

Wine tourism 3.0: exploring the next frontier in wine tourism

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Over the past few decades, **wine tourism** has captivated the interest of global tourists, prompting vineyards to strive for maximizing this experience's efficiency. But what are the goals companies are pursuing through wine tourism?

Past objectives of wine tourism

Initially, **Italian wineries** aimed to draw visitors to their **premises**. This initial challenge took years before the first wine enthusiasts cautiously embraced this kind of experience. In the initial phase of wine tourism, it was vital for companies not just to promote but also to communicate this new approach to exploring wineries.

As wine tours gained popularity, the subsequent aim was profitability. Attracting visitors to the winery was just the beginning; the real challenge lay in persuading them to purchase wine bottles from the shop. For many companies, this objective was only partially met; even today, **numerous establishments struggle to sell their wine after tours.**

The future of wine tourism: wine tourism 3.0

Cutting-edge companies are now setting their sights on the third phase of wine tourism, aiming to transcend mere direct sales. **While direct-to-consumer sales remain crucial, today's success hinges on fostering lasting relationships with customers during their wine tourism experiences,** transforming them into regular buyers over time.

But how can vineyards cultivate these relationships after visits? Tailored sales strategies and digitalization are pivotal for establishments seeking to enhance hospitality, with automated data collection and online communication playing vital roles in this process.