

# Winning ideas for an original wine tourism

scritto da Lavinia Furlani | 13 Ottobre 2022



**Albert Einstein once remarked that creativity is contagious,** and on that basis, we would want to encourage your firm to come up with fresh ideas for cellar visits.

As part of its Italian Wine Tours, **the Wine Meridian team was able to visit more than 280 companies and see the creative solutions** that Italian vineyards provide to tourists. We chose to gather the most intriguing examples to inspire you to discover a unique solution that best fits your situation.

**Here are some examples:**

- **Grape tasting.** It's not always feasible, but if you have the chance, it's a great way to introduce the wine tourist to what they'll find in the glass, allowing them to have a more meaningful relationship with the product.
- **Food created with wine.** Not only it is a different

proposition, but it is also a great way to involve those who do not drink wine during the visit.

- **Video entering the cellar when there is bad weather.** A simple but explanatory video is sufficient for the visitor to do a virtual tour of the company, even in adverse climatic conditions.
- **Cooking class with grandma.** An experience that tourists, especially the international ones, will never forget.
- **Dog trekking.** The possibility to be able to live a wine tourism pleasant day with our dog makes the cellar a unique choice. With the addition of a small special snack dedicated to our four-legged friends and the success is assured.
- **Grape harvest notes in a small book.** An interesting information regarding the year, to add in the company brochure or in the wine sheet.
- **Activities to involve children.** Fruit juices or milk tastings, drawing the wine etiquette and then hanging it up... It only takes some small creativity to make the visit pleasant also for the youngsters.
- **Sport.** Surely including sport in the visits is a positive trend which allows to involve also those who lead a healthy lifestyle. Not only bicycle, but also boat, excursions and more.

**Every company has its own identity and the visit formats need to reflect it.** May you be inspired by this ideas overview to create your ideal proposition!