vinetur

Wine Tourism Hub Opens Registration for Italy Road Tour 2026

The event will bring wine, hospitality and tourism professionals to Tuscany, Sicily and Veneto for industry talks.

Monday, May 18, 2026



Wine Tourism Hub Italy Road Tour 2026 has opened registration for a series of events aimed at professionals in the wine, hospitality and tourism sectors, with dates now set for Tuscany, Sicily and Veneto. The program is designed to bring together winery operators, tourism specialists and industry partners to discuss trends, business strategies and practical tools for developing wine tourism in Italy.

The initiative is organized by Wine Tourism Hub and Wine Meridian, two groups that say they want to strengthen the connection between wine production and travel experiences. The road tour will focus on how wineries can work more closely with tourism operators, improve visitor services and build new commercial opportunities around tastings, hospitality and destination marketing.

The first stop will be in Tuscany with WTH Toscana, followed by WTH Sicilia and then WTH Veneto. Each stage will include meetings, networking sessions and discussions on topics tied to enotourism, including market trends, visitor expectations and ways to create more structured offerings for travelers. Organizers said the format is meant to encourage direct exchange among participants and to help them identify concrete ideas they can apply in their own businesses.

Attendance at each event will be limited to 50 participants. The smaller size is intended to support closer conversation and professional networking. Registration is open now for the three stages, and the organizers said the calendar will continue to be updated as additional details are confirmed.

The Tuscany stage carries a ticket price of €25. Participants who are part of the Wine Suite network and the Wine Tourism Hub community may request a voucher for free admission, valid for up to two participants per company until seats are filled. The organizers said the offer is meant to make the event more accessible to businesses already active in the sector.

The road tour is part of a broader training and outreach project built around enotourism. According to the organizers, the goal is to spread knowledge, share best practices and provide practical tools that can help wineries, professionals and future operators develop a more modern tourism model centered on value rather than volume.

Wine Tourism Hub Italy Road Tour 2026 is being presented as a chance for industry professionals to compare notes on how wine regions can attract visitors while improving service quality and business performance. The events are also expected to highlight how collaboration between wineries, tourism companies and local stakeholders can shape new products for travelers seeking food-and-wine experiences

across Italy.