

Is your territory promoting your wine tourism business?

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Wineries often chase distant tourists while overlooking the neighbors who could fill their tasting rooms. A dedicated Open Day for local hotels, restaurants and food producers lets partners test the experience firsthand, builds trust and sparks reciprocal recommendations. The result is steady, measurable word of mouth and a lasting local network that supports wine tourism.

When I analyze the tourist flows of wineries, I often notice a chronic form of farsightedness: companies look far away, dreaming of busloads of Californian or Asian tourists, struggling to focus on those who live and work just a few kilometers from the vineyards. **This approach leads them to ignore the most powerful, affordable and effective promotional lever available: collaboration with the local area.**

Thinking of doing wine tourism as isolated monads is a strategic mistake, since hospitality is an ecosystem that thrives on synergies and local relationships. **To fill the tasting rooms, we must first turn those around us into our best allies.**

The practical question is: has the municipal tourist office, the Bed & Breakfast owner three kilometers away or the restaurateur in the main square ever visited your winery? Nobody willingly recommends an experience they have not tested firsthand, also because suggesting an activity carries a reputational risk for the person who proposes it. **A hotelier will send their guests to you only if they are certain of making a splendid impression.**

The most impactful action a hospitality manager can plan is an “Open Day” dedicated exclusively to local partners. Inviting accommodation businesses and local food producers to experience wine tourism at your home eliminates their mistrust and turns them into active ambassadors.

During these meetings, the foundations are laid for the law of reciprocity, establishing agreements in which I recommend your cheeses during my tastings and you refer my winery to the customers of your shop. **This triggers constant word of mouth that brings concrete results week after week.** Building these synergies is one of the first steps I tackle in my consultations. Learning to network at the local level guarantees continuous, quality flows.

Key points

1. **Collaborate locally first:** neighbors, hotels and restaurants are the most effective and affordable promotional lever.

2. **Invite local partners to visit your winery,** because people recommend only experiences they have tested personally.
3. **Organize an Open Day exclusively for hotels, restaurants and local producers** to turn them into active ambassadors.
4. **Build reciprocity through agreements where partners recommend each other's products** to their own customers.
5. **Network locally to secure continuous,** quality visitor flows week after week.