Wine tourism at Col Del Lupo: Giulia Rosanda unveils the strategies and the challenges of success

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In the heart of the **Conegliano Valdobbiadene** hills, a **UNESCO** heritage site, the **Col Del Lupo** company, led by **Giulia Rosanda**, has found its niche in the world of **wine tourism**. It’s a fascinating and competitive sector where innovation and tradition meet.

How did you manage to stand out in a region already known for wine but less for wine tourism?

The key was **anticipation**. We started our wine tourism activities just before the hills were recognized as

a **UNESCO**heritage site. This allowed us to position ourselves as pioneers, offering well-defined and easily comprehensible experiences on our site, aimed at specific targets.

Additionally, we sought to distinguish ourselves by defining well-structured experiences, which were clearly described on our site to effectively reach various customer targets. This approach included the structuring of specific themed **tours**, a strategy that significantly improved the visibility and attractiveness of our offer. Moreover, opening during weekends and creating a collaborative network with local producers, travel agencies, and other sector operators strengthened our market presence, allowing us to offer a richer and more integrated experience.

To make the experience unique, we developed a format that reflects the authenticity of our company without imitating the proposals of other **wineries**, aiming for hospitality that combines professionalism with family warmth. We firmly believe in the importance of providing visitors with in-depth and specific knowledge related not only to our business reality but also to the surrounding territory. Our goal is for every customer to leave **Col Del Lupo** enriched, bringing with them a significant and distinctive memory of their visit.

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What has been the biggest obstacle in your journey towards wine tourism success?

Bureaucracy, without a doubt. Transforming our business into a wine tourism entity required a great effort to navigate the regulations, which were still unclear in 2018.

Wine tourism regulations have become quite clear recently, but in 2018 there was still a lot of confusion. Therefore, wanting to start the right way, we struggled to find the answers we needed at the bureaucratic level.

What skills do you think are essential for success in wine tourism?

Empathy and communication skills are fundamental, as well as language skills, to welcome an international clientele. Equally important are technical skills to explain the production process and digital skills, crucial for marketing and sales.

How do you manage high and low season periods?

During periods of declining visits, at **Col Del Lupo** we engage in a shared analysis with other operators in the area to determine if the decrease is an isolated phenomenon or part of a broader trend. These low-season moments, in addition to offering us a break to recharge our energy, are essential for evaluating the performance of our initiatives: we analyze statistics, plan future activities, and make any adjustments to the experiences offered. This can include changes in wine prices or variations in the duration of visits.

Additionally, we take advantage of these quieter periods to update the content on our site and social channels, and to intensify collaboration with tour operators, travel agencies, and other wineries. This networking effort is vital to maintaining the visibility and effectiveness of our wine tourism proposal, ensuring that every aspect of the experience offered is optimal and meets the expectations of our visitors.

How long does it take to start a wine tourism business and see the first results?

Based on our experience, it takes about six months to start seeing the work take shape, with a year to stabilize. Persistence and sometimes even a bit of luck are crucial.

Giulia Rosanda of **Col Del Lupo** demonstrates that with the right strategies and constant commitment, wine tourism can not only thrive but also enrich the local culture and economy. The

passion for **wine** and the territory shines through in every detail of their work, inviting enthusiasts to discover the beauties of **Conegliano Valdobbiadene**.