



Great Wine Capitals – Media Release

15 March 2025

Great Wine Capitals Opens Applications for 2025/2026 International Research Grant

Driving Innovation and Knowledge in Wine Tourism

[Bordeaux, March 15, 2025] – The Great Wine Capitals Global Network (GWC) is pleased to announce the opening of applications for the 2025/2026 International Research Grant. Now in its third year, this initiative supports cutting-edge research that drives innovation, sustainability, and competitiveness in wine tourism.

The grant awards €7,500 each to two recipients, along with up to €2,000 in travel support to present their findings at the 2026 GWC Annual General Meeting (AGM) Conference. Winners also gain opportunities to participate in industry webinars, sharing their expertise with professionals worldwide.

The Grant is open to students (Undergraduate or Postgraduate) and early-career researchers (within five years of obtaining a Ph.D.) who are enrolled at or working for an academic or research institution for at least 12 months from the time the recipients are announced. Eligible research must focus on wine tourism and have direct relevance to at least one of the Great Wine Capitals.

Catherine Leparmentier, Managing Director of GWC, highlighted the importance of research in shaping the future of the industry, stating: *"Research provides data-driven insights that help businesses adapt to evolving consumer expectations, emerging trends, and global challenges. The findings from grant-supported projects contribute directly to industry best practices, ensuring that wine tourism remains a key economic and cultural driver in each of the Great Wine Capitals."*

In 2024/2025, the grant was awarded to:

- Dr. Magalie Dubois (France), researching the impact of "Pay What You Want" pricing models in wine tourism.
- Dr. Jessica Mei Pung (Australia), studying how agritourism can enhance and diversify wine tourism experiences.

Their research findings will be presented at the 2025 GWC AGM Conference in Bordeaux, offering valuable insights into consumer behaviour, business models, and experience design, helping wineries and tourism operators refine their strategies for long-term success.

Dr. Armando Maria Corsi, Coordinator of the International Research Grant Project at GWC, added: *"Innovation is essential for the growth of wine tourism. The GWC International*

Research Grant supports projects that offer real-world solutions, benefiting not only researchers but also businesses, policymakers, and visitors across our global network."

Key Dates

- Applications Open: March 15, 2025
- Deadline: May 31, 2025
- Recipients Announced: July 2025

By funding projects that address industry challenges and opportunities, GWC aims to foster a deeper understanding of the evolving landscape of wine tourism. The insights gained through the International Research Grant will not only benefit individual businesses and destinations but will also contribute to the long-term sustainability and success of wine tourism worldwide.

For more information and application details, visit

<https://www.greatwinecapitals.com/international-research-grant/>.

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, Hawke's Bay, New Zealand, Lausanne, Switzerland; Mainz-Rheinhessen, Germany; Mendoza, Argentina; Porto, Portugal; San Francisco-Napa Valley, USA; Valparaiso-Casablanca Valley, Chile and Verona, Italy.

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.

Media Inquiries:

Catherine LEPARMENTIER DAYOT
Managing Director, Great Wine Capitals Global Network
Tel: +33(0)5 56 79 51 64 | +33 (0)6 10 54 62 56
Email: cleparmentier@bordeauxgironde.cci.fr

