



Great Wine Capitals

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Great Wine Capitals – Media Release

For Immediate Release

A Legacy Poured Forward: Great Wine Capitals Gather in Bordeaux

Bordeaux, 7 November 2025 – The Great Wine Capitals Global Network (GWC) has concluded its landmark 25th Annual Conference in Bordeaux, the city where the Network began. Held under the theme *Genesis*, the event symbolised a homecoming - a moment to reflect on shared history while shaping the future of global wine tourism together.

Delegates from the 11 member capitals were joined by international guests from across the wine, tourism and business sectors. Over the course of the week, the programme featured high-level B2B meetings, strategic committee planning sessions, and rich networking opportunities that strengthened collaboration and identified new paths for growth.

A key highlight was Knowledge Day, themed *“Navigating the Future of Wine Tourism: Industry Challenges, Innovations, and Global Opportunities.”* This platform brought together keynote speakers and thought leaders to explore issues such as emerging tourism trends, evolving consumer behaviour, health considerations, and the potential of innovation to broaden market reach. The day reinforced the importance of agility, insight, and cooperation in building resilient and future-ready wine tourism destinations.

Delegates also had the opportunity to visit several leading wine estates around Bordeaux. These immersive experiences offered a close-up view of the region’s deep-rooted winemaking heritage, while also showcasing forward-thinking approaches to wine tourism, sustainability and visitor engagement.

One of the most memorable moments of the week was the International Wine Tasting Evening, hosted at the striking Bassins des Lumières. In this unique immersive setting, delegates experienced a rare and curated tasting of wines from all 11 Great Wine Capitals - a celebration of the diversity, craftsmanship and shared passion that define the Network. The conference culminated in the Best Of Wine Tourism Awards Global Ceremony, held at the iconic Palais de la Bourse. The event honoured excellence in wine tourism across the Network, recognising innovative regional winners who are redefining the visitor experience.

Catherine Leparmentier, Managing Director of the Great Wine Capitals Global Network, shared her reflections: *“Returning to Bordeaux for our 25th Annual Conference was both powerful and symbolic. ‘Genesis’ is a reminder of where we started, and how far we have come. From the energy of Knowledge Day to the collaborative momentum in our committee sessions, this conference highlighted the incredible strength and ambition of our Network.”*

During the General Assembly, Jo Collins, Executive Representative from Adelaide, South Australia was elected President of the Great Wine Capitals Global Network for a two-year

term, taking over from Paolo Arena of Verona. Jo Collins said: *"It's an honour and a privilege to lead such an extraordinary alliance of wine regions, spanning 11 countries across the globe. Our network is built on collaboration, not competition. Together, we represent some of the world's most inspiring wine destinations, and by sharing what we know, we make each other stronger. I look forward to building on that spirit of cooperation as we take the Network into its next chapter. Our goal is to ensure the Great Wine Capitals Global Network remains a strong, resilient and future-ready alliance that continues to lead the way in excellence and advocacy."*

It was also announced that the 2026 Annual Conference will be hosted by Hawke's Bay, New Zealand. Hamish Saxton, CEO of Hawke's Bay Tourism and President of Great Wine Capitals Hawke's Bay, said: *"We are delighted to be welcoming the Great Wine Capitals Global Network to Hawke's Bay in 2026. It will be a fantastic opportunity to highlight the strength and character of our region, while contributing to the global conversation about innovation, connection and the future of wine tourism."*

The 25th Annual Conference in Bordeaux was not only a celebration of the Network's roots, but also a springboard for the future of global wine tourism. With renewed purpose and shared ambition, the Great Wine Capitals look ahead to an exciting next chapter.

About Great Wine Capitals

The Great Wine Capitals Global Network is an international alliance of renowned wine regions and their cities, founded in Bordeaux in 1999. It brings together leading destinations where wine and wine tourism shape culture, economy, and community life, offering a unique platform for cooperation, innovation, and global promotion. Through joint projects and shared values, the Network showcases the excellence of its members and strengthens the visibility and competitiveness of great wine regions worldwide.

The Network currently consists of 11 world renowned wine regions from the northern and southern hemispheres, spanning the old and new worlds of wine including: Adelaide, South Australia; Bilbao-Rioja, Spain; Bordeaux, France; Hawke's Bay, New Zealand; Lausanne, Switzerland; Mainz-Rheinhessen, Germany; Mendoza, Argentina; Porto, Portugal; San Francisco-Napa Valley, USA; Valparaíso-Casablanca Valley, Chile and Verona, Italy.

For more information about the GWC Global Network's involvement in upcoming events, visit www.greatwinecapitals.com. Also follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#) and subscribe to their [YouTube](#) channel.

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