



Great Wine Capitals

GLOBAL NETWORK | A WORLD OF EXCELLENCE

➤ A WORLD OF NEW

Great Wine Capitals International Conference

Hawke's Bay, New Zealand

18-22 October 2026

Registrations are now open

Secure your place at this prestigious wine
and tourism industry conference

[REGISTER HERE](#)

We are delighted to announce that registrations are now open for the Great Wine Capitals International Annual Conference in Hawke's Bay, New Zealand - and we want you there!

As the newest member of the esteemed Great Wine Capitals Global Network, Hawke's Bay is ready to welcome wine and tourism professionals from across the network and beyond for five immersive days that will change the way you think about wine, tourism, and what is needed to drive our industry forward.

A World of New, Hawke's Bay 2026, is where delegates come together to discover new cultures, new wines, new experiences, new connections, new business opportunities, and new insights.

Who should attend?

This conference is for wine and tourism professionals, business leaders, researchers and educators, and industry innovators looking to expand their networks, gain fresh insights, and explore new opportunities in the global wine sector. Whether you are seeking to discover emerging trends, connect with influential peers, or experience world-class wine culture, you'll find everything and more at the 2026 Great Wine Capitals International Annual Conference in Hawke's Bay.



What Awaits You in Hawke's Bay

The 2026 programme has been designed to deliver maximum value across every dimension of professional development, knowledge exchange, and inspiration.

Global Networking

Connect face-to-face with business leaders, researchers and industry professionals from Great Wine Capitals across the globe.

Innovation & Insights

Engage with the latest thinking in wine tourism, industry trends, and emerging innovations shaping the future of our sector.

Business Opportunities

Structured and organic networking opportunities to open new markets, forge strategic partnerships, and grow your international reach.

Exceptional Wine Experiences

Explore world-class wineries, taste award-winning wines, and discover the unique terroir and gastronomy of New Zealand's finest and oldest wine region firsthand.

Cultural Immersion

Experience the living culture of Te Matau-a-Māui, Hawke's Bay, through its deep Māori heritage, landscapes, and people.

Programme Highlights

The five-day programme has been crafted to deliver an unparalleled experience for delegates:

Experience a Pōwhiri (traditional Māori cultural welcome) onto a marae (Māori meeting ground).

Enjoy curated winery tours designed to provide a deeper understanding of what success in wine tourism looks like.

Attend travel trade meetings with international accredited tour operators.

Participate in facilitated industry specific roundtable discussions designed for tourism organisations, wine associations and research and education institutes.

Gain insights from international speakers on how wine regions can maintain social licence by navigating evolving public and regulatory expectations across health, environment, sustainability, labour, culture, and community wellbeing.

Sunday 18 October

Hawke's Bay Farmers' Market

Pōwhiri (welcome) and Lunch at a Marae

Art Deco Walking Tour of Napier

Opening Ceremony and Cocktail Event

Monday 19 October

Working Group Meetings

Executive Committee Civic Tour

Business Delegate Winery Tour

Dinner at Craggy Range Winery

Tuesday 20 October

Cultural visit to Ātea a Rangī Star Compass

Winery tours with lunch at Church Road Winery

Wednesday 21 October

Travel Trade Expo

International Wine Tasting

Thursday 22 October

Knowledge Day

Gala dinner and Best Of Wine Tourism Awards



Registrations are now open

Visit the website to select your delegate category and complete your registration. Accommodation deals also available.



The Destination

Fertile soils, a warm temperate climate, and thousands of hectares of vineyards, orchards, and farmland make Hawke's Bay one of the world's most breathtaking wine destinations. Expect wide open skies, miles of coastline, world-class restaurants among the vines, vibrant cities, and an agricultural landscape of extraordinary richness.

Come for the conference and extend your stay to explore our beautiful region and country and make the most of your experience in Aotearoa New Zealand. Our conference [website](#) links you with all the information you need to plan your perfect stay.

Your Place Awaits

Registrations are open now. Join your global peers in Hawke's Bay this October and be part of a conference that will define the conversation for years to come. Don't miss your opportunity to be part of ***A World of New***.

REGISTER NOW



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