

Online Wine Tastings

Global Survey



Livestream | 17th of March | 17:00 CET | No admission fee

In January 2021, [Winetourism.com](https://www.wineturism.com) and [Geisenheim University](https://www.hs-geisenheim.de) conducted a global research survey about online wine tastings (OWT). Answers for the questionnaire were collected from 1,423 wineries representing 42 countries. The **main objective** of the survey was to evaluate the impact of the global pandemic on decision of wineries to offer OWTs.

The full report and findings of the survey will be published on the 17th of March - on this [link](#) you will be able to download the report. We have summarized some key findings below.

Some Key Findings of the Report

- Covid-19, the accelerator of digitalization in all sectors, also caused the rapid proliferation of OWTs. This modern type of wine tasting was almost unknown before the pandemic.
- The main reasons for not offering OWTs were “low perceived demand from customers” and “a lack of time and/or staff”.
- Size matters – the larger the winery, the more OWTs have been organized. However, results show that larger wineries had the highest decrease in terms of winery visitors.
- Germany hosted by far the most B2C OWTs, while a higher share of B2B tasting could be stated in other countries.
- OWT is an excellent way to counter decreasing sales, and it seems to be a profitable business.
- OWT came to stay – the majority of wineries dealt with OWTs in the last year, plan to offer OWTs in the future.

Join the livestream of the webinar, where we will be discussing the findings of the survey.

17.00 CET on the 17th of March.



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