

NEW TRENDS IN WINE TOURISM

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winerist

November 2023



ABOUT WINERIST

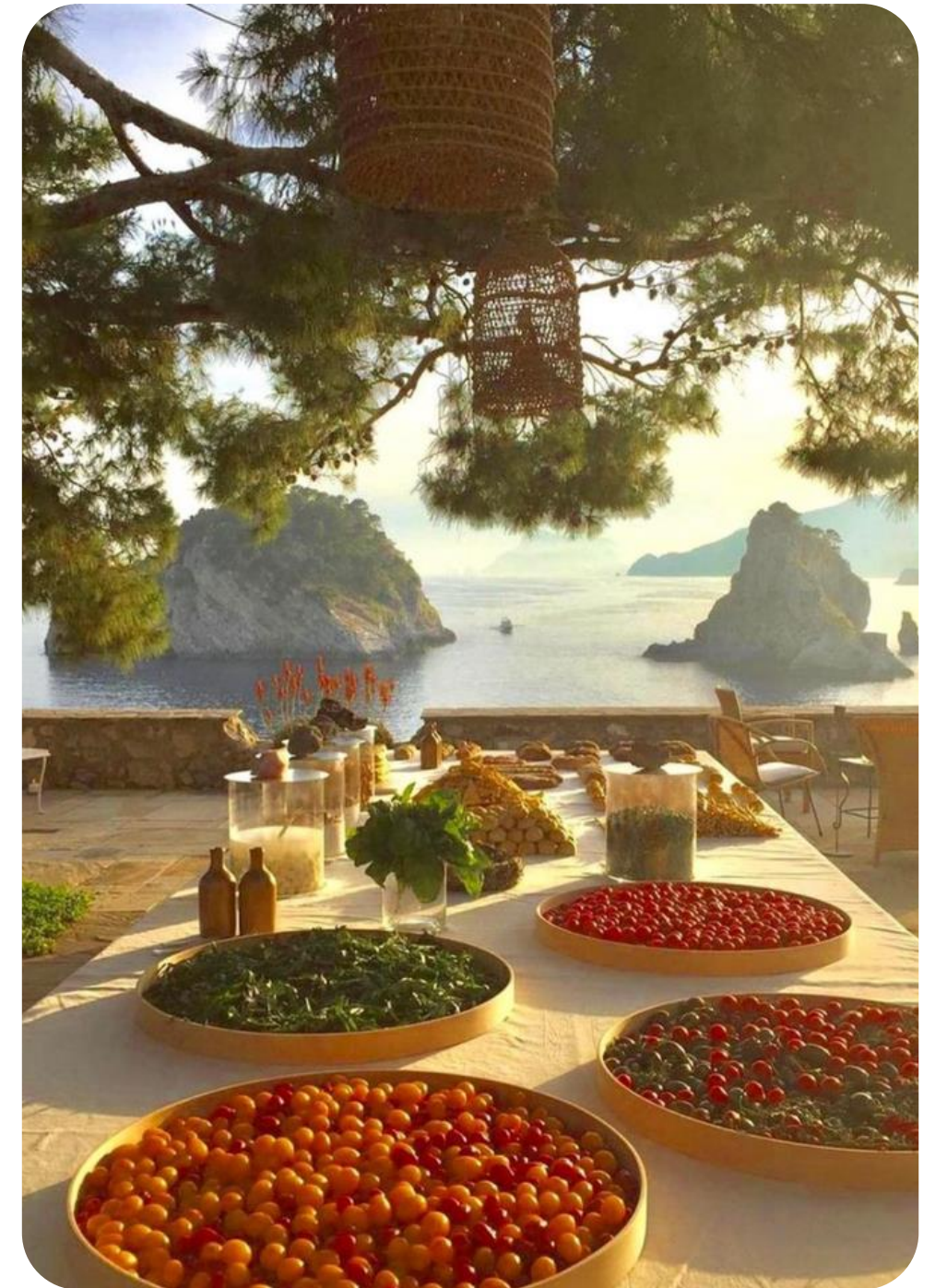
Winerist is a digital platform for the world's wine and travel enthusiasts.

With a mission to connect people with authentic and memorable wine adventures, we work hand-in-hand with business owners who want to distinguish their unique products.

We work with wine producers, tourism brands, tourism boards and wine associations to enhance their presence and sales in targeted markets.

We have a 360 Approach to Wine Tourism which is unlike any other experience provider in the World :

- We are a Travel business
- Technology business - WineristGO!!
- Marketing Agency



WINE TOURISM MARKET IN NUMBERS

292,538.4 estimated value of the Wine Tourism market in 2023. *(Future Market Insights)*

Major Growth Factor: Wine Education and Experiential Learning

Key Trend: Sustainability and Eco-Friendly Practices



WINE TOURISM MARKET IN NUMBERS

Which is the Prominent Age Group in Wine Tourism?

The Prominent Age Group in Wine Tourism is **46-55 Years in decline**

➤ **25-40 year olds** taking over!

Which is the Dominant Tour Type in the Global Wine Tourism Market?

Group Tours Dominates the Global Wine Tourism Market, but only in volume. The average basket size is far exceeded by private tours.

Major activities

- are:
- Winery Visits and Tastings
 - Wine Trails and Routes
 - Wine Festivals and Events
 - Wine Education and Workshops



TREND 1: CONTENT CONTENT CONTENT

Accessibility to information
anywhere in the world:



Simplicity:



Education through
Humour:



INTELLIGENT MARKETING

- SEO
- Social Media Management
- Email Marketing
- Reviews and Testimonials
- Referral systems
- Good customer follow up and new products -
BUT NO SPAM



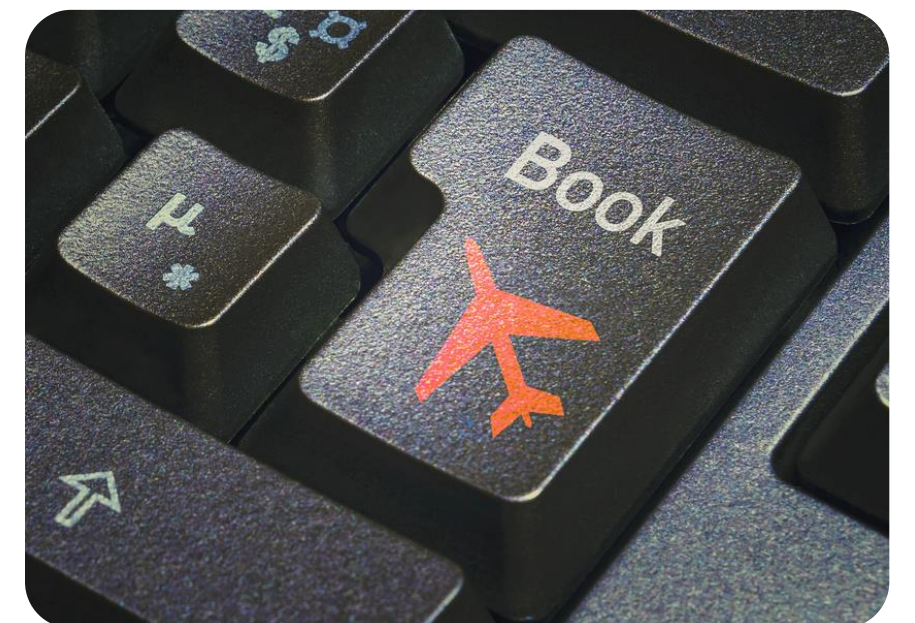
INTELLIGENT MARKETING IN NUMBERS

- Year-on-year, **20%** more consumers are using search engines.
- Email segmentation can increase conversion by **30**
- Social Media can be responsible for up to **10%** of your customer acquisition.
- **52** of a company's market value is attributed to its reputation. So if you are not pushing reviews yet, do now!



TECHNOLOGY: MERGING DIGITAL CONVENIENCE WITH PHYSICAL EXPERIENCE

- Online bookings and payments.
- Integrations with aggregators.
- Safe payment solutions.
- Data capture and follow up.



ACCOUNTABILITY

Be true to your brand
and stick by your values



Choose your audience
and stick to it

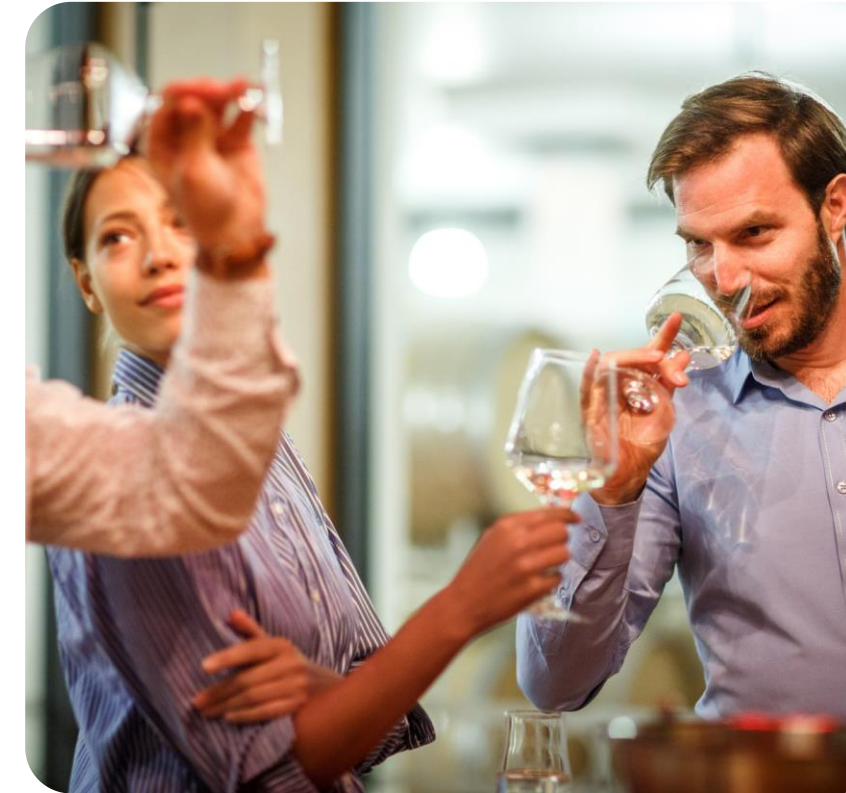


Know your audience and
always deliver



PRODUCT DEVELOPMENT

- Keep your experiences clean and simple.
- What makes a consumer choose you above others.
- How can products be different.
- Reinvent yourself often.
- Don't overwhelm the consumer with choice.



SUSTAINABILITY - A FOCUS FOR THE GLOBAL CONSUMER. BUT ABOVE ALL, IMPORTANT FOR THE FUTURE.

- Organic and biodynamic.
- Sustainable practices in your winery, hotel, transportation.
- Community and ecosystem focused.



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AN EXAMPLE OF EXCELLENCE - PERELADA

- Seek accreditation and put certifications to your claims.
- Communicate this to your consumer: website, social, your marketing materials.
- Ensure that you do as you preach and that your team speaks the same language



PEOPLE: PUT PEOPLE AT THE CORE OF THE BUSINESS

- Hardworking
- Determined
- Honest people with no personal agenda
- People who share your values of creating a product that sells, that is sustainable and that can make the place where you are better and more prosperous!



CONCLUSIONS

- People - inside and outside your ecosystem
- Sustainability
- Product development
- Accountability
- Technology
- Intelligent Marketing

Thank you!



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