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FINE

#WineTourism
Marketplace

 Italy 

27-28 October 2026

Riva del Garda | Trentino

Wine: the flavour of a region



AN EVENT ORGANISED BY



INSTITUTIONAL PARTNERS



2025: a winning debut

FINE #WineTourism Marketplace Italy, the first Italian event dedicated to wine tourism, made its successful debut in Riva del Garda, placing the local region at the heart of international wine tourism. Organised by **Riva del Garda Fierecongressi** and **Feria de Valladolid**, the event confirmed the strong potential of wine tourism – a constantly growing sector – and demonstrated how a truly focused business format can further enhance and qualify a destination.

FIGURES FROM THE 2025 EDITION

76 Exhibitors

78% from 12 Italian regions / 22% international

74 Hosted Buyers
from 24 Countries

65% Europe / 15% non-UE / 20% Italy

63 Visiting Professionals

Tour operators, travel agencies and DMCs, OTAs and OPCs, tour guides

1440 B2B Meetings

89% driven by a mutual alignment between supply and demand



adnkronos ULTIM'ORA

Vino: il mondo dell'enoturismo a Fine Italy, buyer ed espositori premiano primo format b2b

Il Salone italiano organizzato da Riva del Garda Fierecongressi e Fiera de Valladolid



GAMBERO ROSSO Abbonati ora!

Academy International Gambero Rosso TV

L'enoturismo adesso fa sul serio. Da Fine Italy di Riva del Garda la "lezione" dei buyer al settore vino

Poche degustazioni, tante experience: le richieste dei tour operator danno un'indicazione chiara sul futuro dell'incoming. Poche le cantine in fiera, ma convince il format b2b. Com'è andata la prima edizione

di Loredana Sottile 30 Ottobre, 2025

Il Sole 24 Ore Sabato 1 novembre 2025 - N. 301

Food 24

17

CARAMELLE PER HALLOWEEN
Halloween è il periodo di caramele a setole: crescita del 1,5% rispetto alla media. Business 2024 a 500 milioni.
www.thesole24ore.com/sez/food

ECONOMIA DEL VINO

Enoturismo, per quasi una cantina su cinque vale il 60% dei ricavi

Per il 60% delle cantine con attività strutturata dedicate all'enoturismo, l'ospitalità genera oltre il 60% dei ricavi. Un dato che conferma come l'accoglienza sia sempre più importante per le aziende vitivinicole e che arriva da una ricerca a cura di Roberta Garbata (docente all'Università di Bergamo e presidente dell'Associazione Italiana turismo enogastronomico) e Simo Ceronzi (collegato al gruppo Intesa Sanpaolo) presentata in occasione di "Fine Wine Tourism Marketplace Italy", prima edizione del salone interamente dedicato all'enoturismo, organizzato da Riva del Garda Fierecongressi in collaborazione con Fiera de Valladolid, che nei giorni scorsi l'anno incontrerà oltre 20 realtà ante e nel campo.

Dal rapporto - basato su un campione di 300 imprese di grandi e piccole dimensioni, costruito e interpretato in modo più attento all'ambito enoturistico - emerge come, pur essendo le attività di accoglienza ancora gestite nel 60% dei casi in maniera diretta (solo il 30% ha creato una business unit dedicata e sorprendente), la metà delle realtà coinvolte abbia dedicato all'accoglienza del 60% o addirittura del 70% dei ricavi. I dati evidenziano che i settori sono dedicati non solo a visite e degustazioni, ma anche a ristorazione (30% delle aziende di riferimento). Tre le esperienze offerte al vino anche eventi di tipo "live": l'organizzazione di cerimonie (25%), le degustazioni e i corsi, in circa la metà dei casi il prezzo medio è compreso tra 6 e 10 euro, mentre nel 15% supera i 10 euro. Con un impatto importante in termini economici: il 60% degli intervistati dichiara un'incidenza dell'enoturismo sul proprio fatturato fino al 60%, il 33% tra il 30% e il 50%, ed il 6% oltre il 60%. Rispetto al contesto internazionale, le cantine italiane valorizzano più efficacemente il paesaggio

Be FINE

Notizie Vino Mangiare e Bere Viaggi Movimento Eventi

B2B meeting FINE

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COME L'ENOTURISMO PUÒ CRESCERE IN ITALIA

Enoturismo Turismo Evento Fiera Vino

L'Arena

Fine Wine Tourism Marketplace Enoturismo, a Riva debutta il salone

Presenti oltre 70 aziende e destinazioni italiane oltre a tour operator e agenzie viaggi da Europa, Usa, Centro e Sud America

di esperienze e buone pratiche, e soprattutto nel working tour operator e internazionali. Il numero di compagnie più orientato a creare wine tourism è cresciuto del 30% rispetto all'anno precedente. L'80% delle aziende che hanno risposto ha risposto positivamente alle proposte di sviluppo. Le prospettive dei territori cantine spagnole, presentanza di tour internazionali viaggio e Destination Management Company, Stati Uniti, Sud America. Il 60% vede spazi espositivi dove le aziende e le destinazioni che, potranno di

Servizio Fiere

Enoturismo, al debutto una fiera B2B: ecco come gli investimenti cambiano il settore

Via a Fine #WineTourism Marketplace Italy, prima edizione del salone italiano interamente dedicato all'enoturismo, organizzato da Riva del Garda Fierecongressi

di Emiliano Sgambato
28 ottobre 2025



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PAMBIANCONews

wine & food

HOME NEWS SUMMIT APPROFONDIMENTI EDIT

Le cantine italiane investono fino al 15% del fatturato in enoturismo

by Redazione - 29 Ottobre 2025



Settimane 14-11-2025 Pagina 509

WEEKEND

A Riva la prima edizione di "Fine Italy" Le eccellenze dello Stivale sotto la lente

Enoturismo Strategie di crescita sul Garda

di Michele Mazzanica

Oggi l'enoturismo è un settore in forte crescita. Le aziende che hanno risposto positivamente alle proposte di sviluppo. Le prospettive dei territori cantine spagnole, presentanza di tour internazionali viaggio e Destination Management Company, Stati Uniti, Sud America. Il 60% vede spazi espositivi dove le aziende e le destinazioni che, potranno di




A strategic synergy

Our partners are **the driving force behind the event's success**. Their collaboration is essential in shaping a high-profile program and in ensuring global visibility for the event, connecting the local region with key international markets.

PARTNERS OF THE 2025 EDITION

INSTITUTIONAL PARTNERS



INTERNATIONAL PARTNERS



TECHNICAL PARTNERS



INSTITUTIONAL PATRONAGES



Trentino: a welcoming destination

More than just a venue: Trentino is an integral part of the project, where unique landscapes, a strong culture of hospitality and a historic winemaking tradition transform business into an authentic experience.



FINE Italy as told first-hand

The enthusiasm of our attendees is our strongest endorsement. Discover insights from **exhibitors, hosted buyers and professionals** as they share their marketplace experience – highlighting targeted B2B meetings, high-quality networking and immersive moments in the world of wine tourism.

A place to meet and share ideas. A way to build meaningful connections and grow within a rapidly evolving sector.

GIULIA D'ANDREA RONCO MARGHERITA

The most organised and effective trade fair I've ever attended.

FEDERICA FINA CANTINE FINA

A dynamic, highly professional meeting point where you can gather valuable inspiration to grow wine tourism projects.

SIMONA PICCINELLI CELLAR TOURS

An opportunity to better understand each other's needs and build valuable experiences together with wineries.

ALBINA DURANTE AMA TERRA TOURS

An extraordinary opportunity for networking – from morning till night – beyond B2B meetings!

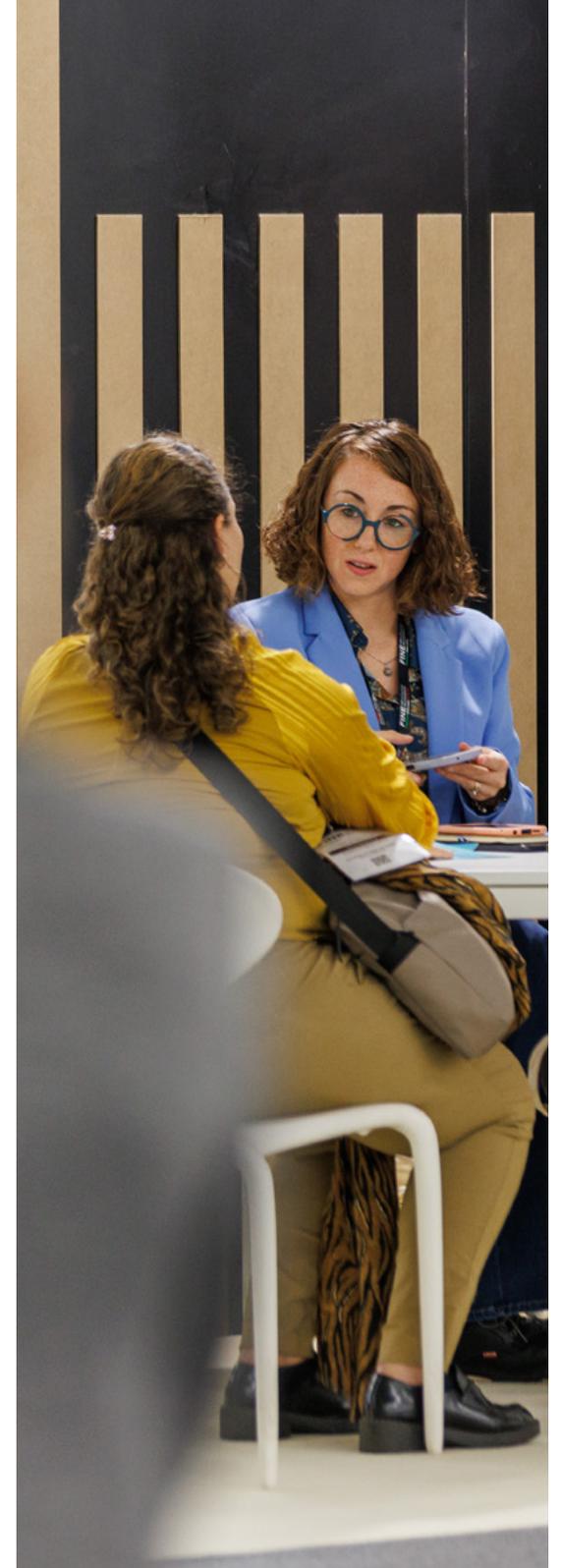
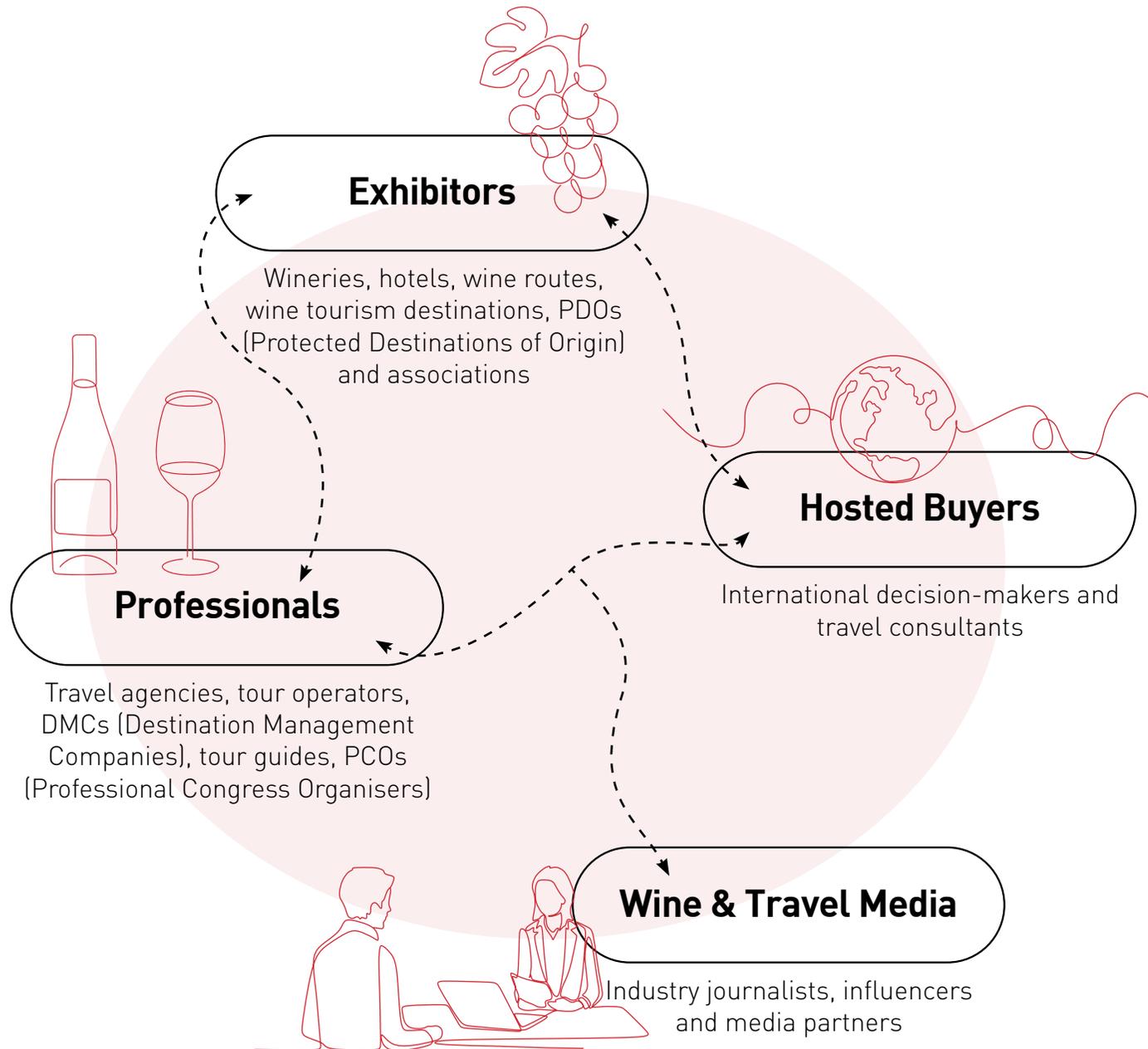
NISCHAY MANCHANDA TOUR PASSION

Discovering exclusive and lesser-known destinations to create unique experiences for our clients.

JULIANA FEGIES VIAGENS EXCLUSIVAS



The FINE Italy community



The strategic heart of business: B2B meetings

B2B meetings are the **strategic heart of FINE Italy**. Reserved for exhibitors and hosted buyers, these appointments are designed to directly connect those who create wine tourism experiences with those who promote them on the international market – generating strategic collaborations and real business opportunities.

Smart Matching

Through a digital agenda, exhibitors and buyers select who they want to meet. The system automatically schedules meetings based on mutual interests, ensuring relevant and productive interactions for both sides.

100% Efficiency

Meetings take place during dedicated sessions as part of the event, guaranteeing focused, high-value moments for all attendees.



Meaningful connections

Beyond formal meetings and B2B sessions, we create opportunities for spontaneous exchange within a highly professional and inspiring environment.

Networking lunches



Evening cocktails and aperitifs

Wine Hub with guided tastings led by sommeliers



Coffee breaks at the Coffee Station



Experience the destination: FAM Trip

FINE #WineTourism Marketplace Italy FAM (Familiarisation) Trips are carefully designed journeys that help Italian and international hosted buyers gain deeper insight into a destination or venue. The goal is to experience each offering first-hand, enabling buyers to promote it more authentically and knowledgeably to their clients.

DETAILS

WHO THEY ARE FOR: FINE Italy exhibitors (wineries, wine tourism destinations, regions, consortia, Wine Routes and related organisations) interested in hosting a FAM Trip at their facilities.

ACTIVATION & DURATION: FAM Trips are activated for destinations featuring at least four exhibitors and can last 2–3 nights, starting from 29 October 2026, depending on the program.

ORGANISATION: FAM Trips are organised exclusively at the premises of FINE Italy exhibitors. Travel and accommodation costs are covered by the participating wineries and/or destinations, while Riva del Garda Fierecongressi oversees the overall coordination.



Spaces designed for business

The exhibition area is the focal point of FINE Italy, designed to facilitate high-quality meetings with hosted buyers, professionals and fellow exhibitors.

DETAILS

FURNISHED MEETING LOUNGE

Each exhibitor is provided with a furnished lounge area, ideal for welcoming partners in a functional and professional setting.

WINE HUB

The exhibition area also provides access to the Wine Hub, where attendees can taste wines and labels from the exhibiting wineries and companies.



BE FINE: insights and updates

A curated program of talks and roundtables featuring industry leaders, designed to explore emerging global trends and successful strategies. A dedicated space for professional growth and open dialogue on the challenges shaping the future of the wine tourism market.



PAUL WAGNER



"What is communicated is not what is said, but what is heard"



ROBERTA GARIBALDI



"Wine tourism is already a real opportunity, and the data proves it"



VIOLANTE GARDINI CINELLI



"Each region has its own unique characteristics, and this is one of Italy's greatest strengths"



Enhance your wine tourism offering

Exhibitors are the showcase of wine tourism excellence and benefit from a comprehensive package designed to maximise their presence:

Meeting B2B: B2B Meetings: A scheduled agenda of meetings with Hosted Buyers and 2 passes to the B2B meeting area (non-transferable)

Networking: 2 passes to the Networking Lunches (27–28 October) and the Networking Cocktail (27 October) with Hosted Buyers; access during the event to the Coffee Station and the Wine Hub, where exhibitors can present their wines for tasting

Exhibition Area: A furnished meeting lounge including 2 chairs, 1 table, 1 cabinet with lockable doors, 1 LED spotlight and customisable graphics

Conference Program: Full access to the BE FINE Stage

Visibility: Logo featured on the website, in the FINE Italy app and on-site signage, plus promotion through blog posts and special mentions on the event's social media channels

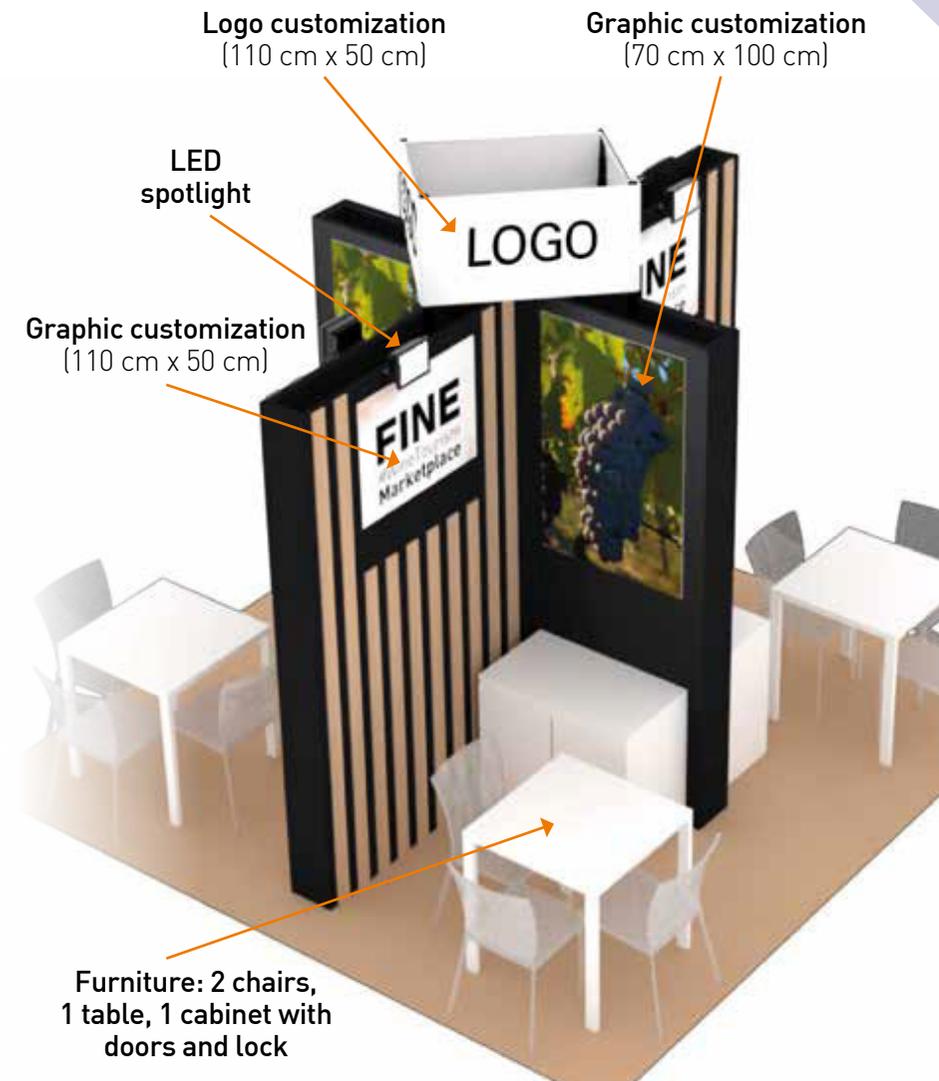
Customisation: Additional opportunities (e.g. hosting a FAM Trip, group participation and purchase of additional exhibition area passes)

STANDARD RATE

€ 3.600

Early Bird rate -15%
until 31st May 2026

€ 3.060



An exclusive experience

The FINE Italy Hosted Buyer Program is designed for high-level international professionals, carefully selected based on their profile and interest in new destinations, wineries and exclusive itineraries. The program is structured to facilitate direct connections and generate real business opportunities:

B2B Meetings: A scheduled agenda of meetings with Exhibitors, a fixed post and pass to the B2B meeting area (non-transferable)

Networking: Passes to the Networking Lunches (27–28 October) and the Networking Cocktails (26–27 October); access during the event to the Coffee Station and the Wine Hub, with the opportunity to taste exhibitors' wines

FAM Trip (optional, fee-based): Opportunity to take part in a FAM Trip to one of the participating wine tourism destinations, starting from 29 October and lasting 2–3 nights. Destinations and participation will be coordinated by the organisation.

Exhibition Area: Access to exhibitors' furnished meeting lounges

Conference Program: Full access to the BE FINE Stage

Application & Selection

Interested professionals may submit an application, which will be assessed based on the business profile and objectives. Accommodation for selected professionals will be arranged by the organisation.



Step into the heart of excellence in wine tourism

Attending FINE #WineTourism Marketplace Italy as a visiting Professional means positioning yourself at the centre of the dialogue shaping the future of the sector, engaging with leading Italian and international market players, and building qualified connections in a dynamic and inspiring environment.

Conference Program: Full access to the BE FINE Stage

Exhibition Area: Access to exhibitors' furnished meeting lounges

Networking: Access during the event to the Coffee Station and Wine Hub, with opportunities to taste exhibitors' wines

Application & Selection

Interested professionals may submit an application, which will be reviewed to ensure compliance with event access requirements. The organiser reserves the right of admission. Admission is free of charge for selected visitors.



The ideal stage to tell the story of wine tourism excellence

FINE Italy welcomes journalists and media professionals specialising in Wine and Travel, offering a privileged viewpoint to identify emerging trends, discover wineries, regions and new itineraries, and give voice to Italian and international excellence. Attending means gaining access to authentic, high-quality content ready to be transformed into meaningful stories.

Conference Program: Full access to the BE FINE Stage

Exhibition Area: Access to exhibitors' furnished meeting lounges

Networking: Access during the event to the Coffee Station and Wine Hub, with opportunities to taste exhibitors' wines

Application & Selection

Media professionals may submit an application, which will be assessed by the Press Office following verification of eligibility requirements. The organiser reserves the right of admission to ensure the quality of the network. Once confirmed, accreditation is free of charge and includes access to the above-listed services.



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Wine: the flavour of a region

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AN EVENT ORGANISED BY



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