Introduction
Winerist
Workshop
How to pair wine tourism and creativity
How to build memorable experiences
Breakaway Task
Martin Hawke

- Have worked in the travel industry all my professional career
- Studied music but got the travel bug after completing a 9 month round the world trip after graduating
- Started working in store at STA Travel
- Moved into the online space with Viator, a Tripadvisor Company
- Developed my passion for wine whilst responsible for South Africa
- Currently Head of Product & Global Partnerships at Winerist
Our mission at Winerist

Our **mission** is to deliver **unique** wine experiences for wine lovers across the world’s best wine regions.

We want every experience with **Winerist** to be an **exceptional journey** which enables you to learn about wine, visit new and familiar places and make firm friends along the way.
Ten years ago, **Diana Isac**, our CEO and Founder embarked on a wine-and-food tour across France and Italy with her family and friends.

It was a special trip, but the difficulties in trying to book wine tours, restaurants and small independent hotels made her realise there should be an **easier way** to experience wine travel!
Back home, at her desk in London, working for global investment bank BlackRock, she found herself daydreaming about secret wineries hidden among lavender fields in Provence and the rolling Tuscan hills.

Winerist launched in 2014 as an encyclopaedia of tried-and-tested wine and food destinations around the world, from harvesting and grape stomping in Portugal’s Douro Valley to truffle hunting and wine tasting in Piedmont, Italy. It wasn’t long before avid readers were asking how to book these experiences, and so Winerist grew to take on and corner the wine travel market.
Winerist in numbers

50 wine regions

136 destinations

Hundreds of curated handpicked experiences
Winerist in numbers

Social media
170k followers

Email marketing
20k subscribers

Online magazine
90k monthly impressions
WineristGO! is a simple booking tool that can be added to your website in minutes. Developed through our unique understanding of the hospitality sector, you can be assured this will work exactly as you need it to.

- Less time managing bookings
- Grow revenue
- Improved client communications
- No upfront cost or monthly fees
- Guaranteed payment at time of booking
- More time making wine or providing tours
- Sell more wine
- Automated invoicing

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The room for creativity must always be present in wine tourism, both in its wineries, vineyards and in the experiences that are offered to the travellers. Promoting and making visible disruptive practices that have a positive impact is very important for wine tourism.

Wine tourism experience is personal and subjective. **It is a result from the multisensory stimulation combined with emotive aspects of the consumption experience.**

This workshop will serve as a space for inspiration to think outside the box and look into how we can create unforgettable and unique experiences around the wine tourism world and how to make them commercial as well as profitable.
Pairing Wine Tourism & Creativity in Experiences

Wineries

● Uniqueness to the winery but also what can only be done in your region/country
  ○ Example: Wine ‘Safari’ in South Africa

● Different and unique tastings
  ○ Example: Ice cream and wine, candy floss and wine, pizza and wine, etc

● Highlight and use the landscape
  ○ My favourite vineyards to visit don’t always make my favourite wines to drink

● Move away from ‘soulless’ tasting rooms and add that personal touch

● One off experiences
  ○ Example: Jazz in the vines

● Partner with other local attractions to create packages
Pairing Wine Tourism & Creativity in Experiences

Destinations

- Utilise the landscape and the uniqueness of the region
  - Work with Tour operators to create amazing itineraries
- Look at major nearby destination hubs and transportation
- Highlight native grape varieties and connect them with your audience
  - Example: If you like Malbec, try this..., how to pronounce these native varieties, etc
- Look at wine sales vs international transport links for potential new source markets
- Create events and/or festivals within the region and in your target source market
How to Build Memorable Experiences

- Define where you want to sit in the market
  - Example: Family Friendly, Art, Traditional, Food, etc
- Don’t overthink or undersell yourself
- Work together
- Focus on a small, core number of quality experiences that make you stand out
- Build distribution costs into your pricing structure
- Work with local tour operators and DMC’s to add your experience to their itineraries
- Use OTA’s (Online Travel Agents) and review websites to tweak and amend your offering if/where needed
- Source regular feedback from these companies above, and industry data to help launch new products
Breakaway Task

- Split into groups of 5-6 people
- Pick a winery or two that one or two of the group owns/works at (or create a made up one)
- Together, discuss and/or create 1-2 experiences that you feel would bring guests to the winery. Thinking about:
  - What kind of estate is it?
  - What is your target market and why?
  - Where these would be distributed?
  - What partnerships (if any) would need to be formed?
  - What makes these unique?
  - What would you need in order to merchandise to a global audience?
  - How would you ensure quality?
  - How to make these run as efficiently as possible?
The Importance of Technology

- OTA’s can open up your product to millions of people in markets you cannot reach.
- Consumers demand ease of booking online - both direct and through online distribution channels.
- Guests now demand real time availability.
- Technology solutions, such as WineristGo! can help you manage your inventory both directly and across all digital channels.
- Do you research and find the technology system and distribution channels that works best for your business.
Thank You!