“Before embarking on wine tourism, I need to renovate the tasting room”

scritto da Lavinia Furlani | 8 Luglio 2024



No, don’t get lost in a glass of water!

During our travels around the world, we have had the opportunity to visit breathtaking **wineries** with structures that literally left us speechless. From modern architectural works to true art galleries, the world of **wine** can offer unique spaces.

Yet, if we were to sum up all the **wineries** we have visited over the years, it was not necessarily those with the best **aesthetic** structures that left an indelible mark on our hearts. What really made the difference in retrospect was the “human” side of the wine tourism experience, the **storytelling**,

and the contact with a passionate **owner**.

Despite this…

The **tasting room** is an element that often scares **wine companies**, to the point that it makes some entrepreneurs give up on starting their own wine tourism business.

But the truth is that costs can remain very low: a simple space dedicated to **hospitality** and an area set up for **wine tasting**is all you need to welcome wine tourists. Certainly, the more aesthetically pleasing the **room**, the better the impact on the eyes of the tourist, but we are sure that this can come with time, thanks to the success of the **company** in the wine tourism field.

In short, costs should not discourage from embarking on this path: a room for tasting, a simple **tasting kit**, and a strong desire to welcome and tell stories are all you need to start the adventure!