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IWINETC 2024's Provisional Programme Unveiled

Plovdiv Hosts a Melting Pot of Ideas and Innovations in Wine and Culinary Tourism

Wednesday, January 3, 2024



The International Wine Tourism Conference (IWINETC), a cornerstone event for wine and culinary tourism professionals globally, has unveiled its provisional programme for the upcoming 2024 conference. Scheduled for April 9th and 10th in the historic city of Plovdiv, Bulgaria, this event stands as a testament to the burgeoning interest and continuous evolution within the realms of wine and culinary tourism.

The IWINETC 2024 promises a rich tapestry of experiences, tailored to provide invaluable insights and knowledge to attendees. The two-day event is packed with an array of talks, workshops, and forums, alongside a business-to-business (B2B) workshop, all designed to foster networking, learning, and growth in the global wine tourism industry.

Day 1 Highlights: A Diverse Range of Topics and Insights

The conference will commence with opening remarks from Anthony Swift, the IWINETC Director, alongside dignitaries from Bulgaria, setting the stage for an immersive experience.

A notable session by Tanisha Townsend, titled "Wine Tourism in Non-Traditional Wine Spaces," promises to shine a light on the emerging potential of wine tourism in countries like Jordan, Serbia, and Bulgaria. This session is poised to broaden the horizons of participants, exploring uncharted territories in wine tourism.

Chris Torres will delve into the nuances of "How to Craft a Winning Marketing Strategy in Wine Tourism," offering strategic insights into marketing within this niche industry. Following this, Tanya Avramova's session, "The Feminine Touch: Redefining the Wine Tourism Experience," is set to highlight the pivotal role of women in shaping the wine tourism landscape.

Peter Syme's presentation, "How to Use AI to Supercharge your Wine Tourism Business," is poised to provide a forward-looking perspective on the integration of artificial intelligence in enhancing wine tourism experiences.

Moreover, Valentina Soumintoub's session on "Cultural Events in Wineries – a Potential for Brand Development," will explore how cultural events can significantly enhance brand visibility and perception in the wine industry.

The day will conclude with a sensory exploration of Bulgaria's winemaking heritage in the "Wines of Bulgaria Grand Tasting" session, led by Nicoletta Dicova.

Day 2 Highlights: Focusing on Business, Research, and Regional Explorations

Stefano Tulli will kickstart the second day with insights on "Digital Tools for B2B Wine Travel Professionals," addressing the unique challenges of crafting wine experiences in less-connected destinations.

Irem Eren's research-focused session on "Exploring the Impact of No & Low Alcohol Wines for Sustainable Growth in Wine Tourism," will delve into this burgeoning sector, exploring its potential impact on the future of wine tourism.

Ilinka Terziyska's workshop, "Crafting Memorable Wine Tourism Experiences: Insights from Research & Practice," promises an immersive experience, offering practical insights drawn from extensive research.

Chris Torres and Peter Syme's workshop on leveraging Google's Ticket & Activities Editor, titled "Harness the Power of Google 'Things to do,'" is expected to be a game-changer for attendees, offering strategies to enhance visibility and engagement.

Jana Humpolíková will uncover the hidden gems of Czechia's wine heritage in "Czechia: Unveiling the Treasure Trove of Central Europe's Wine Heritage," while Martina Grůzová will explore the rich wine experiences of South Moravia in "South Moravia's Wine Wonderland Revealed."

The conference will conclude with the IWINETC B2B Wine Tourism Workshop, creating a platform for global agents and providers of wine tourism experiences to connect and forge new partnerships.

About IWINETC

IWINETC is the leading annual event for professionals in the wine and culinary tourism sector, attracting participants from over 50 countries. It serves as a vital platform for networking, sharing knowledge, and discovering business opportunities in the ever-evolving world of wine tourism.