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International Wine Tourism Conference highlights Czechia's growing appeal

Event in South Moravia showcases wine, culture, and networking opportunities with 150 participants from 27 countries

Tuesday, April 1, 2025



The 16th International Wine Tourism Conference (IWINETC) took place in Mikulov, South Moravia, on March 25 and 26, 2025. The event brought together key players in the wine tourism industry to share knowledge, build partnerships, and explore Czechia’s wine

and cultural heritage. The conference was deemed a success, with a diverse program and strong participation.

Before the main event, the Mikulov Tourism Office organized a walking tour to showcase the town’s cultural landmarks. The South Moravia Tourism Board hosted the Welcome Reception at Gallery Závodný, where local leaders, including Dagmar Fialova from the National Wine Centre and Petra Korlaar, Mikulov’s Deputy Mayor, delivered speeches. They highlighted the potential of South Moravia and Bohemia for wine and culinary tourism.

The conference began with opening remarks from Anthony Swift, IWINETC Director. Martina Grůzová from the South Moravia Tourist Board presented the region as a wine tourism destination, followed by Tereza Hofmanová of CzechTourism, who discussed Czechia’s growing reputation in the field.

Over a day and a half, industry experts such as Paul Wagner, Robin Shaw, and Judith Lewis shared insights on wine tourism. The event attracted 150 participants from 27 countries, who engaged in discussions and workshops. A key feature was the B2B Workshop, which facilitated over 500 pre-scheduled meetings. Tour operators from markets like the U.S., Germany, and Australia connected with wine tourism providers from countries including France, Italy, and the Czech Republic. An exhibition area also showcased wines and new destinations.

The conference was supported by Czech Tourism and the South Moravia Tourism Board. Networking events at venues like the National Wine Salon and Ryzlink Winery allowed attendees to experience South Moravian wine and cuisine. These gatherings helped strengthen connections and left lasting impressions.

Anthony Swift praised the event’s success, the quality of speakers, and Czechia’s growing role in wine and culinary tourism. Delegates also explored South Moravia through curated tours of regions like Znojmo and Pálava Hills. A press trip extended the program, with journalists visiting wine producers and cultural sites in Bohemia, including Kutna Hora and Melnik.

The conference ended with anticipation for the announcement of the 2026 IWINETC destination, scheduled for June 1, 2025.