

Financial needs for wine tourism: skills, promotion, and infrastructure

scritto da Lavinia Furlani | 5 Maggio 2025



Wine Tourism Hub's national survey reveals the top financial priorities for Italian wineries: staff training, tourism promotion, and infrastructure. These areas are crucial for improving the competitiveness and sustainability of wine tourism, with human capital and destination visibility playing a pivotal role in transforming the sector into a strategic growth opportunity.

Infrastructure remains one of the major obstacles to the success of wine tourism in Italy. According to the national survey conducted by Wine Tourism Hub, which collected insights from Italian wineries, the financial priorities to improve tourism hospitality focus on staff training (35.8%), tourism

promotion (31.2%), and infrastructure investment (21.1%). Addressing these needs is essential to make wine tourism more competitive and sustainable, enhancing human capital and the visibility of destinations.

A Detailed Look at Financial Needs

When asked about their primary financial needs to improve tourism hospitality in their area, Italian wineries provided the following answers.

- **Support for staff training (35.8%)**

The most urgent need concerns human resource training. The growing demand for authentic wine tourism experiences requires qualified staff capable of delivering professional and engaging hospitality.

- **Funds for tourism promotion (31.2%)**

Visibility is the second most critical aspect. Effectively promoting wine regions, both nationally and internationally, is vital to attract new tourist flows.

- **Investment in infrastructure (21.1%)**

While infrastructure improvement is less immediate compared to training and promotion, it remains crucial for the overall visitor experience. Better roads, more efficient transport, and suitable hospitality facilities can greatly influence tourists' perceptions.

- **Grants for local events and festivals (11.9%)**

Events are powerful tools for attracting tourists and showcasing the region. However, they require financial support to be successfully planned and executed.

The role of training: human capital as a strategic lever

The emphasis on staff training underscores the growing importance of specific skills in the wine tourism sector. **Wine Tourism Hub, long dedicated to training, offers tailored programs to help wineries enhance their hospitality offerings.**

The survey highlighted that the future of Italian wine tourism depends on targeted investments in three key areas: training, promotion, and infrastructure. In an increasingly competitive market, human capital and destination visibility are the essential factors in transforming wine tourism into a strategic growth driver.

Key points

- **Staff training is the top financial priority for wineries (35.8%).**
- **Tourism promotion is essential to attract new visitors.**
- **Infrastructure improvements can significantly enhance visitor experience.**
- **Local events need economic support to drive tourism.**
- **Human capital is the key asset for wine tourism success.**