



A D E L A P E R E I R A

DIGITAL STRATEGIES FOR WINE TOURISM





Who is the greatest tourism expert in the world?



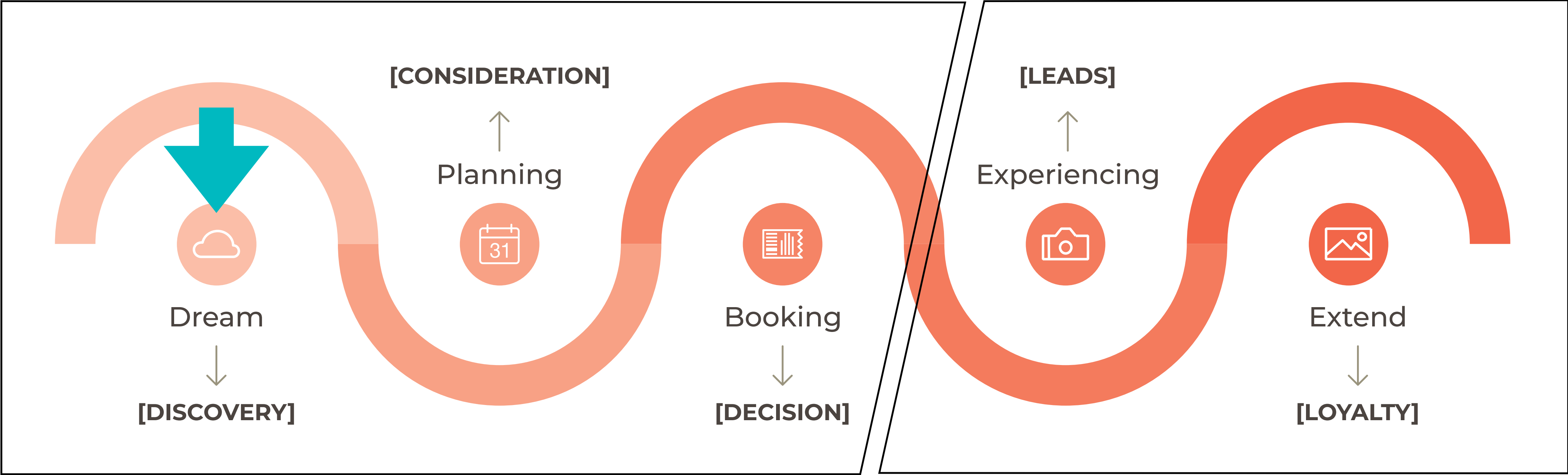


Dream



BOOKING CYCLE

LOYALTY CYCLE



Empathy

What does she want to post in her Insta feed?

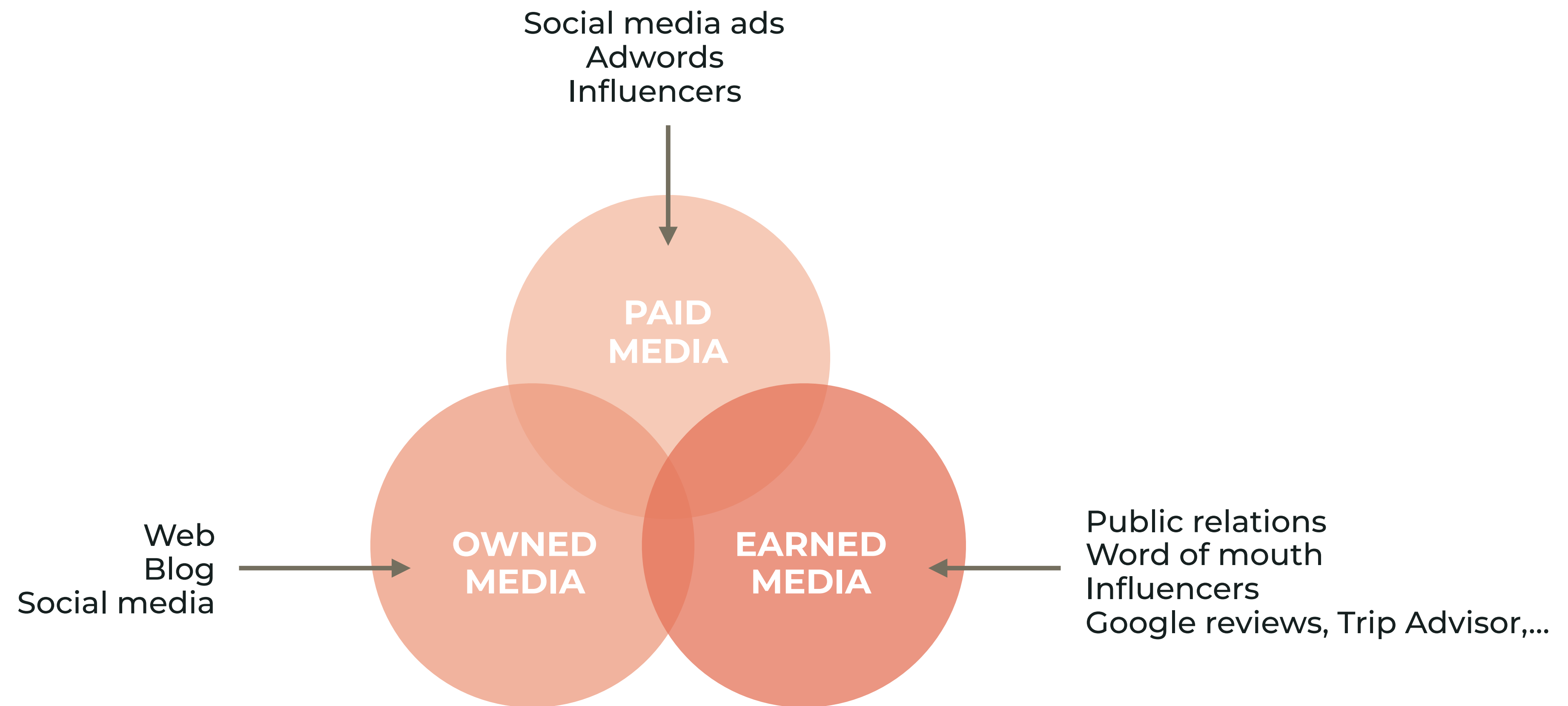


Destination





Dream content vault



Pool Content

- Why you should visit Madrid wineries.
- What you cannot miss.
- Best wine bars in Madrid only insiders know.

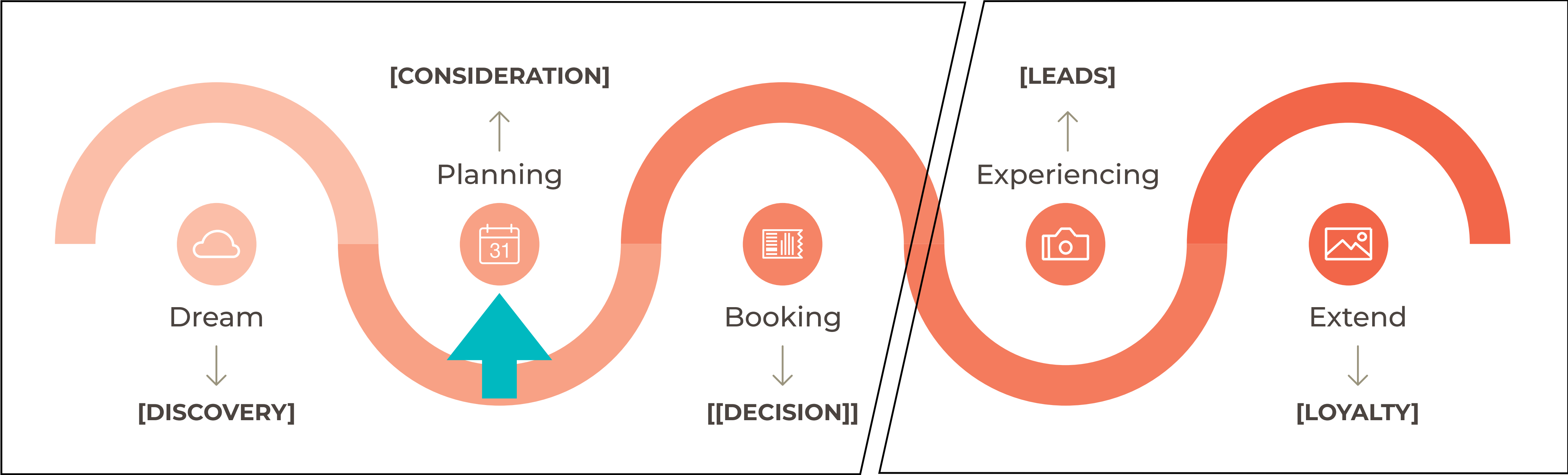




Planning

BOOKING CYCLE

LOYALTY CYCLE



Give her what she needs



Pool Content

- What to do in Madrid.
- Where to sleep, to eat like a local.
- Best shopping areas.



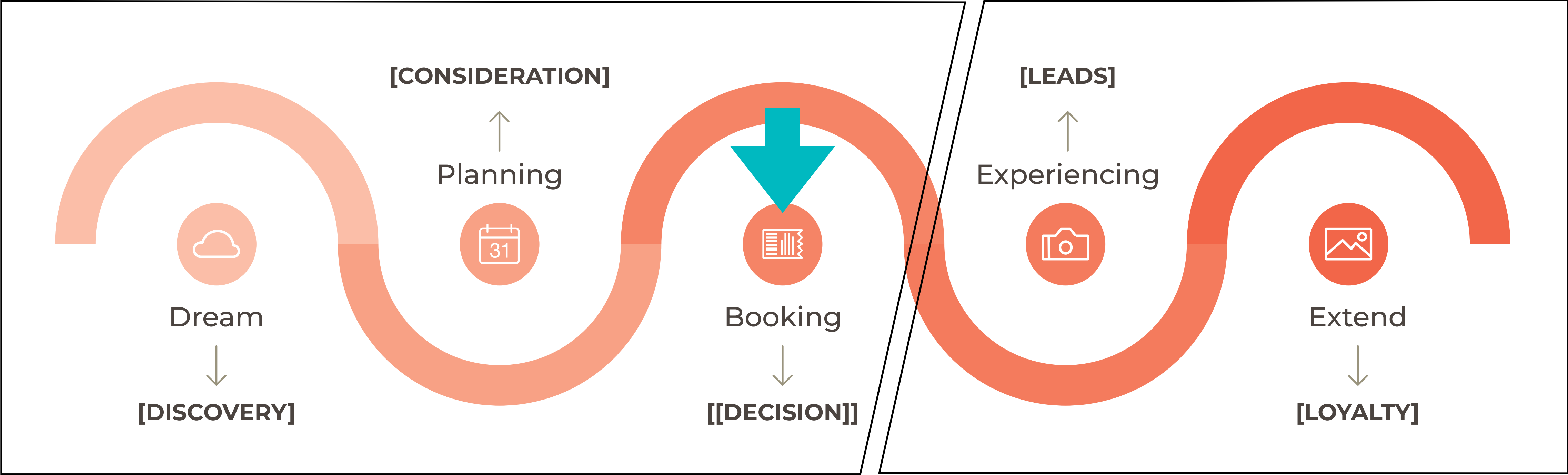


Booking



BOOKING CYCLE

LOYALTY CYCLE





Sell, sell and sell



WARNING ⚠ WARNING ⚠ WARNING ⚠ WARNING ⚠ WARNING ⚠

Our booking system is the best one. Period.



**Help them to buy
mail, telephone, chat, faqs,...**

A close-up photograph of a hand knocking on a brass door knocker. The knocker is ornate and mounted on a white door with decorative panels. The hand is positioned to strike the knocker, and the background is slightly blurred.

Insist

Discounts, retargeting,...



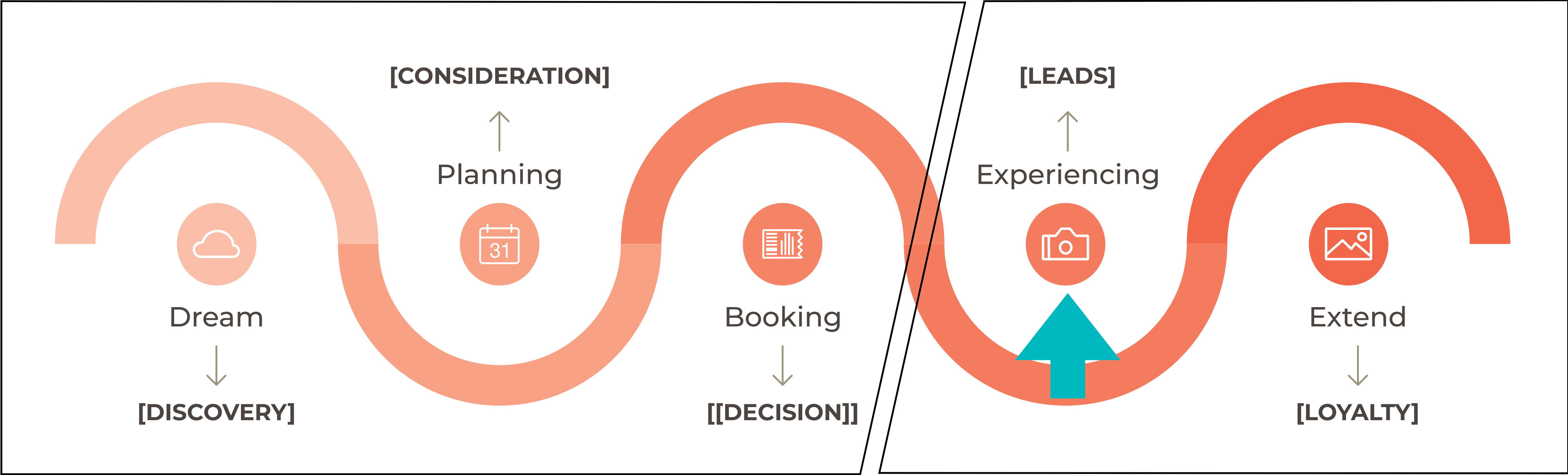
Welcome. Thank You Page



Experiencing

BOOKING CYCLE

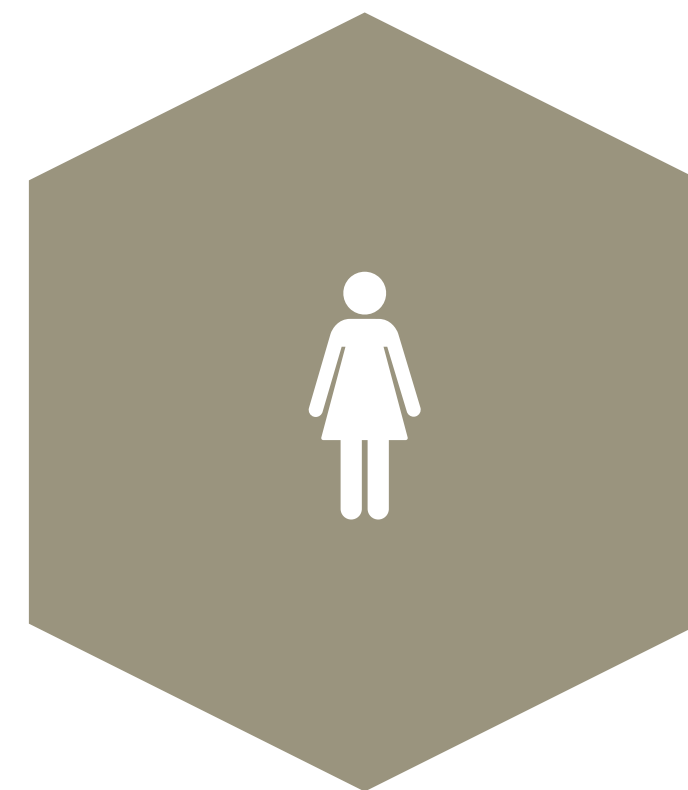
LOYALTY CYCLE



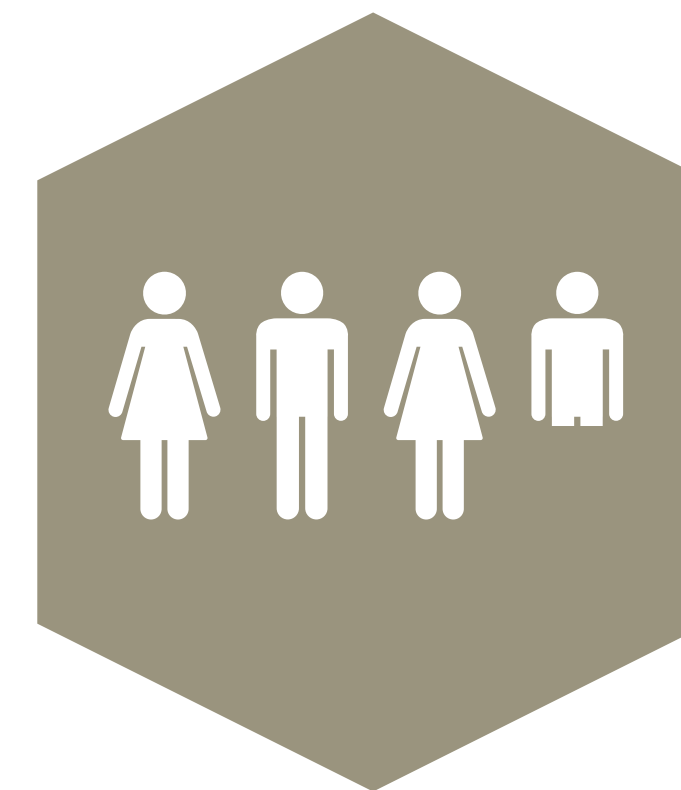


Opportunity: be my lead, babe

As many leads as possible

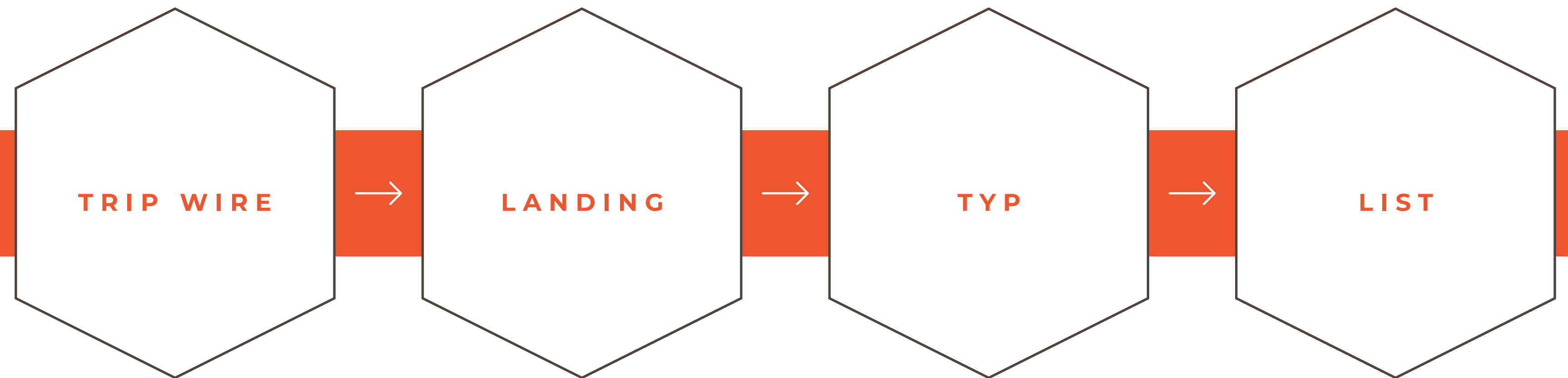


BOOKING



VISITORS

Capture leads

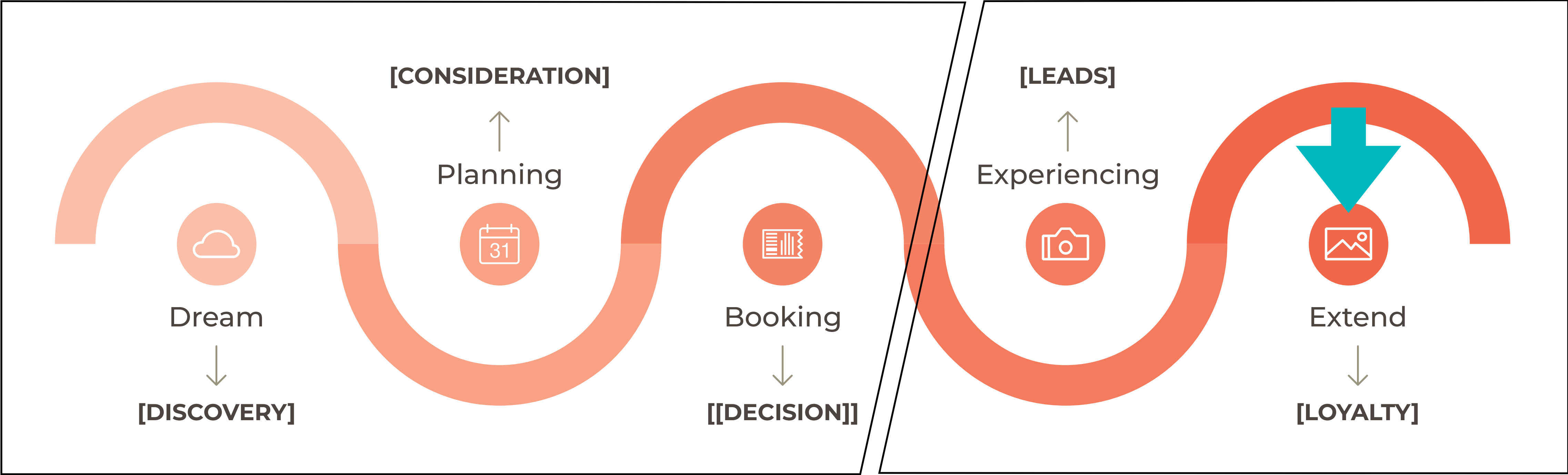




Extend

BOOKING CYCLE

LOYALTY CYCLE





Connect and sell more wine

The background of the slide features a close-up, high-contrast image of a fingerprint. The ridges and valleys of the fingerprint are clearly visible, with some areas appearing in sharp focus while others are blurred. The colors are muted, with shades of grey, black, and white. A large, solid orange rectangle is overlaid on the left side of the image, containing the main text in white.

**The real money of wine tourism
begins when the visitor leaves
your winery**



Your DTC channel



Adela Pereira

646 443 102

adela@adelapereira.com

www.adelapereira.com