

What can we learn from the American hospitality model?

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Since its inception, Wine Meridian has been involved in a strategic business for wineries: **wine tourism**. In fact, our firm has visited more than 450 wineries worldwide so far, and the knowledge we've garnered in the industry has helped us receive **Iter Vitis' Best Wine Tourism Communication Tool Award in 2022** for our newsletter.

Our accomplishments led us to look toward the next destination: **after touring the cellars of France, Spain, South Africa, and many other nations, we will travel to the United States** for 40 days in the summer of 2023.

We will stop by 100 businesses in 16 American states, **from the well-known giants of Napa Valley to the lesser-known ones of New Mexico**, to see how they welcome wine visitors. Sometimes

we will introduce ourselves as we arrive at their gates, while other times **we will go unnoticed**.

We are positive that **this adventure will provide us with a priceless treasure of information**, which we will share and remark on with our community as we always do.