

Wine tourism at the Stagnone: when wine becomes a landscape experience

scritto da Emanuele Fiorio | 30 Giugno 2026



Wine tourism at Sicily's Stagnone Nature Reserve is turning vineyard visits into immersive landscape experiences. Cantine Birgi shows how the lagoon, salt pans, islands and vineyards create a sensory connection that builds lasting visitor loyalty far beyond a simple tasting, transforming wine into a story rooted in territory, people and authentic place.

Italian wine tourism has experienced a growth in recent years that perhaps no one had predicted with such intensity. The demand does not concern only wine itself, the tasting, the winery visit, the dinner with pairings, but a broader experience, difficult to summarize in a single package. **The chance to understand where what you drink comes from, to meet**

the people who produce it, to spend a few hours in a landscape that explains, better than any label, why that wine has that flavor.

The Stagnone Nature Reserve is, in this sense, a territory with extraordinary wine tourism potential that is still only partly expressed. The lagoon, the historic salt pans still in operation, the islands with their Punic and medieval remains, the vineyards sloping down toward the water, the profile of the Egadi Islands on the horizon on clear days: this is a landscape that needs no embellishment or staging. **It works on its own, and it adds to any tasting a sensory dimension that no urban wine bar could replicate.**

Cantine Birgi discovered, almost by chance, the potential of this dimension, admits President Giuseppe Saladino. Tourists arriving in the area, drawn by the beauty of the coastal landscape or by the historical interest of the Marsala area, would enter the winery out of spontaneous curiosity. And that curiosity, when it found genuine answers, producers speaking with real enthusiasm about their work, wines that truly carry the imprint of the territory, turned into loyalty. **“Explaining what we do every day has a much stronger impact than any brochure,” says Saladino.**

Wine tourism, from this perspective, is not just an additional sales channel. It is a tool for cultural enhancement: it helps visitors understand that what they are drinking has a history, a place, people behind it. **It creates a bond that endures over time and goes beyond mere price logic.** And it indirectly strengthens the supply chain, because someone who has seen the vineyard, walked among the rows, spoken with the winemaker, is unlikely to go back to buying wine by looking only at the price per bottle.

The challenge, for territories like the Stagnone, is to build a wine tourism offering worthy of the landscape: not generic, not improvised, but carefully crafted in every detail, **capable**

of turning a visit into a lasting memory.



UNIONE EUROPEA
FONDO EUROPEO AGRICOLO
PER LO SVILUPPO RURALE:
l'Europa investe nelle zone rurali



MINISTERO DELL'AGRICOLTURA
DELLA SOVRANITÀ ALIMENTARE
E DELLE FORESTE



REPUBBLICA ITALIANA



REGIONE SICILIANA
ASSESSORATO REGIONALE
DELL'AGRICOLTURA, DELLO SVILUPPO RURALE
E DELLA PESCA MEDITERRANEA



Key points

1. **Wine tourism in Sicily now means experiencing the whole landscape, not just a winery visit.**
2. **The Stagnone reserve offers lagoon, salt pans, islands and vineyards as a natural sensory backdrop.**
3. **Cantine Birgi turned spontaneous visitor curiosity into lasting customer loyalty through genuine storytelling.**
4. **Personal connection to a winery builds loyalty that outlasts price comparisons at the cash register.**
5. **The challenge ahead is creating a curated, memorable wine tourism offer worthy of the landscape.**