

# Wine tourism in Maremma: the new frontier of Gagia Blu

scritto da Fabio Piccoli | 13 Giugno 2024



The inauguration of the new Gagia Blu **winery**, owned by Laura Mauriello, marks a significant evolution in Maremma's wine tourism. This analysis delves into the **impact** and **prospects** of this initiative, set in one of the most natural and pristine areas of our country.

Maremma is already an exclusive **destination** for tourism, but it now has the opportunity to transform an opportunity into a well-defined strategy. Wine tourism represents a fundamental lever to develop exclusive tourism, attractive to high-spending individuals of mid-to-high culture, and those in search of unspoiled places.

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

## Quality tourism, not mass tourism

Wine tourism in Maremma is characterized by relatively small numbers but with a highly qualified audience that has a strong ability to influence **trends**. This type of tourism is not strictly tied to **seasonality**, which makes it particularly valuable for the de-seasonalization of the local tourism offering.

## Opportunities for businesses

For the wine industry, wine tourism represents an extraordinary opportunity. Beyond its strong communicative impact, it offers significant economic opportunities through **direct sales** and the offering of vineyard experiences and tastings. Additionally, every 10 euros spent in the winery translates into more than 50 euros spent in the local area, benefiting local **catering** and **hotel businesses** directly.

## The vision of Gagia Blu

Laura Mauriello has decided to invest in this territory with her new winery Gagia Blu, strongly focusing on **hospitality**. The belief is that the best way to communicate about the business and the area is through authentic and engaging hospitality. Gagia Blu aims to immediately become part of a network of collaboration among different local entities, contributing to a coordinated and coherent development strategy.

## The challenge for Maremma

The challenge for Maremma is to recognize and enhance its distinctive elements, defining a precise strategy to develop an image consistent with its target audience. Wine tourism can and must be an important lever for this strategy, contributing to creating an ideal economic and cultural **indirect effect** for the territory.

The inauguration of Gagia Blu winery represents a significant step towards a future in which wine tourism plays a central role in the development of Maremma. With a clear vision and a well-defined strategy, this area can become a reference destination for exclusive and quality tourism.