

2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



MENDOZA  
ARGENTINA



Ministerio de Turismo  
Presidencia de la Nación

## 2nd UNWTO Global Conference on Wine Tourism

Mendoza, Argentina, 28 - 30 September 2017

### PRELIMINARY PROGRAMME

Thursday, 28 September 2017

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#### Arrivals and registrations

#### Pre-conference programme for international participants

9:00 – 11:00	Meeting of the Affiliate Members of the Americas
11:00 – 13:30	UNWTO Gastronomy Tourism Network Meeting (Affiliate Members of the Americas are invited to join)
13:30 – 14:30	Lunch for participants of the above meetings
14:40	Depart from official hotels (Sheraton and Diplomatic)
15:00 – 17:00	Mendoza city tour (international participants, by invitation)
18:00	Depart from official hotels
19:00	Welcome cocktail “Sundown in Bodega Séptima” (international participants, by invitation) Restaurant María, Chef Marcos Zabaleta Sundown alongside the Cordillera de los Andes
21:00	Return to official hotels

Friday, 29 September 2017, Auditorio Ángel Bustelo

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8:30 – 9:30 Registration (Pre-accreditation is mandatory)

Master of Ceremonies: Exequiel Nacevich

9:30 – 10:30 Opening remarks

- Alfredo Cornejo, Governor, Mendoza Province, Argentina
- Taleb Rifai, Secretary General, UNWTO
- Gustavo Santos, Minister of Tourism, Ministry of Tourism, Argentina

10:30 – 10:50 Keynote speech: Evolution and recent trends of wine tourism, Argentina’s global position

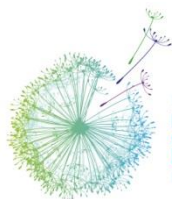
- Gabriel Fidel, International Expert in Wine Tourism

10:50 – 12:10 Panel 1: UNWTO Prototype on Wine Tourism and its application in the Mendoza wine region

Moderator: Horacio Reppucci, Secretary, Argentine Chamber of Tourism (CAT)

(the CAT holds the position of 1<sup>st</sup> Vice-Chair of the Board of the Affiliate Members)

- Yolanda Perdomo, Director, Affiliate Members Programme, UNWTO
  - Mariángeles Samamé, Director of Tourism Product Development, Sub-secretariat for Tourism Development, Ministry of Tourism of Argentina
  - Gabriela Testa, President, Mendoza Tourism Entity
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12:10 – 12:30 **Coffee break with a folk music show**

12:30 – 12:50 **Presentation: Wine Tourism for Sustainable Development, Opportunities, Strategies, Pitfalls**

- Mike Veseth, Wine Economist, Professor Emeritus of International Political Economy, University of Puget Sound, United States of America

12:50 – 13:10 **Presentation: Positioning Wine Tourism Destinations through effective communication**

- José González Rivera, CEO, Knopea

13:10 – 13:30 **Wine Tourism and the effective use of information through Big Data**

- Luis Cardo Jalón, Partner, Open-Ideas

13:30 – 15:00 **Lunch break**

15:00 – 16:00 **Presentation Argentina Tierra de Vinos**

15:00 – 16:00 **Presentación: Argentina, Land of Wines**

- Mercedes Blasi – Coordinator of Wines and Gastronomy, INPROTUR

16:00 – 16:15 **Coffee break**

16:15 – 17:30 **Argentina's wine tourism regions**

Complementary activities:

- **Spa with products made from wine and olive oil**
- **Tasting classes**
- **Interactive activities**

### Programme for international participants

14:00 – 18:00 **Lunch and sundowner workshop in a local winery** (activity reserved for international participants – promotion of Argentinian wine tourism, by invitation)

International participants will be divided into seven groups. Each one will have the opportunity to participate in a technical visit of one of the listed wineries and participate in workshop following the visit. Said workshop will explore the concepts introduced during the morning sessions in a pragmatic way. Ultimately, the groups will participate in an interactive session to draw the most relevant conclusions that will later be incorporated into the conference brief.

- **Bodega Norton:** Restaurant La Vid, Chef Patricia Suárez Roggerone  
Experience: Winery bicycle tour
- **Bodega Renacer:** Restaurant Renacer, Chef Sebastian Weingand  
Experience: Virtual reality and winery visit by an oenologist, The Appassimento
- **Susana Balbo Wines:** Restaurant Osadía de Crear, Chef Marianela Pizzonia  
Experience: Blending competitions
- **Bodega Terraza de los Andes:** Restaurant Residencia Terrazas de los Andes, Chef Noelia Scquizziatto  
Experience: Tasting from barrels and cooking class, deserts
- **Bodega Lagarde:** Restaurant El Fogón, Chef Lucas Olcese  
Experience: Historic winery tour, which is DOC MALBEC certified and was the first denomination controlled by



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- **Entrecielos Luxury Wines & Spa:** Restaurant Katharina, Chef Federico Castro  
Experience: Limited Edition Vineyard Loft & Spa Hammam, traditional Turkish relaxation and cleansing methods
- **Bodega Trivento:** Restaurant Espacio de Arte, Chef Sebastián Flores
- Experience: Art & Wine; Delhez family wine exposition; Bicycle tasting tour in Finca Los Vientos through its sustainable irrigation system

19:30 **Depart from official hotels**

20:00 **Dinner Bodega Trapiche** (international participants, by invitation)  
Restaurant Espacio Trapiche, Chef Lucas Busto  
Historic winery and the arrival of the railway: re-creation of two activities that are part of the Wine Tourism Events Calendar: "Wine and Cinema" and "Tango in the Vineyards"

*Official announcement of the 3rd UNWTO Global Conference on Wine Tourism in Moldova in 2018*

**Saturday, 30 September 2017, Auditorio Ángel Bustelo**

9:00 – 10:45 **Panel 2: Regional integration through public-private partnerships, responsible sharing practices**

*Moderator:* Carlos Vogeler, Executive Director for Member Relations, UNWTO

- Catherine Leparmentier Dayot, Founder and Executive Director, The Great Wine Capitals Global Network
- Zurab Pololikashvili, Secretary General elected, UNWTO
- Stanislav Rusu, General Director, Agency of Tourism of the Republic of Moldova
- Gustavo Santos, Minister of Tourism, Ministry of Tourism, Argentina
- José Miguel Viu, President of the Strategic Regional Wine Tourism Programme, Ministry of Tourism of Chile

10:45 – 11:00 **Coffee Break with the presentation of "Classical Music in the Vineyards"**

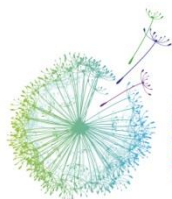
11:00 – 12:45 **Panel 3: Sustainable approaches, world heritage, architecture, the visitors' centers and best practices in wine tourism**

*Moderator:* Yolanda Perdomo, Director of the Affiliate Members Programme, UNWTO

- Eliana Bórmida, Co-founder of Bórmida & Yazon Architects, Argentina
- Óscar Bustos Navarta, Quality Guidelines for Wineries, Ministry of Tourism, Argentina
- Guillaume Rousseau, Destination Management Consultant
- Santiago Vivanco, President, "The Joyful Journey Spain - Spain through its Wineries and Director", Vivanco Museum of Wine Culture, Vivanco Wineries, Spain
- Tornike Zirakashvili, Head of Convention and Exhibition Bureau of Georgia

12:45 – 13:15 **Presentation of the 3<sup>rd</sup> UNWTO Global Conference on Wine Tourism in Moldova in 2018**

**Closing of academic activities**



## Programme for international participants

14:00 – 18:00

**Lunch and sundowner workshop in a local winery** (activity reserved for international participants – promotion of Argentinian wine tourism, by invitation)

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- **Casa Vigil:** Restaurant Casa Vigil, Chefs Santiago Maestre and Federico Petit  
Experience: Dante Alighieri's The Divine Comedy in the heart of Chachingo, The Inferno, The Purgatorio, and The Paradiso from Alejandro Vigil's point of view
- **Bodega Vistalba:** Restaurant Vistalba, Chef Jesus Cahiza  
Experience: Royal Staircase to Calicata and tasting of exotic varieties
- **Bodega A16:** Restaurant Finca Papa Francisco, Chef Felipe Bakos  
Experience: Art exposition at Plaza de Esculturas, "Augure Stone" by local artist Alfredo Ceverino and Cooking Class, Regional Argentinian Cuisine
- **Bodega Chandon:** Bistró Chandon, Chef Maitas Gil  
Experience: Travel through the paths of Chandon, the first subsidiary of Moet Chandon outside of France
- **Bodega Ruca Malen:** Restaurant Ruca Malen, Chef Juan Garcia Ventureyra  
Experience: Brush & Bottle, Wine Cathedral
- **Bodega Nieto Senetiner:** Restaurant Nieto Senetiner, Chefs Daiana Fariás, Jorge Cardozo and Gabriela Barrientos  
Experience: Wine scents experience
- **Bodega Tierras Altas:** Restaurant Juana María, Chefs Blanca Espinosa and Lucca Evangelista  
Experience: Malbec blind tasting

20:00

**Depart from official hotels**

20:30

**Closing dinner at Bodega Los Toneles** (international participants, by invitation)

Closing cocktail in an urban heritage winery.  
80s and 90s themed Farewell party

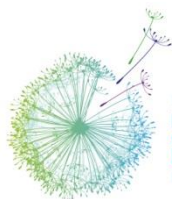
## Post-conference Proposition

**Sunday, 1 October 2017:**

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**Excursions** (at additional cost)

- **High Mountain Tour:** Tour along the most important mountain range of South America, passing by attractions such as the Inca Bridge and the Aconcagua mountain lookout. Total: 400 km. Departure: 7:00. Return 21:00
  - **Atuel Canyon Tour:** Impressive natural formation located in the south of Mendoza. Total: 600 km. Departure: 7:00. Return: 22:00.
  - **Wineries and Vineyards:** A variety of offers in the four wine oases: Greater Mendoza, East Region, Valle de Uco and South Region
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For more information: [www.agenciasdemendoza.com.ar](http://www.agenciasdemendoza.com.ar)

Visit a local winery with special promotion for participants of the event (at additional cost – limited space)

Visit Valle de Uco (80 km from the city of Mendoza)

- **Bodega Monteviejo:** Restaurant Monteviejo, Chef Nadia Haron
- **Bodega Solo Contigo:** Wine village, visit Solo Contigo WTC
- **Bodega Corazón del Sol:** Wine village, visit "Tasting the Willows", wines of the Revana family
- **Salentein:** Restaurant Killka, the Wine Cathedral
- **Bodega Andeluna:** Restaurant Andeluna, High altitude wines from Valle de Uco
- **Bodega Piedra Infinita:** Restaurant Piedra Infinita

Visit San Rafael (250 km from the city of Mendoza):

- **Bodegas Roca and Bianchi:** Visit vineyard and winery
- **Bodegas La Abeja and Murville:** Guided tour with tasting

#### Official Hotels

Official Hotels (Breakfast and taxes included)	Special UNWTO Rate (ARS per night)		
	Dates	Single occupancy	Double occupancy
<b>Hotel Sheraton *****</b> Reservation code "OMT" until 10/09  <a href="http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1733&amp;language=es_ES">http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=1733&amp;language=es_ES</a>  <a href="mailto:florencia.giamportone@sheraton-mendoza.com">florencia.giamportone@sheraton-mendoza.com</a> ; <a href="mailto:ana.rodriquez@sheraton-mendoza.com">ana.rodriquez@sheraton-mendoza.com</a>	27/09 –30/09	2.372	2.372
<b>Hotel Diplomatic*****</b> Reservation code "OMT"  <a href="http://www.diplomatichotel.com.ar/">http://www.diplomatichotel.com.ar/</a> 00 54 261 4051900	27/09 –30/09	2.360	2.832

Above offer is available until 10 September 2017.

\* For more hotel options see [Information Note](#) on UNWTO Website.