

Webinar

Innovating in wine tourism in the context of COVID-19

TUESDAY
22
SEPT
2020
17:00
18:30
CEST

PROGRAMME

17.00 – 17.05

Opening Remarks

Pau Roca – Director General of the International Organisation of Vine and Wine (OIV)
Representative of the World Tourism Organization (UNWTO)

17.05 – 17.45

Innovating in wine tourism in the context of COVID-19

Moderator: **Mariëtte du Toit-Helmbold**, Destinate, South Africa (5')

Speakers:

- *Digital Tastings and Online Sales* by **Roberta Garibaldi**, Associazione Italiana Turismo Enogastronomico, Italy (10')
- *The Reinvention of Oeno-Gastronomy in Wineries during and post COVID-19* by **Lorena Cepparo**, Chandon, Argentina (5')
- *Organizing and Managing Outdoor Experiences* by **Catherine Leparmentier Dayot**, Great Wine Capitals Global Network, France (5')
- *New Strategies of Wine Tourism Destination* by **Irene Gimeno**, Enoturismo, Chile (5')
- *New Reality, New Wine Tourism?* (10') by **Zaida Semprun**, World Shopping Tourism Network MAKERS PROGRAM, Spain & **Beatriz Vergara**, Directora de Enoturismo, Gonzalez Byass, Spain

17.45 – 18.25

Panel debate and Q&A

18.25 – 18.30

Closing Remarks

World Tourism Day: Wine Tourism, a Tool for Rural Development by **Sandra Carvao**, Chief, Tourism Market Intelligence and Competitiveness, UNWTO