RAPPORTO SUL TURISMO ENOGASTRONOMICO ITALIANO 2019

Roberta Garibaldi

Con il patrocinio di:
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

AFTER

4. REVIEW
5. RETENTION
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
1. HAVE NO TIME AND SPACE BOUNDARIES
THE RED SHED EXPERIENCE, Brancott Estate, New Zealand
Realtime environments react to your head position.
TORRES 360°, Bodegas Torres (Spain)
2. ALLOW A GREATER CUSTOMIZATION OF THE EXPERIENCE
JCB INTERACTIVE WINE TASTING, JCB Wines, California (USA)
3. HELP TO CREATE ENGAGING AND IMMERSIVE EXPERIENCES
ULTRAVIOLET, Shanghai, China

CASINA VALADIER, Rome, Italy

ALCHEMIST, Copenhagen

SUBLIMATION, Ibiza

Augmented reality
4. INCREASE ACCESSIBILITY
TRENTINO VR, Trentino (Italy)

Augmented & Virtual Reality
APOTHIC WINE TASTING CHALLENGE, by Apothic Wine

Explore Apothic with Google Assistant™ and Amazon Alexa™

Let the Apothic Alchemist walk you and your friends through an at-home tasting challenge using your Amazon Alexa™ or Google Assistant™ device.

Step 1:
Grab your bottles of Apothic

Step 2:
Gather friends around your voice-activated device and pour glasses of each wine for the group

Step 3:
Say "Ok Google, talk to Apothic Wines" or "Alexa, open Apothic Wines"

Get ready for a night of bold tastes and intriguing moments. Share your experience online using #ApothicWines.
5. FACILITATE STORYTELLING
MUSEM, MUSEO SENSORIALE E MULTIMEDIALE DEL VINO IN BOLGHERI, Casone Ugolino, Tuscany (Italy)
6. FACILITATE EDUTAINMENT
VIRTUAL VINEYARD, VESTA – Viticulture Enology Science and Technology Alliance, U.S.A

Modules for packaging, bottling, chemistry, cleaning, pest control, etc.

The Basket Press simulation allows for more interaction

Gamification

Users are able to interact with objects in 360 degrees
The Basket Press simulation allows for more interaction
MAVV – Art, wine and grape Museum «From the grape to the bottle game», Naples (Italy)
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7. ENHANCE INTERACTIONS
LA CITÉ DU VIN, Bordeaux (France)
8. CAN BECOME AN EXPERIENCE
THEMSELVES
DRINKAR APP by Drizly and Trivento

THE ONLY WINE SCORE THE REALLY MATTERS!

1. DOWNLOAD DRINKAR
2. SELECT THE TRIVENTO TILE
3. SCAN THE BOTTLE LABEL
4. SCORE SOME GOOOOOAALSS!

Gamification
LIVING WINE LABELS, Tactic per Treasury Wine Estates
LIVING WINE LABELS, Tactic per Treasury Wine Estates

700+ Million impressions
8+ Million App Sessions
4 star rating in Apple and Google Play Store
22+ Million Total Screen Views
4+ Million App Downloads
2:57 Average Session Duration
TIPSY ROBOT, Las Vegas, U.S.

Artificial Intelligence: Robots
FIELD OF LIGHT AT SENSORIO, Paso Roble - California
MORI BUILDING DIGITAL ART MUSEUM: teamLab Borderless - TOKIO

Multimedia Paths
1. HAVE NO SPACE AND TIME BOUNDARIES

2. ALLOW A GREATER CUSTOMIZATION OF THE EXPERIENCE

3. INCREASE ACCESSIBILITY

4. FACILITATE STORYTELLING

5. FACILITATE EDUTAINMENT

6. ENHANCE INTERACTIONS

7. CAN BECOME AN EXPERIENCE THEMSELVES

8. DIGITAL TRANSFORMATION IS HUMAN
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
Thank you for your attention

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