

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

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

eMarketing	Short		
Emerging Wine Region	Medium		invited
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			confirmed
Family Wine Tourism	Long		confirmed
Farm Tourism (see Agritourism)	Short		n/a
Farm Winery	Medium		
Fermentation	Medium		confirmed
Financial performance measurement of wine businesses	Medium		confirmed
Food and Beverage Festivals	Short		
Food and Beverage Tourism	Short		pending
Fruit Wine			
Garagiste (winemaking)	Short		
Gastronomic Tourism (see culinary tourism)	Short		n/a
Gender	Medium		confirmed
Generations (see Age)			
Geographic Indicator (GI, COO)	Long		confirmed
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		confirmed
History of Wine (incl. ancient wine)	Long		pending
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		confirmed
Labelling	Medium		invited
Landscape (see Winescape)			pending
Leisure	Short		
Lifestyle	Short		
Loyalty Programs	Short		
Luxury	Medium		invited
Master of Wine	Medium		invited
Memorability	Medium		invited
Mobile Commerce (mCommerce) – see also Distribution: Online	Short		confirmed
Museums	Medium		confirmed
Negotiant(e)	Short		
New World	Medium		invited
NOLO wine	Medium		invited
Non-profit winery			invited
Oenologist	Medium		pending
Old World	Medium		invited
Organic & Natural Wines	Medium		invited
Organic (Wine) Farming	Medium		
Organizations (International, Academic/Practitioner: AAWE, AWBR, WSET, OIV ...)	Long		
Outsourcing	Short		
Packaging (incl. closures)	Long		invited
Performance Measurement (wine tourism)	Long		confirmed
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		invited
Production	Medium		
Provenance	Long		confirmed
Quality	Medium		confirmed
Regenerative Agriculture	Medium		confirmed
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		invited
Seasonality	Medium		
Second wines	Short		
Sensory Analysis			confirmed
Service Design	Medium		
Servicescape	Short		invited
Smart Wine Label/Labeling	Medium		pending
Smart Wine Tourism	Medium		confirmed
Social Media	Medium		
Sommelier	Medium		
Sparkling Wine	Long		
Special Interest Tourism	Short		confirmed
Sustainable Wine Tourism	Medium		confirmed
Tasting Room	Medium		confirmed
Terroir	Long		invited
Tour Companies	Short		
Tourism Demand	Medium		confirmed
Tourism 'Industry'	Medium		confirmed
Tourism Trends	Medium		confirmed
Tourist (customers -> CFAs -> excursionists -> tourists)	Long		
Tourist Typology (wine)	Long		
Traceability	Medium		pending

Urban Tourism	Short		confirmed
Urban Winery	Short		
U-vint (other terms?)	Short		
Value Chain	Medium		invited
Vin-equity			confirmed
Vineyard	Medium		
Viniculture	Medium		
Vintage	Short		invited
Virtual Reality (see Augmented Reality)			n/a
Virtual Winery	Short		
Viticulture	Medium		
Websites	Medium		
Wine Awards	Medium		
Wine Bar	Short		invited
Wine Business (forms of)	Long		
Wine Cellar	Short		
Wine Club	Short		
Wine Cocktails	Medium		pending
Wine Collecting	Medium		
Wine Competition	Long		pending
Wine Cooperatives	Long		confirmed
Wine Conglomerate Multinational	Short		pending
Wine Critics	Long		
Wine Culture	Long		confirmed
Wine Economies (Commodity -> Experience)	Long		
Wine Experience	Medium		pending
Wine Festival (see Festival)	Short		
Wine History (incl. Ancient History)	Long		
Wine Library	Medium		
Wine Pairing	Long		
Wine Rating	Long		invited
Wine Ready-to-Drink (including spritzers, Schorle)	Medium		invited
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		confirmed
Wine Tourism Experience	Long		pending
Wine Tourism performance measurement	Long		confirmed
Wine Types (conventional, biodynamic, natural, vegan, organic)	Long		
Wine Wheel	Short		
Wine Writers	Long		
Winegrowing	Long		pending
Winemaker	Long		invited
Winemaking (vinification)	Long		confirmed
Winescape	Long		pending
Yeast	Medium		invited