The future of wine tourism businesses: beyond the perfect wine, there’s a design winery

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To create a successful winery, it’s not enough to have perfect **grapes**. The quality of the **wine** is essential, but the **design** and spaces dedicated to **hospitality** play an equally crucial role. An excellent **wine** may attract connoisseurs, but it’s the overall **experience** that makes a winery visit memorable.

This is according to a recent article in The Globe and Mail, a renowned Canadian publication.

“The quality of the **wine** is indispensable, but the context in

which it is tasted makes the experience truly meaningful," says Bachelder, founder of Domaine Le Clos Jordanne, in the Niagara Peninsula.

Wineries are not just production sites; they are also places of industrial operations, storage facilities, retail points, and now more than ever, tourist attractions.

The importance of design in wine tourism

A key aspect of a winery's success is the **design** of the facility. It must not only be functional for wine production but also welcoming and engaging for visitors. Wineries need to convey the **story** and passion behind the **wine**, creating an environment that doesn't feel like a factory but rather a place of **charm** and discovery.

Today's wineries entering the wine tourism world must, however, contend with a sector already populated.

The example of Canadian wineries

The Canadian wine industry is becoming increasingly sophisticated, with wineries striving to outdo each other in terms of **design** and **attractiveness**. The Niagara wine region, for example, continues to attract a growing number of visitors, aiming to reach three million by 2030. With new wineries under construction and ambitious projects, the Canadian wine industry is booming.

Competition drives producers to collaborate with leading **designers** and architects to create unique and memorable **experiences** for visitors. However, a large initial investment is not always necessary; often, one can enhance what already exists on their property.

In short, creating a successful winery requires a combination of wine quality, thoughtful **design**, and an engaging **experience**. Wine producers will increasingly need to

find a balance between **imagination** and practicality for their sites: facilities that amaze but can also manage parking, deliveries, and the seemingly endless flow of pipes and conduits necessary for all stages of wine production.