

International Wine Tourism Conference 2026

Bordeaux Sciences Agro | 1 cours du Gal De Gaulle, 33175 Gradignan, France
Conference Program | October 5-9, 2026



Wine Tourism in the Digital Age: Will AI Change the Landscape of Global Wine Tourism?

Monday, October 5 | Meet and Greet

6:00 p.m.	Meet at Place de la Bourse for pre-registration and informal welcome drinks in Bordeaux. (drinks and food not included)
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To ease your commute throughout the Bordeaux Metropolitan Area, you will receive an unlimited public transport pass upon your arrival.

Tuesday, October 6 | Conference Day

8:00 a.m.	Welcome coffee at Bordeaux Sciences Agro, Bremontiers Building.
8:30-9:00 a.m.	Welcome Session — Guillaume Adra, Secretary General of Bordeaux Sciences Agro; Dr. Kyuho Lee; and Dr. Claire Lamoureux.
9:00-9:30 a.m.	Keynote Address 1 — “The Future of Wine Tourism in the Digital Age” Dr. Haiyan Song, Associate Dean for Research and Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University.
9:30-10:00 a.m.	Keynote Address 2 — “The Impact of Artificial Intelligence on the Global Wine Industry” Dr. Shishir Shah, Chief Artificial Intelligence Officer and Director, School of Computer Science, University of Oklahoma, USA.
10:00-10:15 a.m.	Coffee Break
10:15 a.m.-1 pm	Parallel Sessions
Up to 2:00 p.m.	Lunch at Bremontiers Hall
2:00-4:00 p.m.	Roundtable Discussion — “From Data to Destinations: Co-Creating the Future of Wine Tourism with Artificial Intelligence” Panelists: Dr. Johye Hwang, Kyung Hee University, Seoul; a Great Wine Capitals Bordeaux representative; a CIVB representative; and a négociant representative. Moderator: Dr. Claire Lamoureux.
4:00-4:30 p.m.	Coffee Break and Campus visit
4:30-6:00 p.m.	Masterclass — “Bordeaux Uncorked: Masterclass in Terroir, Trade, and Tasting,” presented by Dr. Claire Lamoureux.
8:00 p.m.	Gala Dinner — La Brasserie Bordelaise (Aperitif and wines included)

Field trip days

Please note that the wineries appreciate a smart casual dress code. Cocktail attire would be excessive, but overly casual clothing may be seen as inappropriate. Additionally, attendees will need to wear comfortable walking shoes suitable for cellar tours and outdoor grounds.

Wednesday, October 7 | Field Trip: Graves and Sauternes

9:00 a.m.	Meet at Bordeaux Sciences Agro to board the shuttle.
10:00 a.m.	Visit Château Guiraud, Premier Cru Classé of Sauternes.
12:00 p.m.	Lunch at Le Cercle, Château Guiraud * Michelin restaurant . (wines non included)
2:00 p.m.	Visit Château d'Yquem, Premier Cru Supérieur of Sauternes.
4:30 p.m.	Visit Château Smith Haut Lafitte and Les Sources de Caudalie hotel adjacent to the winery.
6:30-7:00 p.m.	Return to Bordeaux Sciences Agro. Dinner on your own.

Thursday, October 8 | Field Trip: Médoc and Saint-Émilion

8:30 a.m.	Meet at Bordeaux Sciences Agro.
9:30 a.m.	Visit Château Duhart-Milon, followed by a stop at Château Margaux.
12:00 p.m.	Lunch at Café Lavinal . (wines included)
2:00 p.m.	Visit Château Lynch-Bages.
3:00 p.m.	Visit Château Mouton Rothschild
6:30 p.m.	Return to BSA

Friday, October 9 | Field Trip: Bordeaux's Gems

9:00 a.m.	Visit Château La Mission Haut-Brion and Château Haut-Brion. Participants will meet at Château La Mission Haut-Brion, which is accessible by public transportation. Château Haut-Brion will be undergoing renovations during the conference; therefore, the winery tour will take place at Château La Mission Haut-Brion.
12:00 p.m.	Lunch at Berthus in downtown Bordeaux. (wines included)
3:00 p.m.	Bordeaux Food Tour "Vert Bordeaux" — Exploring Authentic Bordeaux Food Culture. Enjoy a guided walking tour through historic Bordeaux, with visits to local food establishments and traditional Bordeaux sweet treats to conclude the experience.
5:00 p.m.	Farewell.

NB: Due to unforeseen circumstances and to honor our bookings with prestigious 1855 Bordeaux Classified Grands Crus, we must unfortunately cancel our scheduled group visit to Saint-Émilion. However, guests are warmly invited to take a train from Bordeaux during their free time to explore the beautiful city of Saint-Émilion at their leisure and at their own expense.

