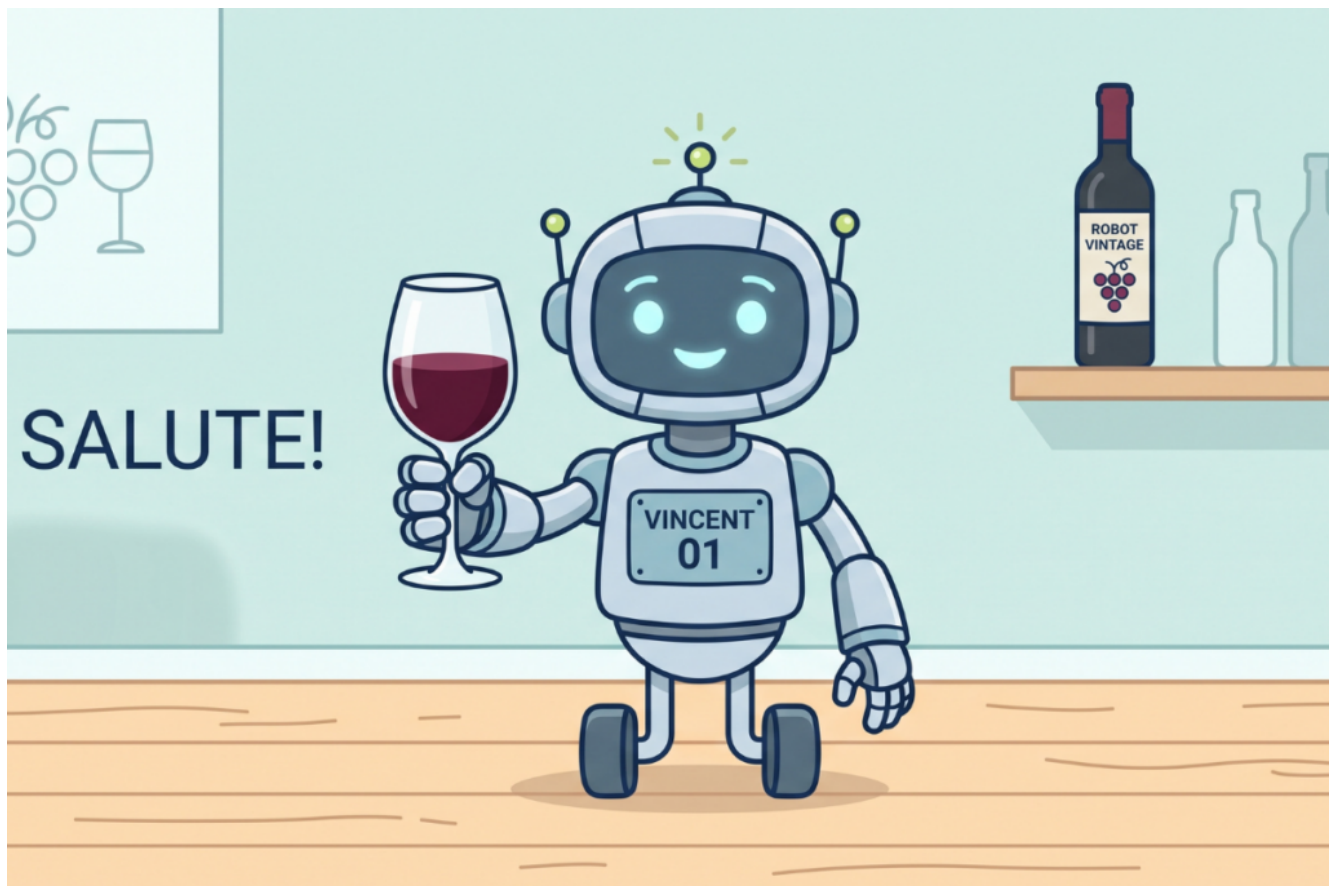


Artificial intelligence and wine tourism: how to get recommended by algorithms

scritto da Lavinia Furlani | 22 Ottobre 2026



Artificial intelligence already recommends tourism experiences, so wineries need a solid digital presence to be suggested to travelers. Clear information, verified reviews, and consistent data across the website and local listings build trust with algorithms. Wine tourism rewards attention to detail, and testing how AI describes your brand is one of the first steps.

When I work alongside wine companies to optimize their offering, I always draw attention to a new frontier of hospitality: artificial intelligence is already operating as a recommender of tourism experiences. When a traveler asks an AI which wineries to visit in your province, the system will

simply process the data present online. **Building a solid digital presence today, rich in clear information and verified reviews, is the only way to ensure that artificial intelligence pronounces the name of your company.**

A fundamental aspect to understand is that artificial intelligences attribute enormous weight to user reviews. The systems base their suggestions on what people say about you online, looking for continuous confirmation in the experiences of others. Moreover, these algorithms scrupulously evaluate the consistency of the data present on the web.

Detecting discordant information about your company, such as different opening hours between the website and local listings, or misaligned services, **leads artificial intelligence to consider the property unreliable**, preferring to recommend competitors with a more precise and unambiguous online presence.

Wine tourism hinges on attention to detail. Indeed, it becomes counterproductive to seek new visitors before having learned to welcome perfectly those who are already knocking at our digital door. **Testing how semantic engines and artificial intelligences perceive and describe your brand is one of the very first steps to take.** The techniques for obtaining effective reviews, and above all the strategies for asking guests for them in the most elegant and profitable way, are topics I address constantly in our training programs.

Key points

1. **Build a solid digital presence** with clear information and verified reviews so AI mentions your winery.
2. **Encourage guest reviews**, since AI systems give enormous weight to what people say about you online.

3. **Align your data** everywhere: opening hours and services must match between your website and local listings.
4. **Welcome current visitors** perfectly before seeking new ones.
5. **Test how AI** and semantic engines perceive and describe your brand.