## **WINE ENTHUSIAST** TASTING ROOM DIRECTORY

Empowering our readers to explore wine country.

# Introducing the Travel Division at Wine Enthusiast

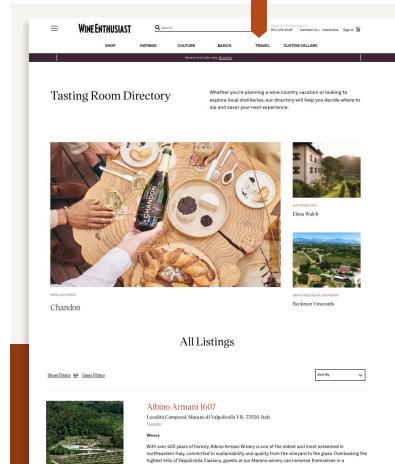
In the wake of cultural shifts caused by the pandemic, American consumers are more interested in travel than ever before. As we've watched our readers and customers venture out to experience wine at its source, we've realized a need to build more resources to feed their thirst for adventure. That's why we're launching an entirely new Travel Division at Wine Enthusiast Companies.

This new division will help our audience discover, explore and even book experiences for their next vineyard-bound trip. Under this new umbrella we'll have Wine Enthusiast organized tours, a built- out travel content section and most exciting of all—the launch of our Tasting Room Directory.

#### SENTIMENT

- Wine Enthusiast's Audience Spent \$16 Billion on travel in the past 12 months.
- YOY Wine Enthusiast's Audience increased their total travel spend by 20%.
- 92% of Wine Enthusiast's Audience intend to travel in the next 12 months.
- 95% of Wine Enthusiast's Audience hold a valid passport

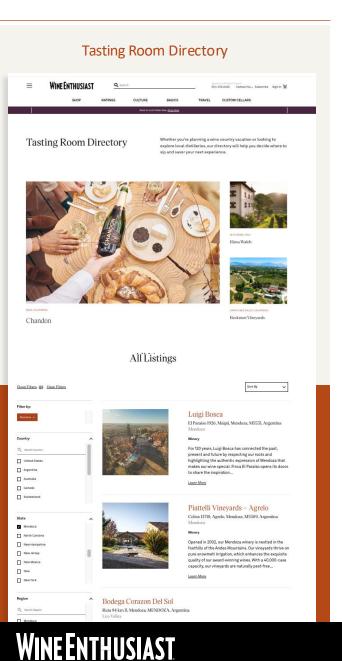
Source IPSOS Affluent Survey USA Spring 2023, HHI \$125,000 +. Total Brand Footprint



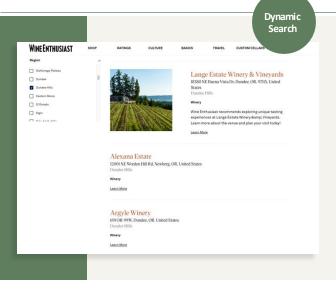
### WINE ENTHUSIAST

## Overview

In July 2024, Wine Enthusiast launched a first of its kind digital product for wine tourism. The Tasting Room Directory is filled with thousands of winery tasting room listings and map integrations to inspire our audience. Our users are thirstier than ever to get out and explore the wine world around them. This tool gives them everything they need to plan their next adventure to the vineyard.



In partnership with Tock reservation software, every listing that's currently on Tock has a built-in integration to drive visitors to their Tasting Room. If you don't currently use Tock, we're happy to send our readers directly to your winery tasting room. In addition, we're offering an opportunity to work together to build out your venue pages to create the ultimate resource for wine travel on the internet.



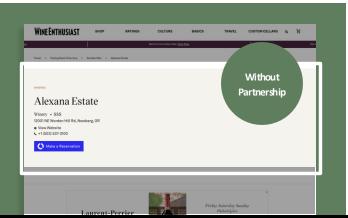
Wine Enthusiast offers an opportunity to feature your winery and your wines in the Wine Enthusiast Digital Directory. In an effort to enrich our pages, your tasting room can receive a custom listing page to highlight your winery and attract new visitors.

#### Paid Tasting Room Listing Package includes:

- 1 Cover Photo
- Winery Name, a Address, Website, Phone
- Tock Link to make a reservation or winery's preferred reservation link
- Map and locator pin on their designated Region
- 100 Word Copy written by client, edited by Wine Enthusiast
- · 5 additional winery images
- 3-4 DTC wine bottles on carousel\*
- 3-4 Wine ratings & labels linked to Buying Guide\*

Price: \$5,000 for a 2-year subscription

\*If a winery does not have a DTC retail program or wines reviewed by Wine Enthusiast these features can be turned off.



#### Sponsored Tasting Room Listing



#### TASTING ROOM LISTING

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