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Mixing Business With Pleasure: "Wine"- Not?

Portland, Oregon, February 25, 2009 – Despite the current state of the world economy, many regions across the globe are finding sources of new spending in wine tourism, a niche in the popular culinary tourism trend. "Wine is an integral part of cultures in many countries around the world, and it's imperative for businesses and destinations to understand wine tourism and its potential for substantial economic impacts" says Erik Wolf, CEO and president of the International Culinary Tourism Association (ICTA).

In a recently published book from Greenwood Press, *The Business of Wine: An Encyclopedia*, Erik Wolf discusses this trend in a section dedicated to wine tourism. The section includes a definition of wine tourism, the background and ancient historical roots of wine tourism, and discusses its important role in society today. For example, did you know that the Napa Valley (California) is now the number two tourist destination in California, second only to Disneyland?

In keeping with its focus on the wine trade, the aim of *The Business of Wine* is to provide a comprehensive resource where professionals can delve into the wine business in significant detail. Written by more than 60 experts from the wine industry and related fields, the book is largely geared toward wine managers and executives in import and distribution companies, retailers, and wineries, but has relevance for foodservice, wine and tourism professionals as well.

The International Culinary Tourism Association (ICTA) is the world's leading authority on culinary tourism. CEO Erik Wolf has more than 20 years of experience in travel marketing. He is a popular speaker in the USA and abroad, and is considered as the go-to culinary tourism resource for media all over the globe.

The Business of Wine: An Encyclopedia, is available directly through the Greenwood Press website at <http://www.greenwood.com/catalog/GR5400.aspx> or through Amazon.com and other online book sellers (ISBN 0-313-35400-6; foreword by Robert Smiley; 328 pp., US\$65 retail).

For more information on the International Culinary Tourism Association, please visit <http://www.culinarytourism.org>

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