



# 9th UN Tourism Global Conference on Wine Tourism

Plovdiv, Bulgaria. 6-7 October 2025



## Conclusions





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1. Cross-border collaboration in wine tourism can boost innovation, employment, and regional development





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2. Policy frameworks matter – essential for infrastructure, regulation, quality, investment and local development





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3. Partnering with like-minded organizations creates value and shared growth & grow inter agency collaboration





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4. Design, art, and creativity open new opportunities as travelers look for emotional and holistic experiences that go beyond the technical





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5. Both small and large wineries hold unique beauty and potential when guided by authenticity, passion, and excellence





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6. Destinations and wineries must diversify strategies and coordinate efforts to foster synergy and greater collective impact





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7. Although wine consumption is declining, wine tourism is growing –  
nurture lasting relationships with visitors





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8. Market changes demand greater action on sustainability and social media





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9. Storytelling : the art of care, transforming visits into meaningful, memorable experiences





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10. The human factor defines wine tourism, nurturing talent while mastering the basics — including language — is key





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Thank you!