

# Wine tourism and the “I’ll try” syndrome: a dream that always remain unrealized

scritto da Lavinia Furlani | 20 Febbraio 2025



*Many wineries express interest in enhancing their wine tourism offerings but hesitate to take real action, often citing production priorities. However, waiting for the “right time” means missing out on a key strategic opportunity. This article challenges wineries to move beyond hesitation, embrace change, and commit to making wine tourism a fundamental part of their business.*

How many times have I met wineries that, with enthusiasm, declare: “We would love to improve our wine tourism offer.” Or: “We have ideas that could turn our territory into a destination for wine lovers from all over the world.” Yet, despite good intentions, those same wineries never take the

decisive step. When pressed on why, the answer is almost always the same: “Production always comes first. Right now, we don’t have time.”

**Let’s be honest: is it really a matter of priorities, or is it simply fear?**

A book I am reading describes this dynamic perfectly. The author explains how, when faced with a new opportunity, the most frequent and disarming response is: “I’ll try.” Two words that, according to the author (and how could we not agree?), represent one of the greatest obstacles to personal and professional growth. When we say “I’ll try,” we often have no real intention of committing. It’s a phrase that makes us feel justified in not taking action, protected by the illusion that we’ve still done something.

**But in wine tourism, as in life, trying is not enough. You either do it or you don’t.**

Wineries that continue to delay the implementation of a real wine tourism project risk losing an extraordinary opportunity: becoming places of connection, culture, and experience. Of course, challenges abound—there are harvests to oversee, bottles to fill, markets to manage. But that’s precisely the point. If you wait for the “right time,” that time will never come.

Wine tourism is not a backup plan or a “bonus” for quiet periods. It’s a strategic opportunity, a driver for brand growth, a key to creating lasting value. The wineries that have understood this are the ones that had the courage to act—without waiting for the perfect moment, without hiding behind the excuse of “I’ll try.”

As Yoda said in *Star Wars*: “Do or do not. There is no try.” Maybe it’s time for many wineries to embrace this philosophy. Because you can’t expect to attract tourists, build loyalty, and turn your winery into a true destination without the

courage to change, innovate, and take risks.

In the end, the real question is: is your wine tourism dream something you truly want? If yes, then stop postponing. Take the first step. It may not be perfect, but it will be a start.

And remember: “I’ll try” is the greatest thief of potential. Don’t let it steal your dreams.

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## Key points

1. **“I’ll try” often masks a lack of real commitment to wine tourism.**
2. **Wineries delaying tourism development risk missing a crucial growth opportunity.**
3. **Wine tourism is a strategic asset, not just an optional add-on.**
4. **Waiting for the “perfect time” leads to continuous procrastination.**
5. **Success requires action, courage, and a mindset shift.**