Tourists Are Not Satisfied Anymore

- Standardized experiences and environments are offered in hotels
- Destinations do not innovate their offer

61%
Of Italian wine tourists think that wineries offer similar experiences

41%
Of Italian NON-wine tourists think that wineries offer similar experiences

TOURISTS DESIRE NEW EXPERIENCES

Data from Garibaldi (2019)
1. INSPIRE
2. COMPARE
3. BOOK

BEFORE

DURING

EXPERIENCE

4. EXPERIENCE

AFTER

6. RENTENTION
5. REVIEW
Italian travellers
Opinion on winery experiences

Q: Please choose your level of agreement with each of these statements (1 = Strongly disagree, 5 = Strongly agree).

I would like to visit place of production (e.g. wineries) where the experience is exploited through new technologies

- 52% Strongly agree or agree
- 26% Neither agree nor disagree
- 22% Strongly disagree or disagree

Notes: Results are based on a Likert scale from 5 (Strongly Agree) to 1 (Strongly disagree).
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ADVANTAGES OF TECHNOLOGIES

1. HAVE NO SPACE AND TIME BOUNDARIES
2. ALLOW A GREATER CUSTOMIZATION OF THE EXPERIENCE
3. HELP TO CREATE ENGAGING AND IMMERSIVE EXPERIENCES
4. INCREASE ACCESSIBILITY
5. FACILITATE STORYTELLING
6. FACILITATE EDUTAINMENT
7. ENHANCE INTERACTIONS
8. CAN BECOME AN EXPERIENCE THEMSELVES
Esegui in successione le fasi della vinificazione! Controlla i risultati del tuo lavoro cliccando su 'Degustazione'.
Pronto per la vendemmia...
Scegli il tipo di uva!
Clicca sul grappolo corrispondente.
Who are the innovators for the food and beverage tourism industry?

How to facilitate the exchange of information between innovators and companies/businesses? Which tools can be used?

Can technology be human?

How can the wow-factor help in the positioning of wineries?

Examples of the innovative way in which storytelling can be used in wineries
Roberta Garibaldi
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