# Private visit or group tour? Why it’s important to clarify that the wine tour is a group visit

scritto da Lavinia Furlani | 21 Agosto 2024




Welcome to the wonderful world of **wine**, where every winery visit… well, can turn into a delightful comedy of errors!

Today we’re discussing a small but significant misunderstanding that many wine tourists encounter: the surprise of discovering that their long-awaited winery visit has turned into a noisy **group** outing.

You’re ready for a romantic escape as a couple, you’ve eagerly booked a tasting at that winery you’ve been dreaming of for months. And then… surprise! A colorful **group** of strangers

awaits you, with whom you'll have to share not only the **Hospitality** Manager but also your witty comments and couple selfies.

Don't get me wrong, there's something wonderful about sharing a glass of **wine** with new people, but when you're expecting a **tête-à-tête** and find yourself in the middle of someone else's birthday party, I understand that the magic might fade.

And here arises our crucial question: as operators in the wine tourism sector, how can we improve this experience and prevent embarrassing situations?

## Solution 1: transparency is the best policy

Dear owners and **Hospitality** Managers, take note: your wine tourists need clarity! On the website and during booking, clearly specify whether the visit is a **group** or **private** one. A simple notice like "This experience is shared with other **wine** lovers" can make the difference between a happy wine tourist and a frustrated one.

## Solution 2: the private option for true romantics (and introverts)

For those who prefer a more intimate experience or simply don't enjoy spending an afternoon with strangers, why not offer the option of a **private** visit? Sure, it might cost a bit more, but peace and quiet are priceless.

"Want to avoid the Saturday afternoon chatterboxes? Choose our **private** tour!" could become your new winning slogan.

And now, some advice for wine tourists who unexpectedly find themselves in a group…

Embrace the unexpected: Who knows? Maybe among those

strangers, there’s a new friend with whom you can share a bottle in the future. Make yourself known: A little adaptability and some friendly banter can turn a group of strangers into a cheerful company. Enjoy the **wine**: In the end, you’re there for the **wine**. Let the magic of the nectar of the gods do its work and make every sip memorable, regardless of the company. So, wine tourists, the next time you book a winery visit, be prepared for anything, and remember: **wine** is always better when shared, even if the company isn’t what you expected.

Owners and **Hospitality** Managers, be clear! Nothing should be taken for granted!