What can we learn from Californian wineries about wine tourism?

scritto da Lavinia Furlani | 27 Giugno 2023



We are almost at the end of the first week of our International Wine Tour in the United States, a journey to experience American wine tourism in order to understand the characteristics that set it apart from Italian wine tourism.

We couldn’t start our adventure somewhere other than California, one of the most well-known wine-producing states in the world. California wineries are renowned for their ability to draw visitors from all over the world due to their exceptional hospitality abilities.

But what stands behind its irresistible allure?

Here are some of the key features of Californian hospitality that we observed throughout our visits:

Hospitality. Californian wine cellars are unquestionably open in the best meaning of the term: you may enter their buildings with the knowledge that they will always welcome you regardless of whether you have a reservation or not. As a matter of fact, the companies welcome everyone: can we say the same for the Italian wine cellars?

Great territorial collaboration. There is a lot of synergy amongst the businesses in the zone. Wineries are always positive about their colleagues, urging wine visitors to see the other realities in the area. Furthermore, it is typical to form significant alliances with nearby eateries, and everything revolves on the wine.

The merchandising is a step ahead. It’s unique, diverse, and most importantly, of excellent quality, able to persuade you to buy. More than wine, their merchandise is among the best-selling items in wine cellars!

Attention to details. Everything is spotless, from the sample plates to the immaculate restrooms. The attention to detail makes a difference in even the smallest wine cellars. You can see the corporate logo everywhere.

Prices are much higher. Californian businesses don’t offer freebies; even the basic tasting costs money, and food isn’t provided unless requested separately.

Follow Wine Meridian on social media to learn more about our international tour in the USA!