



1st UNWTO Global Conference on Wine Tourism
Georgia, 7-9 September 2016
Kakheti Wine Region

GUIDELINES FOR PARTICIPANTS

Dear Participant,

On behalf of UNWTO, we wish to express our sincere appreciation for your involvement in the upcoming **1ST UNWTO GLOBAL CONFERENCE ON WINE TOURISM**. The following guidelines have been designed to ensure that the event flows smoothly both in time and structure and addresses the proposed issues, thereby ensuring that your experience is both enjoyable and productive.

During this Conference, we will shed light on the many facets of wine tourism in the most appropriate of atmospheres, wineries. Here, we will create a dynamic environment where knowledge transfer will be facilitated and encouraged. However, aside from cutting edge snapshot presentations from experts in the field, we want YOU to contribute! Expand your network, share your experiences, work alongside real professionals and enrich yourself.

Your participation in this conference - the first of its kind - will provide you with the opportunity to actively participate in all aspects of the session. The dynamic format of the Conference allows for engagement with the presenters, with each other and with the content for laying the groundwork for the exciting future of Wine Tourism.

Your attendance reflects the growing significance of this industry and your pioneering role within it. The fundamental aim of the conference is the sharing of knowledge and experiences. All attendants should feel welcome to take an active role in the collaborating with like-minded organisations and individuals to work for innovation within, and the development of, the entire sector.

Structured note taking will take place throughout the Conference and the involvement of all attendees will form part of the conclusions which aim to lay the groundwork for the exciting future of Wine Tourism.

BACKGROUND

The World Tourism Organization (UNWTO) in collaboration with the Georgian National Tourism Administration, will proudly present the 1st UNWTO Global Conference on Wine Tourism in the Kakheti wine region of Georgia. For 8000 years, wine grapes have been cultivated in Georgia. Proclaimed by archeologists to be the "Cradle of Wine", Kakheti, Georgia's main wine-producing region and of one the oldest regions in the world, is the land of hospitable, open-hearted people that live surrounded by monasteries, ancient castles and glorious churches. Kakheti is characterized by its unique vine grape varieties, ideal climate, countryside, and centuries of exceptional winemaking experience. Kakheti is home to 65% of Georgia's vineyards, harvesting 80% of the country's grapes. Unique and award winning Georgian wines and brandies are produced there, using ancient techniques by generations of small farmers.

As expressed by Dimitry Kumsishvili, First Vice Prime Minister, Minister of Economy and Sustainable Development of Georgia: *“Georgia’s unique wine-making traditions date back 8,000 years and are part of UNESCO’s intangible heritage, creating the ideal base to host the Wine Tourism Conference. Herewith, the country’s recent success in attracting a growing number of tourists, its development in terms of tourism products, branding and marketing present an excellent platform to share best practices, experience and knowledge”.*

Gastronomy and wine have become key components for experiencing the culture and lifestyle of any destination and a growing travel motivation. To foster the development of this segment UNWTO has launched in September 2015, the UNWTO Gastronomy Network.

As stated by Dr Taleb Rifai, Secretary General of the UNWTO,: *“Wine tourism represents a growing segment with immense opportunities to diversify demand. In the case of Georgia, this potential is well-known and we are very pleased to be holding the first UNWTO Global Conference on Wine Tourism in the country”.*

The Conference will have a unique and dynamic format, in which three sessions will be held on different wineries across the region, and meals and tastings will take place during the discussions.

OVERVIEW OF SESSIONS

Session 1:

08 September 2016

12:00-15:00

Topic: Best Practices in Wine Tourism (Location: Khareba Winery)

Scope of Discussion: Showcase of learnings of wine tourism niche development as a lever for sustained destination identity, brand delivery, competitiveness and inclusivity.

Session 2:

09 September 2016

12:00-15:00

Topic: Product Development in Wine Tourism (Location: Château Mukhrani)

Scope of Discussion: Examination of key components of wine tourism experience development.

Moderator: Anita Mendiratta, Special Advisor to the Secretary General of UNWTO, Founder and President of CACHET Consulting

Session 3:

09 September 2016

17:00 – 19:00

Topic: Challenges in Wine Tourism (Location: Château Mukhrani)

Scope of Discussion: The obstacles experienced specific to wine tourism and the various methods to overcome them based on best practices.

Moderator: Anita Mendiratta, Special Advisor to the Secretary General of UNWTO, Founder and President of CACHET Consulting

OVERVIEW OF SESSION FORMAT

The sessions are designed to be knowledge-sharing discussions in which speakers and participants alike should feel encouraged to share their unique experiences and insights. The discussions will be high-level, with the speakers and participants being experts in the field of Wine Tourism. We are delighted you will be part of this esteemed group of people sharing your direct insight and expertise and encourage you to come prepared to actively participate.

Please note the following session flow:

- All presentations and discussions will be in English.
- The session will open with the Moderator doing a brief (ie 2 minute) opening statement about the topic, and provide details re. the session format.
- The Moderator will then invite the speakers individually to the platform.
- Each speaker will provide a snapshot presentation outlining their experiences in Wine Tourism
- The ensuing discussions will then take place in a round-table format during which you, the participants, will engage in conversation with the speakers at their respective table during a meal (which will be in a share-plate style)
- For a period of time, the speakers will lead the discussion at each table, directed by the Moderator when to rotate from one table to another.
- These debates at each table will allow you to interact with each expert
- The main conclusions from each round-table discussion will be compiled by a UNWTO official at each table and presented as a summary document at the end of the seminar

As you can see from the above, we have created a programme which allows for maximum knowledge sharing, as well as network building. We are confident your unique perspective, and this dynamic format, will make for an engaging, interactive and high energy knowledge exchange.

Please note that you can find all the information concerning the 1ST GLOBAL CONFERENCE ON WINE TOURISM can be found at: <http://affiliatemembers.unwto.org/event/1st-unwto-global-conference-wine-tourism>

IN CLOSING

Once again, we thank you for your participation in this important conference, and look forward to your valuable contribution.

Please do not hesitate to contact us in case of any doubts or comments: unwtoam@unwto.org