



*4th World Conference on Oenological Tourism of the UNWTO
in the Colchagua Valley, Chile between December 4 and 6, 2019*

Following in the success of the last 3 editions of the World Conference of the UNWTO on wine tourism, the 4th World Conference on Oenological Tourism of the UNWTO was held between December 4 and 6 in the Colchagua Valley, Chile, organized in cooperation with the Chilean Government.

Under the banner of "Co-creating Innovatory Experiences" the conference this year delved deeper into how to develop new and innovatory experiences with regard to wine tourism by means of joint generational mastery, digital transformation, consumer knowhow and collaboration. The conference also staged workshops focused on four topics that provided those participating the opportunity to explore in depth the issues tackled during the meetings, as well as share and exchange ideas interactively.

The event began with a Master Class on how to develop competitive and sustainable destinations for wine tourism and it ended with Oenotourism Experiences: the Vineyards of Colchagua.

MundoChile was proud to participate in this important event, rendering their services of professional simultaneous English and Spanish interpretations.

