

Educate. Energize. Engage.

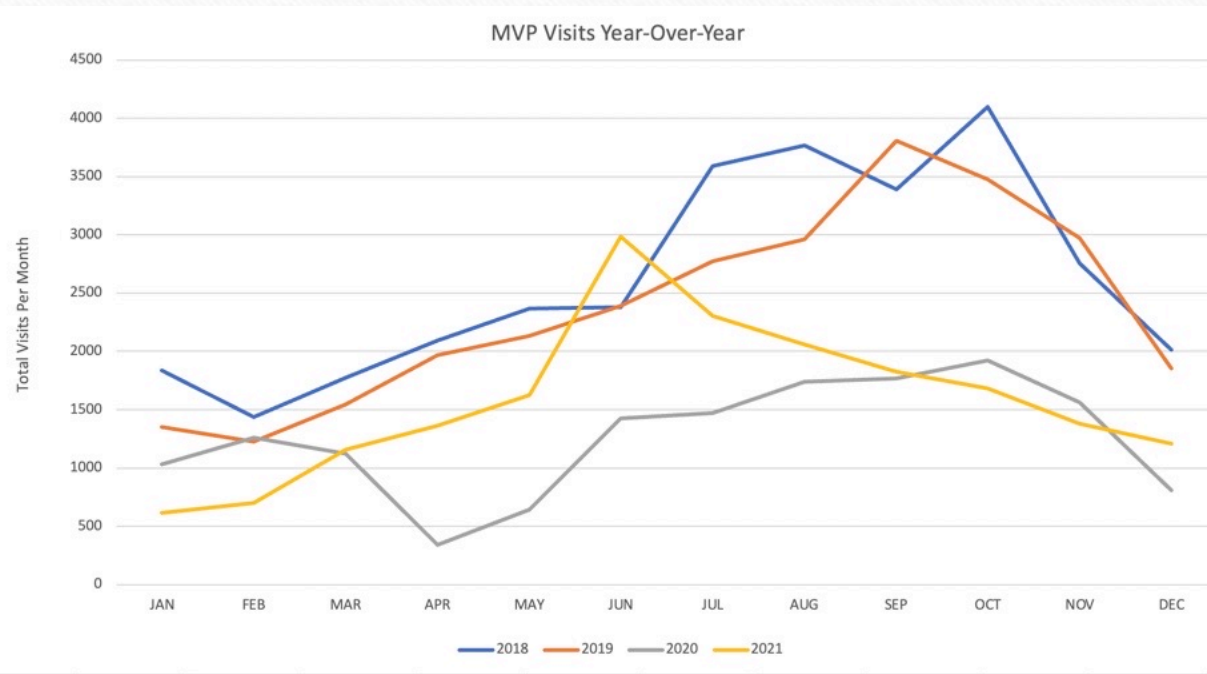
Building success in Missouri's wine industry through active engagement and education.

Bouncing Back

The pandemic deeply impacted tourism in Missouri, and local wineries saw that play out in the number of guests visiting tasting rooms.



Mon	2018	2019	2020	2021
JAN	1835	1354	1029	617
FEB	1440	1229	1262	698
MAR	1774	1548	1123	1158
APR	2094	1967	343	1365
MAY	2368	2134	644	1628
JUN	2382	2392	1423	2986
JUL	3591	2772	1473	2307
AUG	3765	2963	1740	2058
SEP	3392	3809	1771	1825
OCT	4100	3473	1920	1682
NOV	2754	2976	1563	1381
DEC	2013	1853	808	1207
TOTAL	31508	28470	15099	18912



The Missouri Division of Tourism reported that in 2019, Missouri welcomed between 42.9 and 43.5 million visitors, with 2.5% indicating that their *primary* reason for travel, which means between 1,072,500 and 1,087,500 visitors came to the state **specifically to enjoy local wine**. In 2020, the number of visitors to Missouri decreased to 28.2 million, with roughly 705,000 visitors to Missouri wineries that year.

Bouncing Back

- How do we bring wine lovers back to tasting rooms?
- What strategies can be employed to entice new consumers and re-engage those who haven't been back to wine country?
- How can wineries turn casual visitors into ongoing customers?



Educate.

Tasting room staff are your ambassadors and frontline sales people.

Give staff the knowledge they need to pull consumers into the story of Missouri wine.

Host regular tastings and train staff on proper wine service.



Educate.

Teach staff about the different varietals and our region's wine-making history so they can educate and inspire consumers.

Arm staff with ways to talk about your wines – ideas for food pairings, anecdotes about that year's harvest, winemaking techniques, details about the wine maker and the vineyards.



Energize.

When people love their work, that translates directly to customers.

Focus on the culture of the organization – when people feel valued, they are more loyal and invest more of themselves at work.

Build enthusiasm through collaboration.
Give staff the opportunity to contribute ideas and offer feedback.



Engage.

Stories = sales. Tell your story.

Actively reach out to local and regional press. Bring them bottles of new releases. Invite them to events. Tell them what makes your winery – your wine – unique.

Use your website as a tool to draw people to your tasting room. Keep it updated. Make sure it's mobile friendly. Focus on photography.



Engage.

Build an engaged audience via social media. Give people a behind-the-scenes look at your winery and winemaking process.

Go beyond the “what” – engage by telling the story of “who” and “why.”

Encourage fans to bring friends through referral programs or other incentives.

Launch a wine club. Host events that turn customers into fans.



Addendum ...



Curate gift baskets and stay on top of opportunities to piggy back on a holiday.



Add a gift shop (or expand your existing retail area) and keep retail items fresh – rotate items seasonally – offer high quality merch.



If you don't offer shipping, start! Partner with online retailers that reach a broad wine-interested audience.



Partner with other independent makers – cross promote.



Offer food, bring in bands, make seating comfortable, encourage lingering.



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