

| 01-Jul-26 | Entry type | | Status |
|--|-------------|--|---------------------------------------|
| | | | (blank spaces are open for proposals) |
| Aboriginal Wine (Wineries) | Medium-Long | | taken |
| Academic References (key periodicals) | Long | | |
| Age groups (generations) | Medium | | taken |
| Aging (bottle, barrel) | Medium | | |
| Agritourism | Short | | taken |
| Appellation | Long | | pending |
| Alcohol | Long | | |
| Alcotourism | Short | | |
| Architecture | Short | | |
| Artisanal Wine making | Medium | | taken |
| Augmented Reality | Medium | | pending |
| Authentic Experience | Medium | | |
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| Beer Tourism | Short | | pending |
| Biodiversity | Medium | | |
| Biodynamic | Medium | | pending |
| Blending | Medium | | |
| Botrytis wine (Botryted wine) | Short | | |
| Boutique winery | Medium | | |
| Brand Architecture (wine) | Medium-Long | | |
| Brand Awareness (wine) | Medium-Long | | |
| Brand Equity (wine) | Medium-Long | | |
| Brand Identity (wine) | Medium-Long | | |
| Brand Image (wine) | Medium-Long | | |
| Bulk Wine | Short | | |
| Business Models | Long | | taken |
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| Carbon footprint | Medium | | |
| Cause Marketing (wine) | Short | | |
| Celebrity Endorsement (wine) | Medium | | pending |
| Celebrity Wine Brand | Medium-Long | | pending |
| Celebrity Winery | Medium-Long | | |
| Cellaring | Medium | | |
| Certifications (e.g., organic, etc + German wine laws) | Long | | |
| Champagne | Medium | | |
| Chateau (see Estate Winery) | Short | | |
| Chemical Analysis | | | |

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| Climate Change | Long | | taken |
| Co-creation | Long | | taken |
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| Community of Practice | Medium | | |
| Consumer Behaviour (wine) | Long | | |
| Contract Winemaking | Short | | |
| Cool Climate Viticulture | Medium | | pending |
| Cooperative Winemaking | Medium | | |
| Corporate Social Responsibility | Long | | |
| Culinary Tourism | Short | | taken |
| Cultures of Wine | Long | | taken |
| Customer Behaviour | Medium | | |
| Customer Delight | Medium | | |
| Customer Engagement | Medium | | |
| Customer Feedback | Medium | | |
| Customer Loyalty | Medium | | |
| Customer Reviews (incl. online, app, etc) | Long | | |
| Customer Satisfaction | Medium | | |
| Customer Service | Medium | | |
| | | | |
| Destination | Short | | |
| Destination Brand Architecture | Medium | | |
| Destination Brand Awareness | Medium | | |
| Destination Brand Identity | Medium | | |
| Destination Brand Image | Medium | | |
| Destination Brand Strategy | Medium | | |
| Destination Marketing Organization | Short | | |
| Destination Winery | Medium | | |
| Distribution Channels (Direct-to-consumer, online, etc) | Long | | taken |
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| Ecolabeling | Medium | | |
| Ecological Footprint | Medium | | |
| Economic Development | Long | | |
| Economic Impact | Medium | | |
| Economics (lenses: production -> experience) | Long | | |
| Ecotourism | Medium | | |
| Education | Long | | |
| eMarketing | Short | | |

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|--|--------|--|---------|
| Emerging Wine Region | Medium | | pending |
| Enotourism (see wine tourism) | Short | | |
| Estate Winery (see Chateau) | Medium | | |
| Experience Good | Medium | | |
| Experience Design | Medium | | |
| Experience Economy (tourism) | Medium | | |
| Experiencescape | Short | | |
| | | | |
| Family Wine Business | | | taken |
| Family Wine Tourism | Medium | | taken |
| Farm Tourism | Short | | |
| Farm Winery | Medium | | |
| Fermentation | Medium | | |
| Food and Beverage Festivals | Short | | |
| Food and Beverage Tourism | Short | | |
| Fruit Wine | | | |
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| Garagiste (winemaking) | Short | | |
| Gastronomic Tourism (see culinary tourism) | Short | | |
| Gender | Medium | | |
| Generations (see Age) | | | |
| Geographic Indicator (GI, COO) | Long | | |
| Grapes (e.g., vinifera, hybrid, PiWis, indigenous) | Long | | |
| Green/Sustainable Wine Tourism | Medium | | pending |
| Guides | Medium | | taken |
| | | | |
| Hedonic Consumption | Medium | | taken |
| Heritage (wine branding & tourism) | Medium | | taken |
| History of Wine (incl. ancient wine) | Long | | taken |
| Hospitality | Medium | | taken |
| Hobby Winemaking (DIY) | Short | | pending |
| House brand | Short | | |
| House wine | Short | | |
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| Indigenous Wines (see Aboriginal Wines) | Medium | | |
| Information and Communication Technologies | Medium | | |
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|---|--------|--|---------|
| Labelling | Medium | | pending |
| Landscape (see Winescape) | Medium | | pending |
| Leisure | Short | | |
| Lifestyle | Short | | |
| Loyalty Programs | Short | | |
| Luxury | Long | | pending |
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| Master of Wine | Long | | pending |
| Memorability | Long | | |
| Mobile Commerce (mCommerce) – see Distribution: Online | Medium | | taken |
| Museums | Long | | taken |
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| Negotiant(e) | Medium | | |
| New World | Long | | |
| NOLO wine | | | |
| Non-profit winery | | | |
| | | | |
| Old World | Medium | | |
| Organic | Medium | | |
| Organic Farming | Medium | | |
| Organic Wines | Medium | | |
| Organizations (International, Academic/Practitioner: AAWE, AWBR, WSET, OIV ...) | | | |
| Outsourcing | Short | | |
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| Packaging (incl. closures) | Long | | |
| Performance Measurement (wine tourism) | | | pending |
| Phylloxera | Short | | |
| Place Branding | Medium | | taken |
| Place Identity | Medium | | |
| Place Image | Medium | | |
| Practitioner References (key periodicals) | Medium | | |
| Precision Agriculture | Medium | | |
| Premium wine | Medium | | |
| Pricing | Long | | |
| Production | Medium | | |
| Provenance | Long | | |

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|--|--------|--|---------|
| | Medium | | |
| Quality | Medium | | |
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| Regenerative Agriculture | | | |
| Regions | Long | | |
| Regulation (jurisdiction, law, legislation) | Long | | |
| Reserve wines | Short | | |
| Resilience | Long | | taken |
| Risk Management | Long | | |
| Rural Development (see Economic Development) | | | |
| Rural Tourism | Medium | | |
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| Seasonality | Medium | | |
| Second wines | Short | | |
| Sensory Analysis | | | taken |
| Service Design | Medium | | |
| Servicescape | Short | | pending |
| Smart Wine Tourism | Medium | | taken |
| Social Media | Medium | | |
| Sommelier | Medium | | |
| Sparkling Wine | Long | | |
| Special Interest Tourism | Short | | |
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| Tasting Room | Medium | | pending |
| Terroir | Long | | pending |
| Tour Companies | Short | | |
| Tourism Demand | Medium | | |
| Tourism Trends | Medium | | |
| Tourism 'Industry' | Medium | | |
| Tourist (customers -> CFAs -> excursionists -> tourists) | Long | | |
| Tourist Typology (wine) | | | |
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| U-vint (other terms?) | Short | | |
| Urban Tourism | Short | | |
| Urban Winery | Short | | |
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| Value Chain | Medium | | |
| Vin-equity | | | taken |

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|--|--------|--|---------|
| Vineyard | Medium | | |
| Viniculture | Medium | | |
| Vintage | Short | | pending |
| Virtual Reality (see Augmented Reality) | Short | | |
| Virtual Winery | Short | | |
| Viticulture | Medium | | |
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| Websites | Medium | | |
| Wine Awards | Medium | | |
| Wine Bar | Short | | pending |
| Wine Business (forms) | Short | | |
| Wine Cellar | Short | | |
| Wine Club | Short | | |
| Wine Collecting | Medium | | |
| Wine Competition | Long | | |
| Wine Conglomerate | Short | | |
| Wine Critics | Long | | |
| Wine Culture | Long | | taken |
| Wine Economies (Commodity -> Experience) | Long | | |
| Wine Experience | Medium | | |
| Wine Festival (see Festival) | Short | | |
| Wine History (incl. Ancient History) | Long | | taken |
| Wine Library | | | |
| Wine Pairing | Long | | |
| Wine Rating | Long | | pending |
| Wine Retail | Long | | |
| Wine Routes/Roads/Trails | Long | | taken |
| Wine Sensory Experience (see sensory analysis) | Long | | |
| Wine Shows | Long | | |
| Wine Ready-to-Drink (including spritzers, Schorle) | Medium | | |
| Wine Storage (see Cellaring) | | | |
| Wine Styles (fortified, red, white, rose/blush, sparkling, ice wine, fruit, sake, dessert, late harvest) | Long | | |
| Wine Tasting (incl. sweet, dry) | Long | | |
| Wine Tourism | Long | | taken |
| Wine Tourism performance measurement | | | taken |

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|--|--------|--|---------|
| Wine Types (conventional, biodynamic, natural, vegan, organic) | Long | | |
| Wine Wheel | Short | | |
| Wine Writers | Long | | |
| Winegrowing | Long | | |
| Winemaker | Long | | |
| Winemaking (vinification) | Long | | taken |
| Winescape | Long | | pending |
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| Yeast | Medium | | |