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The 15th International Wine Tourism Conference in Bulgaria

Wine, culture and tourism come together in Plovdiv

Thursday, August 24, 2023



Plovdiv City, Bulgaria

The 15th Annual International Wine Tourism Conference (IWINETC) marks a momentous occasion in the global wine and travel industry. Scheduled to be held in the enthralling city of Plovdiv, Bulgaria, on April 9 and 10, 2024, the event promises to be a gathering

of unprecedented magnitude and significance. This article delves into the rich details of this prominent event, spotlighting its importance to the wine tourism industry, the multifaceted experiences awaiting attendees, the choice of Plovdiv as the host city, and what participants can expect to gain from this extraordinary conference.

The International Wine Tourism Conference is a premier event in the wine and travel sector. It has, over the past 15 years, consistently attracted wine tourism professionals, experts, and enthusiasts from across the world. Known for its engaging workshops, informative sessions, and vibrant tastings, IWINETC serves as a global platform for exploring the latest trends, innovations, and sustainable practices that shape the world of wine tourism.

The selection of Plovdiv as the host city for the 15th annual edition adds a unique charm to the IWINETC. With a rich history dating back thousands of years, Plovdiv's unique blend of culture, architecture, and natural beauty has made it an enchanting location for visitors. The picturesque city offers a vibrant arts scene and an inviting ambiance, contributing to its appeal as the host for an event of this magnitude.

Bulgaria's burgeoning wine industry is another key element that adds to the allure of the 15th IWINETC. With a rich history of winemaking and a diverse array of terroirs, Bulgaria has emerged as an appealing destination for wine tourism. The conference will highlight this exciting growth, focusing on the wine regions surrounding Plovdiv. Attendees will have the opportunity to embark on a journey through the vineyards, savor exceptional wines, and revel in the delicious local cuisine.

The 15th IWINETC promises to be more than just a conference. It offers a fully immersive experience that blends wine, culture, tourism, and gastronomy. From workshops led by esteemed wine professionals to networking opportunities that foster collaboration and partnership, participants will gain a wealth of knowledge and insights. They will also enjoy the privilege of engaging in hands-on experiences that celebrate the essence of wine tourism.

The excitement surrounding the conference is palpable. Anthony Swift, a leading figure in the global wine tourism community, expressed his enthusiasm about the event, applauding the region's commitment to quality wines and memorable experiences. His

endorsement adds significant weight to the event's prestige and reflects the anticipation shared by many in the industry.

Prospective participants can now register for the 15th Annual International Wine Tourism Conference on the official website. Early bird discounts are offered to those who register before October 1st, 2023, providing added incentive to join this unparalleled event.

The 15th Annual International Wine Tourism Conference is set to be a landmark event in the global wine and tourism industry. It offers an exclusive opportunity to explore, learn, and connect in a setting that exudes the grace and allure of wine culture. With Plovdiv as the backdrop, it promises to be an unforgettable gathering of minds and a celebration of the wine tourism world's richness and diversity.