

Wineries are ideal destinations for camper enthusiasts: a path to explore

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Camper travel is growing, and wineries are perfectly positioned to capitalize on this trend. By offering simple hospitality (like parking and electricity) in their scenic spaces, wineries can attract wine-loving travelers, offering them authentic experiences that strengthen brand loyalty and enrich the local wine tourism offer.

Those who have followed us for a while know well that at Wine Meridian, we love visiting wineries in person. It's our stylistic signature: direct, face-to-face comparison with those who carry out the work in the vineyard and cellar every

day. This is why, over the years, the camper has become our faithful travel companion: practical, comfortable, capable of accompanying us for hundreds of kilometers between Italy and abroad.

During these stops, many wineries have welcomed us into their spaces, giving us unforgettable experiences. **It is precisely by experiencing these stops that we realized how much the pairing of wine and campers can become an opportunity that is still underexplored but full of potential.** Traveling among wineries and territories aboard a camper is not just beautiful: it is an experience that adds value to hospitality and strengthens the authentic bond between wine tourism and the itinerant lifestyle.

And we are certainly not the only ones who think so. In many Northern European countries, the camper is already an established habit, and the number of travelers choosing this means of transport is constantly growing in Italy too. According to research conducted by [CamperDays](#) with the Censuswide institute, 11% of respondents consider the ideal vacation to be a journey dotted with food and wine stops. A figure that makes us reflect: people are not just looking for a place to stop, but they want to live immersive and authentic experiences, at all ages.

Wineries have a huge advantage: large spaces and authentic experiences

Wineries have spaces, often immersed in evocative landscapes, that could become well-kept and welcoming rest areas for camper enthusiasts. It is not about transforming into equipped campsites, but about offering a different alternative: more exclusive, more authentic, more linked to the identity of the wine and the territory. **Small services are enough – like the possibility of connecting to electricity or a dedicated parking area – to communicate a strong message: “here you are**

welcome”.

Let's think about what it could mean: a camper enthusiast arrives at the winery, stops to sleep surrounded by vineyards, participates in a tasting, visits the winemaking premises, perhaps buys a few bottles to taste during the trip. **The experience becomes complete, memorable, and the bond with the brand is strengthened.**

Wineries have so much to offer and often do not realize how much they can attract this target. This is why I want to launch an invitation: propose yourselves as destinations for camper travelers, communicate this possibility on your channels, create a small network with local realities. It is a way to enrich the wine tourism offer, intercept new flows of visitors and, above all, let the wine live that dimension of authenticity and hospitality that has always represented its true strength.

Key points

1. **Camper travel is a growing trend** in Europe and Italy.
2. **Wineries offer ideal spaces and authentic experiences** for campers.
3. **Simple services (power, parking) create welcoming hospitality.**
4. **This strategy attracts new visitors and strengthens brand loyalty.**
5. **Wineries should actively promote** themselves to camper travelers.