Vinitaly Tourism: wine tourism finally takes centre stage

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For the first time, Vinitaly dedicates all four event days to wine tourism through its new Vinitaly Tourism project. Wine Tourism Hub joins as an official partner, bringing expertise and tools to support Italian wine companies. The initiative aims to transform wine tourism from an intuited opportunity into a structured, strategic business lever for the Italian wine sector.

There are signals that speak louder than many declarations. The decision by Vinitaly to devote all four days of the event to Vinitaly Tourism is one of them.

For those of us who have been working for years on the

development of wine tourism, this is not merely an important novelty: it is a transition we have long been waiting for. **It is the concrete recognition that the wine tourism sector can no longer be considered a secondary or peripheral subject, but one of the most strategic directions in which Italian wine companies must invest with vision, expertise, and the right tools.**

We are therefore truly pleased to see that Vinitaly has also decided to take this step in a clear, structured, and visible manner. Vinitaly Tourism will not be a marginal container, but a fully dedicated area at the heart of the event, designed to welcome operators, companies, tourism buyers, training sessions, b2b meetings, and opportunities for hands-on exchange.

A project that finally places wine tourism in the position it deserves – as a lever for growth, relationships, reputation, and value for Italian wine. This scenario is also a further source of pride for us, because Wine Tourism Hub will be a partner of Vinitaly Tourism and we will be actively present alongside Veronafiere to contribute to the quality and effectiveness of the scheduled events and activities.

We will do so by bringing to the table the wealth of experience, content, relationships, and projects we have built over the years working alongside wine businesses.

We are firmly convinced that today, more than ever, it is essential to offer the sector greater knowledge, concrete tools, and real growth opportunities. Wine tourism is one of the areas in which a decisive part of the future of Italian companies is being played out: not only because it generates visits, hospitality, and direct sales, but because it creates connections with territories, strengthens brand positioning, and builds authentic, lasting relationships with the consumer.

This is where wine becomes an experience, and the experience

becomes value.

For this reason, our contribution to Vinitaly Tourism will be aimed at making every appointment as useful as possible for producers, hospitality managers, sales directors, and sector operators. The objective must be clear: to help companies transform wine tourism from an intuited opportunity into a truly organised and strategic business lever.

In the coming weeks we will share more details on events, participation modalities, and planned activities. On the occasion of Vinitaly Tourism, we will also prepare a survey dedicated to Italian hospitality managers, with the aim of giving a direct voice to those who work on the ground every day in wine hospitality. We want to listen to their perspective, understand the main needs, read the demands of the sector with greater precision, and thus help identify priorities, tools, and useful directions for its growth.

We believe this is the right way to face the challenge: not merely to celebrate wine tourism, but to seriously build the conditions for its development. And if today Vinitaly decides to shine a strong and sustained spotlight on this topic, we can say sincerely that this is a choice we welcome with enthusiasm.

Finally.

Key points

1. **Vinitaly Tourism dedicates all four days to wine tourism** for the first time in the event’s history.
2. **Wine Tourism Hub joins as an official partner**, contributing expertise, content, and strategic project planning.

3. **Wine tourism creates direct sales, strengthens brand positioning**, and builds lasting consumer relationships.
4. **A dedicated survey for Italian hospitality managers will be launched** to identify sector needs and priorities.
5. T**he goal is to turn wine tourism from an intuited opportunity** into a truly organised business strategy.