

The role of the territory in wine tourism: 3 key challenges to create authentic and competitive hospitality

scritto da Lavinia Furlani | 9 Giugno 2025



Italian wine tourism still struggles with infrastructure issues, poor local collaboration, and underutilized heritage. A national survey by Wine Tourism Hub reveals how wineries can boost their appeal through teamwork, strategic planning, and experience design. The territory must become the core of authentic, memorable wine travel experiences in order to compete globally.

The territory is a fundamental element of wine

tourism: visitors don't just come to a winery for a glass of wine—they come because it's located in a unique region. However, inadequate infrastructure, lack of collaboration with local institutions, and underutilized local resources remain serious obstacles for Italian wineries.

Recent data from the national survey by Wine Tourism Hub provide concrete insights on how to tackle these challenges and make wine hospitality more appealing and sustainable.

The Main Territorial Challenges

The survey identified the primary local challenges affecting wine tourism:

- **Inadequate Infrastructure (36.2%)**
Poor roads, limited public transport, and hard-to-reach wineries are the most significant barriers for the sector. Accessibility issues hurt not only foreign tourists but also Italians, curbing business growth and the appeal of the region. Investing in modern and efficient infrastructure is essential.
- **Collaboration with Local Authorities and Tourism Operators (31.9%)**
An effective wine tourism offering must be based on an integrated approach. The absence of synergy among wineries, restaurateurs, accommodation providers, and local institutions results in a fragmented and less attractive offer. Wineries highlight the importance of teamwork in building a strong territorial ecosystem.
- **Promotion of Local Resources (23.2%)**
Authenticity is increasingly sought after by tourists, and Italy has much to offer—from food to culture and traditions. Yet poor promotion of these elements is a

missed opportunity. Crafting experiences that blend wine, food, and local culture is key to standing out and earning visitor loyalty.

- **Internal Periodic Evaluations (8.7%)**

Only a small portion of respondents consider regular assessments of territorial initiatives a priority. **Nonetheless, these evaluations can be powerful tools to monitor progress, identify weaknesses, and refine strategies.**

The challenges revealed by the survey are not insurmountable, but they call for a clear change of pace. **Investing in infrastructure, encouraging territorial cooperation, and promoting local uniqueness should be top priorities.**

Wineries can play a leading role by launching initiatives that engage local actors and using digital tools to boost the appeal of their offerings.

Italian wine tourism has all it takes to become a global success story, but it must begin with a clear, shared strategy that puts the territory at the center and turns it into the heart of authentic, memorable experiences.

Key points

- **Poor infrastructure limits winery accessibility and visitor experience.**
- **Lack of collaboration weakens the regional wine tourism offer.**
- **Promoting local culture boosts authenticity and visitor loyalty.**
- **Few wineries track the impact of their territorial**

strategies.

- **Strong local ecosystems** are key to long-term tourism success.