

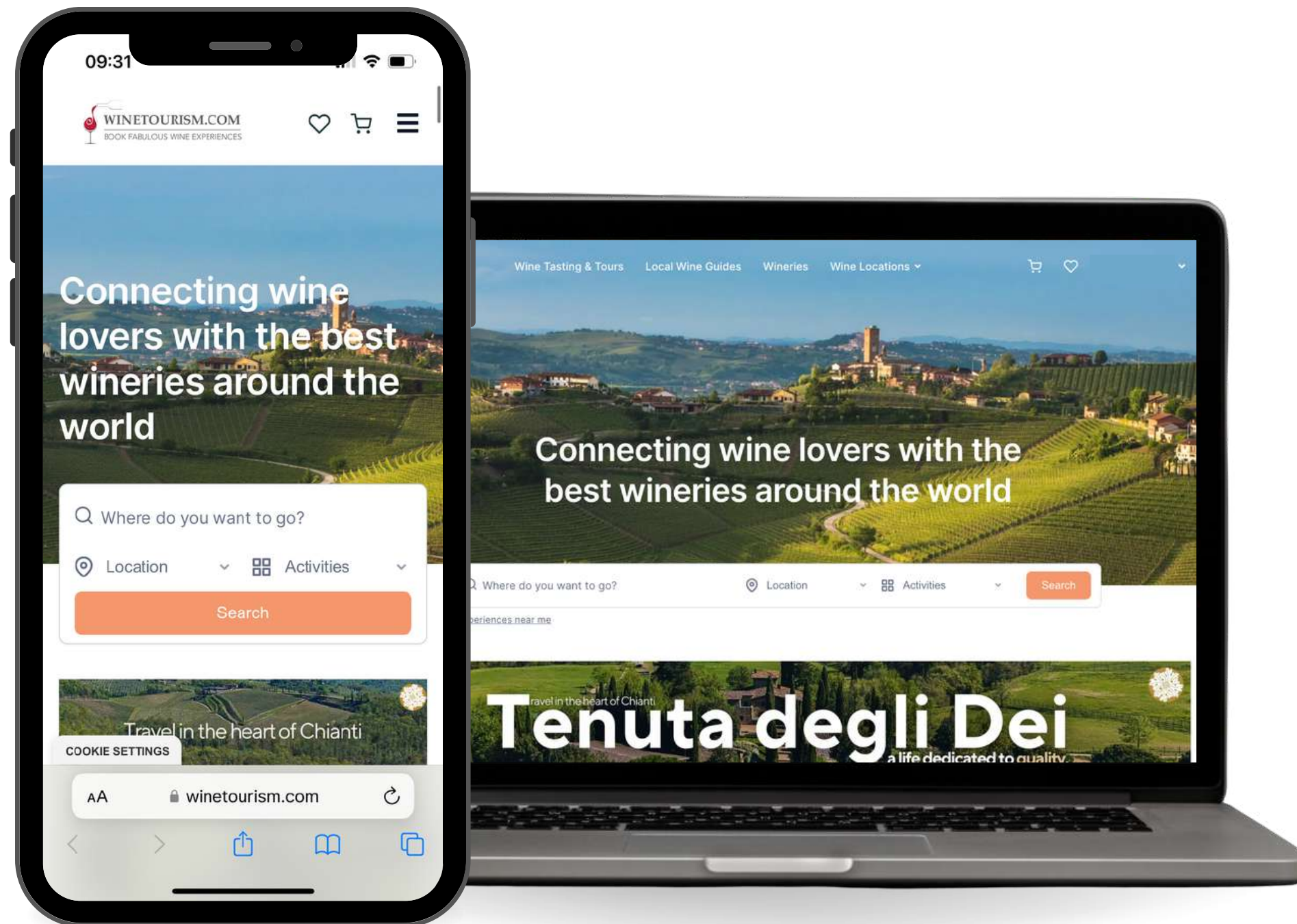
Marketing Packages

2023 Offer



Who Are We?

WineTourism.com is an online booking platform that offers a variety of tours and activities for wine lovers all around the world.



- We currently collaborate with more than **5.000** wine tour providers in more than **240** wine regions and the number is growing daily.
- We have a highly targeted audience of wine and travel lovers and our platform receives **200.000** visitors per month on average mainly from the following countries: the **United States**, the **United Kingdom**, **Australia**, **Canada**, **Italy** and **France**.





WineTourism.com Highlights



+5.000

GLOBAL PARTNERS



+45

COUNTRIES COVERAGE



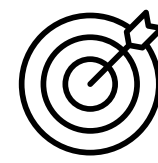
+200.000

MONTHLY ACTIVE USERS



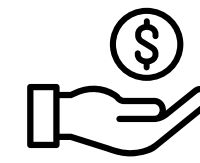
+10.000

BOOKINGS IN 2023



+15.000

FINAL CLIENTS



€80

AVERAGE ORDER VALUE



Why advertise with us? We are 2x more effective!

2x
MORE
BOOKINGS*

22%
LOWER COST
PER CLICK*

Average cost per new booking you pay
by using **Google Ads**:

€50

Average cost per new booking you pay
by using **WineTourism.com Marketing
Services**:

€25

*Compared to benchmark Google prices.



Home Page Banner ads

A thoughtfully crafted banner positioned at the top of WineTourism.com's homepage, strategically capitalizing on its prime location to maximize impressions. With a substantial monthly visitor count of +20,000, this placement ensures unparalleled visibility and optimal exposure for the banner's messaging and promotion. It's a valuable opportunity to gain exposure and enhance brand presence.

TAILORED FOR: **Wineries** **Tour operators** **Tour guides** **DMOs** **Consortiums** **Wine related companies** **Wine related organizations**



Discover 5000+ Wine Experiences

We have the world's largest coverage of wine experiences. Whether you are looking for a wine tasting, local cooking experiences

Benefits

INCREASED BRAND EXPOSURE

Showcase your brand to a wide audience means increasing brand recognition and awareness.

+20.000
Monthly Impressions

ENGAGING TARGETED AUDIENCE

WineTourism.com's audience consists of individuals interested in wine and related experiences so you can engage with a highly targeted audience.

Wine Lovers From:



INCREASED TRAFFIC & CONVERSIONS

The banner serves as a direct gateway for visitors to access your website, leading to increased traffic. This can result in potential new customers, leads, and conversions.

+500
Monthly Clicks



Landing pages banner ads

A thoughtfully crafted banner positioned at the top of WineTourism.com's landing pages for different geographical wine locations. Your banner ad will be placed on approximately 10 pre-selected from 4,400 landing pages, each of which is dedicated to specific wine regions and attracts visitors through region-specific keywords. Among these pages, about 70% of the visitors have a commercial intent.

TAILORED FOR:

- Wineries
- Tour operators
- Tour guides
- DMOs
- Consortiums
- Wine related companies
- Wine related organizations



The name of this storied Catalan city, Barcelona, is almost as lovely as the coastal metropolis itself. Barcelona, in northeastern Spain, is a colourful melting pot of culture, with world-renowned cuisine, legendary art, music, and more. From Gothic structures to Gaud's modern wonders, design lovers could spend weeks exploring the city's stunning buildings, monuments, and sculptures. Finally, Barcelona's constant energy and cultural elements result in a distinct immensity of spirit unmatched by any other destination. The temperate climate also contributes to pleasant weather for the majority of the year.

Benefits

COMMERCIAL INTENT

The majority of these pages focus on keywords that attract visitors with commercial intent. These individuals are actively seeking services and are prepared to make a purchase.

70%

Commercial Intent

POTENTIAL OF CUSTOMIZATION

Having banners on different landing pages allows us to focus on different geographies you are interested in and customize your banners according to audience

10%

Higher Conversion Rate



Newsletter Feature

An exclusive space to showcase your offerings through carefully designed banners or listings. These visuals and content are complemented by direct links to your website, providing a seamless pathway for engaged subscribers to explore your brand and offerings in detail. This professional approach ensures maximum exposure and enhances your presence among our targeted audience.

Benefits

COMMERCIAL INTENT

The majority of our subscribers are not just wine content readers but those who has booked wine tour with us.

80%

Commercial Intent

SIZE OF THE AUDIENCE

Targeted exposure and promotion to engage with a highly targeted wine lovers audience of 15000 subscribers.

15.000

Subscribers

ENGAGEMENT RATE

The WineTourism.com newsletter achieves an impressive 50% open rate, significantly surpassing the average industry rate of 20.2% in Travel, Hospitality, and Leisure.

50%

Open Rate

TAILORED FOR:

Wineries

Tour Operators

Tour Guides

DMOs

Consortiums

Wine Related Companies

Wine Related Organizations



Welcome to Catalonia!

From Barcelona's iconic landmarks to the breathtaking Mountains, this vibrant region offers a rich tapestry of **culture and natural beauty**.

Let's explore it together!

- Immerse yourself in the local culture of the Spanish city with the highest number of Michelin Stars.

€90

[Book Here](#)



Château Mukhrani

GEORGIA, KARTLI

"Master Class - wine and food pairing"

- The tour will give you a detailed essence of the Georgian wines and royalty.
- 5 tasted wines.

€56

[Read More](#)



Pop-up Ad

A designed pop-up ensures a visually appealing and engaging promotional experience tailored to your specific purpose. By utilizing the pop-up, you gain access to invaluable processed data, such as email addresses or other relevant details. You can leverage this data to refine your marketing strategies in exchange for exclusive offers, discounts, or valuable content.

TAILORED FOR:

Wineries

Tour operators

Tour guides

DMOs

Consortiums

Wine related companies

Wine related organizations

Benefits

LEAD GENERATION

Pop-ups are an excellent way to generate leads in forms of email addresses that then later could be a good source for targeted marketing.

1.1 %

of Visitors Fill Out Their Emails

HIGH LEVEL OF EXPOSURE

Pop-ups are effective at capturing attention and garnering increased engagement from website visitors, this result in greater visibility and a higher number of impressions.

110K

Monthly Impressions

ENGAGING TARGETED AUDIENCE

WineTourism.com's audience consists of individuals interested in wine and related experiences so you can engage with a highly targeted audience.

Wine Lovers From:



Get FREE travel advice on the best wineries to visit in Catalonia from our wine and travel experts!

Your name

Email

Phone number

Get expert's advice!

x



Social Media Promotion Campaign

Use our Social Media Platform to increase your exposure! We will post 3 feed posts on Instagram; 10 stories on Instagram with links for conversions increase; 3 Facebook posts and 1 LinkedIn post with a link to the profile or website chosen.

TAILORED FOR:

Wineries

Tour operators

Tour guides

DMOs

Consortiums

Wine related companies

Wine related organizations

Benefits

INCREASED BRAND EXPOSURE

Great way to reach a broad audience and create brand awareness.

+20.000

Monthly Impressions

TARGETED AUDIENCE

Our followers are already interested in wine and wine activities.

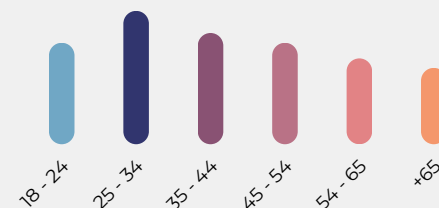
+8.500

Active Users

ATTENTION-GRABBING

Social Media Platform are a direct way for wine lovers to get curious and visit your website.

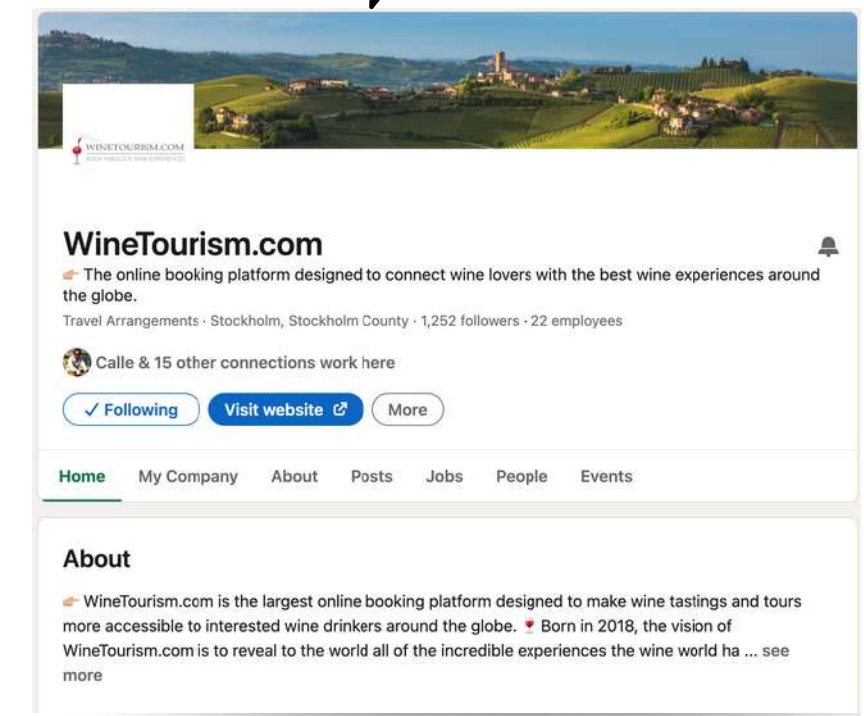
Our Young Audience:



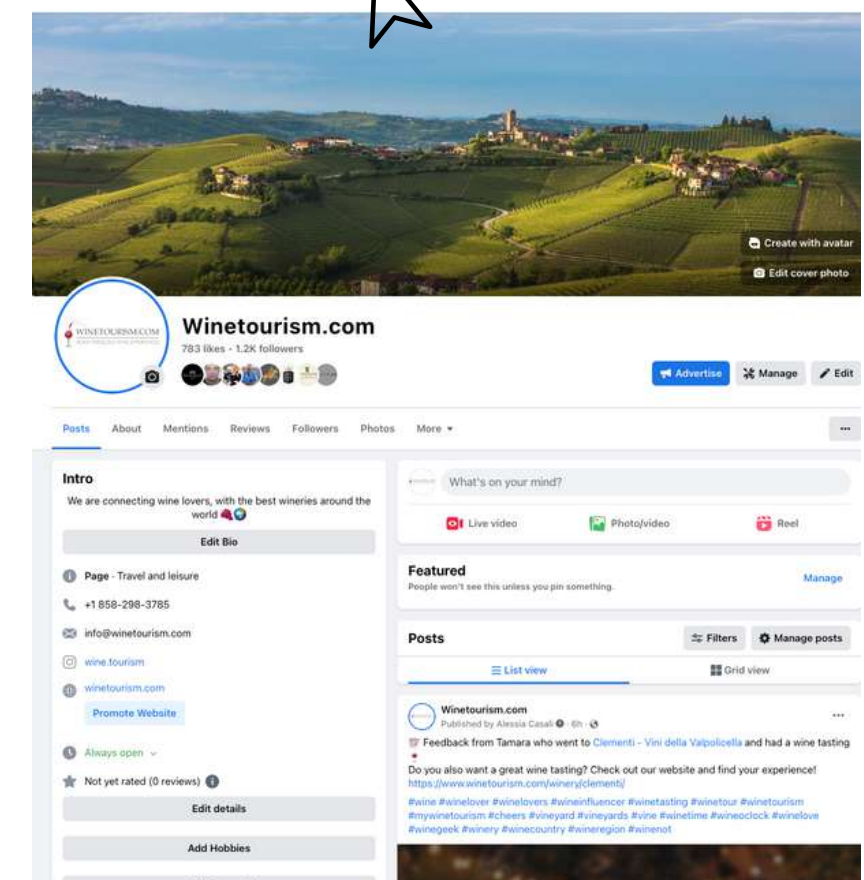
Instagram



LinkedIn



Facebook



Experience Page Ad

Customized ad placement: we carefully position your ads on our wine experience pages, tailoring the placement to specific geographies of your choosing. This means that your ads will be strategically displayed in front of the right audience based on their location.

TAILORED FOR:

- Wineries
- Tour Operators
- Tour Guides
- DMOs
- Consortiums
- Wine Related Companies
- Wine Related Organizations

Benefits

CHANCE OF CUSTOMIZATION

We carefully position your ads on our wine experience pages, tailoring the placement to specific geographies of your choosing.

10%

Higher Conversion Rate

HIGH EXPOSURE

Our platform provides high exposure to an international wine audience your ads will be strategically displayed in front of the right audience based on their intent.

200.000

Monthly Website Visitors

COMMERCIAL INTENT

By advertising with us, you increase the likelihood of reaching potential customers who are already primed to engage with your offerings in the wine industry.

70%

Commercial Intent

The screenshot shows a webpage for a wine experience. At the top, there are navigation tabs: 'About the Experience', 'Location', 'Related Experiences', 'FAQ', and 'Reviews'. The main heading is 'Wine tasting and tour at Chateau Fortia' with a 5-star rating (5 out of 4 reviews) and a price of €12.00 per person. Below this is a sub-heading: 'A Day Full of History, Wine Tasting, and Lush Landscapes at Chateau Fortia'. The text describes the experience, mentioning a centuries-old chateau, winemaking techniques, and a cellar tour. There are three images: a group of people in a vineyard, a hand holding a wine glass, and a view of the chateau. Below the images is a 'See all images' link. The 'Experience Highlights' section lists: Winery: Chateau Fortia; Activity type: Visit & Tasting; Experience duration: 1 Hour 0 Minutes; Tasted wines: 5-6; Wine types: Red Wine, White Wine; Things to see: Winery, Cellar, Tasting Room. On the right side, there is a booking widget. It shows the price 'FROM €12.00 per person'. There is a 'Check Availability' section with a calendar for June 2023. The calendar shows the 9th as the selected date. Below the calendar is a table for 'Available hours', 'Adult price', and 'Capacity'. The table shows two time slots: 09:00 - 12:00 (€12.00, Capacity 8) and 13:00 - 18:00 (€12.00, Capacity 8). There is a 'Time of visit' section with a dropdown set to 09:00. There is a 'Number of visitors' section with a dropdown set to 1 Visitor. Below this is a 'Select Tour Language' section with flags for France and the UK. At the bottom of the booking widget, there is a 'Book Now' button and a '* Booking terms' link. A red rounded rectangle highlights the 'Book Now' button and the 'Catalonia' banner below it.



Visitor Booking Email Ads

You will secure an appearance in 2,000 individual email sendouts monthly. Your content or message will be directly delivered to a large and diverse audience since it will be included in our automatic booking emails to visitors. Additionally, our close to 100% opening rate reflects the effectiveness of our email campaigns in capturing recipients' attention and driving engagement.

TAILORED FOR:

Wineries

Tour Operators

Tour Guides

DMOs

Consortiums

Wine Related Companies

Wine Related Organizations

Benefits

OPEN RATE

The email's open rate is exceptionally high, as it contains valuable information for visitors who have booked experiences, approaching close to 100%.

100%

Open Rate

UPSELLING OPPORTUNITY

These emails are sent to customers who have made reservations for wine experiences. This provides us with a valuable opportunity to present them with additional services and products that would enhance their booked wine experience.

12-20%

CTR (Click Through Rate)

NUMBER OF EMAILS

Sending approximately 2,000 monthly emails provides you with the opportunity to showcase and market your services and products to the audience of WineTourism.com, which comprises individuals who have already booked an experience.

2000

Monthly Emails

WINETOURISM.COM
BOOK FABULOUS WINE EXPERIENCES

Hi Georgia,

Your booking for **Chianti half day wine tour (#17072)** has been confirmed by the guide and they look forward to seeing you soon.

CATALUNYA
LIVE UNFORGETTABLE EXPERIENCES

Please find the summary of the booking and guide's contact details below.

About Guide	
Guide	Mirko
Location	Fermata Villa Constanza [T1], Via Sette Regole, Scandicci, Florence 50018, Italy
Phone	+39 0550760406
Email	incoming@mytours.it
Duration	05 Hours 30 Minutes
Booking Details	
Booking reference number	17072
Visit date and hour	23rd of Jun 2023 14:30
Number of visitors	2



Content Marketing Articles

We will create feature-length (2000+ words) articles optimized for your specific keywords, linking to your webpage. Our evergreen content will keep generating traffic over the long term. The SEO-optimized articles captivate customers with immersive storytelling, going beyond single-placement ads. They rank well in search results, attracting organic traffic and increasing visibility.

TAILORED FOR:

Wineries

Tour Operators

Tour Guides

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Consortiums

Wine Related Companies

Wine Related Organizations

Benefits

FOLLOW LINK

The article published at WineTourism.com will feature a link to your website, not only increasing your website's traffic but also boosting its credibility due to WineTourism.com's strong domain rating.

68

Domain Rating(Ahref)

ENGAGING AUDIENCE

Visitors to Winetourism.com exhibit significant engagement, with an average content viewing duration of 1 minute and 26 seconds, which is a positive indicator of their interest and involvement with our content.

1m 30s

Average Time Spent

KEYWORD OPTIMIZATION

The content and SEO team at Winetourism.com will conduct keyword research aiming at targeting high-traffic, relevant keywords and keyword clusters to optimize the article performance. So that we deliver an **evergreen** impact.



Longlasting Impact



Written By Laura Seidanova

2022/12/15

Tarragona Wine Route - The Ultimate Guide to the Best Wines in Catalunya

It is not the goal itself that is important, but the path to it. This statement is especially true when it comes to wine routes. The Tarragona Wine Route in Spain gracefully extends from Tarragona city and the Mediterranean Sea to the rural interior of the Tarragona countryside, the Prades hills, and the valley of the river Ebro (Ebre in Catalan). This location is included on the UNESCO World Heritage List, and you are going to discover why in this blog.

It's a journey that provides you with the opportunity to immerse yourself in a region's winemaking heritage with distinctive experiences that pair local wine with gastronomy, history, and culture.

If you're planning a trip to Spain to enjoy delicious local Macabeu surrounded by nature and history, consider a road trip along the Tarragona wine route to get directly to the heart of this fantastic wine region.



What makes Tarragona Wine Route Special?

Tarragona, the main attraction in Spain's Catalonia region, is blessed with sunlight, a gorgeous coastline, an intriguing cuisine culture, and significant historical ruins. Tarragona was also the capital of Hispania under the Roman Empire in 200 BC, making it one of the first Roman cities outside of modern Italy. The two thousand year old remains of this may still be seen all across the city, on every street corner.

Nowadays, Tarragona is highly recognized for its hazelnuts, almonds, olives, tomatoes, fruits, rice, and, most importantly, its wines.

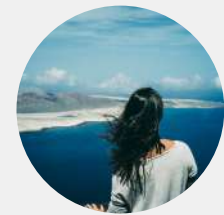


Article



Testimonials

OUR PARTNER WINERIES WHO USED OUR MARKETING SERVICES



VISIBILITY BOOST PLAN

Domaine de Rocheville

Loire Valley, France

"The figures speak for themselves and I would say so far, so good, the season is not over yet, but it seems promising.

We are definitely happy with with subscription!"



VISIBILITY BOOST PLAN

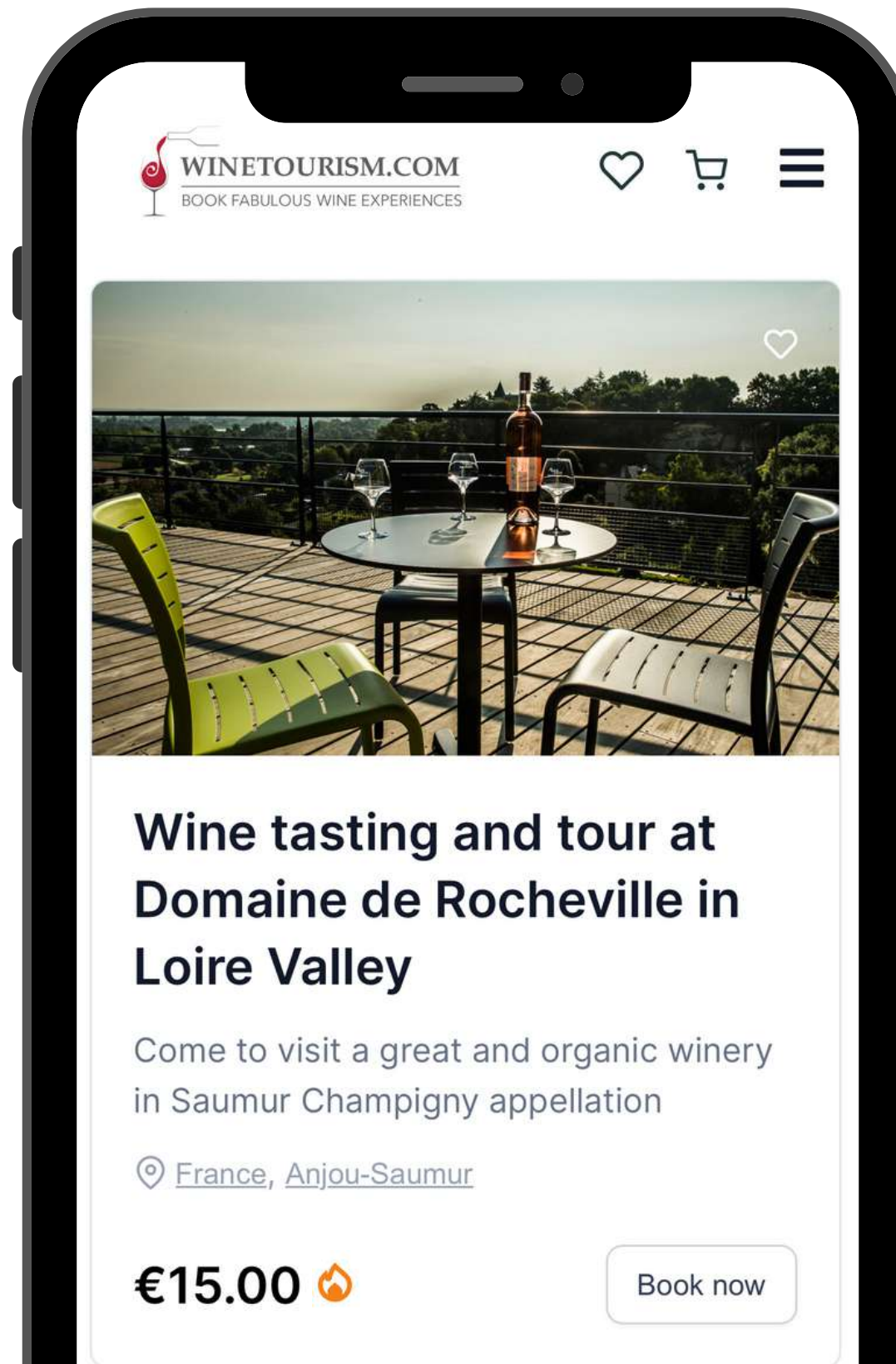
Cantina Costantini

Lazio, Italy

"We have been using their services for a few months with excellent results.

Serious company and staff both Italian, Ester in particular and international with great availability and competence.

5 stars!"



CONTENT MARKETING ARTICLES

Wein+Gut Oster

Mosel, Germany

"Since we are a small winery in the middle of the village, meeting international people is a great experience and your platform appeals to tourists and people who live in Germany and would like to do a wine tasting in English.

The communication of the individual bookings is very easy to monitor and the processing of the costs is timely.

Therefore we look positively into the future and hope to expand this arrangement further."

