

# Social media enthusiasts in your winery? Here's why you should be thrilled!

scritto da Lavinia Furlani | 15 Novembre 2024



*Social media-savvy visitors can transform your winery's presence with free marketing. While they might not focus on wine, their selfies and posts amplify your brand's visibility. Learn how to turn these seemingly distracted tourists into powerful ambassadors, enhancing your reputation and reaching new audiences without additional costs.*

It's no secret anymore: **social media** has taken over the world, captivating everyone from **Gen Z** to **boomers**. People are increasingly using these platforms to proudly showcase their **travels** and weekend getaways.

As a wine tourism professional, you've likely encountered this

specific type of **visitor**:

They arrive expecting a **cool spot**, meticulously designed with **photo-worthy corners** to take selfies with friends. They're not interested in the **wine explanations** or the **winery's history**. It's not personal—they simply have a different agenda: showcasing their visit.

Is this bad for your business? Absolutely not.

It's understandable that, as a producer or **hospitality manager**, you might find this type of visitor annoying. After all the hard work, the attention to detail in your products, and the unique story of your winery, seeing someone ignore it all can be frustrating.

But here's the thing: not all setbacks are truly negative, and these social media-savvy tourists can work in your favor.

Those who share compulsively on **social media** act as a **megaphone** for your business and your wine tourism offerings. Every selfie, post, and Instagram story becomes **free, powerful advertising**. With wine tourism attracting a growing audience, it's only natural that not all visitors will be passionate about wine.

Think of those selfies as a form of **modern marketing**. The more your winery is photographed and shared, the more attention it garners from potential visitors. And don't underestimate the **domino effect**: a selfie posted by an **influencer** (or an aspiring one) can reach thousands, if not millions, of people, putting your winery in the spotlight in unexpected ways.

And who knows? Among these selfie enthusiasts, there might be someone who, between snapshots, develops a genuine interest in wine. Perhaps that photo with a glass of wine becomes the first step toward a new passion for enology.

Isn't this part of the **hospitality manager's** role? To find

ways to engage everyone, even the most distracted, in the wonderful world of wine? So, next time you see a visitor engrossed in taking selfies, don't despair. Instead, smile and get ready to see your winery go **viral!**

---

## Key Points

1. Social media-savvy visitors amplify your winery's brand visibility for free.
2. Selfies and posts act as modern marketing tools, attracting potential visitors.
3. Influencers can unexpectedly spotlight your winery to large audiences.
4. Hospitality managers should embrace all types of visitors, even the distracted ones.
5. Social tourists may develop a genuine interest in wine over time.