

# Wine Tourism: 7 key tips to develop a wine tourism activity

scritto da Lavinia Furlani | 4 Aprile 2024



In the wine world, where Italy sparks the quality of its wines that are appreciated all over the world, there is a contradiction. On one hand, we are famous for our craftsmanship in the production of exceptional wines while, on the other hand, we deal with a little enviable positioning in the **wine tourism market**, as if there was a secret to success that we have not been able to reach yet.

An obvious question comes to mind: how is that possible?

The answer, only apparently simple, invites us to a deeper reflection: maybe we have yet to start considering wine tourism with the **seriousness** it deserves, or, at least, we

haven't considered it yet as a true virtuous business opportunity.

However, there is light at the end of the tunnel and it is represented by those Italian companies that were able to look beyond, obtaining results that go well past the rosiest expectations, regardless of their dimension or the territory in which they are in. these companies taught us the **necessary ingredients** for a wine tourism business.

What are the steps to make for those who want to undertake this journey towards the wine tourism **success**?

*You may also like: [Wine Tourism: a strategic lever to enhance direct wine sales](#)*

**Here are seven essential pieces of advice that every wine tourism company should keep in mind:**

- **Know yourself:** a very old mantra, but always extant. Before undergoing any path, it is crucial to have a clear comprehension of what we have at our disposal: resources, potential, but also limits. This is the only way to create a proper growing journey.
- **Improvisation? Leave that to the artists:** wine tourism needs strategy, planning and a well-defined development plan. It is no land for those who love to play it by ear.
- **Embrace the digital future:** the technological innovation and the digitalization are no longer optional. An eye-catching website, an active presence on social media, the possibility to buy the company's products online: these are the tools to widen your public and facilitate the access to you offers.
- **Create experiences worth remembering:** the wine tourism future passes through immersive and personalized

experiences, that are able to engage the visitors.

- **Open your doors to everyone:** accessibility and inclusivity are the main principles for a wine tourism that truly aims to be for everyone. This means thinking of experiences that might be appreciated by the widest public as possible
- **Enhance your territory:** completing your activity with the territory means not only promoting the local products but also collaborating with companies near you creating a richer and varied tourism offer network.
- **Build nets and collaborate:** union makes each other strong, even and especially in wine tourism. Collaborating with other cellars and territorial companies might open to unthinkable synergies, increasing each other's offer and visibility.

Italy checks all the boxes to rewrite the wine tourism future, transforming in one of the most coveted and esteemed destinations globally. All square: er must decide how to play our game.

## **What is the potential of your company?**