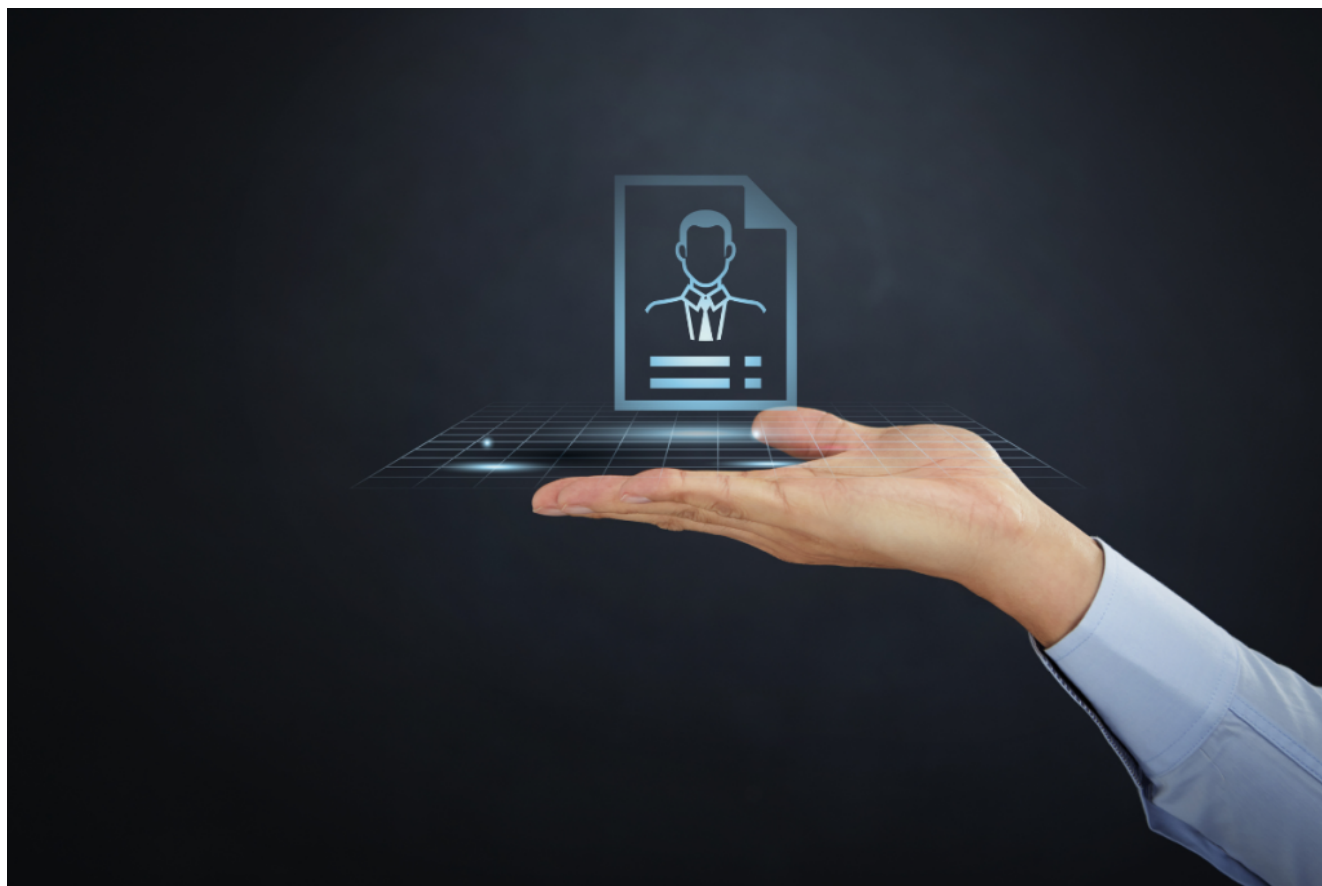


How to recognize and satisfy the 3 main types of visitors in Italian wineries

scritto da Lavinia Furlani | 20 Febbraio 2025



Understanding winery visitors is key to creating personalized experiences. This article identifies three main visitor types: the pragmatic buyer, who seeks to purchase quickly; the tasting enthusiast, who enjoys a relaxed atmosphere; and the traditional wine tourist, who wants the full experience. By recognizing their needs, wineries can enhance customer satisfaction and drive long-term engagement.

Every day, Italian wineries welcome a **variety** of visitors through their doors. To provide a high-quality and tailored service, it is crucial to identify the different kinds of people who visit and meet their expectations effectively.

Wineries must be prepared and adopt a **flexible** mindset, recognizing that not all visitors are looking for the classic vineyard or winery tour. Understanding who is in front of you and personalizing the approach allows for a tailored experience that respects each person's time and preferences.

We have identified three main **categories** of visitors who walk into Italian wineries.

1. The Pragmatic Buyer: Only Interested in Purchasing Wine

This visitor has a clear **goal**: buying wine. They are not interested in long tours or technical details but simply want to taste before making a purchase. To satisfy them, it is essential to offer a quick tasting option, possibly with a paid selection, so they can assess the quality of the products. A well-designed **brochure** that outlines the characteristics of the wines and purchasing options can make a difference, enhancing their experience and encouraging future visits.

2. The Tasting Enthusiast: Wants to Relax with a Glass in Hand

Some visitors are not necessarily looking to learn about **winemaking** or the winery's history; they simply want to enjoy a good moment of relaxation in a beautiful setting. These guests wish to sit down, sip a glass accompanied by a platter, and soak in the atmosphere. In Italy, some wineries might feel 'too serious' to those who just want to enjoy wine without obligations. It is important to create a **welcoming** and relaxed space where even less engaged visitors can appreciate the wine, guided discreetly by a sommelier.

3. The Traditional Wine Tourist: Looking for the Full Experience

Lastly, we have the classic **wine** tourist—the one who loves to dive into the world of wine, from the vineyard to the cellar, ending with a tasting session. This visitor expects a comprehensive narrative, from the vineyard's story to an explanation of the vinification process, culminating in a carefully curated tasting. This is a **profile** that wineries are well acquainted with and one that Wine Meridian explores in many articles. For these guests, the key is maintaining high **engagement** and quality throughout the visit, ensuring that each experience is unique and memorable.

Key points

1. **Identify three visitor types:** Pragmatic buyers, tasting enthusiasts, and traditional wine tourists.
2. **Offer tailored experiences:** Quick tastings, relaxed wine enjoyment, or full vineyard tours.
3. **Use strategic communication:** Clear brochures, engaging storytelling, and a welcoming setting.
4. **Enhance engagement:** Match visitor expectations with guided tastings, personalized recommendations, and flexible options.
5. **Boost return visits:** Create memorable experiences that encourage future winery visits and brand loyalty.