

## **TOUR OPERATORS AND TRAVEL AGENTS PROGRAM**

**(8-9 NOVEMBER 2015)**

### **9th of November, Logroño**

Congress "Wine Tourism, A Strategy for Everyone"

Congress venue: Riojaforum, Logroño, Spain

09:00-09:30 Registration

09:30-09:45 Opening ceremony. Representative of Rioja.

09:45-10:20 **WINE TOURISM STRATEGY**

Speaker: José Luis Bonet, President of the Freixenet Group and President of the Chamber of Commerce of Spain

10:20-11:20 **ROUND TABLE DISCUSSION**

**José Luis Bonet**, President of [Freixenet Group](#)

**Clay Gregory**, President & CEO of [Visit Napa Valley](#)

**André Morgenthal**, [Wines of South Africa](#) Communications Manager

**Brigitte Bloch**, Director of the [Aquitania Regional Tourism Committee](#)

**Moderator: Paul Wagner**, Professor at Napa Valley College and President of

[Balzac Communications & Marketing](#)

11.20-11.40 Coffee break

11:40-12:15 **WINE TOURISM SUCCESS STORIES**

Speaker: Wendy Darneal, Vice President of Hospitality and Cultural Affairs at Constellation Brands

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12:15-13:30 **ROUND TABLE DISCUSSION**

**Wendy Darneal**, Vice President of Hospitality and Cultural Affairs at [Constellation Brands](#)

**Beatriz Vergara Domecq**, Wine Tourism Director at [Tío Pepe](#). Grupo González-Byass.

**Isabel Morais**, Wine Tourism Director at [Sogrape Vinhos](#) (Portugal)

**Ana Amitrano**, Wine Tourism Responsible at [Bodegas Zuccardi](#) (Argentina)

**Moderator: Alicia Estrada**, Wine Tourism specialist and author of [Vinoturismo](#) blog

13:30-15:00 Lunch

15:00-17:30 **TOURISM WORKSHOPS AND PRESENTATIONS**

– Presentation of wineries or other companies of the Business Delegation and DMCs of the Travel Network to issuing travel agencies of Bilbao-Rioja.

– Technical workshops for wineries:

OPCIÓN A- How can winery tourism help us to increase wine sales in our wineries

OPCIÓN B- How to choose a winning wine tourism strategy



**At 20:30, Dinner at Marqués de Riscal Winery. Elciego (Álava)**

Since its unveiling in 2006 **this masterpiece created by Frank Gehry** to house the Hotel Marqués de Riscal has become a highly sought after contemporary, luxury retreat. **Design, art, gastronomy, wine** and the lush landscape all combine to create a memorable sojourn at [the City of Wine](#).

## 10 of November

Technical Tours: Choose one of each



### 1. Culture and Nobility

Marqués de Murrieta Winery, Finca de los Arandinos,  
Campo Viejo Winery



### 2. Tradition and Family

Vivanco Cultura del Vino, Remelluri Winery, López de  
Heredia Winery



### 3. Architecture and Heritage

Finca Valpiedra Winery, Historical Quarter and  
Underground Wineries of Laguardia, Casa Primicia  
Wineries and Campillo Wineries

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#### **4. Innovation and Experiences**

Viña Real Winery, Valdelana Winery, Pagos de Leza Winery and Luis Cañas Wineries

PRICE PER PERSON: 260 €

**Included:** Congress participation (entrance, coffee break, lunch) diner at Marques de Riscal and chosen technical tour.

**Not included:** Accommodation, arrival and departure transfers or any other service not mentioned

#### **FOR FURTHER INFORMATION**

[www.agmbilbaorioja2015.com](http://www.agmbilbaorioja2015.com) [info@agmbilbaorioja2015.com](mailto:info@agmbilbaorioja2015.com)

*\*The Organization reserves the right to make changes in the programme*