



Great Wine Capitals Opens Applications for 2026/2027 International Research Grant

[Bordeaux – France, 19 March 2026] The Great Wine Capitals Global Network (GWC) has opened applications for the 2026/2027 International Research Grant, an initiative designed to support research that advances innovation, sustainability, and competitiveness in wine tourism.

Now in its fourth year, the programme supports academic research that contributes practical insights for wineries, tourism operators, and regional stakeholders across the Great Wine Capitals network. Two grants of €7,500 will be awarded to selected researchers, with up to €2,000 available for travel support to present their findings at the Great Wine Capitals Annual General Meeting (AGM) Conference in 2027.

The grant is open to undergraduate or postgraduate students and early-career researchers (with up to five years' experience) affiliated with an academic or research institution. Applicants must conduct research related to wine tourism that has relevance to at least one of the Great Wine Capitals regions.

Catherine Leparmentier, Managing Director of Great Wine Capitals, highlighted the importance of supporting research that can inform industry practice: "Research provides data-driven insights that help businesses respond to evolving visitor expectations, emerging trends, and global challenges. The findings from projects supported by this grant contribute directly to industry knowledge and help strengthen wine tourism across the Great Wine Capitals regions."

The 2025/2026 International Research Grant supported two research projects addressing emerging themes in wine tourism.

Ms Chia Chia Koay from the Department of Management at the University of Verona, Italy, is leading a project exploring the impact of wine tourism awards on visitor experience and winery reputation.

Dr InHaeng Jung of the Wine Business Institute at Sonoma State University, USA, is conducting a cross-national study on cultural intelligence and consumer segmentation in wine tourism.

Their findings will contribute valuable insights to the industry and will be shared with the global network during the 2026 Annual General Conference in Hawke's Bay, New Zealand.

Dr Irma Dupuis Day, Coordinator of the Great Wine Capitals International Research Grant, emphasised the importance of research collaboration between academia and industry: “Innovation is essential for the growth of wine tourism. The GWC International Research Grant supports research projects that generate fresh insights and practical solutions that benefit both researchers and industry professionals across our global network.”

Key Dates

- Applications open: 19 March 2026
- Application deadline: 31 May 2026
- Recipients announced: 14 September 2026
- Intermediary report due: 15 February 2027
- Final report due: 31 August 2027
- Presentation of results: Great Wine Capitals AGM 2027

By supporting research that addresses current industry challenges and opportunities, Great Wine Capitals aims to deepen understanding of the evolving wine tourism landscape and contribute to the long-term sustainability of the sector worldwide.

Learn and Apply for the **[GWC International Research Grant](#)**.

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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; Valparaiso-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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