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Yantai hosts international summit to promote sustainable wine tourism and industry innovation

Global leaders and experts gather in China to discuss responsible tourism, economic development, and the future of wine production

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The city of Yantai in China is hosting the II OMET World Summit on Responsible Wine Tourism, an international event that began on July 2 and brings together representatives from more than 20 countries. The summit aims to position Yantai as a leading destination for sustainable wine tourism. The first day included several activities, such as a meeting of the Global Wine Tourism Organization (GWTO) Council and a demonstration of traditional Lu cuisine. These events created an environment for

professional exchange among dignitaries, business leaders, and key figures in the global wine industry.

On July 3, the official opening ceremony took place, led by Sui Zilin, vice mayor of the Yantai Municipal People's Government. The ceremony was attended by international wine organizations, major companies, local authorities, delegations from China's main wine regions, industry associations, universities, and academics. Yu Yongxin, president of the Yantai CPPCC Committee and director of the Yantai Wine Industry Chain, addressed attendees. He highlighted that Yantai is entering a new phase in its development as a global wine tourism hub and emphasized the city's commitment to the wine industry. According to Yu, Yantai has implemented several policies to support wine production and considers it one of its 16 key industrial sectors. The city operates 32 technological research platforms and trains nearly one million professionals in the sector each year.

Rafael Ansón, honorary president of GWTO and the Ibero-American Academy of Gastronomy, participated via video message. He noted that people travel not only for leisure but also for gastronomy and to visit wineries. Ansón praised China's progress in wine production and said that modern gastronomy should be healthy, sustainable, and socially responsible.

José Antonio Vidal, president of GWTO, thanked local authorities in Yantai, Penglai District, and Shandong Province for their support. He described OMET as a "United Nations of Wine Tourism," bringing together professionals from over 17 countries including the United States, Russia, Puerto Rico, China, Japan, and Israel. Vidal stressed that participants are united by a common goal that goes beyond political differences.

Alejandra Cabrera from Uruguay's Ministry of Tourism spoke about her country's commitment to developing wine tourism as a tool for rural development. She said Uruguay promotes sustainable and innovative activities that strengthen local wine communities and increase economic impact through tourism spending. Cabrera also stated that events like this reaffirm tourism as a force for peace.

Other notable participants included Gabriela Testa from Mendoza’s Tourism Board in Argentina; Chen Hong, honorary president of the China Talent Association in Spain; and Qin Shuyao, president of the China National Association of Liquors and Spirits.

A highlight of the summit was the presentation of the Xinhua·China (Yantai) Wine Industry Development Index by Yang Mu, vice president of Xinhua News Agency’s Economic Information Service. During the event, Yantai received the International Certification as a Responsible Wine Tourism Destination from GWTO. The city also signed a cooperation agreement to reinforce its commitment to sustainable and high-quality tourism.

Throughout the summit’s sessions, various presentations and panels addressed key topics for the future of wine tourism. The event continues to attract attention from industry professionals worldwide who are interested in sustainable practices and innovation within the sector.