



Emanuele Trono - The Art of Communicating Wine Tourism

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**"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 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

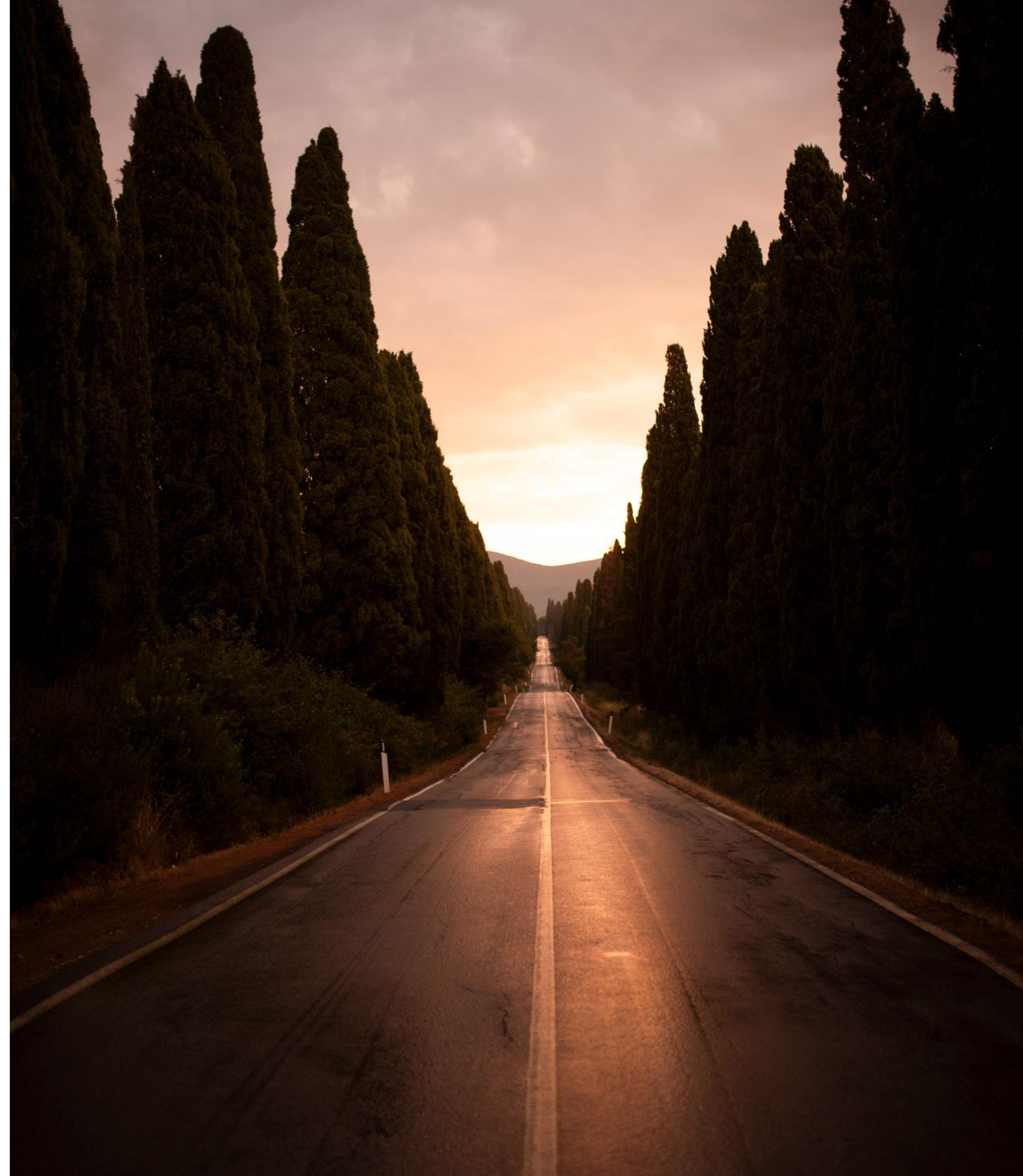


Why wine tourism is so important today ?

Wine tourism today is **not just about the visit + tasting**, but about **experience, stories, memories** and those are shared.

“Wine is never just in the glass; it is always part of a story. Today, that story travels through social media.”

- According to a survey in the USA, **87% of wineries reported that their social media efforts had some perceived increase in wine sales.** [SpringerLink](#)





What is wine tourism today

- **Evolution:** from **classical** wine tourism (vineyard tours, tastings) to integrated **experiential tourism:** gastronomy, culture, scenery, local traditions, lifestyle.
- The modern wine tourist **wants authenticity, emotion, and shareable moments.**
- Many wine tourists are also **digital-first:** they plan via online research, are **influenced by social media,** and **share their experiences in real time.**

The Role of social media in communication

STORYTELLING

- Not just wine, but **people** (winemakers, vineyard workers), landscapes, practices, seasons (harvest, pruning), **CREATE RITUALS**.
- **Emotional narrative**: “behind the bottle there is a vineyard; behind the vineyard a family; behind the family a territory.”
- Example: your Reels or video content that shows e.g. **harvest, or the journey of grape** → **bottle** → **tasting** (in an engaging way)

YOU MUST TELL STORIES!

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The Role of social media in communication

ENGAGEMENT AND COMMUNITY

- **Social media transform the visitor into an ambassador:** they share their visit, send pictures, write reviews, tag places.
- **Importance of interacting:** replying to comments & messages, using **user** generated content, encouraging hashtags.
- Case studies: **wineries that stream or post live content during harvest, or invite visitors to share their stories.**

In that same survey: about 18% of those respondents estimated that **sales increased by 30%** or more due to social media use.

[SpringerLink](#)

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The Role of social media in communication

VISIBILITY AND CONVERSION

- **Social media = global shop-window.** Instagram, TikTok, YouTube, also LinkedIn for trade and wine tourism stakeholders.
- **Visual content** (video, photos) is key to attract people to travel.
- Strategy: **combine digital content with real-world action** (online bookings, QR codes in wineries, influencer/influencer trips).

The future of wine tourism

Emerging trends:

- **Short video** (Reels, TikTok) → immediacy, high reach.
- **User-Generated Content** (UGC) → authenticity, trust.
- **Personalization & data-driven storytelling:** itineraries, content tailored to different segments (foodies, wine lovers, adventurers).
- **Sustainability**, terroir, organic/biodynamic wine as part of story (eco-narratives).



The future of wine tourism

Conclusion

- social media does not replace the real experience **it amplifies it.**

“Wine should be tasted, but before that it should be told.

And those who can tell it well via social media today can draw the world to their terroirs.”

- Another data point: **40% of wine consumers said they trust social media** for wine information and recommendations. [winebusiness.com](https://www.winebusiness.com)





**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.”