

# VIVALDI MEETING ROOM - Palaexpo Floor -1

**MONDAY 13 APRIL 2026**

**10.30 - 12.00**

## ***Wine tourism in Italy: the value of proximity. On the road to wineries: the true challenge facing wine tourism***

The Wine Tourism Movement, chaired by Violante Gardini Cinelli Colombini, presents the results of a survey conducted in November 2025 involving more than 300 member wineries all over Italy. This analysis looks into the reasons why so few international tourists visit wineries. Less than 10% of approximately 106 million foreign travellers arriving in Italy in 2025 visited a winery - a figure in stark contrast with strong interest in food and wine experiences. Among the wineries belonging to the Movement - a representative sample of Italy's finest wine tourism offerings - the number of visits by international tourists stands at between 35% and 40% of total visitors, with higher percentages in Central and Southern Italy. The study, edited by Professor Antonello Maruotti for CESEO at LUMSA University, chaired by Dario Stefano, highlights the role of effective fruition conditions and their perception in the gap between interest in enjoying wine experience and genuine opportunities for doing so.

Speakers: **Violante Gardini Cinelli Colombini** – Wine Tourism Movement, **Dario Stefano** – company manager and university professor at Lumsa University, Rome, **Antonello Maruotti** - Director of the Centre for Biotechnology at Khalifa University and Full Professor at Lumsa University, Rome.

Organized by: **Wine Tourism Movement**

**14:30 – 16:30**

## ***Vinitaly Tourism: The challenges facing wine tourism***

Introduction by **Roberta Garibaldi**

The new "Vinitaly Tourism" format within the scope of Vinitaly provides structured analysis of the growing role of wine tourism as a strategic lever for the competitiveness of wine-growing regions. The "The Challenges Facing Wine Tourism" meeting compares Italian and international experiences, with a focus on sustainability, innovation, and governance models. Starting from the most recent research results, the panel seeks to outline an evolutionary interpretation of the phenomenon, highlighting the transition from a complementary activity to a fully integrated territorial development asset.

### ***14:50 - "The future of wine tourism: sustainability and innovation of wine routes"***

Speakers: **Miriam Magnani** - Valpolicella Wine Route (Veneto), **Mario Tumbiolo** - Val di Mazara Wine and Flavours Route (Sicily), **Bruna Caira** - Valdichiana Senese Nobile di Montepulciano Wine and Flavours Route (Tuscany), **Serpil Erdurak** - Urla Wine Route (Smirne, Türkiye) - Iter Vitis Itinerary. Türkiye.

### ***15:25 - "From research to experiences. Cities of Wine for Wine Tourism"***

Speakers: **Angelo Radica** - President of the Recevin European Network of Wine Cities, **Luis Encarnasao** - President of Anpv (Portuguese Cities of Wine Association), **Tiziano Venturini** - Vice President, Cities of Wine, **Maurizio D'Ossualdo** - Board Member, Cities of Wine, Italy.

### ***16:05 – "Towards a national centre for the promotion of wine culture"***

## TUESDAY 14 APRIL 2026

10:30 - 12:00

### ***The role of wine tourism in the development of Italian wineries: values, development scenarios and future prospects.***

Given the uncertain market scenario for the wine world, wine tourism is a growing phenomenon and development opportunity for Italian enterprises. The Nomisma Report, conducted in partnership with Unicredit and Vinitaly and in collaboration with the National Cities of Wine Association, explored the value generated by wine tourism in Italy and its contribution to the national wine industry through an original survey of wineries involving Tutelage Consortia, which are increasingly active in promoting wine tourism and DOP products. Over and above the presentation of the main findings of the Nomisma Report, the workshop will also benefit from attendance by leading entrepreneurs in the sector and their own testimony regarding the successful development of activities implemented over the years to intercept demand for wine tourism

Speakers: **Denis Pantini** - Economist, Head of Agrifood and Wine Monitor at Nomisma. **Angelo Radica** - President of the National Cities of Wine Association.

Organized by: **Unicredit - Nomisma Wine Monitor Research**

## WEDNESDAY 15 APRIL 2026

10:30 - 12:00

### ***MetodoContemporaneo. Observatory on the Arts and Wine landscape***

This brief conference comprises two dynamic round tables featuring the coordinators of the MetodoContemporaneo project, joined by a number of exceptional guests. Nemo Monti, of Nemo Monti Communications, will present previously unpublished data about the reputational value generated by media visibility where contemporary art and wine culture meet, explaining how the intangible flow of communication can create measurable economic value. Through dialogue involving producers, artists and curators, winemakers Planeta and Frescobaldi will explore the features and objectives of their cultural initiatives, while Iter Vitis and AIS will share the results of their activities focusing on the cultural fruition of the wine heritage.

Speakers: **Camillo Privitera** - Italian Sommelier Association. **Susanna Gristina** - Iter Vitis. **Olimpia Eberspacher** – Frescobaldi. **Alessio Planeta** – Planeta. **Nemo Monti** - Nemo Monti Communication. **Giuditta Vegro** - BAM! Cultural Strategies. **Costanza Vilizzi, Luca Bochicchio, Monica Molteni** - Verona University.

Organized by: **Verona University, BAM Cultural Strategies** in collaboration with **Art Verona**.