

VI EDIZIONE

2023

PROSPECT

accelerazione digitale

sostenibilità

innovazione

trend emergenti



**Food & Wine
Tourism Forum.**



LANGHE
MONFERRATO
ROERO

The Home of BuonVivere

21 Giugno 2023
Castello di Grinzane Cavour



GLOBAL TOURISM TRENDS & UNWTO PERSPECTIVES ON GASTRONOMY AND WINE TOURISM

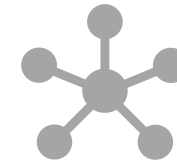
Prof. Alessandra Priante
Director
Regional Department for Europe

UNWTO: PROMOTING RESPONSIBLE, SUSTAINABLE AND UNIVERSALLY ACCESSIBLE TOURISM



specialized agency of the
United Nations

159 member states
6 associate members
2 observers
500+ affiliate members



tourism as a driver of
economic growth, inclusive
development and
environmental sustainability

offering leadership and
support to the tourism sector
in advancing knowledge and
tourism policies worldwide



CORE PILLARS OF GLOBAL TOURISM RECOVERY



SUSTAINABILITY



JOBS & SKILLS



INVESTMENTS & INNOVATION



TOURISM FOR RURAL DEVELOPMENT

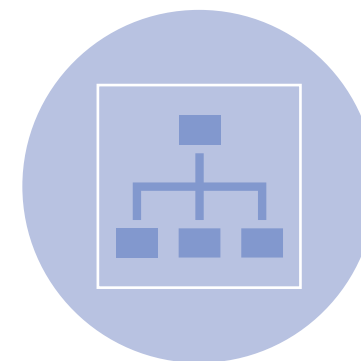
PRE-REQUISITES FOR TOURISM EXCELLENCE



MEASUREMENT



PLANNING



MANAGEMENT

LATEST TOURISM TRENDS

World Tourism Barometer • Volume 21 • Issue 2 • May 2023



World Tourism Barometer

International tourist arrivals

(monthly change over 2019, %)

(% change over same months of 2019)



International tourist arrivals



World



Europe



Asia Pacific



Americas

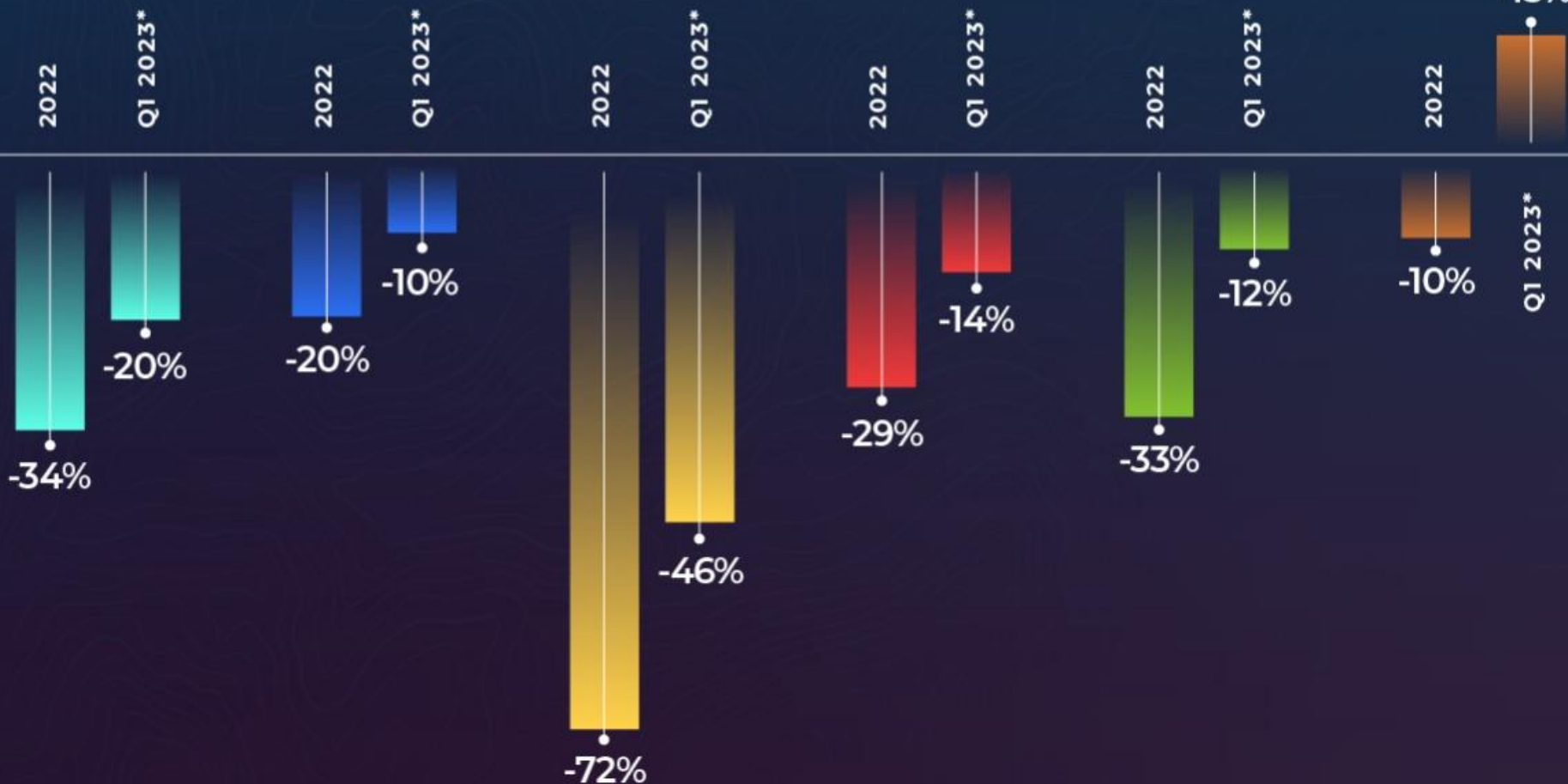


Africa



Middle East

(% change
over 2019)



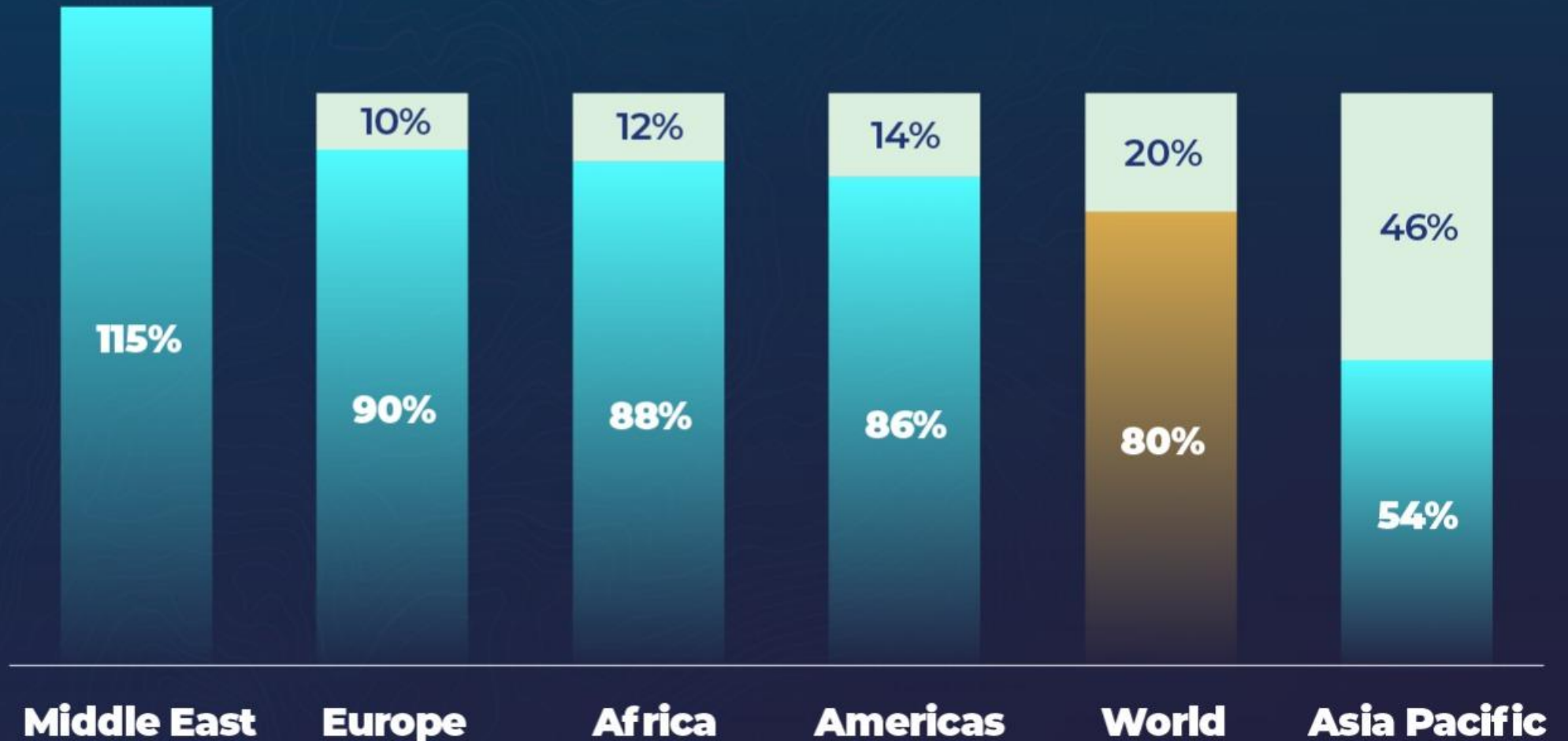
International tourist arrivals: Percentage of 2019 levels recovered in Q1 2023 (%)*

■ Pending
■ Recovered



Source: UNWTO,
Data as of May 2023

* Percentage of Q1 2019
arrivals recovered in Q1
2023 (provisional data).



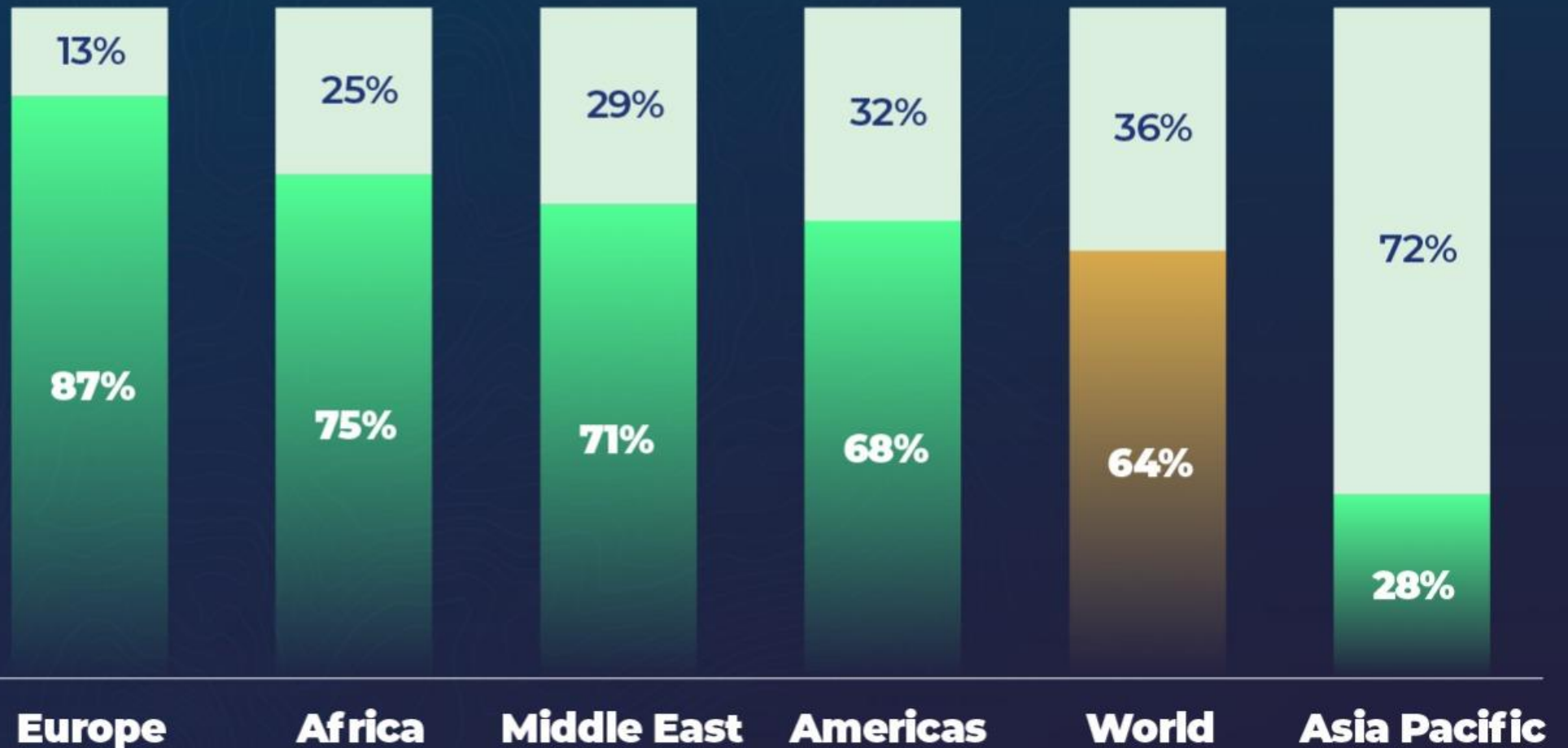
International tourism receipts: Percentage of 2019 levels recovered in 2022 (%)*

■ Pending
■ Recovered



Source: UNWTO,
Data as of January 2023

* Percentage of 2019 receipts recovered in 2022, calculated in US dollars (preliminary data).





6th UNWTO Global Conference on Wine Tourism

Alba, Italy
19-21 September 2022



- Thematic debates focused on the future of wine tourism around the world
- Guest speakers included former Italian Minister of Tourism and CEO of Slow Food
- **Preliminary findings of the UNWTO-OIV Joint Report on Measuring Wine Tourism**



Preliminary findings: UNWTO-OIV Joint Report on Measuring Wine Tourism

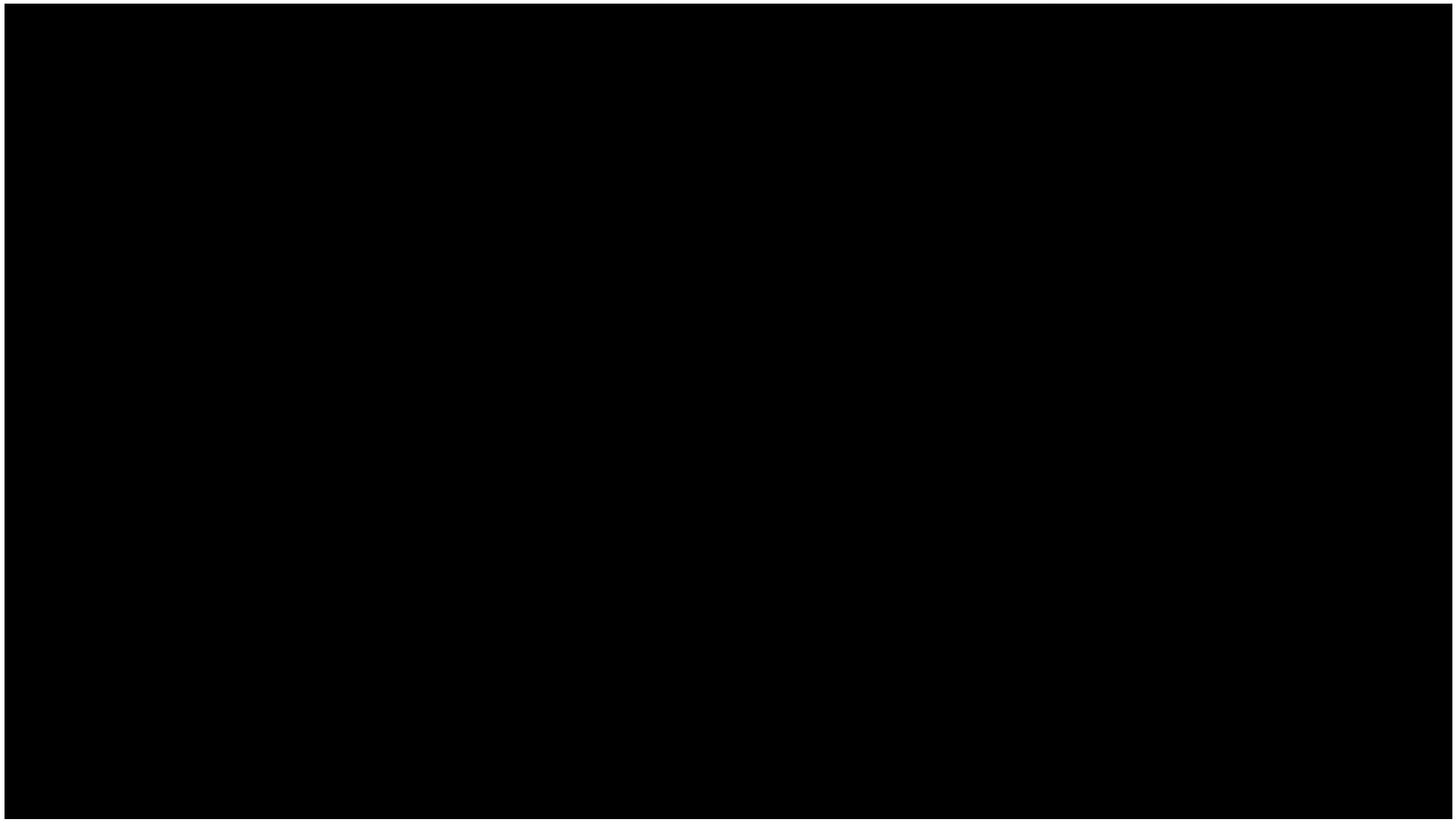


An international survey conducted with Member States reveals:

- **65%** of the respondents indicate that there is **NO national policy, plan or strategy dedicated to wine tourism.**
- **75%** of the countries do **NOT collect periodic data relevant to wine tourism.**
- **50%** of the countries do **NOT promote programmes to improve the wine tourism data collection system.**



7th UNWTO
Global Conference
on Wine Tourism
La Rioja, Spain





“Gastronomy Tourism for People and Planet: Innovate, Empower and Preserve”

- 550 on-site participants from 30+ countries
- 1200+ online attendees
- Empowering women and young talent, promoting environmental sustainability and cultural exchanges
- Global Roadmap for food waste reduction in tourism

A pair of hands is shown holding a small, colorful globe of the Earth. The globe is centered on the Atlantic Ocean, with North and South America visible on the left and Europe and Africa on the right. The hands are positioned as if cradling the globe, with fingers gently gripping it. The background is a soft, out-of-focus brownish-gold color, suggesting a warm, indoor setting. Overlaid on the center of the globe is the text "TOURISM: PROMOTING SUSTAINABLE DEVELOPMENT" in a clean, white, sans-serif font, arranged in three lines.

TOURISM:
PROMOTING SUSTAINABLE
DEVELOPMENT



One planet
travel with care



Glasgow Declaration
Climate Action in Tourism



Measuring
the Sustainability
of Tourism



Global Tourism
Plastics Initiative



INSTO | World Tourism Organization
International Network
of Sustainable Tourism
Observatories



Thank you – Grazie

Prof. Alessandra Priante
apriante@unwto.org