

PEER-REVIEW

TOKAJ wine region: Impact and recovery of COVID19 pandemic

11 to 14 of July 2022

AGENDA

(Central Europe Time)

JULY 11TH (BUDAPEST)

15.00¹ – 18.30 **Bus to Tarczal Degenfeld Wine Hotel**
Meeting point: Liszt Ferenc Airport Budapest 2/B Terminal arriving
parking place

JULY 12TH (Andrássy HOTEL)

10.00 – 12.30 Official welcome
Mr Istvan Devald manager director of TBFT
Mr Peter Molnar phd, President of the Wine Association
Tokaj's past and present
Mrs Hajnalka Szabo MBA ([Tokaj Reneszansz \(tokaji.hu\)](http://tokaj.reneshansz.tokaji.hu))
*Online wine tasting experience during Covid, digitalization of the wine tourism
experience*
Meeting with tourist manager of the Andrassy Wine Hotel

13.30 – 15.00 **Working Lunch² at LaBor Restaurant in Tokaj**

15.00 – 16.30 **Meeting with wine tourism experts in Rákóczi Celler Tokaj**

17.00- 18.30 **Tokaj Town Walking Tour**

¹ It would depend on the time all the stakeholders arrive in Budapest (we will confirm this as soon as the flights are booked).

² It will be paid by the participants; individual invoices may be needed.

18.30-19.00 Meeting with marketing and sales manager of Mercure Hotel Tokaj

JULY 13TH (SLOVAK TOKAJSKA, HERCEGKÚT, TOLCSVA)

- 09.00 – 12.30 Trip to Slovakia (Slovak Tokajská)
Meeting with Slovakian Tokaj wine makers and winetourism experts
- 13.00 – 16.00 Meeting with **Mr. József Rák** Mayor of Hercegkút, the most iconic
village of Tokaj Wine Region
Working Lunch in a Cellar
- 16.30 – 18.00 Meeting with wine tour sale representatives in Tolcsva (Oremus Winery)
- 18.30 – 21.00 Trip to Budapest
-

Participants profile of visitors:

- Eixo and AIMRD staff
- Partners Expert
- Wine cities mayors or councillors and/or tourism/wine technicians

Total number of participants: 8

Issues to be discussed:

- The impact of COVID19 in the region, in tourism and, specifically in the regional wine tourism (and the opportunities generated in this period)
- Tokaj wine tourism model/local wine tourism policies/the role of the city government
- Tokaj most differentiating tourism products (with special emphasis in those with capacity to be considered Authors' tourism experience)
- Digitalization of the wine tourism experience
- Tokaj wine tourism promotional policy/strategy and funding
- Most effective ways of involving local stakeholders in the wine tourism offer (mainly the private sector)
- Measures to avoid both seasonality and massification