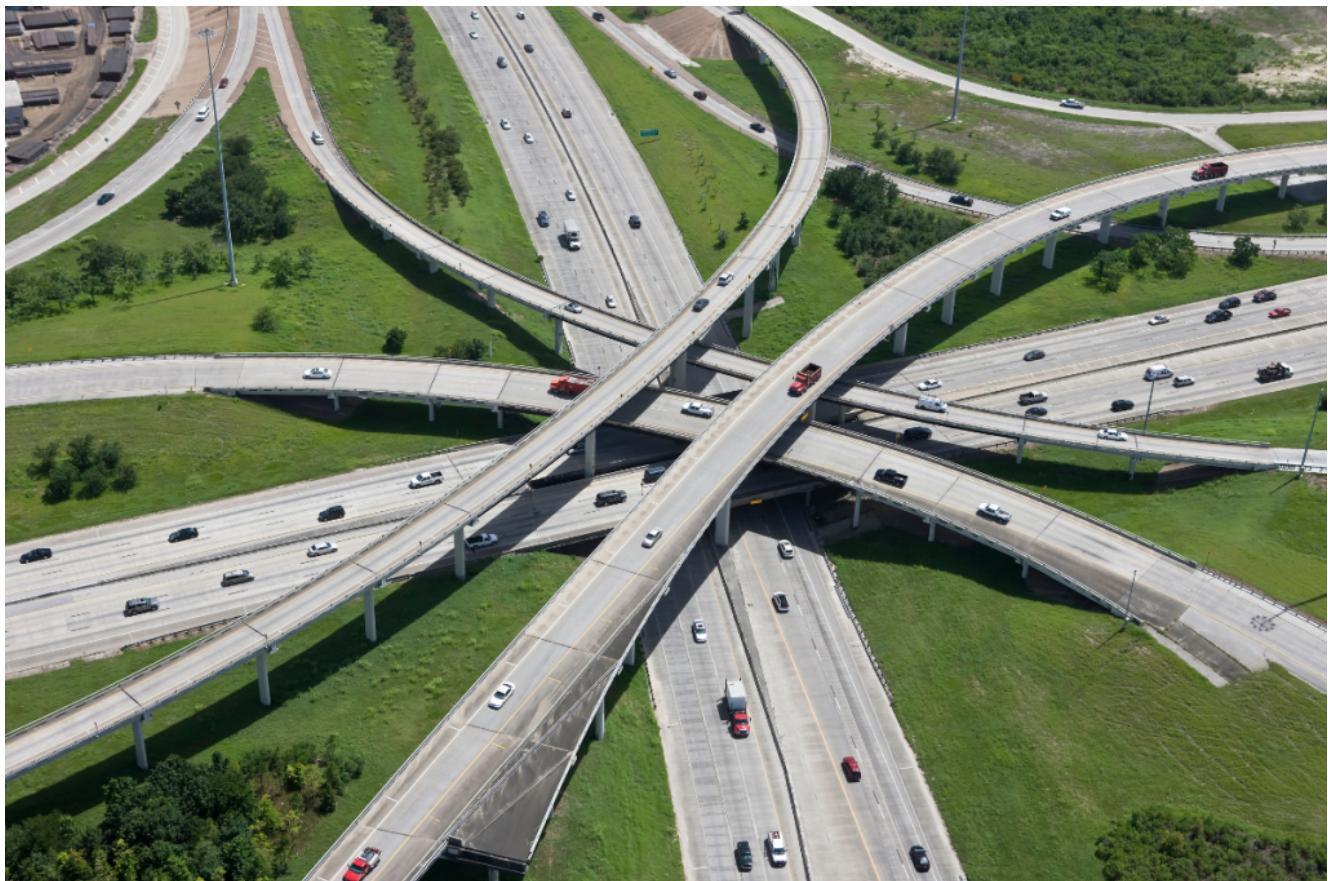


# How to improve infrastructure in wine regions: solutions for more accessible wine tourism

scritto da Lavinia Furlani | 9 Giugno 2025



*Infrastructure remains a key bottleneck for wine tourism in Italy. This article explores the main challenges, such as inadequate public transport, poor signage, and neglected roads, and highlights the practical solutions proposed by wineries. A more accessible and connected wine territory is crucial for ensuring sustainability, visitor satisfaction, and long-term sector growth.*

Infrastructure is one of the main obstacles to the success of wine tourism in Italy. According to a recent survey by Wine Tourism Hub, the top priorities for intervention include

improving public transportation, creating clear and effective tourist signage, and upgrading roads.

**Accessibility is one of the most critical factors** in the success of wine tourism. While Italy's wine landscapes are undeniably charming, they often suffer from infrastructure shortcomings that limit tourist flow and undermine the visitor experience.

The recent survey conducted by Wine Tourism Hub highlighted the key areas that Italian wineries believe should be addressed, offering a clear overview of both the challenges and the solutions needed to make wine tourism more competitive and sustainable.

## **Priority Actions According to Italian Wineries**

- Improved public transport (53.4%)**

The difficulty of reaching wine regions without a private vehicle emerged as the top issue. With an increasingly international and sustainability-conscious audience, public transport is a strategic factor in attracting visitors and facilitating movement.

- Implementation of effective tourist signage (24.2%)**

Clear and well-placed signage not only helps visitors navigate but also enhances the territory and the overall experience. Many wine areas in Italy lack sufficient or intuitive signage.

- Upgrading road conditions (22.4%)**

Poor rural road conditions are another major obstacle. Difficult or poorly maintained routes can discourage tourists and damage the area's image.

# A More Accessible Tourism for a Sustainable Future

Improving infrastructure is not just a practical issue—it's a strategic necessity to ensure the competitiveness of Italian wine tourism. **Investments in transport, signage, and roads can yield multiple benefits:**

- Improve the quality of hospitality and increase visitor satisfaction
- Promote greater environmental sustainability by reducing reliance on private vehicles
- Enhance the image of wine regions, making them more appealing in international markets

**The future of Italian wine tourism depends on strategic investments in infrastructure.** Wineries, consortia, and local governments must work together to overcome these critical issues and build a tourism offering that is accessible, modern, and capable of showcasing the extraordinary potential of our country.

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## Key points

- **Public transport gaps** hinder access to many Italian wine regions.
- **Clear tourist signage** is essential for orientation and enhancing the visitor journey.
- **Rural road maintenance** directly impacts the tourist experience.
- **Better infrastructure supports sustainable tourism practices.**
- **Collaboration between wineries and institutions** is

**crucial.**