Your winery website: does it have what it takes to attract tourists?

scritto da Lavinia Furlani | 12 Novembre 2026



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Title: “Your winery website: does it have what it takes to attract tourists?” Subtitle: “Anticipating experience details on a smartphone screen turns virtual visitors into real guests.”

When I analyze the digital communication of the wine tourism companies I work with, I focus on one of the most important testing grounds for hospitality: the website. Browsing the platforms of many wineries I regularly come across generic invitations like “come and taste our wines”. **An approach of this kind is ineffective and outdated.**

A high-performing website must allow the user to access the tourist offer with a single click from the homepage, providing an obsessive level of detail. It is necessary to clearly state the opening hours, costs, duration, the possibility of bringing animals, information on suitable clothing and the various gastronomic options.

Before deciding to invest time and financial resources to reach your company, a tourist demands the certainty of living a top-level experience. To develop this confidence, they need to have as many preventive details as possible at their disposal. **Fully understanding this need represents the first pillar that a winery must internalize at the exact moment it designs or renews its website.**

I always repeat a fundamental concept to the owners with whom I collaborate: **if a wine tourist arrives at the winery and is positively surprised by a service you offer by default, it means that your online communication has failed.**The experience must be savored in advance right from the smartphone screen, perhaps integrating direct and authentic video content, elements that statistics confirm to be among the main booking drivers today.

The analysis of the browsing experience represents one of the main tests we conduct undercover before starting our

consulting services. **Showing the company what the user actually perceives from the website generates a great awareness.** From there we start working on every single process, ensuring that the winery communicates value and precision well before the tourist physically arrives at the estate.

Key Points

1. **Detailed online communication** is essential to turn virtual visitors into real winery guests.
2. **A high-performing website** must offer immediate access to exhaustive tour details from the homepage.
3. **Preventive information builds trust**, giving tourists the certainty of a top-level experience before booking.
4. **Surprising guests with default services** upon arrival means your online communication strategy has failed.
5. **Analyzing the browsing experience** helps wineries understand user perception and improve digital communication.