

Towards More Engaging, Active and Sustainable Wine Tourism Experiences

🕒 11:00 am - 11:45 am

📍 Vintage Magnum 2011

📄 Research



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Wine tourism is changing. The COVID-19 crisis has accentuated the shift towards active, engaging, and sustainable experiences. By combing data on travellers' behaviours and best practices this presentation will show the new needs and elements to develop wine tourism experiences.