

Business of Wine & Food Tourism Conference to focus on innovation

The third annual The Business of Wine & Food Tourism Conference will be held at the Spier Wine Estate in Stellenbosch on 17 October 2018. A lineup of local and international speakers will share their insight on this year's theme of innovation and attendees will learn first-hand how to use this knowledge to cultivate tourism in the Western Cape's growing wine and food tourism sectors.

US-based big data and wine specialist Cathy Huyghe is this year's headline speaker and will focus on the topic of big data and its potential in studying and revealing consumer behavioural insights using digital data. The local speaker lineup includes deputy managing director of Joe Public Khuthala Gala-Holten, Joe Public brand strategist Katlego Ditlhokwe, and Chef Wandile Mabaso.

Check out the full programme and lineup as well as a special discount for tourism, wine, food, hospitality, and marketing communications students and trainees on [The Business of Wine & Food Tourism Conference website](https://www.bizcommunity.com).

For more, visit: <https://www.bizcommunity.com>