Tuscan Wines
web & social listening report

TRAVEL APPEAL
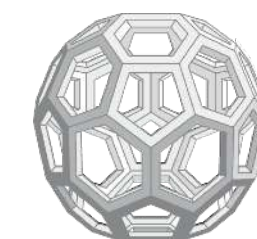
The diffusion and perception of Tuscan wines online - *in destination*

January 2019

Realised in partnership with **fondazione sistema toscana**

With over **41 thousand pieces of online content**, Travel Appeal has analyzed the **diffusion and perception of Tuscan wines online**, told, shared and reviewed by users in the area through the most popular social media and review channels.

In general, the online content about Tuscan wines grew at a rapid pace: **+57% in the last year between 2017 and 2018**. Of these, **61% is represented by reviews belonging to the restaurant sector (80%),** with a large quantity coming from TripAdvisor. The remaining **39%; however, is represented by posts and social conversations** (which also include comments to posts).

Instagram conveys a large share of content and social conversations about Tuscan wines, so much so that the **images represent 78% of the posts published online by users** who share and tell their experiences on the Internet with a text description.

The post that had the most interactions in 2018 was posted precisely on December 13, and received **6,451 Likes and 33 comments.** It was an Instagram image immortalising a Bolgheri Superiore Guado al Tasso of 1999.

Between the **end of Summer and Autumn,** there were concentrated **maximum peaks of online content about Tuscan wines,** coinciding with the period of greatest attention during the harvest of wine grapes.

In particular, **the last two months of 2018 recorded a +109% and a +162% growth respectively compared to 2017.**

The **first 3 websites that produce content about Tuscan wines are specialized editors** in this sector: winenews.it, vinialsupermarkato.it, corrieredelvino.it. In total, there are **932 unique sources** that discuss this topic, **13% of which are with content in English.**

Tuscan wines have an excellent online reputation: there is **95.5% positive sentiment** analyzed from digital content produced by over **6.5 thousand unique users.**
Among the **10 most cited online brands** range from **Chianti docg** (27% of the content published) to **Orcia doc** (2%), passing for **Brunello di Montalcino docg** (13%, in second place) and **Bolgheri doc** (9%, in third place), it seems that **Rosso di Montalcino won the challenge for favorite wine, with a 97.1% sentiment.** Interesting growth rates for online content about the diffusion of brands are instead received by the **Vernaccia di San Gimignano DOCG (+1200%), Chianti Classico DOCG (+471%)** and the **Tuscan or Tuscany IGT (+275%).**

Florence, Montepulciano and San Gimignano are the cities at the top of the list among those in which online content is concentrated on Tuscan wines. Finally, in each of the Tuscan cities, the most related brands emerge in the territory of reference.

The posts/online reviews and specialized websites discussing Tuscan wines are growing at a rapid pace.

41.845
ONLINE CONTENT MENTIONING TUSCAN WINE

+57% in the last year

CONTENT IN ENGLISH
30%

+86% in the last year

58
TUSCAN BRANDS CONSIDERED

MAIN CHANNELS EXPLORED

LANGUAGE

IT - EN

Period monitored
2017 - 2018

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TRAVEL APPEAL

Almost half of users share content in English.

932

UNIQUE SOURCES

OF WHICH **13%** HAD CONTENT IN THE
ENGLISH LANGUAGE

6.545

UNIQUE USERS

OF WHICH **46%** HAD CONTENT IN THE
ENGLISH LANGUAGE

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TRAVEL APPEAL

Restaurants and reviews are the main broadcasters of Tuscan wines online.

TYPE OF CONTENT

SECTOR

39%

61%

Tuscan Restaurants

80%   20%

Tuscan Accommodations

● Online Reviews   ● Social Media Posts

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TRAVEL APPEAL
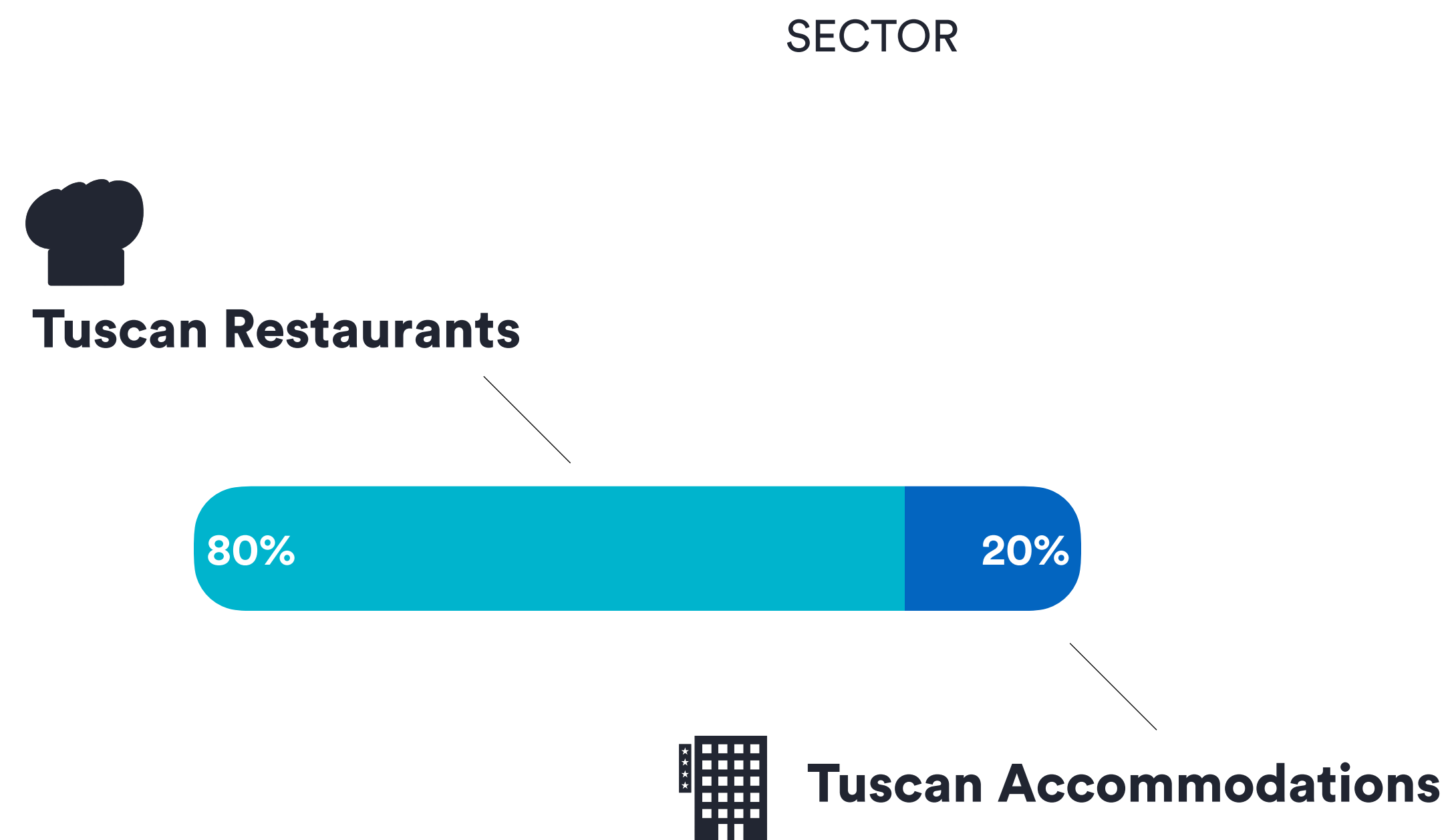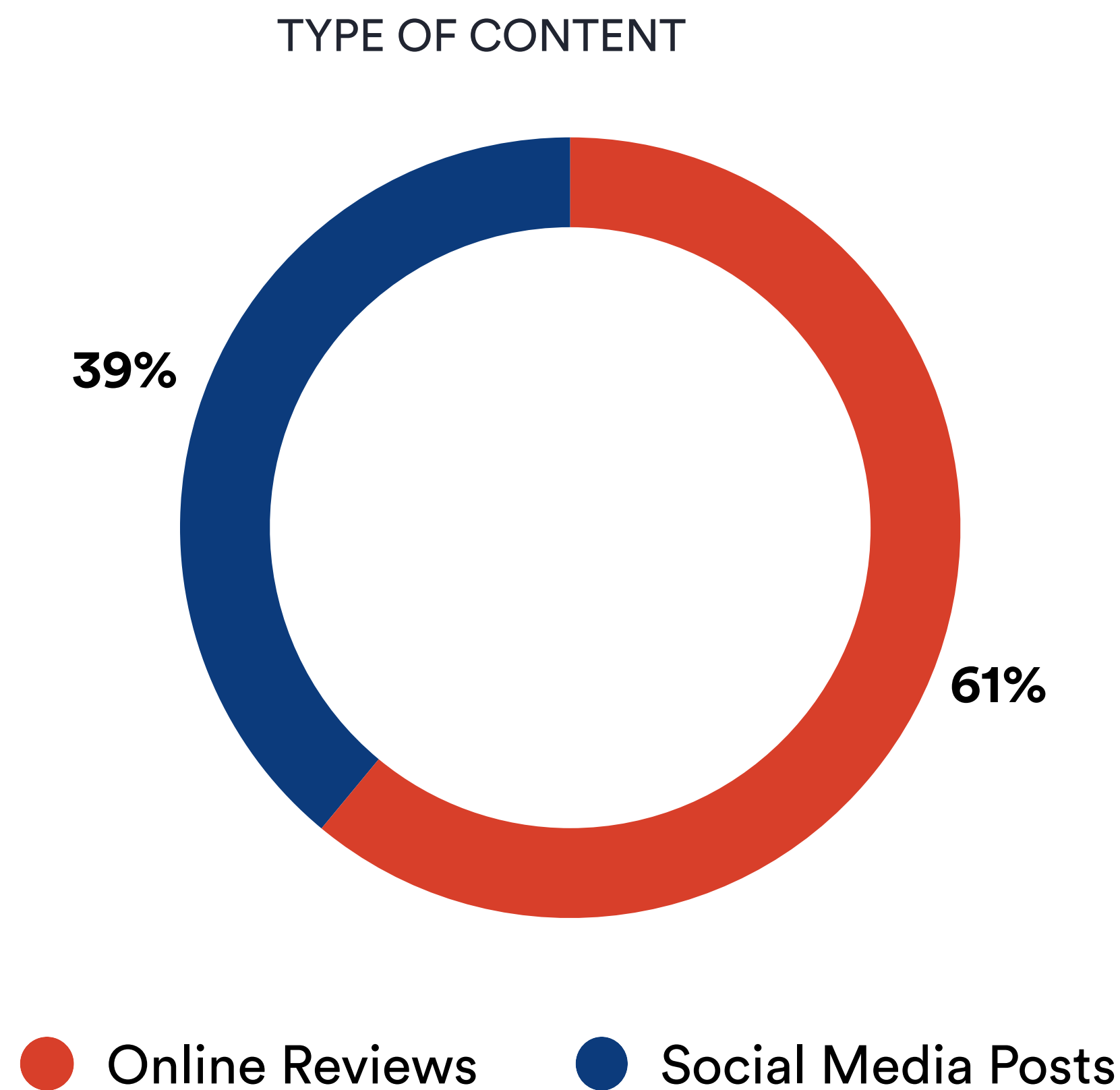
Through images, users develop and share the story about Tuscan wines online.

TYPES OF POSTS SHARED ON SOCIAL MEDIA

3%

1%

8%

10%

- Image and text
- Only text
- Comments on posts
- Video and text
- Other types of posts

78%
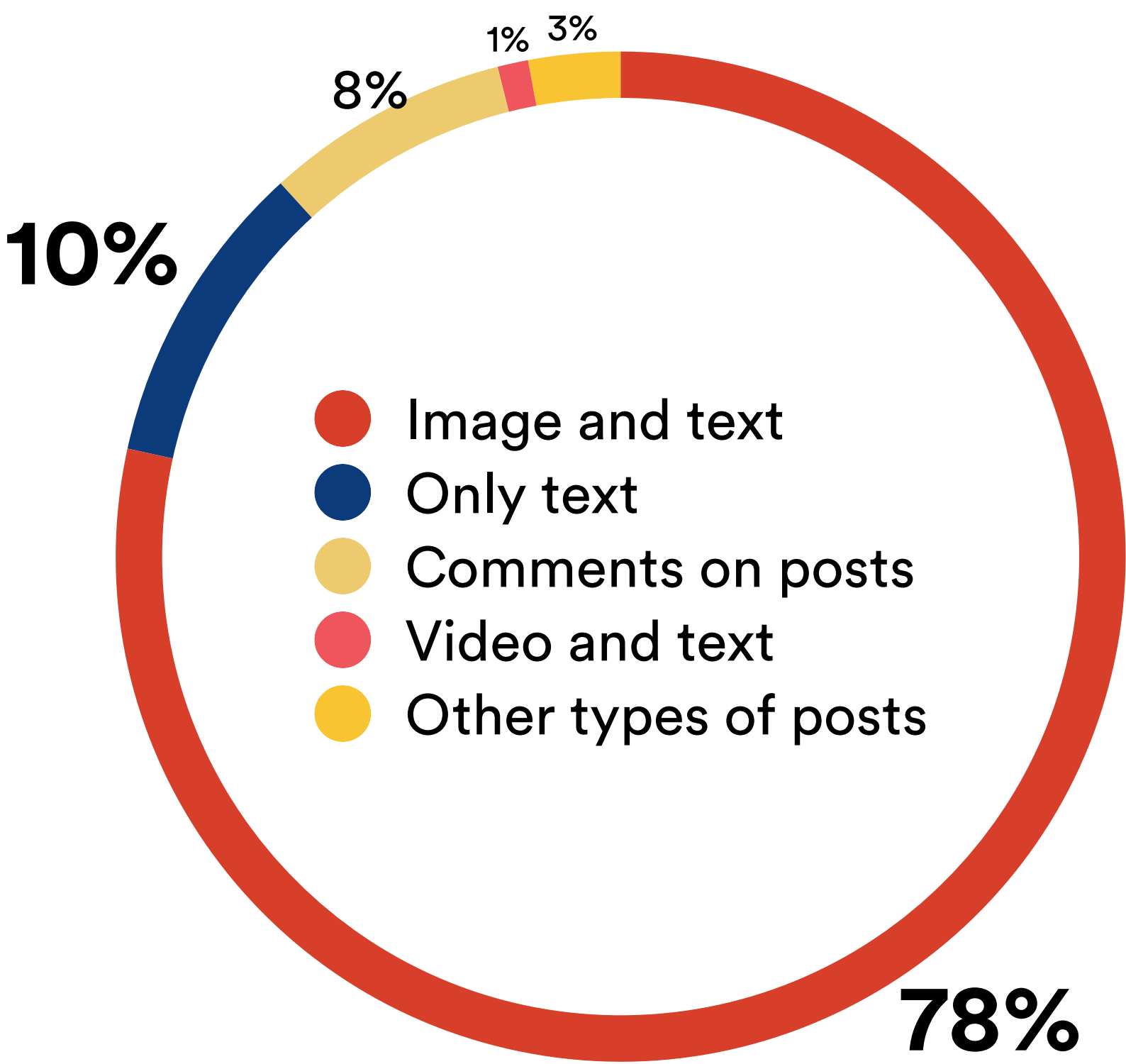
857.277

TOTAL INTERACTIONS TO POSTS
LIKES - SHARES - COMMENTS

The 3 social media posts that had the most interaction in 2018.

13 DICEMBRE 2018

Had to pull out a decanter for this. Almost a 20 year old bottle. Itll take like hour for it to open...

**6.451 Likes - 33 Comments
Instagram**

30 DICEMBRE 2018

Wine tasting in Montalcino!!

**5.873 Likes - 65 Comments
Instagram**

8 OTTOBRE 2018
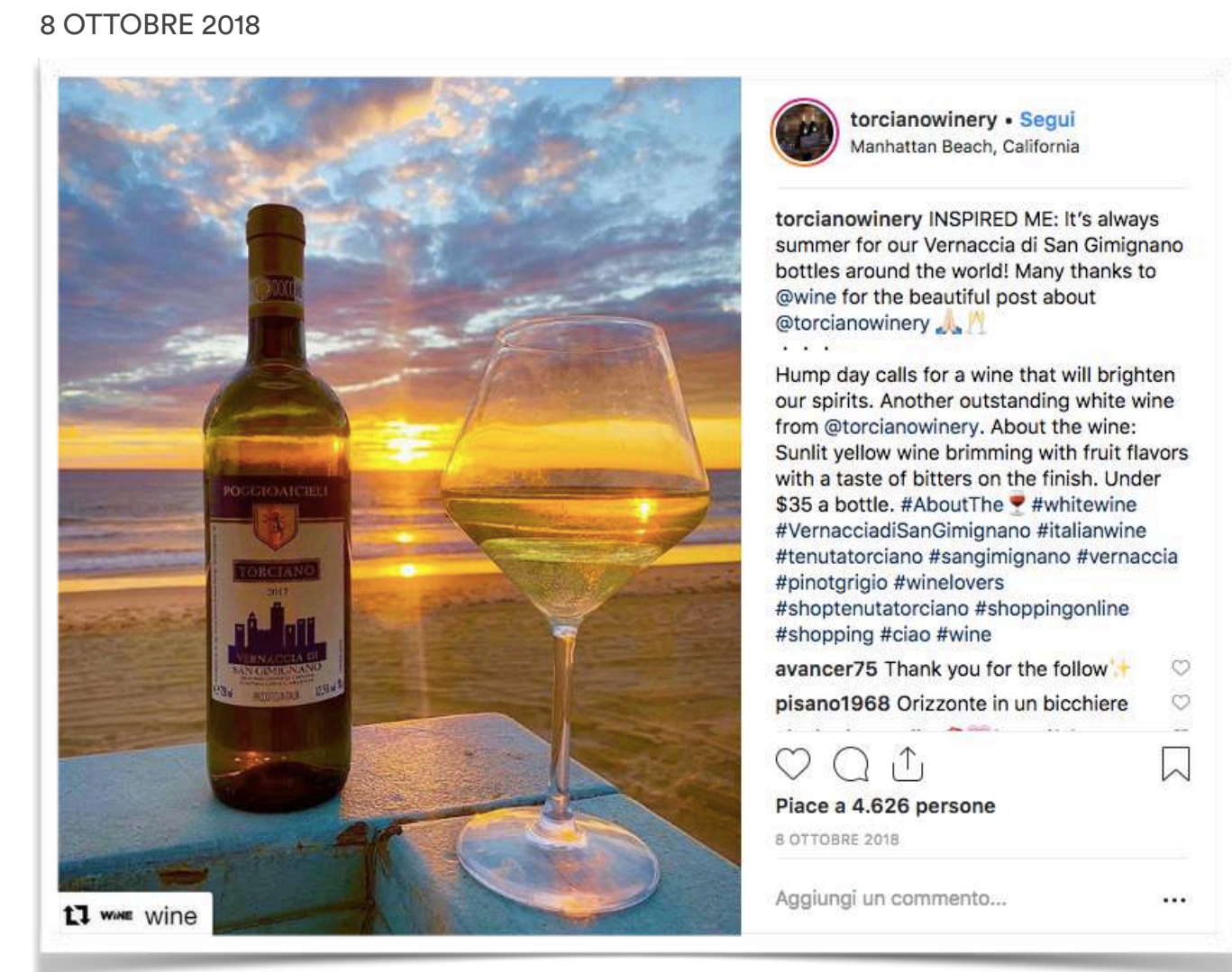
INSPIRED ME: It's always summer for our Vernaccia di San Gimignano bottles around the world!

**4.626 Likes - 9 Comments
Instagram**

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TRAVEL APPEAL

The maximum peaks of online content about Tuscan wines are concentrated between August and October.

MONTHLY DISTRIBUTION OF CONTENT

January	February	March	April	May	June	July	August	September	October	November	December
5%	4%	6%	9%	8%	8%	8%	11%	11%	11%	10%	10%
+44%	+95%	+71%	+21%	+35%	39%	+41%	+32%	+45%	+53%	+109%	+162%

Variation over the last year

2017 - 2018

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TRAVEL APPEAL

8
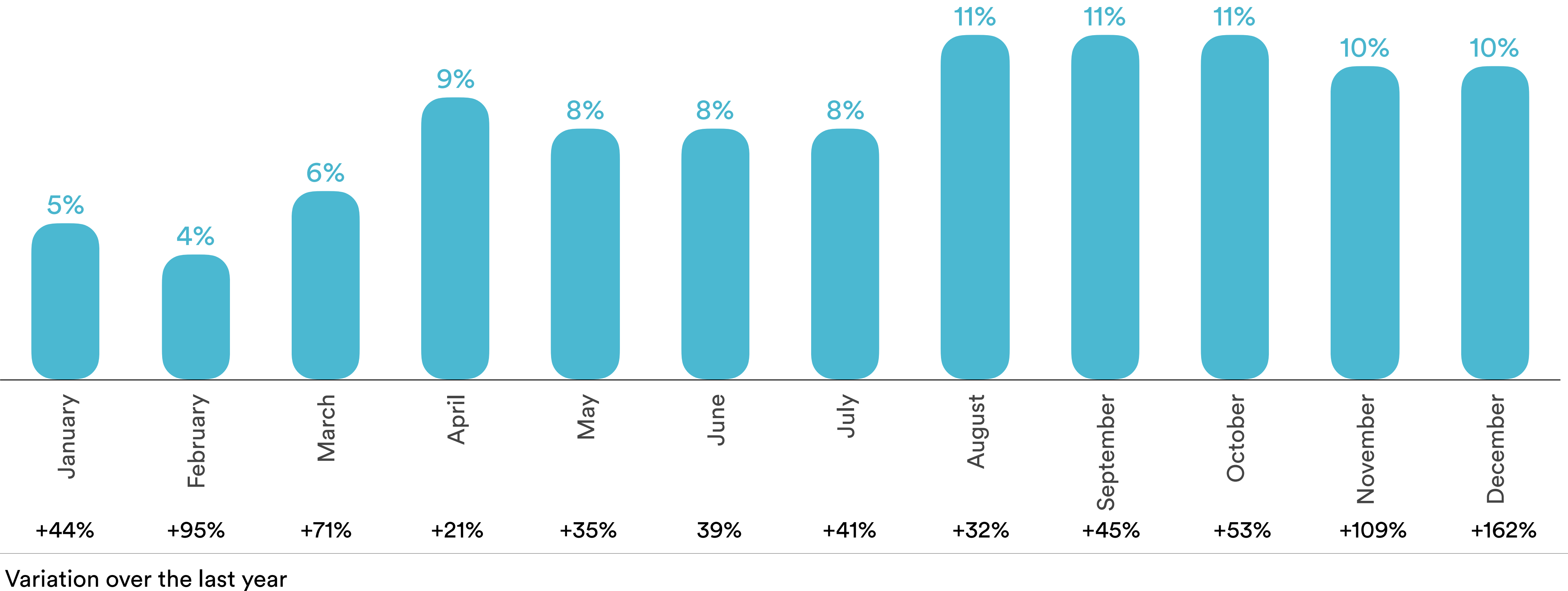
Specialized sites, TripAdvisor and Instagram are the Top channels that convey the online content about Tuscan wines.

Top web sources	Share	
winenews.it	11%	
vinialsupermercato.it	6%	
corrieredelvino.it	4%	
gonews.it	3%	
gamberorosso.it	2%	
iltirreno.gelocal.it	2%	
hellotaste.it	2%	
ilsole24ore.com	1%	
nove.firenze.it	1%	
maremmanews.it	1%	

Top review sources and social media	Share	
tripadvisor.com	51%	
instagram.com	31%	
google.com	5%	
twitter.com	4%	
booking.com	3%	
airbnb.com	2%	
facebook.com	1%	
thefork.com	1%	
yelp.com	1%	

The amount of content collected may depend on the privacy levels of the source or users.

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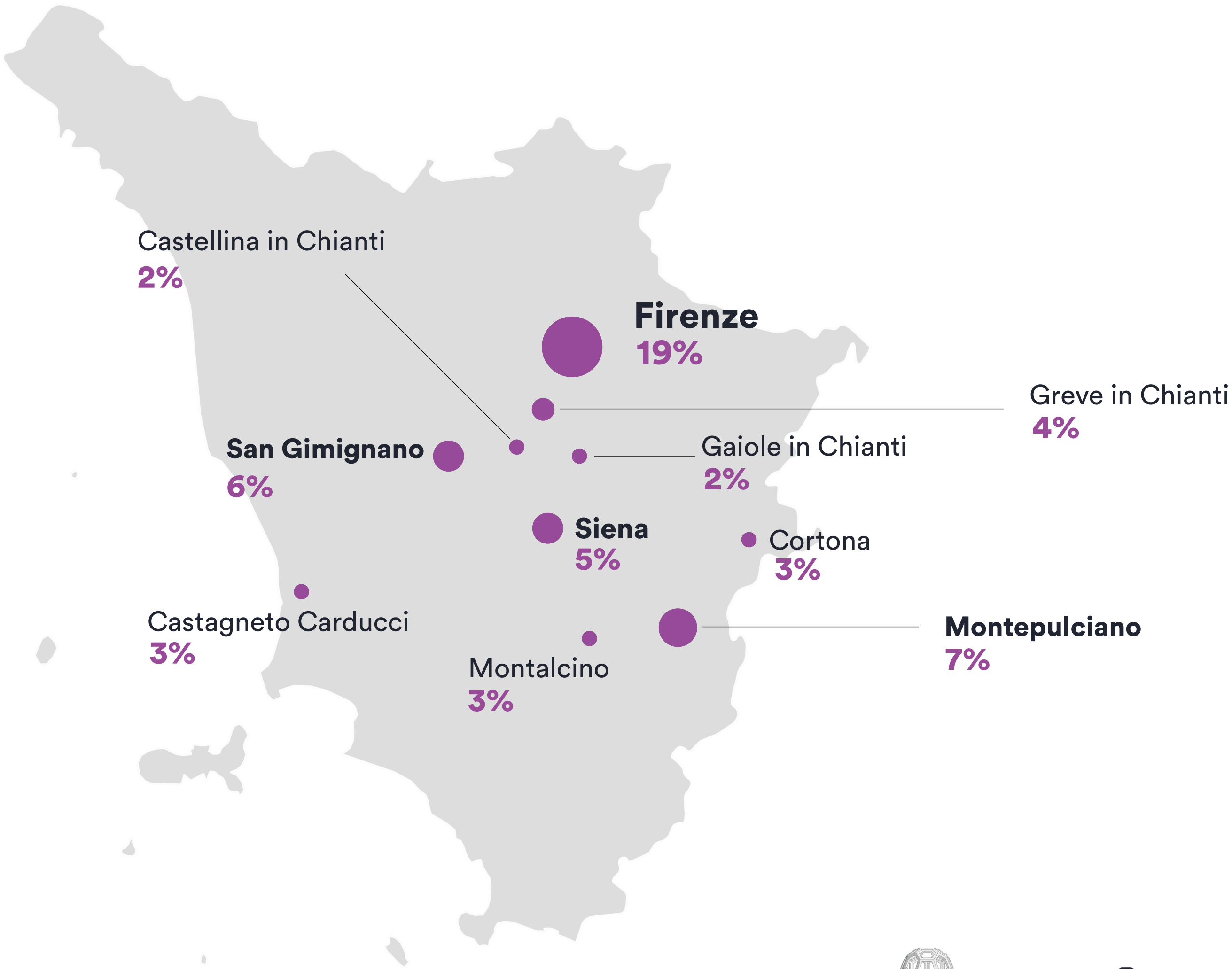
Tuscan wines have excellent online reputation.

95.5%

GENERAL SATISFACTION ABOUT TUSCAN WINES
Positive sentiment from online content

Top Ten Brands	Share		Growth Rate	Sentiment
Chianti docg	27%		+29%	95.8%
Brunello di Montalcino docg	13%		+144%	90.8%
Bolgheri doc	9%		+174%	94.3%
Morellino di Scansano docg	6%		+186%	94.1%
Toscano o Toscana igt	6%		+275%	84.6%
Rosso di Montalcino doc	4%		+39%	97.1%
Vernaccia di San Gimignano docg	3%		+1200%	90.5%
Chianti Classico docg	2%		+471%	92.8%
Cortona doc	2%		+21%	95.1%
Orcia doc	2%		+241%	88.4%

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Top 10 Tuscan cities for "traffic" of online content about Tuscan wines.

Top 10 Cities	Share
Firenze	19%
Montepulciano	7%
San Gimignano	6%
Siena	5%
Greve in Chianti	4%
Montalcino	3%
Cortona	3%
Castagneto Carducci	3%
Castellina in Chianti	2%
Gaiole in Chianti	2%

Castellina in Chianti
2%

Firenze
19%

Greve in Chianti
4%

San Gimignano
6%

Gaiole in Chianti
2%

Siena
5%

Cortona
3%

Castagneto Carducci
3%

Montepulciano
7%

Montalcino
3%

The most cited brands for the Top 10 cities for online "traffic" content.

Firenze

Chianti Docg	75%
Brunello di Montalcino docg	9%
Morellino di Scansano docg	4%

Greve in Chianti

Chianti Docg	87%
Alta Valle Della Greve Igt	9%
Toscano o Toscana Igt	2%

Gaiole in Chianti

Chianti Docg	95%
Bolgheri Sassicaia Doc	2%
Toscano o Toscana Igt	1%

Castellina in Chianti

Chianti Docg	98%
Chianti Classico Docg	1%
Toscano o Toscana Igt	1%

Siena

Chianti Docg	67%
Brunello di Montalcino Docg	15%
Rosso di Montalcino Doc	5%

San Gimignano

San Gimignano Doc	43%
Chianti Docg	42%
Vernaccia di San Gimignano Docg	7%

Cortona

Cortona Doc	85%
Chianti Docg	5%
Brunello di Montalcino Docg	4%

Castagneto Carducci

Bolgheri Doc	86%
Bolgheri Sassicaia Doc	9%
Toscano o Toscana Igt	3%

Montalcino

Brunello di Montalcino Docg	84%
Rosso di Montalcino Doc	10%
Orcia Doc	3%

Montepulciano

Rosso di Montalcino Doc	59%
Vin Santo di Montepulciano Doc	31%
Brunello di Montalcino Docg	4%

The most popular hashtags on Social Media that users use to share posts about Tuscan wines.

Data Collection

Travel Appeal has collected and analyzed the web and social traffic about Tuscan wines and also the users who speak through reviews, posts in social media geolocalized on the territory, blogs and websites in general.

The content collection is based on a generic search of keywords and hashtags such as "wine" in Italian and in English and also an in-depth search on 58 brands/names of Tuscan wines, such as:

Brunello di Montalcino DOCG	Bianco di Pitigliano DOC	Monteregio di Massa Marittima DOC
Carmignano DOCG	Bolgheri DOC	Montescudaio DOC
Chianti DOCG	Bolgheri Sassicaia DOC	Moscadello di Montalcino DOC
Chianti Classico DOCG	Candia dei Colli Apuani DOC	Orcia DOC
Elba Aleatico Passito DOCG	Capalbio DOC	Parrina DOC
Montecucco Sangiovese DOCG	Colli dell'Etruria Centrale DOC	Pomino DOC
Morellino di Scansano DOCG	Colli di Luni DOC	Rosso di Montalcino DOC
Suvereto DOCG	Colline Lucchesi DOC	Rosso di Montepulciano DOC
Val di Cornia Rosso DOCG	Cortona DOC	San Gimignano DOC
Vernaccia di San Gimignano DOCG	Elba DOC	San Torpè DOC
Vino Nobile di Montepulciano DOCG	Grance Senesi DOC	Sant'Antimo DOC
Ansonica Costa dell'Argentario DOC	Maremma Toscana DOC	Sovana DOC
Barco Reale di Carmignano DOC	Montecarlo DOC	Terratico di Bibbona DOC
Bianco dell'Empolese DOC	Montecucco DOC	Terre di Casole DOC

Terre di Pisa DOC	Vin Santo del Chianti DOC	Costa Toscana IGT
Val d'Arbia DOC	Vin Santo del Chianti Classico DOC	Montecastelli IGT
Val d'Arno di Sopra DOC	Vin Santo di Carmignano DOC	Toscana IGT
Val di Cornia DOC	Vin Santo di Montepulciano DOC	Val di Magra IGT
Valdichiana Toscana DOC	Alta Valle della Greve IGT	
Valdinievole DOC	Colli della Toscana Centrale IGT	

The main channels explored were Instagram, Twitter, Google, Facebook (minimally due to the restrictive policies of the channel itself), TripAdvisor, Booking.com, Airbnb, TheFork, Yelp and the websites indexed on Google for the set keywords.
The results of the exploration were discriminated and contextualized when ambiguous (ex: Chianti wine different from Chianti territory).

METHODOLOGY OF ANALYSIS AND ELABORATION OF SENTIMENT AND USER SATISFACTION

Sentiment is a value that indicates the level of positive perception, the satisfaction of the guest/user, compared to the general experience to a single aspect that emerges from the semantic analysis of a textual content (review, text or post), exploiting a specialized semantic engine able to "read" every single content, detect the mentioned subjects and understand the opinions associated with the latter. A judgment (or opinion) affects the percentage of sentiment based on 1)
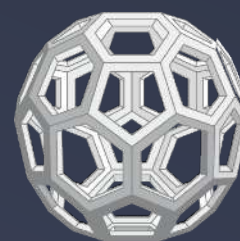
to the quantity and to the subject to which it refers (room, staff, wifi, guide, services, etc.); 2) to the connotation of the adjectives, adverbs and verbs used to evaluate this subject; 3) to the rating that the reviewer assigns; 4) to the weight based on the degree of positive/negativity of the adjective/adverb/verb detected. The contents are then "assembled" into multiple topics (clusters), where it is possible to check the elements that positively and/or negatively influence the user experience. A piece of content is considered "positive" when the sentiment of opinions expressed reaches at least 55% of positive; it is considered "negative" when the sentiment of opinions expressed is below 55% positive. The semantic analysis of reviews and contents is summarized in the percentage value of the positive Sentiment and, overall, in general satisfaction.

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