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Kraków to host international wine tourism conference in 2026, highlighting Poland’s emerging wine industry

Event will bring global professionals to Małopolska region, showcasing local wineries and the city’s cultural heritage

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The International Wine Tourism Conference (IWINETC) has confirmed that its 2026 edition will take place in Kraków, Poland. The event is scheduled for March 24 and 25, 2026, and will be hosted at the Radisson Park Inn Hotel. Organizers expect to welcome wine and culinary tourism professionals from more than 35 countries to the historic city, which sits in the heart of the Małopolska wine region.

Kraków, known for its well-preserved medieval architecture and vibrant cultural scene, has seen a growing interest in its local gastronomy and wine production. The Małopolska region, where Kraków is located, is gaining recognition for its unique terroir and boutique wineries. This makes it an increasingly attractive destination for wine tourism.

Anthony Swift, Director of IWINETC, said the choice of Kraków reflects the city’s blend of history, innovation, and a rapidly developing wine tourism sector. He noted that attendees who participate in post-conference tours and familiarization trips will have the opportunity to experience the region’s wineries firsthand.

The conference program will include networking sessions, workshops, keynote presentations, and opportunities to explore local food and wine. Organizers plan to announce further details about speakers, tours, and exhibitor opportunities in the coming months.

IWINETC has become a key annual event for professionals involved in wine and culinary tourism. The 2026 edition marks the 17th year of the conference. It aims to provide a platform for guides, destination managers, travel agents, and tour operators to exchange knowledge, build business relationships, and discover emerging wine destinations like Małopolska.

The selection of Kraków as host city highlights Poland’s growing profile in the international wine tourism industry. With its combination of cultural heritage and evolving wine scene, Kraków is expected to offer a memorable experience for delegates attending IWINETC 2026.