



**Emanuele Trono | Lights, Camera, Terroir – Audiovisual Storytelling
in Wine Tourism**

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WINE AND ITALIAN LIFESTYLE



**"Exploring the world of wine,
telling its story, and building
connections between wineries
and wine lovers."**

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My story, from digital to phisical

My name **Emanuele Trono** AKA **Enoblogger**,
Content Creator, Wine producer (PRIMA DOMUS)

Fine Wine Expert and consultant (Enodigital) with an
overwhelming passion for wine.

My mission is to share the allure of wine through
engaging and authentic content.

**I collaborate with wineries to showcase their
work, their stories, and their excellence, creating
a bridge between producers and consumers.**

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My backgroud

“For me, professional training has been essential in order to communicate the world of wine.”

- **Degree in Business and Management at the University of Turin**
 - **AIS Sommelier**
- **Master in Italian Wine Culture at the University of Gastronomic Sciences in Pollenzo**



Università di Scienze
Gastronomiche di Pollenzo
University of Gastronomic Sciences of Pollenzo





Some of my collabs

“Here are some important wineries I’ve had the pleasure of collaborating with over the years.”

BERTANI



Dom Pérignon
♣



TANNICO

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Fortune Italia

I had the great privilege of being included in **Fortune's prestigious 40 Under 40 list in the Wine Industry Leader category.**

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FORTUNE ITALIA



40 Under 40 Wine Industry Leader



PRECEDENTE

SUCCESSIVO



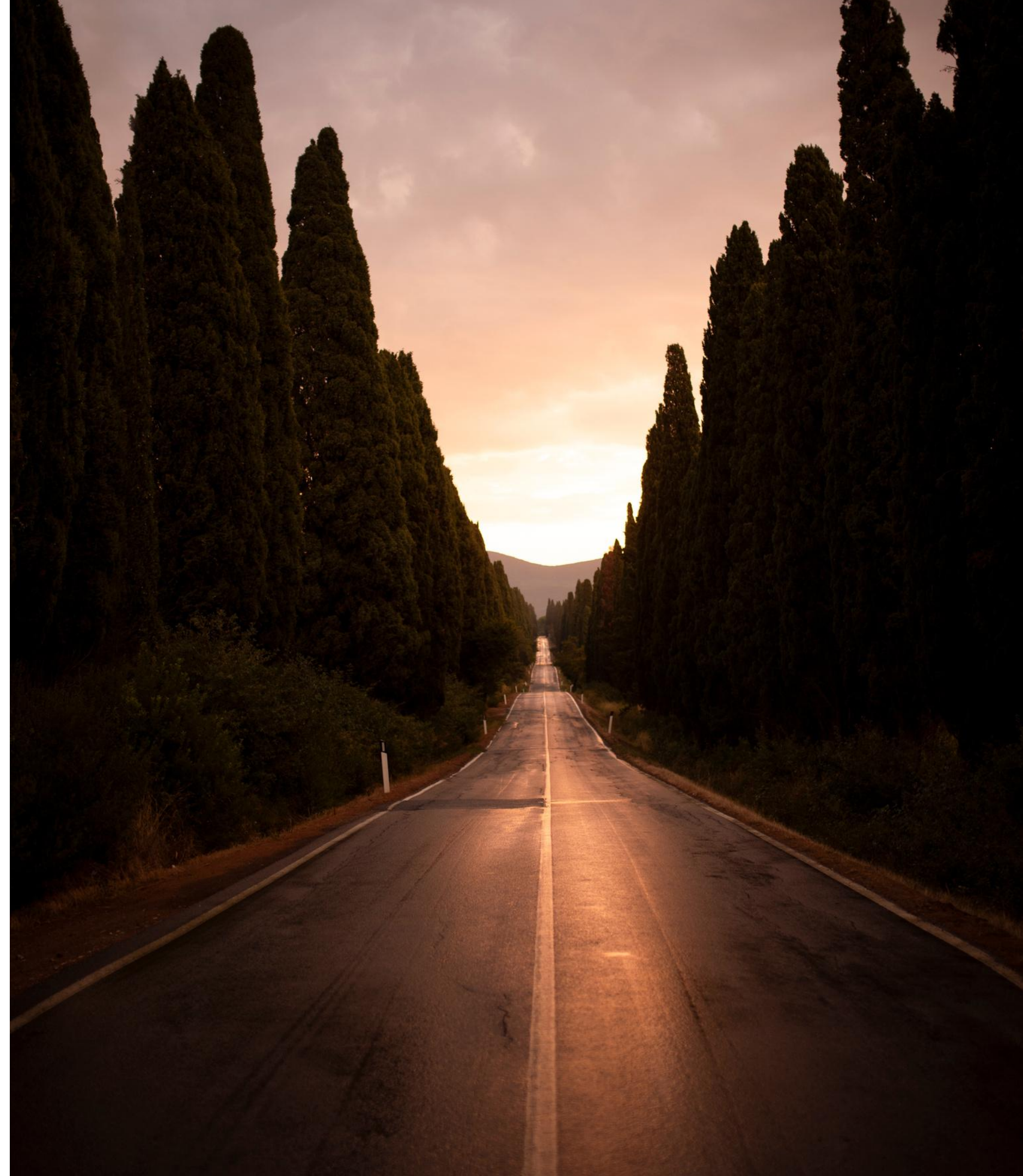
Trono Emanuele



Let's think together...

“When you think about wine, do you picture a label... or a vineyard landscape, a harvest at sunset, a glass in backlight?”

Wine is as much a visual and emotional experience as it is about taste and aroma.





Why Audiovisual Content Matters in Wine Tourism

- Travel video planning: **66% of travelers watch videos while planning a trip.**
- Destination choice: **65% watch videos to help them choose where to go.**
(forgeapollo.com)

Why Audiovisual Content Matters in Wine Tourism

- ROI & Brand Awareness: **90% of brands say video has increased their brand awareness**; over 90% of marketers report positive ROI from video.
- Average time spent watching social video content continues to grow: **people spent about 52 minutes per day watching social videos in 2024.** (sproutsocial.com)





The Power of Video in Wine Storytelling

- **Authenticity:** travelers appreciate “behind the scenes” content, showing real people, processes, and seasons.
- **Emotion:** light, atmosphere, aesthetics → these stay in memory.
- **Education & Entertainment:** short videos that teach something (how to taste, how to read a label) while being fun and engaging.



The Power of Video in Wine Storytelling

“Try to break the rules, have fun in what you are doing, you’ll be surprised.”

This campaign in 2020 generated more than 2 millions views in just one weekend.

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The Power of Video in Wine Storytelling

Which are the key factors for the success?

- **Authenticity:** Iconic Place (viale dei cipressi)
- **Emotion:** cool atmosphere, fun moment, breaking the status quo.
- **Education & Entertainment:** Something that you don't see everyday, wine for breakfast.

The Power of Video in Wine Storytelling

- On Instagram, Reels generate an average engagement rate of 1.5%, higher than carousels (0.75%) or single images (0.6%). (zebracat.ai)
- YouTube Shorts have exploded in daily views, from billions in 2021 to much larger numbers by 2024 short formats are highly favored by Gen Z.





Tools & Audiovisual Platforms

- Instagram Reels & TikTok → **short, emotional, highly shareable.**
 - YouTube → **longer content: mini-documentaries, territory storytelling.**

Tools & Audiovisual Platforms

- Live video (**Instagram Live, Facebook Live, YouTube Live**) → **real-time engagement with visitors.**
- VR / 360° video / immersive experiences → **research shows VR experiences increase intention to visit wine tourism destinations.**
([sciencedirect.com](https://www.sciencedirect.com))



**Ecco le cose che devi
assolutamente riconoscere**

Case Studies & Best Practices



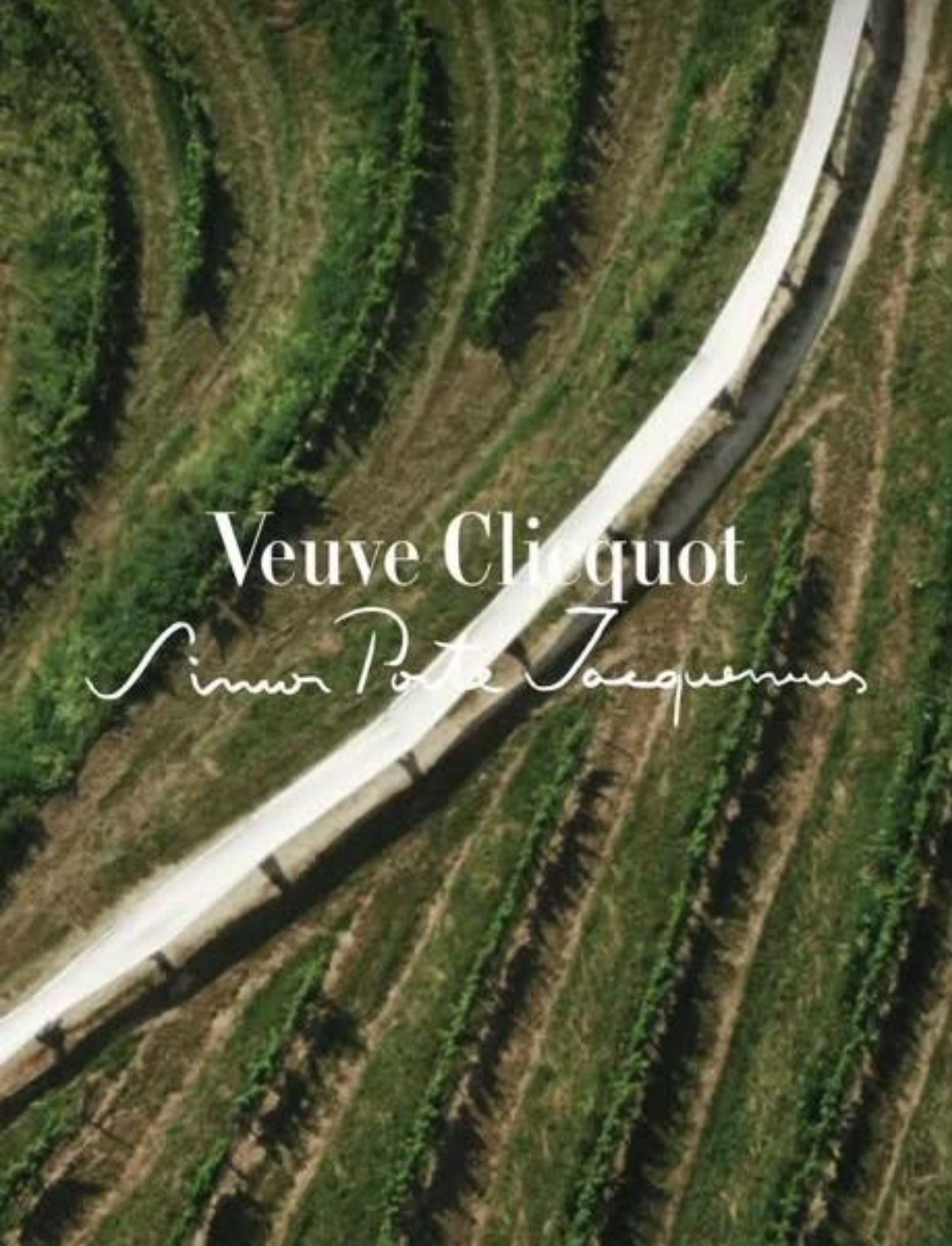
Masi Wine discovery Museum

Inside the museum there is a large 50.000 liter VAT (5 meters high and 4.5 meters wide) where during the visit, it is possible to “ relive in 3 minutes, 7 days of fermentation” through 360 projections, sound and scents.

Case Studies & Best Practices



Frescobaldi has launched an immersive experience with headsets (virtual/augmented reality) that allows visitors to virtually “travel” through its estates, vineyards, cellars, and territories.



Case Studies & Best Practices

I'll share this example of cross-pollination between the wine and fashion worlds with the collaboration of Veuve Clicquot x Jacquemus. They created an extremely evocative video for the launch of the limited edition. I believe that collaborations with other sectors can significantly benefit wine when communicated with such elegance and attention.



Case Studies & Best Practices

With our winery Prima Domus and the launch of the new wine “Onirico”, we had to represent the dream with a video.



How to Build Effective Audiovisual Storytelling

- **Light** → shoot at golden hour, use backlight, play with atmosphere.
- **Voice / Human face** → give the story a person to follow.

How to Build Effective Audiovisual Storytelling

- **Narrative structure**

opening (place/context), development (process, experience), climax (tasting/emotion), closing (memory/invitation).

- **Visual Call to Action** → invite viewers to live the experience for themselves (QR code, booking link, etc.).





The Future: Audiovisual & Wine Tourism

- **Short videos** → increasingly dominant across platforms.
- **UGC (User-Generated Content)** → authenticity and trust: visitors as storytellers.

The Future: Audiovisual & Wine Tourism

- **AI & personalized video → tailored itineraries and stories.**
- **VR & AR → remote immersive wine tourism experiences.**
- **Sustainability & terroir as core narrative: Millennial and Gen Z travelers strongly value eco-awareness. (vinetur.com)**





Conclusions and Tips

“Lights, camera, terroir:

when we capture the vineyard, we are not just filming wine we are filming identity, culture, and emotion. And this is what inspires people to travel.”

Conclusions and Tips

reflection:

which part of your own vineyard/winery/territory could be told through video in a powerful, immediate way?

- **Invest in visual quality.**
- **Focus on short, accessible formats.**
- **Involve and listen to your community.**



Q & A

Time

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**Thank you so much for your
attention 😊**

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“The world of wine is my greatest passion, and it will never cease to amaze me.”