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The Future of Wine Tourism: Insights and Innovations at IWINETC 2024 in Plovdiv, Bulgaria

Sustainability, Technology, and Culture at the Forefront

Wednesday, December 13, 2023



Plovdiv-Bulgaria

In the historic city of Plovdiv, Bulgaria, the International Wine Tourism Conference (IWINETC) 2024 is gearing up to become a pivotal event for professionals and enthusiasts in the wine tourism sector. Scheduled for April 9 and 10, 2024, this

conference promises to be a melting pot of ideas, strategies, and innovations, driven by a diverse group of experts and industry leaders.

Embracing New Horizons in Wine Tourism

One of the key highlights of IWINETC 2024 is the focus on sustainability, particularly in the context of low and no-alcohol wine options. Irem Eren, a renowned sustainability advocate, is set to address this emerging trend, discussing how it aligns with growing environmental consciousness and evolving consumer preferences. This shift presents both opportunities and challenges, and Eren's insights aim to guide businesses in adopting more sustainable practices in wine tourism.

Exploring Uncharted Territories

Another aspect of the conference that is generating buzz is the exploration of non-traditional wine tourism destinations. Wine tourism expert Tanisha Townsend will take the audience beyond the well-trodden paths, highlighting the potential of regions like Jordan, Serbia, and Bulgaria. These areas boast a unique blend of cultural richness, distinctive winemaking traditions, and exceptional terroirs, offering authentic and immersive wine experiences.

Cultural Fusion in Wineries

Valentina Soumintoub's presentation is anticipated to shed light on how cultural events can enhance brand perception in wineries. Integrating art exhibitions and music festivals with wine tastings not only elevates brand visibility but also enriches the visitor experience, creating a symbiotic relationship between culture and wine tourism.

Digital Revolution in Wine Travel

In a world increasingly driven by digital innovation, Stefano Tulli's session on the role of digital tools in wine travel is particularly relevant. Tulli, the founder of Winedering, will demonstrate how an extranet and affiliation system can effectively connect travel experts with wineries worldwide, facilitating the creation of unique wine experiences.

The Role of Artificial Intelligence

Peter Syme, a technology expert, will delve into the impact of artificial intelligence on the wine tourism industry. From enhancing customer experiences to optimizing marketing strategies, AI is emerging as a crucial tool for businesses seeking a competitive edge in this dynamic sector.

Discovering Central Europe's Wine Heritage

Jana Humpolíková's presentation on Czechia's wine heritage promises to be a journey through the country's hidden wine gems, rich history, and unique varietals. This session will highlight Czechia as a key destination for wine enthusiasts seeking new experiences.

Mastering Marketing in Wine Tourism

Marketing strategies are vital for success in wine tourism, and Chris Torres is set to share his expertise on this topic. His presentation will guide attendees through the intricacies of crafting effective marketing strategies to attract and retain wine tourists.

Curating Exceptional Wine Experiences

Finally, hospitality expert Ilinka Terziyska will offer practical insights into creating memorable wine tourism experiences. Her workshop aims to equip participants with the tools and knowledge to design journeys that not only meet but exceed visitor expectations.

A Convergence of Expertise and Innovation

IWINETC 2024 is not just about presentations and workshops; it's a platform for networking, sharing knowledge, and discovering the latest trends in wine tourism. For professionals looking to deepen their understanding, refine their strategies, or explore new facets of wine tourism, this conference offers an unrivaled opportunity.

As the wine tourism industry continues to evolve, IWINETC 2024 stands as a beacon for knowledge, innovation, and connection. The conference's diverse range of topics and speakers ensures that attendees will leave with a richer understanding and new perspectives on this dynamic sector.