine what's right and wrong with European wine tourism from an American point of view.

Sax 2 & 3

Your digital guide to discover Sicilian wines

**Speakers: Dario Cartabellotta (Istituto Regionale della Vite e del Vino)
Asel Beisembayeva (FCS S.r.l., Winecode® project) Industry
Presentation.**

Official launch of mobile application "Sicily Wine Tour" for Apple and Android devices. Created by Winecode® project (FCS S.r.l.) in collaboration with the Istituto Regionale della Vite e del Vino (IRVV) of Sicily region. An interactive mobile app that will help wine lovers explore Sicilian wines as never before!

Sax 1

Wine Tourism in Germany – Chance for Income!

Thomas Schilde, (Sport+Reisen, Germany)

Wine tourism journeys to Germany are one of best secrets for success. After this presentation you can realize, what you and your customers shall miss, if they don't make their next wine trip to Germany. 9 million hectoliters of exceptional German wine at 13 wine areas all over Germany wait to be drunk.

12.00 – 12.40 Session 3.3

Sala Town Hall
(Auditorium)

The Development of Sparkling Wine Tourism In South Africa

Speaker: Radu Mihailescu (Stenden South Africa)

The sparkling wine produced in South Africa has experienced consistent improvement over the years so much so that the Graham Beck 2005 Brut was chosen by Barak and Michelle Obama to celebrate his election night victory. Despite this the South African Sparkling wines are not internationally known or appreciated.

The study looks at ways of developing the sparkling wine tourism by proposing the development of two sparkling wine routes. This can enhance the exposure and popularity of the South African sparkling wines as well as creating further benefits from the increase in tourism.

Sax 2 & 3

The Accidental Wine Tourist

Speaker: Bill Eyer (Cuvée Corner Wine Blog, USA)

Want to discover the motivations of today's wine tourists and the challenges, trends and most of all the benefits of wine tourism? Yes, so does everyone else so please give this talk a swirl and you too will be rewarded with new direction and the knowledge of how to get the party started in your own corner of the world.

Sax 1

Destinations for wine tours and spa visit; Wine Therapy

Speaker: Jochen Eler (Circle of Writers)

This is my second presentation aiming to stimulate tour operators' and tourist boards' interest in combining wine tourism with spa wellness. I will propose new wine tour destinations in Europe well suited for this combination. I will also speak about the fashionable wine therapy which is based on skin nourishing grape seed oil.

13.00 – 14.30
Ristorante New Orleans

Lunch. Sponsor TBA

15.00 – 15.40

Session 3.4

Sala Town Hall (Auditorium)

Wine tourism destination Georgia

Speaker: Ia Tabagari (Georgian Incoming Tour Operators Association, Georgia)

Ia Tabagari is one of the enthusiasts that wish to turn Georgia into a significant wine destination. She wants to share the wine story of Georgia and her team's vision for wine tourism development to conference participants. She says that a quality product, long wine culture traditions, comfortable facilities that have character and express the spirit of the country are important. But the real key to success is unity. Having the hoteliers, restaurants, tourism professionals, national parks, and wineries the public and private sector join hands and sharing a vision that is interrelated. If this happens it brings wealth and prosperity to a region that has impact directly on the wine sector and indirectly on many other sub components of the economy. Her main message is wineries and tourism industry of the country should not see each other as competition.

Sax 1

Contemporary art and architecture: Ingredients for successful wine tourism destinations

Speaker: Terry Stevens (Stevens & Associates, UK)

Experiencing tantalizing epicurean adventures of local food and wine has been the traditional requirement for successful wine tourism destinations. Consumers are now increasingly discerning, seeking out destinations that provide holistic engagement to satisfy all dimensions of their modern lifestyles. Contemporary art and architecture is rapidly emerging as the key aspect of this demand and feature for future destination development. Several wine tourism destinations have successfully embraced this phenomenon but how can this be developed in the future?

Sax 2 & 3

Role of a Wine Festival in Wine Tourism and Regional Identity

Speaker: John Hudelson (Central Washington University, Ellensburg, WA USA)

Loyalty to local food and wine culture has been on the increase among consumers escaping franchise mediocrity in the USA. This study focuses on a successful AVA wine festival. Over 400 interviews were collected during a two-day Hudson Valley wine festival. Results of the study show the mechanisms that allow a festival to increase wine tourism to the area and support a wine trail's regional identity and fiscal stability.

16.00 – 16.40

Session 3.5

Sala Town Hall
(Auditorium)

Strada del Vino 2.0: Analysis and new opportunities

Speakers: Donatella Cinelli Colombini Antonio Gnassi (Donatella Cinelli Colombini, Italy)

This presentation investigates what is the tourist and wine offer that Le Strade del Vino show on the Web. "Wine lovers2.0" nowadays are not just simple visitors, they expect to know about the wineries when visiting their websites and want to 'taste the experience' on social platform to gain information and engage with owner and other wine lovers2.0 before they take off.

They take the world with them, they check on their smartphone and compare prices and quality in real time. Wine lovers2.0 use social media tools for building relationships and find inspirations.

Are Le Strade del Vino Websites ready for this new paradigm? How the travel experience is offered and is out there a common database? Websites and their social strategies are Wine lovers2.0 centric or still keep the old outfit? A new approach will be suggested based on Wine lovers needs and their new language and communication channels.

Sax 1

Surfer to Sipper: Website Characteristics That Inspire Real-Life Winery Visits

Speaker: Donna Sears (F.C. Manning School of Business, Acadia University)

The research investigated winery website features influencing consumer choice regarding wine tourism. Winery websites were examined and visitors queried on intent to visit (conversion), intent to re-visit the website, and impressions of the brand. The presentation thus suggests a code of best practice for design, implementation, and promotion that advances research on web atmospherics and provides relevant insights to wineries.

The Quality of Food and Wine Tours: the Umbrian Experience

Speaker: Avelio Burini, Centro Estero (Italy)

Besides being the land of saints, Umbria is also a land of great wines. Favoured by a particularly mild climate, it is particularly suited to the cultivation of vineyards, partially because of the geo-morphological characteristics of the land, generally loose and permeable, which foster the growth and full ripening of the grapes.

With a vast and courageous operation of re-implantation and planting out of vines suited to the environment, begun in the 1960's, the foundation was laid for continuous specialisation in growing vines, able, therefore, to supply an excellent production on a level of quality, without forcing yields.

Thus, today the Strada dei Vini del Cantico would represent an original union between the atmospheres, colours, magic and traditions of the most representative places in Umbria and the harmony of its wines and gastronomic specialties.

The Strada dei Vini del Cantico is meant to help visitors discover ancient villages, cities, castles, churches and abbeys to create the experience of a voyage in the past through commemorations, feasts and traditions which today animate moments of great vivacity and interest; to experience the natural rhythms of the earth, discover the places where noble wines are born, thanks to the toil and ingenuity of man, to enjoy flavours that recall farm traditions and industriousness, with a great variety of dishes and of combinations of flavours. One can travel the Strada dei Vini del Cantico using the historical network of roads, following the secondary scenic roads by car but also by bicycle.

17.00 – 17.40
Sala Town Hall
(Auditorium)

Plenary Session by Chiara Lungarotti (President Movimento del Turismo del Vino, Italy)

Italian Wineries Speak and a New Tourism Strategy is Born

After years of spreading the wine tourism message throughout Italy, involving more than 1,000 Italian wineries, the association Movimento Turismo del Vino has underwritten a new research study detailing the current status of wine tourism in Italy. The participation of the majority of our member wineries was essential in providing a clear picture of the current wine tourist in Italy.

Since this is the first survey of its kind, we chose to partner with a major research organization, the Centro Italiano di Studi Superiori sul Turismo e sulla Promozione Turistica in Assisi, Italy, one of the most respected tourism management schools in the country. The school currently generates the "Studi e Ricerche sul Turismo," the largest Italian tourism database available today, and offers research services to both public organizations and private businesses.

The objectives of the new wine tourist study include:

- A review of the demographics of the visitors to local wineries, when they chose to visit the wineries, their interest in local foods, their interest in nearby towns, cities and art centers of the region surrounding the wineries, and how this contributed to the number of visits to local wineries.
- A better understanding of the various sources of information used by visitors to research the wine regions prior to visiting the wineries.
- The amount of wine that was actually sold due to wine tourism activity.

Italy has the honor of hosting the conference this year in Umbria. The survey results will help us develop new promotional strategies and allow us to publish a new wine tourism handbook that will help our members attract more tourists to their wineries. The results of the study will also be published in a number of local, regional and national publications.

17.45 – 18.20
Sala Town Hall
(Auditorium)

Closing Plenary Session by Zlatan Muftic (Zagreb Tourist Board & Convention Bureau, Croatia)

Croatia as a grape escape destination

When people think of Croatia they probably do not think of wine. So now it's time to get them to think again. Croatia has plenty of great wines and they are becoming known the world over. In this talk we'll take a tour around Croatia and show you some of the wine and culinary destination that Croatia offers from North to South.

18.20 - 18.30

Announcement of the venue for the 5th International Wine Tourism Conference & Workshop 2013. Conference Closes.

18.30 – 19.30

After Conference Programme

Sax 1

Straw wine *passito* tasting

Sax 2 & 3

Wines of Georgia Tasting.

18.45 – 22.30 Evening Social Programme

A Superb Visit to Osteria a Priori Wine Bar

Highlights

- Enjoy tasty Umbrian food and wine specialties with locavores at a popular Perugia hot spot
- Experience the great pride with which 0 km restaurateurs and shop owners take in caring for their local products
- Learn the philosophy behind slow food and partake in its delights with typical Umbrian quality
- Sample variety of the best Umbrian wines from the Montefalco, Orvieto and Torgiano areas, among others
- Take the opportunity to talk to friendly specialists about unusual Italian food and wine pairings
- Nosh on fresh Italian appetizers with some of the most delectable olive oil selections in the region
- Network with fellow wine lovers in a restaurant, wine bar and bottega with dishes inspired by the availability of fresh ingredients and raw materials

Anyone who is interested in taking part in dinner at the Osteria a Priori should purchase their ticket, on a first-come-first-serve basis, at the Wine Pleasures Information and Registration Desk in the Hotel Gio. 20 places available.

Meet Hotel Gio reception. Bus leaves at 19.30. Price: 42 Euros per person. Includes transport and 5 course wine and dinner matching.

To view the complete social programme details and the pre and post conference tours available for conference delegates please click on [Social Programme](#)

