

# Wine tourism, it's time for a check-up: how an external analysis can reveal your winery's potential

scritto da Lavinia Furlani | 31 Ottobre 2025



*Many wineries invest heavily in wine tourism but struggle with low visitor numbers and profits. A strategic audit, like the WTH Audit, provides an essential external perspective. By analyzing online perception, pricing, and visitor data, it identifies weaknesses and creates a customized three-year action plan to unlock a winery's full potential.*

The story of many wineries is one of passion and large investments, not only in wine but also in hospitality. The goal is to transform their company into a wine tourism destination capable of showcasing a unique territory and

product. Significant time and resources are invested, but sometimes the expected results are slow to arrive: visitor flow struggles to grow, the experience fails to stand out, and economic returns remain below expectations. When faced with this situation, the question spontaneously arises: what isn't working? It is precisely in these moments that an external, expert perspective can make the difference.

## **WTH Audit: a strategic ally for your growth**

To meet this need, WTH Audit was created, a service that positions itself not as a simple consultant, but as a strategic ally. The goal is not to provide generic solutions, but to start a journey of awareness based on a tailored analysis of the individual wine tourism business. Every winery, in fact, has its own unique DNA, and only by recognizing it is it possible to enhance its strengths and turn weaknesses into opportunities. But what does undergoing an audit actually mean? The questions an audit can answer An in-depth analysis sheds light on operational and strategic aspects that often remain in the shadows.

## **Here are ten key areas that are explored to build a 360-degree view:**

1. Online perception: How is your offer seen through the eyes of a potential wine tourist? Do the website and social media effectively communicate the value of your experience?
2. Price positioning: Is the cost of your tastings in line with competitors? A targeted comparison is essential for strategic positioning.
3. Average receipt value: What is the spending capacity of wine tourists in your area? Knowing this data is the first step to optimizing the offer and direct sales.

4. Flow seasonality: How are visits distributed throughout the year, month, and week? This analysis helps to better plan resources and activities.
5. Visitor origin: From which markets, especially foreign ones, do the wine tourists in your region come? This is fundamental information for guiding marketing.
6. Communication effectiveness: How do you handle email inquiries? An anonymous analysis can reveal weaknesses in customer service and turn them into strengths.
7. Business profitability: What profit margins can your wine tourism business realistically aspire to? A clear vision of the economic potential is the basis of any strategy.
8. Sales projections: How many bottles of wine could you sell to private individuals in the next three years? Forecasting data helps in planning with greater certainty.
9. Necessary investments: What are the next steps for growth? The audit identifies strategic investments to guide future decisions.
10. Hidden opportunities: What are the specific areas of improvement for your winery? Often the greatest opportunities are hidden where one has not yet looked.

The heart of the WTH Audit is not the report itself, but the creation of a customized road map for your business. The process is designed to be a constructive dialogue. It begins with an online meeting with professionals from Wine Tourism Hub, during which information is gathered and the specific needs of the company are heard.

Following the analysis, a report is drawn up that outlines a three-year action plan with clear and measurable objectives. This strategic document is presented and discussed in a dedicated meeting, ensuring that every suggestion is understood and actionable.

## Take the first step today

Are you undecided if such an in-depth analysis is right for you? You can start with a simple first step by requesting a free preliminary report; you can get a taste of the potential and discover what initial objectives your company can aspire to. For more information or to request your free preliminary report, write to [redazione@winemeridian.com](mailto:redazione@winemeridian.com).

---

## Key points

1. **External audits identify why wine tourism investments** fail to deliver results.
2. **Analysis covers 10 key areas**, including online perception, pricing, and visitor origins.
3. **The goal is a customized road map**, not a generic report.
4. **Audits reveal hidden opportunities** and potential profitability margins.
5. **The process delivers a three-year action plan** with measurable objectives.