

VANTAGE *by* ORDERPORT

The New Buyer Journey

TOURISM, TECH & TRANSFORMATION

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**Tourism
Technology
Collaboration**



**Visitation
Loyalty
Club Growth**

Goals



Increase tourism visibility

Improve the guest experience through follow-up


Strengthen regional partnerships

Convert visitors into long-term customers

Today it begins with

Social discovery Peer recommendations

Digital research Regional storytelling



Key Industry Shifts

**Social-first discovery
(Instagram, TikTok, Google)**

Mobile-first travel planning

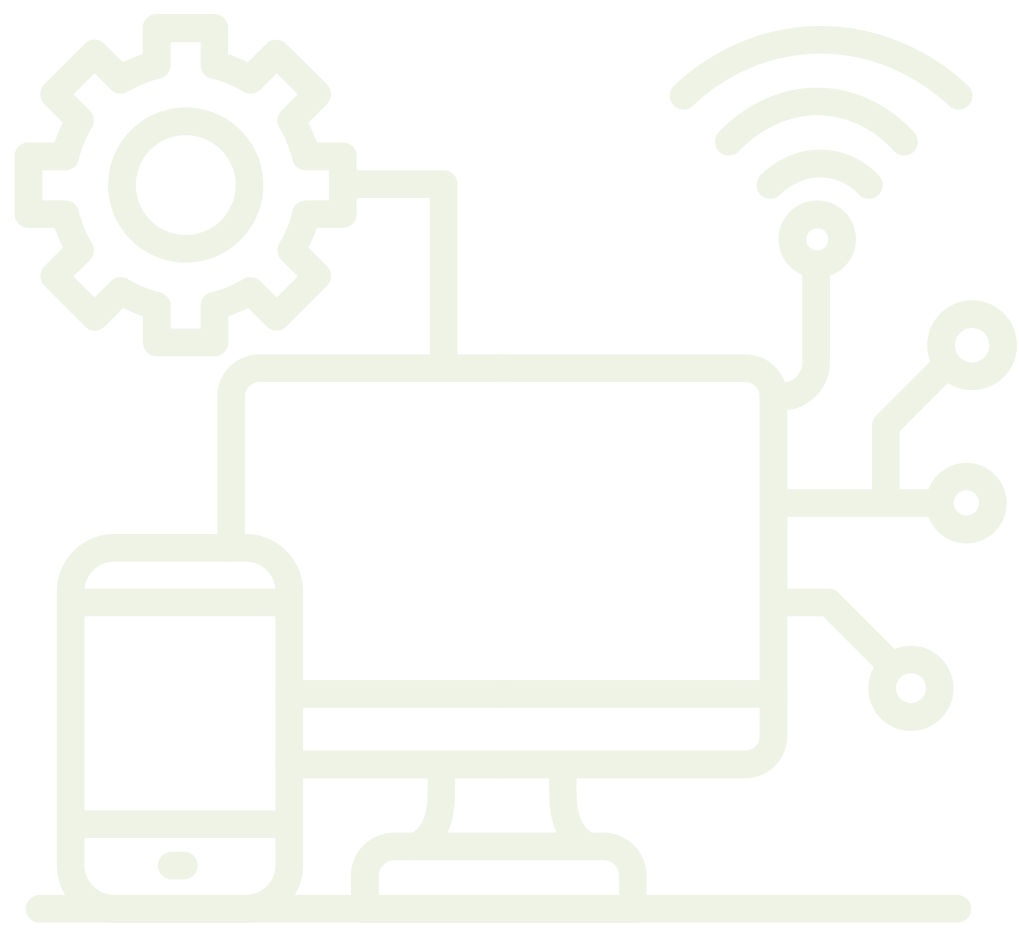
Increasing regional competition

**Younger travelers planning
differently**

The Hybrid Tourism Model



Stage 1: Digital Discovery



Social media search
Google Maps and reviews
Travel blogs and curated itineraries
Regional tourism marketing
Peer-generated content

IF A WINERY IS NOT SEARCHABLE, SHAREABLE, AND GEO-VISIBLE, IT IS UNLIKELY TO BE DISCOVERED.

Stage 2: Validation



Google reviews
Travel board features
Concierge recommendations
Influencer mentions
Guest photos and social proof

THE ROLE OF PARTNERS IS CRITICAL IN BUILDING CREDIBILITY AND TRUST SIGNALS FOR WINERIES.

Stage 2: Validation

Partners influencing the itinerary:

- Hotels and concierge teams
- Restaurants and sommeliers
- Tour operators and drivers
- Tourism boards
- Local influencers and media

Strong partnerships create:

- Shared audiences
- Cross-referrals
- Co-branded campaigns
- Curated itineraries
- Destination credibility



TOURISM VISIBILITY INCREASES
DRAMATICALLY WHEN WINERIES
PARTICIPATE IN REGIONAL ECOSYSTEMS.

Stage 3: Booking



Traveler expectations include:

- **Mobile-first reservations**
- **Fast, frictionless UX**
- **Clear policies and pricing**
- **Confirmation emails and reminders**
- **SMS communication**

TECHNOLOGY PLAYS A KEY ROLE IN REMOVING FRICTION AND MAINTAINING CONFIDENCE.

Stage 4: Experience



Modern travelers share moments, not just wine.

- **Unique views or settings**
- **Exclusive or behind-the-scenes moments**
- **Personal storytelling**
- **Memorable staff interactions**
- **A sense of discovery**

PARTNERS CAN HELP AMPLIFY THESE MOMENTS THROUGH REGIONAL STORYTELLING AND CONTENT DISTRIBUTION.

Stage 4: Experience

Visitors Want:

- Access
- Engagement
- Human Connection
- to feel special
- to be embraced, regardless of wine knowledge

Service Should Be:

- Engaging
- Thoughtful
- In line with brand/winery story



Pretty photos get them in the door but extraordinary experiences keep them talking.

IN A SEA OF SMALL, FAMILY OWNED WINERIES WITH A PASSION FOR THE LAND, YOU NEED TO FIND WHAT SETS YOU APART AND THAT STARTS AS SOON AS GUESTS STEP THROUGH THE DOOR.

Stage 4: Loyalty

Before the visit:

Pre-arrival
storytelling

Preference
capture

During the visit:

Staff-driven guest
engagement

Soft wine club
introductions

After the visit:

48-hour follow-up

Personalized
recommendations

Invitations to
ongoing
experiences

THE VISIT IS NOT THE END OF THE JOURNEY.



Discovery is digital.



Validation is social and regional.



Experience needs to be seamless.



Follow-up is what turns that moment into a relationship.



Q&A

VANTAGE *by* ORDERPORT

Thank You!



Join our next Vantage events!

April 23 - Next Gen Club Members

May 14 - Storytelling That Sells

May 28 - Connected Commerce

