



The OIV and UNWTO join forces for the promotion of wine tourism

The OIV and UNWTO have reached a Memorandum of Understanding to promote wine tourism as a rural development tool

In line with the new Strategic Plan 2020-2024, the Director General of the International Organisation of Vine and Wine (OIV), Pau Roca, has signed a Memorandum of Understanding (MoU) with the Secretary-General of the World Tourism Organization (UNWTO), Zurab Pololikashvili, with the objective of promoting wine tourism at the global level.

The two intergovernmental organisations met on 24 January at the UNWTO headquarters in Madrid, Spain, to sign this agreement in principle, seeking to give impetus to guidelines and concrete actions designed to foster wine tourism.

Pau Roca considers that “this joint work will make it possible to carry out the axes of the Strategic Plan of the OIV and its goals, and at the same time achieve 13 of the 17 Sustainable Development Goals (SDGs) of the United Nations”. The OIV Strategic Plan specifically makes reference to the need to “encourage and participate in the development of wine tourism, viticultural landscape and terroirs, highlighting their importance for society”.

Signed in the context of the International Tourism Fair (FITUR) held in the Spanish capital, which placed special emphasis on this growing form of tourism, the MoU highlights wine tourism as a tool for rural development and job creation. The Director General of the OIV points out that “citizens and tourism consumers gain knowledge, as well as an experience that legitimises wine as a product, positioning it as a cultural asset”. Wine tourism places value on the link with the earth, raises awareness of the difficulties and climate conditions involved in production, and generates respect for the end product. These experiences, Pau Roca says, will form “the basis for intelligent, moderate consumption”.



The OIV and UNWTO bring their cumulative experience to new challenges

Wine tourism carries many values endorsed by both organisations, such as education about consumption, transmission of knowledge about the realities of vitiviniculture, and respect for both the product and people who work in the sector – as well as alerting visitors to the consequences of climate change.

During his speech, the OIV Director General highlighted that the OIV and the UNWTO are looking to achieve “synergy in joint action” through this agreement, to multiply their effectiveness. “Both of our organisations will combine our technical resources to accomplish this objective. I am personally very much looking forward to collaborating together, for example, by sharing our cumulative experience to meet new challenges such as the digitalisation of the sector,»

With the approach of 2024, when the OIV will celebrate its centenary, there is the desire to strike a balance between many achievements. In the short term, the most immediate joint projects are the 5th UNWTO Global Conference on Wine Tourism on the 15-18 October 2020 in Alentejo, Portugal, and the 43rd World Congress of Vine and Wine on 23-27 November 2020 in Santiago de Chile.

At the end of his speech, Pau Roca made a suggestion: “perhaps at the Expo 2025 Osaka, the possible Wine pavilion could even incorporate a thematic experience relating to wine tourism?”

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