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Webinar to Explore Wine Tourism's Impact on Independent Wineries

Experts and winery representatives to discuss value creation through tourism, featuring insights from Bordeaux and Mainz wineries.

Saturday, March 22, 2025



On March 25, 2025, at 09:00 CET, Great Wine Capitals will host a webinar focusing on the impact of wine tourism on independent wineries. This event will explore how wine tourism affects the management and operations of these wineries. Claire Lamoureux, a

researcher from KEDGE Wine School, will participate, along with representatives from wineries in Bordeaux and Mainz. Wine tourism is increasingly being considered by independent wineries as a way to enhance their business. However, questions remain about its actual impact on their operations. This webinar offers wineries a chance to discover new ways to create value through tourism.

During the event, attendees will learn about the findings of Claire Lamoureux's study on wine tourism's impact. They will also have the opportunity to ask her questions directly. Additionally, firsthand accounts from Château Mauvinon in Bordeaux and Weingut Braunewell in Mainz will be shared. Both wineries have successfully leveraged wine tourism and participated in the study. The event will feature speakers such as Claire Lamoureux, an enological engineer and Great Wine Capitals scholarship recipient; Caroline Lagiere, a viticulturist at Château Mauvinon recognized in the Best Of Wine Tourism 2024; and Stefan Braunewell, winemaker and CEO of Weingut Braunewell, awarded in the Best of Wine Tourism 2022 and president of Rheinhessen Wine Marketing. Marc Checkley, a storytelling specialist and writer based in Lausanne, will moderate the webinar.

This event presents a unique opportunity for independent wineries to better understand the role of wine tourism in their operations and how they can benefit from it. Registration is open to anyone interested in delving deeper into the impact of wine tourism on the wine industry.