

# Are all winery visits the same? When boredom is just around the corner

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*Many winery visits follow a predictable pattern, leading to a sense of sameness among wine tourists. This article explores whether wineries should rethink their approach to offer unique, memorable experiences. Without turning into amusement parks, wineries can highlight their distinct features, stories, and traditions to stand out and enhance the wine tourism experience.*

At Vinitaly 2024, during the conference “Traveling Through Vineyards and Wineries: Numbers, Profiles, and Trends of Italian Wine Tourists,” Roberta Garibaldi shared a significant statistic: 65% of wine tourists state that wineries offer **experiences** that are very similar to each other. It is

worth pausing to reflect on this crucial point.

After the first, second, third, and fourth winery visit... there is a real risk of **boredom** setting in.

A walk through the vineyards, a tour of the production area, and then a tasting. It all seems scripted, a routine we've seen over and over again. And for those of us who visit many wineries professionally, the scenes start to look the **same** everywhere. So, is there a way to break out of this monotonous pattern?

Many wineries rightly state, "our winery is not **Disneyland**," and we absolutely agree. A wine tourism visit should not turn into a circus for bored tourists seeking thrills with no real appreciation for wine. The **wine** must always remain at the center, no matter what. At the same time, however, are we sure there aren't compromises that allow for different experiences while keeping the focus on wine?

And here comes a crucial **question**: is it really worth maintaining this standard and repetitive format for winery visits? On one hand, this approach may seem simpler and easier to manage from an organizational standpoint, ensuring a certain level of uniformity and predictability. But at what **cost**? Could it be that this choice, while facilitating daily operations, ultimately offers wine tourists a déjà vu experience, lacking that unique element that would make their visit truly special and memorable?

We therefore encourage wineries to reflect on this and **challenge** themselves. Is it really beneficial to continue offering standardized visits, knowing that almost all other wineries do the same? Or is it perhaps worth considering whether a little extra effort could make a real **difference**?

This reflection does not necessarily mean **revolutionizing** everything or making costly investments, but rather carefully considering how each winery can highlight

its unique features, stories, and traditions. The answer could lead to interesting discoveries and new **opportunities** for enriching the world of wine tourism.

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## Key points

1. **Many winery visits feel repetitive**, leading to a sense of déjà vu among wine tourists.
2. **Wineries should balance authenticity and creativity** to avoid monotony while keeping wine at the center.
3. **Standardized experiences may simplify logistics**, but they risk making visits forgettable.
4. **Highlighting unique stories and traditions** can make winery visits more engaging and memorable.
5. **A small effort in differentiation** can significantly enhance the wine tourism experience.