



Great Wine Capitals
GLOBAL NETWORK | A WORLD OF EXCELLENCE

A WORLD OF NEW

Great Wine Capitals
International Annual Conference
Hawke's Bay, New Zealand
18-22 October 2026

Hawke's Bay, New Zealand is proud to be your host for the 2026 Great Wine Capitals International Annual Conference. Hawke's Bay offers a distinctive setting for this flagship event, inviting wine and tourism industry professionals from around the world to explore **A World of New**. Across an immersive five-day programme, delegates will discover new cultures, new wines, new experiences, new connections, new business opportunities, and new insights.

**GWC
DELEGATE
PROGRAMME**



COLLABORATE
AND
CONNECT



OCT 18
SUNDAY

HAWKE'S BAY FARMERS MARKET (optional)

9.00 AM – 10.30 AM

Meeting at Napier War Memorial Centre for bus transport to the market. This visit is optional but included in your delegate package if you choose to go.

Discover one of New Zealand's oldest and largest farmers markets, located in the Waikoko Gardens at Tomoana Showgrounds, Hastings. Take a stroll around this outdoor market and sample our regions finest produce from over 50 stall holders. From olive oil to honey, fresh fruit to cheese, enjoy a coffee and the live music at this stunning foodie experience.

PŌWHIRI (MĀORI WELCOME) AND LUNCH AT WAIOHIKI MARAE

10.30 AM – 2.00PM

Meeting at Napier War Memorial Centre for bus transport to Waiohiki Marae (buses will also depart from the Hawke's Bay Farmers Market at 10.30am)

To welcome delegates to the region, mana whenua (people of the land) will perform a traditional Māori ceremony at one of Te Matau-a-Māui's (Hawke's Bay) beautiful marae. After the call of welcome, speeches and song, kai (food) will be shared.

NAPIER ART DECO WALKING TOUR

2.15PM- 4.15PM

Departing from Napier War Memorial Centre, group tours will depart at 2.15pm and 3.15pm for a 90 minute tour

Explore Art Deco Napier with the Art Deco Trust and discover the fascinating story of Napier's heritage on a guided walking tour. Hear the dramatic and devastating story of the 1931 earthquake that reshaped Napier as the Art Deco capital of the world!

OPENING CEREMONY AND COCKTAIL DINNER

5.30PM – 9.00PM

Kahukura Hawke's Bay Museum (a short walk from all conference hotels in Napier)

Enjoy a welcome drink on arrival followed by the launch of the Great Wine Capitals Annual Conference in Hawke's Bay. This event will allow Great Wine Capital and Hawke's Bay officials to welcome you to the conference and set the scene for the week.

The official presentations will be followed by a standing cocktail event with Art Deco entertainment, substantial canapes and of course wine!

Dress code: business casual

WORKING GROUP MEETINGS AT TOITOI: HAWKE'S BAY ARTS & EVENTS CENTRE

8.30 AM – 4.00 PM (finish time determined by WG agendas to be distributed by WG Chairs)

Buses departing from Napier War Memorial Centre.

Dress code: business casual

DINNER AT CRAGGY RANGE WINERY - A GLOBAL BEST OF WINE TOURISM WINNER

5.00 - 10.30 PM

Buses will depart from Napier War Memorial Centre and travel via Te Mata Peak for views of Hawke's Bay, then onto dinner at Craggy Range Winery

Enjoy welcome cocktails followed by an elegant three-course dinner on the lawns of Craggy Range Winery, set beneath the dramatic backdrop of Te Mata Peak. Recognised with the Architecture & Landscape Best Of Wine Tourism Award in 2025 and 2026, and the Culinary Experiences Award in 2025, Craggy Range is celebrated for both its stunning setting and exceptional cuisine. Chef Casey McDonald and his acclaimed team will showcase the best of Hawke's Bay hospitality with a memorable dining experience featuring seasonal local produce and outstanding wines.

Dress Code: Cocktail attire [coat needed and shoes suitable for walking on grass]

OCT 19
MONDAY



OCT 20
TUESDAY

ĀTEA A RANGI TOUR (optional)

5.45 AM – 7.45 AM

Meeting at Napier War Memorial Centre for bus transport to Ātea a Rangi. This tour is optional but included in your delegate package if you choose to go.

Join us for a beautiful culturally guided sunrise tour of Ātea a Rangi at the Waitangi Regional Park. The Ātea is a training tool used by celestial navigators who sailed traditionally throughout the Pacific. The rising and setting points of the celestial bodies are memorised by using the carved Pou (posts) and the horizon.

It shows a resource used by the ancestors of the Māori to navigate sailing waka (large double hulled canoe) throughout the Pacific Islands. This area is also rich in local Māori and European history, and marks the first place in Hawke's Bay where Europeans and Māori lived together as a community.

WINE TOURISM VISITS

08.30 AM – 4:30 PM

Meeting at Napier War Memorial Centre for buses. Please be aware that there are only 18 seats per tour and wineries visited may be subject to change.

Dress code: Comfortable shoes

Choose between five tours that showcase the very best of Hawke's Bay, one of the Great Wine Capitals of the world. There are options for all delegates whether you are interested in sustainability, history, innovation or storytelling. Every tour has something unique to offer and you won't be disappointed!

Option 1:

Urban Wineries

The Urban Winery, Smith & Sheth, Decibel

Discover three exceptional wine experiences based within the urban settings of Napier, Hastings and Havelock North. From the world's first egg fermenters for Chardonnay to a sensory experience in a theatre within a barrel hall, prepare to engage your senses and learn how wine tourism can be enjoyed away from the vineyard.



OCT 20
TUESDAY

Option 2:

Regenerative and organic wine experiences

Two Terraces, Paritua, Hopesgrove

From the Mangatahi Terraces to the Bridge Pa Triangle, explore a selection of organic, biodynamic and regenerative wineries offering the opportunity to see how minimal-intervention techniques and soil-first viticulture produce world class wines. You'll get an insider's look at the innovative biodynamic practices that define New Zealand's leading edge of sustainable winemaking and how these are communicated at the cellar door.

Option 3:

Pioneers of Wine

Te Mata, Pask, Mission

Hawke's Bay is New Zealand's oldest wine region, the home of pioneering wineries who have laid the foundations for the future of wine and tourism. Journey through the region from the Havelock Hills to Gimblett Gravels and Taradale tasting world-class vintages and hearing the stories that have shaped the region as a Great Wine Capital.

Option 4

Grand to Garage experiences

Craggy, Askerne, Chateau Garage

From a multi award-winning winery to a hidden gem set in a rustic garage, this tour offers an exclusive look at the full spectrum of Hawke's Bay family run wine experiences. Discover how wine tourism can be appreciated at any scale.

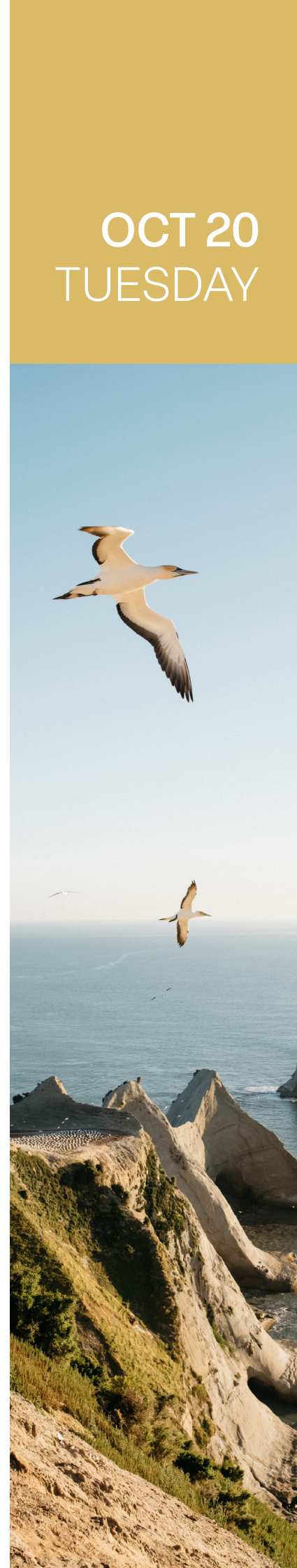
Option 5:

Weaving the story into wine tourism

Trinity Hill Winery/ Bilancia, Ash Ridge, and Bostock/Radburnd

Discover the heart of our wine region through a curated journey to wineries in the Gimblett Gravels and Bridge Pa triangle that reflect the unique heritage and terroir of the landscape in their offering. You'll go beyond the tasting room to meet the stewards of the soil and hear the stories that enrich the wine tourism experience.

FREE EVENING





OCT 21
WEDNESDAY

ROUNDTABLE OR WINERY TOUR

9.00 AM - 12.00 AM

Option for GWC Delegates to attend Roundtable Discussions or a Winery Tour on Wednesday morning.

Roundtable Discussions

There are three roundtables running at Napier War Memorial Centre (order subject to change and agendas will be sent closer to the date)

9.00AM Tourism Associations

10.00AM Wine Associations

11.00AM Education and Research Institutes

Dress code: Business casual

Coastal Wine Tourism

Elephant Hill Winery and Clearview Estate Winery. Meet at Napier War Memorial Centre for bus transport.

Discover the renowned wine region of Te Awanga with visits to Elephant Hill Winery and Clearview Estate Winery, where you can enjoy exceptional wines, stunning coastal scenery, and warm Hawke's Bay hospitality. For those seeking a fun experience, there is the option to bike between the wineries along the flat picturesque coastal trail (approx. 1km), making for a memorable day of wine tasting and exploration.

Dress code: Comfortable shoes

LUNCH

12.15 PM – 01.30PM

Napier War Memorial Centre for a shared standing lunch overlooking the stunning coastline of Hawke's Bay and the Pacific Ocean. A fantastic opportunity to network with all conference delegates including our hosted international travel buyers.

B2B MEETINGS (optional)

1.30 PM - 3.30 PM

Pre-scheduled, face-to-face meetings between Business Delegates and vetted International Travel Buyers from the US, Australia, Mexico, South Korea, China, Israel and Europe.

INTERNATIONAL WINE TASTING

5.30 PM - 8.30 PM

Meet at Napier War Memorial Centre for bus transport to Black Barn Market.

Step into an exclusive global wine experience. Taste exceptional wines from all eleven Great Wine Capitals of the world, poured by industry experts from each region. Enjoy a vibrant evening of tastings, delicious canapés, and a lively DJ soundtrack. A rare chance to explore a whole new world of wine under a stunning canvas canopy in the heart of a vineyard.

Dress code: Warm clothes and comfortable shoes

GWC CONFERENCE KNOWLEDGE DAY

8.30 AM - 4.00 PM

Napier War Memorial Centre

Be part of the conversations shaping the future of wine tourism. The Great Wine Capitals Knowledge Day brings together global delegates for a day of insights, innovation and meaningful connections.

This year the focus is on social licence - exploring how the wine industry can thrive responsibly in a changing world. Hear from international and New Zealand experts on marketing wine and experiences in an era of mindful consumption, authentic cultural storytelling, and environmental stewardship.

Whether you are a winegrower, a tourism professional, or a policy maker, if you're looking to stay relevant, inspired, and globally connected in the world of wine tourism, this is a day not to miss.

GREAT WINE CAPITALS GALA DINNER AND GLOBAL BEST OF WINE TOURISM AWARDS

5.30 – 10.00PM

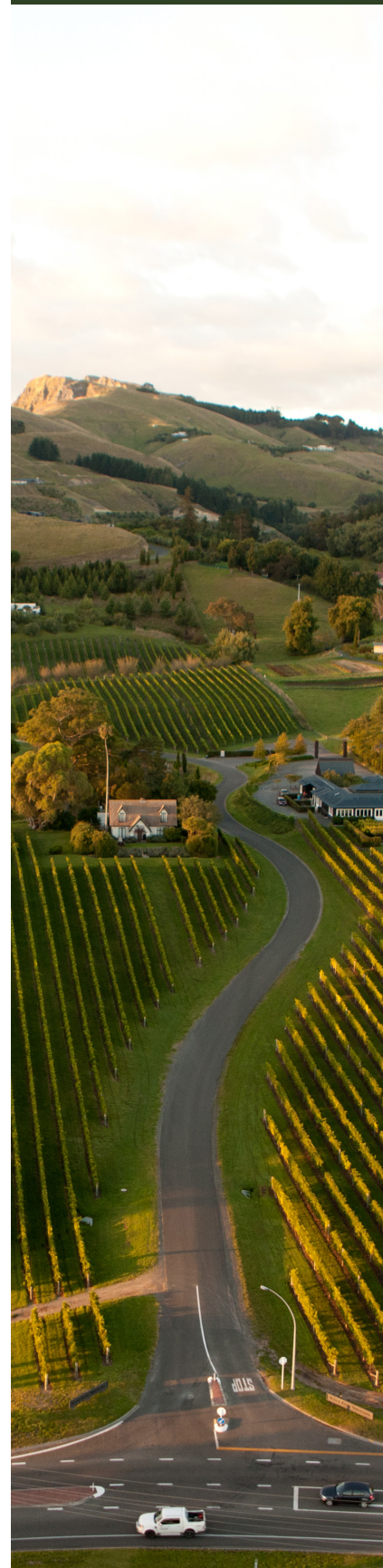
Meet at Napier War Memorial Centre for bus transport to Toitoti: Hawke's Bay Arts and Events Centre

Take part in a spectacular Gala Dinner and Awards Night, where you'll celebrate alongside delegates from all eleven of the world's most exclusive wine regions.

Enjoy an exceptional evening of fine wine, outstanding cuisine, cultural performances, and live music, culminating in the announcement of the prestigious International Best Of Wine Tourism award winners. It's a night of celebration, connection, and global excellence.

Dress code: Black Tie

OCT 22
THURSDAY



REGISTRATION

GWC Delegates are representatives from capitals who are active members of one of the Working Groups.

Package 5 days: NZ\$2000

**Registration fees cover everything mentioned in the official program. It does not include travel or accommodation.*

Link to register:

www.gwchawkesbay26.com/register-here



OFFICIAL HOTELS

Registration fees do not cover the accommodation, but delegates can benefit from negotiated rates in the official hotels of the event.

There are three recommended hotels (*where bus transfers will drop off from evening events*):

Find more information and booking link on the official website: **www.gwchawkesbay26.com/hotels**

