Wine tourism: the key to unlocking direct sales

scritto da Lavinia Furlani | 14 Maggio 2024



Dear winery owners and entrepreneurs, **the time is now**. It’s time to look beyond the vineyards and your cellars. It’s time to focus on what can truly make a difference in your business: wine tourism and, above all, the people who make it possible.

Direct sales through wine tourism aren’t just a commercial transaction; they are an experience, a journey that starts long before the sip of wine and continues well beyond it.

Investing in imposing structures, cutting-edge technology, and sophisticated marketing strategies is undoubtedly important. But without the **right people to enhance them**, to share them with enthusiasm and commercial expertise with the public, they remain simply unexpressed potential.

But for this investment to bear fruit, the conviction must

start with you, **entrepreneurs**.

This is where your vision comes into play, dear wine leaders. Before thinking about expanding cellars or modernizing tasting rooms, ask yourself: Who is walking these vineyards with our visitors? Who is transforming a simple tasting into an unforgettable experience? Who is conveying our passion and knowledge? Who is in charge of selling my wine in-house?

Investing in these people, training them, motivating them, and above all, believing in them, is the most profitable investment you can make. We're not talking about mere costs, but investments in the future of your company and the power of the human experience.

The challenge is this: **to transform every collaborator into an ambassador of your wine**, capable of enchanting, educating, and yes, selling. But selling not just bottles, selling stories, emotions, connections. This is the power of people-driven wine tourism.

Valuing people means investing in their training, recognizing their contribution, encouraging their growth.

Wine tourism is the future, a way to open the doors of your world to an increasingly large and interested audience. But remember: it's the people who open the doors, not the structures. Believe in your teams, invest in them, and watch how they transform every visit into an opportunity for sales, storytelling, and shared passion.

The journey towards the success of wine tourism begins with you, dear entrepreneurs. Be the first to believe, to invest, to value. The rest will follow, one glass at a time.