



WEBINAR

'Innovating in wine tourism in the context of COVID-19'

Tuesday, 22 September 2020 (17.00 – 18.30 CEST)

PROVISIONAL PROGRAMME

17.00 – 17.05 Opening Remarks

17.05 – 17.45 Innovating in wine tourism in the context of COVID-19

Moderator: **Mariëtte du Toit-Helmbold**, Destinate, South Africa

Speakers:

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