

17-Jul-26	Entry type		Status
			(blank spaces are open for proposals and <i>pending</i> may become available)
Aboriginal Wine (Wineries)	Medium-Long		confirmed
Academic References (key periodicals)	Long		pending
Age groups (generations)	Medium		allocated
Aging (bottle, barrel)	Medium		pending
Agritourism	Short		allocated
Alcohol (wine as)	Long		allocated
Alcotourism	Short		pending
Appellation	Long		pending
Architecture	Short		pending
Artisanal Wine making	Medium		confirmed
Atmosphorics (Winery)	Medium		confirmed
Augmented Reality	Medium		pending
Authentic Experience	Medium		
Beer Tourism	Short		confirmed
Biodiversity	Medium		pending
Biodynamic	Medium		confirmed
Blending	Medium		pending
Botrytis wine (Botrytized wine)	Short		pending
Boutique winery	Medium		pending
Brand Architecture (wine)	Medium-Long		pending
Brand Awareness (wine)	Medium-Long		pending
Brand Equity (wine)	Medium-Long		pending
Brand Identity (wine)	Medium-Long		pending
Brand Image (wine)	Medium-Long		pending
Bulk Wine	Short		pending
Business Models	Long		confirmed
Carbon footprint	Medium		pending
Cause Marketing (wine)	Short		pending
Celebrity Endorsement (wine)	Medium		pending
Celebrity Wine Brand	Medium-Long		pending
Celebrity Winery	Medium-Long		pending
Cellaring	Medium		pending
Certifications (e.g., organic, etc + German wine laws)	Long		pending

Champagne	Medium		pending
Chateau (see Estate Winery)	Short		n/a
Chemical Analysis	Medium		pending
Climate Change	Long		allocated
Co-creation	Long		allocated
Community of Practice	Medium		pending
Consumer Behaviour (wine)	Long		pending
Contract Winemaking	Short		pending
Cool Climate Viticulture	Medium		pending
Cooperative Winemaking	Medium		pending
Corporate Social Responsibility	Long		confirmed
Culinary Tourism	Short		confirmed
Cultures of Wine	Long		allocated
Customer Behaviour	Medium		pending
Customer Delight	Medium		pending
Customer Engagement	Medium		pending
Customer Feedback	Medium		pending
Customer Loyalty	Medium		pending
Customer Reviews (incl. online, app, etc)	Long		
Customer Satisfaction	Medium		pending
Customer Service	Medium		pending
Destination	Short		pending
Destination Brand Architecture	Medium		pending
Destination Brand Awareness	Medium		pending
Destination Brand Identity	Medium		pending
Destination Brand Image	Medium		pending
Destination Brand Strategy	Medium		pending
Destination Marketing Organization	Short		pending
Destination Winery	Medium		pending
Distribution Channels (Direct-to-consumer, online, etc)	Long		allocated
Ecolabeling	Medium		pending
Ecological Footprint	Medium		
Economic Development (contribution of wine sector to rural economic development)	Long		
Economic Impact	Medium		pending
Ecotourism	Medium		

Education	Long		
eMarketing	Short		
Emerging Wine Region	Medium		pending
Enotourism (see wine tourism)	Short		
Estate Winery (see Chateau)	Long		
Experience Design	Long		
Experience Economy (tourism)	Long		
Experience Good	Long		
Experiencescape	Short		
Family Wine Business			allocated
Family Wine Tourism	Long		allocated
Farm Tourism (see Agritourism)	Short		n/a
Farm Winery	Medium		
Fermentation	Medium		allocated
Food and Beverage Festivals	Short		
Food and Beverage Tourism	Short		
Fruit Wine			
Garagiste (winemaking)	Short		
Gastronomic Tourism (see culinary tourism)	Short		n/a
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		confirmed
Hedonic Consumption	Medium		confirmed
Heritage (wine branding & tourism)	Medium		allocated
History of Wine (incl. ancient wine)	Long		allocated
Hobby Winemaking (DIY)	Short		pending
Hospitality	Medium		confirmed
House brand	Short		
House wine	Short		
Indigenous Wines (see Aboriginal Wines)			n/a

Information and Communication Technologies	Medium		
Labelling	Medium		pending
Landscape (see Winescape)			pending
Leisure	Short		
Lifestyle	Short		
Loyalty Programs	Short		
Luxury	Medium		pending
Master of Wine	Medium		pending
Memorability	Medium		pending
Mobile Commerce (mCommerce) – see also Distribution: Online	Short		confirmed
Museums	Medium		confirmed
Negotiant(e)	Short		
New World	Medium		
NOLO wine	Medium		pending
Non-profit winery			pending
Old World	Medium		
Organic & Natural Wines	Medium		pending
Organic (Wine) Farming	Medium		
Organizations (International, Academic/Practitioner: AAWE, AWBR, WSET, OIV ...)	Long		
Outsourcing	Short		
Packaging (incl. closures)	Long		pending
Performance Measurement (wine tourism)	Long		pending
Phylloxera	Short		
Place Branding	Medium		confirmed
Place Identity	Medium		
Place Image	Medium		
Practitioner References (key periodicals)	Long		
Precision Agriculture	Medium		
Premium wine	Medium		
Pricing	Long		

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

Value Chain	Medium		
Vin-equity			confirmed
Vineyard	Medium		
Viniculture	Medium		
Vintage	Short		pending
Virtual Reality (see Augmented Reality)			n/a
Virtual Winery	Short		
Viticulture	Medium		
Websites	Medium		
Wine Awards	Medium		
Wine Bar	Short		pending
Wine Business (forms of)	Long		
Wine Cellar	Short		
Wine Club	Short		
Wine Collecting	Medium		
Wine Competition	Long		
Wine Conglomerate	Short		
Wine Critics	Long		
Wine Culture	Long		allocated
Wine Economies (Commodity -> Experience)	Long		
Wine Experience	Medium		
Wine Festival (see Festival)	Short		
Wine History (incl. Ancient History)	Long		allocated
Wine Library	Medium		
Wine Pairing	Long		
Wine Rating	Long		pending
Wine Ready-to-Drink (including spritzers, Schorle)	Medium		pending
Wine Retail	Long		
Wine Routes/Roads/Trails	Long		confirmed
Wine Sensory Experience (see sensory analysis)			n/a
Wine Shows	Long		confirmed
Wine Storage (see Cellaring)			n/a
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		allocated
Wine Tourism performance measurement	Long		allocated
Wine Types (conventional, biodynamic, natural, vegan, organic)	Long		
Wine Wheel	Short		
Wine Writers	Long		
Winegrowing	Long		pending
Winemaker	Long		pending
Winemaking (vinification)	Long		allocated
Winescape	Long		pending
Yeast	Medium		pending