

5 smart digital strategies to attract more tourists to your winery (without spending a fortune)

scritto da Lavinia Furlani | 10 Giugno 2025



Too many wineries invest in hospitality but fail to attract visitors. This article offers 5 practical digital strategies—from leveraging marketplaces to encouraging online reviews—that help convert your winery into a true tourism destination. It's a hands-on guide for those ready to grow visibility without excessive spending. Wine Tourism Hub supports the journey.

You've invested time, energy, and resources to offer a flawless experience. The tasting room is ready, the staff is trained, the wine pairings are perfect... but tourists aren't

showing up. **It's frustrating – we know it well.**

At Wine Tourism Hub, we see it all the time: wineries ready to welcome visitors, but with foot traffic too low to grow the wine tourism business.

This article comes from that experience: no magic formulas, just **5 realistic and practical tips to build your visibility and attract more tourists.** If you want to take it further, we're here. But first, let's start with the basics.

1. Digital marketing: yes, but smart

Many feel overwhelmed starting from scratch. They're told to spend heavily, hire agencies, and optimize SEO. That's partly true. But **if you're just starting out, a clean, clear website with booking options and honest social content is more than enough.**

2. Marketplaces: easy visibility (but with commissions)

Let's be clear: big travel platforms have SEO teams dedicated to ranking first in Google searches. So when tourists look up "wine experiences in Tuscany," Winedering or Get Your Guide show up first. **The good news? You can be there too.** Listing your winery gives you visibility in places tourists already search. Yes, there's a commission fee per booking, but you gain a professional showcase and access to ready-to-travel customers.

3. Google My Business: the bare minimum

Is your Google listing updated? Are your photos, hours, and contact info correct? **If someone searches "winery near me," not showing up is like having your road sign turned off.** It's free, but incredibly valuable.

4. Collaborate with blogs and publications

Many travelers rely on online guides, lists, and articles. You've seen them: "Top 10 Wineries in Franciacorta." **Getting featured in well-ranked editorial content is a smart way to reach new audiences.**

5. Word of mouth is still king

Not just the classic kind, but digital too: reviews, tags, comments, and social mentions. When people enjoy an experience, they share it. **Every visit is a chance to bring ten more.**

Want to attract more tourists?

If you want your winery to be more than a production site and become a sought-after tourist destination, **you need a custom-built path based on your goals and strengths.**

That's where Wine Tourism Hub steps in: **Italy's first center dedicated exclusively to wine tourism consulting and training.** We work alongside you to analyze weaknesses, enhance strengths, and guide you step by step with a practical, sustainable strategy built around your business.

Our goal?

To help your winery:

- Attract a steady stream of interested visitors,
- Increase the average spend per visit,
- And above all, **sell more bottles.**

Contact us at redazione@winemeridian.com for your personalized consultation.

Key points

1. **A user-friendly website and real social content go a long way.**
2. **Marketplaces boost visibility fast, despite the commissions.**
3. **A complete Google My Business profile is essential.**
4. **Editorial collaborations bring organic exposure.**
5. **Good experiences lead to digital word-of-mouth and more visitors.**