

From winery to tourist destination: how to collaborate with tour operators to grow in wine tourism

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Collaborating with tour operators is the key for wineries aiming to thrive in wine tourism. This article explains how to build structured, professional offers that meet tourism standards. It also highlights Wine Meridian's role in connecting wineries with international buyers, culminating in the FINE #WineTourism Marketplace, the leading European B2B fair dedicated to wine tourism.

More and more wineries are looking at wine tourism with

interest, but they often feel lost when trying to promote their experiences to an international audience. **The reason? Lack of structure, clarity, and vision.** Tour operators need well-crafted themed packages, bookable online, with transparent rates and efficient relationship management.

It's not just about "hosting" – it's about becoming part of a professional tourism system, where even the smallest details – from answering emails to handling B2B commissions – can make the difference between a lost opportunity and a successful partnership.

Tailored packages, clear pricing, and strong relationships

The key is to start designing customized experiences for different target groups: from wine lovers looking for exclusivity, to cycling groups eager to explore the territory, to tourists craving authentic vineyard adventures. Clear communication, updated price lists, and transparent commissions are essential.

Working with tour operators also means being consistent in responses, flexible in operations, and above all, empathetic. Tourism professionals need reliability, not surprises.

Where do you meet tour operators?

Yes, direct email contact still exists, but to build true partnerships, **you need to meet face-to-face.** Trade shows, fam trips (familiarization trips), and B2B digital platforms are the three main channels to truly enter the organized tourism circuit.

One example? Wine Tour Bridge, the first Italian B2B digital platform dedicated to wine tourism, born from the collaboration between Wine Meridian and Winedering. It directly connects wineries with international operators, offering real business opportunities without the need for

travel.

Another initiative is the Wine Experience Consortium project by Wine Meridian, designed to help Italian wine consortia develop strategic tourism promotion through targeted buyer selection, personalized winery visits, and focused follow-ups.

Collaborate to increase your impact

A winery alone can be interesting. But a **winery integrated into a structured local ecosystem becomes an unmissable destination**. Building relationships with restaurants, hotels, artisans, and local guides raises the perceived quality of the experience and simplifies the work for tour operators, who look for integrated, ready-to-use proposals.

Wine tourism is not just about tastings. It's about storytelling, hospitality, and emotion. It means becoming ambassadors of your territory using a language that's clear to those who organize travel for a living.

FINE #WineTourism Marketplace: Europe's leading wine tourism fair arrives in Italy

If you're looking for the right time to build these connections, this is it.

On October 28–29, 2025, Riva del Garda will host the first Italian edition of **FINE #WineTourism Marketplace**, Europe's most important wine tourism fair.

Wine Meridian is a partner of the event, offering Italian wineries the chance to meet top international buyers, tour operators, and wine tourism professionals. The event includes structured B2B meetings and networking sessions – a perfect opportunity to showcase your offer.

Key points

- **Wineries need structured, transparent offers to work with tour operators.**
- **Empathy and reliability are essential in tourism partnerships.**
- **B2B fairs and platforms are the best way to meet operators.**
- **Local collaborations increase experience value and market appeal.**
- **FINE Marketplace 2025 is a prime opportunity for international exposure.**