



For immediate release

**VERDE SENTIDO PRESENTED INTERNATIONAL CONFERENCE ON WINE TOURISM
“WINE TOURISM WITH A GREEN SENSE - HERITAGE, COMMUNICATION, AND
INNOVATION”**

*Amarante, Portugal
October 3, 2024*

The Associação de Municípios do Douro e Tâmega, with the Associação Empresarial de Amarante, within the scope of their Wine Tourism project "Verde Sentido," will host a conference in Amarante on October 3rd and 4th under the auspices of the international network "Great Wine Capitals".

This initiative promotes innovation and competitiveness in the Douro and Tâmega region, a territory whose strategy is centered on the promotion of an ecotourism destination built on the quality of its landscape, gastronomy, and Vinho Verde.

The International Conference will focus on the theme "Wine Tourism with a Green Sense: Heritage, Communication, and Innovation," with the support of Turismo Porto e Norte de Portugal.

This event will bring together current topics for collective reflection, presented by national and international experts who will share not only best practices but also the most challenging moments from their experience in promoting and enhancing the tourism sector rooted in the production of excellent wines, a field in which the Great Wine Capitals has set an international standard of excellence.

The conference will be introduced by speeches by the Mayor of Amarante, the Presidents of the Association of Municipalities of Douro and Tâmega and Associação Empresarial de Amarante (Business Association of Amarante), and the Porto City Councilor, Catarina Santos Cunha.

These will be followed by a presentation of Great Wine Capitals: "25 years of global collaboration to develop a sustainable wine tourism", and a presentation of the Eno gastronomic Route project: "Green Sense: Tasting Experiences."

The conference will feature three panel discussions, where invited experts will share their insights:

- Technological Development and Innovation in Wine Tourism Destinations (speakers from Rioja, Spain, Rheinhessen, Germany and Verona, Italy)
- Round Table: Best Practices in the Enogastronomic Route "Green Sense"
- Communication in Wine Tourism: Dialogue between UNESCO Heritage and Wine Regions (speakers from Saint-Emilion, France, Lausanne, Switzerland, Porto, Portugal).

The conference will be held at the Cine-Teatro de Amarante on October 3, 2024.

The access to the international conference is free, but subject to registration through [this link](#).

Check out the Association of Municipalities of Douro and Tâmega's [website](#) to get more information about the event.

About Verde Sentido

The Association of Douro and Tâmega Municipalities, which includes the municipalities of Amarante, Baião, Celorico de Basto, Marco de Canaveses, and Resende in the "Verde Sentido" project, has extended its scope to include the municipalities of Cabeceiras de Basto and Mondim de Basto. The privileging of regional development as the main strength and objective has been the main guiding line of the Association's motivation since its inception. The aim is to encourage and promote the most varied activities of economic and social dynamism relevant to the Baixo Tâmega region.

The ultimate aim of this association is to create and support competitive factors in order to promote a homogeneous and sustainable development of the region, both economically, socially and environmentally.

About Great Wine Capitals

Established in 1999 as a community of global cities sharing a common economic and cultural asset - their connection to internationally renowned wine regions - the Great Wine Capitals Global Network brings diverse global capitals of wine together under a shared brand.

The Great Wine Capitals Global Network exists to link cities connected to great wine regions to sustain the health and prosperity of their wine-related industries, communities and tourism.

The Network facilitates the sharing of knowledge, ideas & experience; stimulates business, innovation, friendships; and is a means to collaborate on challenges & opportunities.

The Network currently consists of 12 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; Cape Town-Cape Winelands, South Africa, Lausanne, Switzerland; Mainz-Rheinhessen, Germany; Mendoza, Argentina; Porto, Portugal; San Francisco-Napa Valley, USA; Valparaiso-Casablanca Valley, Chile, Verona, Italy and Hawke's Bay, New Zealand.

For more information about the GWC Global Network's involvement in upcoming events, visit www.greatwinecapitals.com. Also follow them on [Facebook](#), [Instagram](#), [X](#) and [LinkedIn](#) and subscribe to their [YouTube](#) channel.

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