

26-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	
Appellation	Long	confirmed
Architecture	Short	invited
Artisanal Wine making	Medium	confirmed
Atmosphorics (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	confirmed
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	confirmed
Food and Beverage Tourism	Short	confirmed
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: AAWWE, 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	confirmed
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	confirmed
Tour Companies	Short	confirmed
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	confirmed

Virtual Reality (see Augmented Reality)		n/a
Virtual Winery	Short	
Viticulture	Medium	
Websites	Medium	
Wine Awards	Medium	
Wine Bar	Short	confirmed
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	confirmed
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