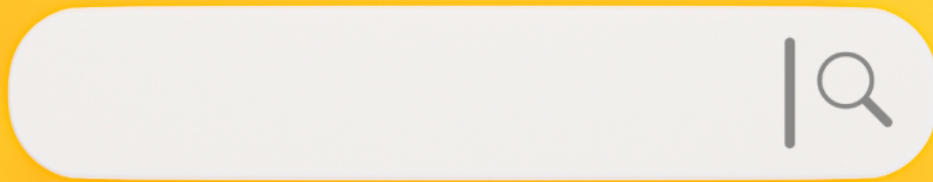


The number one enemy of the wine tourist? Your website

scritto da Lavinia Furlani | 7 Marzo 2025



Your winery's website can be the biggest obstacle to attracting wine tourists. Missing or unclear information on opening hours, bookings, and services leads to lost visitors. Investing in digital clarity is as crucial as winemaking itself. A seamless online experience turns virtual visitors into real customers. Don't lose opportunities—optimize your website now.

Imagine being a wine **tourist** looking for a winery to visit. You're eager to enjoy an authentic experience, taste excellent wines, and uncover the history and secrets of a unique wine reality.

But there's an **obstacle**: the winery's website. You can't find the opening hours, you don't know how to book, and the

information seems written in a secret code. Frustrated and disappointed, you decide to look elsewhere.

The result? The winery has lost a potential **customer**.

Why do we insist on not providing essential and easily accessible information on our website?

Perhaps because we underestimate the importance of clear and **direct** communication. Or maybe because we are too focused on the quality of our wine and forget that the first impression is not made by the palate but by our website.

The paradox is clear: we are willing to invest in **vineyards**, equipment, and cutting-edge winemaking processes, yet we neglect the simplest and most fundamental aspect of digital communication. Making information such as opening hours, booking methods, costs, and available services accessible is not a luxury—it's a necessity. And if you don't do it, rest assured that someone else will, turning that virtual visitor into a real customer.

Being **online** is not enough; you need to be there the right way. A website should be a reference point, a place where wine tourists can quickly find answers to their questions. No frills, no complications. Because the wine tourism experience begins long before setting foot in a winery—it starts the moment the visitor lands on our homepage.

If we don't want to get lost in a glass of **wine**, we must stop making life difficult for the wine tourist. Let's give them what they need, immediately and effortlessly.

Because, in the end, the real **question** is: how much does it cost us not to do it?

And you, have you ever thought about how many **opportunities** you are losing due to a lack of clarity on your website?

Key points

- **A confusing winery website discourages wine tourists,** leading to lost visits.
- **Essential information** like hours and booking details must be easy to find.
- **A winery's first impression is made online,** not just in the tasting room.
- **Digital presence is crucial,** but clarity and usability are what truly matter.
- **A well-structured website turns online visitors into real customers.**