

Managing and entertaining children during winery visits: how to help parents relax

scritto da Veronica Zin | 7 Marzo 2025



Winery visits are increasingly popular among families, but keeping kids entertained can be a challenge. This article explores practical solutions for wineries to engage children through outdoor play, creative activities, and interactive quizzes. A relaxed atmosphere benefits parents and encourages more purchases, making family-friendly wine tourism a smart business strategy.

Winery visits are no longer an experience reserved only for wine **enthusiasts**. More and more families with children are choosing wine tourism as an opportunity for leisure and

discovery. However, for many parents, bringing their kids along can be stressful, especially during tastings when children quickly become bored. In reality, they can also be a source of **stress** for wineries, which must find a way to keep them entertained.

But there is one aspect that should not be underestimated: when parents are **relaxed** and children are happy, the experience improves for everyone. In many cases, this translates into increased **sales**.

Here are some practical suggestions for wineries on how to manage and entertain children, offering parents a moment of **relaxation** while encouraging purchases.

1. Use green spaces: safe outdoor play

If the winery has large green spaces away from hazards, it could create a dedicated area for children to play outdoors. Setting up a zone with activities such as **balls**, frisbees, or small inflatables can provide kids with physical playtime while parents enjoy their tasting. The key is ensuring the area is **safe** and supervised, either by a staff member or within a visible range.

2. Creative activities: coloring pages and educational games

A simple yet always effective idea is to provide coloring sheets, possibly with a wine theme. Images of **vineyards**, grape clusters, and wine bottles can be offered. Alternatively, children could be invited to design a wine label for the winery, allowing their **creativity** to shine. At the end of the visit, the staff could select the most original drawing, awarding a small **prize** or showing the children how their label might look on a bottle.

3. Interactive quizzes: learning while playing

Not all children enjoy hands-on activities, so it's useful to offer interactive **alternatives**. One engaging idea is to organize a small quiz on grapes and nature. This not only helps keep kids entertained but also serves as an educational **opportunity**, sparking their curiosity and introducing them to the world of wine in a playful way.

The quiz can include simple, fun questions suitable for their age, such as, "What is the name of the tree that produces grapes?" At the end of the quiz, children could receive a small **reward**, making them feel like an integral part of the experience.

The result? More relaxed parents and increased purchases

When children are engaged and having fun, parents can enjoy the winery visit in a more relaxed **manner**. This peace of mind allows them to fully experience the tasting, spend more time exploring the products, and, most importantly, make **purchases** with greater ease. Creating an inclusive experience for the whole family not only enhances the winery visit but also becomes a crucial factor in boosting **customer** satisfaction and loyalty.

Thinking about the little ones is not just a courtesy to families—it's a **winning** business strategy.

Read also: [Smart wine tourism: quality over quantity](#)

Key points

1. **Engage kids with outdoor play areas** to ensure a safe and fun experience.
2. **Provide creative activities** like coloring wine-themed pages or designing labels.
3. **Use interactive quizzes** to educate children about grapes and wine in a playful way.
4. **Relaxed parents spend more time and money** during winery visits.
5. **Making wineries family-friendly is a smart business strategy** to boost sales.