

Smart wine tourism: quality over quantity

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In the world of **wine tourism**, one of the most common questions is: "How can we increase the number of visitors?"

But are you really sure that your main goal should be to attract more people? Or perhaps it's more appropriate to first extract the **maximum potential** from your current visitors?

Recently, we conducted a consultancy for a winery that asked us for help in attracting a larger number of visitors. However, after analyzing the numbers and operational details, we realized that the problem was more fundamental. More than a problem, it was a lack of adequate work on what already existed. Before thinking about expanding—which means increasing costs, staff, time, etc.—it's crucial to ask yourself: am I getting the most out of those who already

visit?

Optimize existing resources

Here are some key questions every winery should ask itself:

- **Email Tracking:** Am I able to track all the contacts of people who visit my business and not just those who made the reservation?
- **Post-Sale Relationships:** Do I cultivate these relationships with **newsletters**, dedicated initiatives, or ongoing contact?
- **Customer Value:** Am I satisfied with the average receipt, or could I make small changes to increase it?
- **Reviews:** Do I ask visitors to leave reviews?
- **Word of Mouth:** Do I encourage them to share their experience with others?
- **Company Values:** Do I make sure they have clearly understood my company's values and that they are satisfied?
- **Up-Selling and Cross-Selling:** Have I thought about up-selling or cross-selling opportunities, such as an extra glass of wine, a paid **gadget**, or an incentive with a special promotion?

Quality over quantity

We are often focused on what we don't have, neglecting to optimize everything we already have. You don't need many visitors to create a successful business in a winery; you need the right number of people who make an impact and are managed like rare pearls. The risk is turning into a tourist machine, neglecting the important things that, in the long run, make a difference in the **business plan**.

Reconsidering your approach to wine tourism can bring great benefits. Before investing resources to attract new visitors,

make sure you're getting the most out of those who already visit your winery. In this way, not only will you improve your operational efficiency, but you'll also create a more rewarding and memorable experience for your guests, who will, in turn, become your best ambassadors.

Optimizing the current visitor base may be the key to sustainable and lasting success in the world of wine tourism.