

The wine tourist's etiquette: the good practices every wine tourist should follow

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Despite **gastronomic tourism** not being a new phenomenon, it's undeniable that only in recent years has it received the fame it deserves. And, as with every expanding service, **wine tourism** requires a certain level of education and awareness from its participants.

How many times have we heard from Hospitality Managers who, despite their efforts to provide impeccable service, end up managing groups of wine tourists who make mistakes, even with the best intentions. With the increasing popularity of **winery visits**, it's essential to establish some behavioral rules to ensure enjoyable and respectful experiences for everyone.

We have created our “Wine Tourist’s Etiquette,” an essential guide that, with a touch of irony, gathers the good practices every polite wine tourist should follow.

Read also: [*Laughing it off: the best \(or worst\) gaffes of wine tourists*](#)

Read communications carefully

First and foremost, it is crucial to carefully read all the information provided by the **wineries**. Many essential details are often overlooked, causing misunderstandings and discomforts. If the wine tourist receives an email with instructions and details about the visit, it is important that they read it carefully and follow the provided guidelines. This small gesture can make the difference between a well-organized experience and a day full of unexpected events.

Mandatory reservation

A reservation is not just a formality but a way for **wineries** to best organize the visit. Even a reservation made a quarter of an hour in advance can make a difference. Communicating the visit in advance allows the staff to prepare adequately and ensure optimal reception.

Punctuality and respect for other's time

Punctuality is crucial, both upon arrival and departure. Being on time shows respect for others' time and helps to keep the winery's schedule smooth. If, for any reason, the wine tourist cannot attend the visit, it is good practice to notify timely. This courtesy allows the winery to reorganize visits and offer the opportunity to other visitors.

Read also: [*The insurmountable challenges of wineries wanting to engage in wine tourism*](#)

Moderation in consumption

During **tastings**, it is important to remember that wine is to be appreciated, not consumed excessively. The culture of wine is based on the appreciation of flavors and production techniques, not intoxication. Moderation is essential for a pleasant and safe experience.

Constructive feedback

Reviews are important for wineries. If the wine tourist has had a positive experience, it is good practice to take the time to leave positive feedback. This not only helps the winery but also contributes to improving the experience for other wine tourists. Negative reviews, if necessary, should be constructive and aimed at improving the services offered.

Awareness of the purpose

Every visit to a winery has a purpose: to connect with nature, meet the producers, and appreciate the work behind every bottle of wine. Remembering the reason for the visit helps to live it with more awareness and respect.

Respect the environment and the community

Lastly, it is important to respect the surrounding **environment** and the local community. Avoid behaviors that may disturb or damage the territory and remember that you are guests in a place that others call home.

With these simple rules, we can all contribute to making wine tourism a memorable and rewarding experience, respectful of the people and the land that hosts us.

Bon voyage in the wonderful world of Italian wine tourism!