

Selfie-hunting wine tourists? Here's why you should be happy!

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It goes without saying, and everyone's already talking about it, so we won't dwell on it: the world of **social media** has now affected everyone, from **Gen Z** to **boomers**. Everyone uses social media, and more and more people are using it to proudly showcase their travels and weekend getaways.

Anyone working in the wine tourism sector has surely encountered this particular type of wine tourist:

They arrive at the winery expecting a **cool** place, with attention to detail and spots to take selfies with friends. They are absolutely not interested in wine explanations, let alone the history of the winery. It's not out of malice; they

simply have a different purpose: to show off their visit.

Is this a negative thing for the company? Absolutely not.

We understand that for a **producer** or **Hospitality Manager**, this type of wine tourist can be annoying. After all the sacrifices, attention to the product, and a unique story to tell about the company, seeing someone arrive at the winery and not being interested in any of it is definitely not pleasant.

But there's a catch. Not all bad things come to harm, and the social media-dependent wine tourist can actually play in your favor.

Those who compulsively share on social media are a **megaphone** for your company and your wine tourism offerings. Every selfie, every post, every Instagram story becomes a free and powerful advertisement. We are all different, and with the increasing popularity of wine tourism that is attracting more and more tourists, it's natural that not everyone is passionate about wine.

Think of those selfies as a form of **modern marketing**. The more your winery is photographed and shared, the more attention it will attract from potential visitors. And don't underestimate the **domino effect**: a selfie posted by an influencer (or an aspiring one) can reach thousands, if not millions, of people, putting your winery in the spotlight in an unexpected way.

And who knows, maybe among these selfie enthusiasts, there might be someone who, between one shot and another, could actually become interested in wine. Maybe that photo with a glass of wine becomes the first step towards a new passion for wine. Isn't that also part of the job of a **Hospitality Manager**? Finding ways to engage everyone, even the most distracted, in the wonderful world of wine? So, the next time you see a wine

tourist busy taking selfies, don't despair. On the contrary, smile and get ready to see your winery go viral!