



Do Tourism Differently

**WITH THE WORLD'S ONLY WHITE-LABELED
WINE TOURISM MARKETING PLATFORM**



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TasteAdvisor Wine Explorer is a powerful marketing platform, enabling you to engage with your consumers like never before.

Designed exclusively for wine tourism marketers, the Wine Explorer brings together your local wines, wineries, and tourism partners into one easy to manage platform and connects with your consumers via a mobile app, branded to your region and containing all your regional content.

What if you could:

- **Offer personalized wine suggestions** when consumers complete the taste test, a tool that has over 91% accuracy.
- **Up-level your passport program** by automatically recording visits to participating locations.
- **Improve flexibility and accuracy** by empowering wineries to manage their information in real-time.
- **Extend your brand** by including your tourism partners so your consumers can experience all your region has to offer.
- **Access direct-to-consumer marketing tools** that increase engagement and extend your reach.
- **Get real-time, customized reporting** on campaign engagement, the distribution of varietals and vintages, user demographics, and more.

Maximize your efforts with a marketing platform that is multiple tools in one and with the support and strategy of an external team who is with you every step of the way, both before and after launch.

You are so much more than simply exceptional wine.

Personalized, relevant, and easily accessible, TasteAdvisor Wine Explorer helps you share the *full* story of your one-of-a-kind region.



“I would recommend any wine region explore a relationship with TasteAdvisor in order to take their marketing efforts to the next level.”

Kim Barnes
Marketing Director,
Wines of British Columbia

CONSUMERS



TasteAdvisor Wine Explorer is the only wine app that is customized specifically to your region, personalized for your consumers, and always available on their mobile device, ensuring that the information they receive is accurate, relevant, and delivered at the perfect time. We connect consumers with regional wines, wineries, events, and experiences that match their preferences, giving them a personalized tool for exploring a region and an easy channel to purchasing.



"Finally an app that matches my taste and style preferences to great BC wine. Thought I knew a lot about what was available but have discovered some great hidden treasures."

ogopogo23
App Store Reviewer



"I love that this app shows recommended wine tour routes. There are so many local wines in this app that you just can't find on the other typical wine tracking apps. Love it!"

valmichetti
App Store Reviewer

EASILY ACCESSIBLE

TasteAdvisor Explorer allows consumers to easily interact with regional wines, wineries, and experiences. The Wine Explorer is available as an online platform linked to your existing website, and as a mobile app. (Apple, Android)

TASTE MATCHING

TasteAdvisor Wine Explorer displays wines to consumers using a percent match based on personal taste preferences. With accuracy greater than 91%, the Wine Explorer gives consumers confidence to buy a wider range of regional wines, including ones they may have previously overlooked or were too intimidated to try.

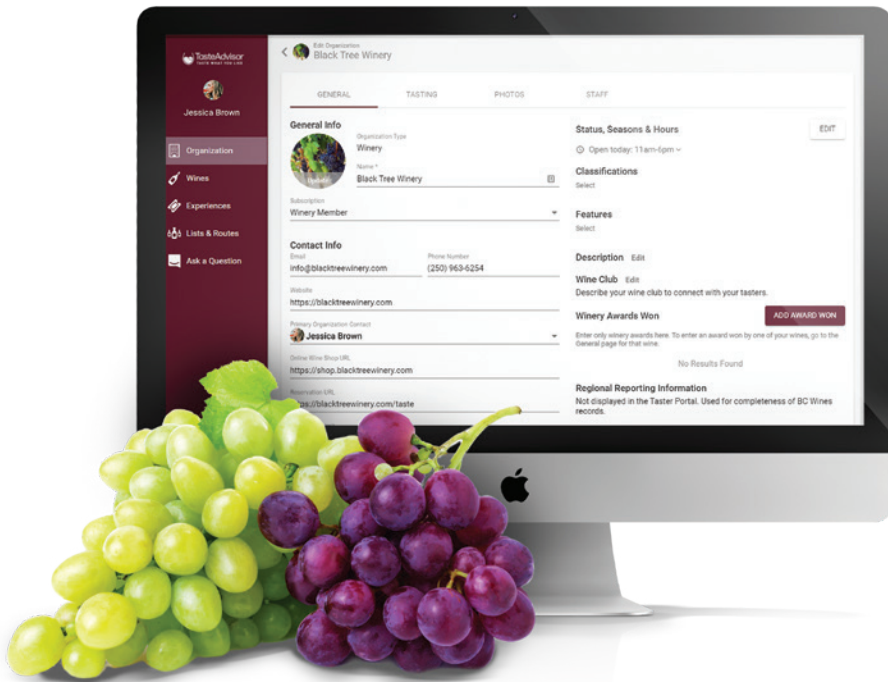
PERSONALIZED LISTS

With the Wine Explorer, consumers can quickly find the right regional wine for the right occasion by viewing wines in personalized lists. Wines can be added to a personal Cellar so consumers can easily keep track of their favorites, create custom routes of wineries to visit on their next wine trip, and easily share everything with their network.

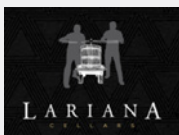
REMEMBER EVERYTHING

Every item in the Wine Explorer can be easily saved to a personal Cellar. Consumers can rate all they taste, create multiple tasting routes, or simply add to their wishlist; all the information will be available in the Cellar for future reference.

WINERIES



Direct consumers to wines and wineries that match their preferences, ensuring regional wineries get more ideal customers who are ready to buy. Wineries have real-time control over their profile, giving them the flexibility of updating operating hours, product availability, or reservation requirements on the fly. Build brand awareness, elevate product lines, record important data, and increase sales to consumers who are more likely to enjoy your wine.



*"The Wines of BC Explorer app [TasteAdvisor Wine Explorer] has provided great exposure for our winery and our wines. Featuring our wines has become an important tool for connecting our wines with the right customer and **this has contributed to increased sales, including selling out of one of our featured wines!**"*

Sara Simms
Lariana Cellars, Canada



ACCURATE, REAL-TIME INFORMATION

Take control of your winery information with your custom Management Portal. Update seasons & hours, awards won, wine club information, staff access, and more. Changes are easily made without need for specialized technical knowledge and appear in real-time, giving you a powerful tool for sharing relevant information with your consumers.



RESERVATION CONNECTION

Manage your tasting room traffic by asking consumers to make a reservation. Your winery profile will appear in the Wine Explorer with a link to your chosen reservation system, allowing consumers to better plan their visits.



MARKETING CHANNEL

Access a powerful new marketing channel to feature your winery, wines and events. Features are displayed in prominent position in the Wine Explorer and receive 10 times the engagement of other items. Promote new products, upcoming events, or your tasting room to an audience that is actively seeking your offers.



INCREASED SALES

It's easy for consumers to find regional wines at local retailers and restaurants using Where to Buy in the Wine Explorer. Even when wines are sold exclusively at the winery, consumers get a direct link to the winery's website for fast online ordering.

TOURISM PARTNERS



Although wine tourists are drawn to a region for the wine, research shows that tourist activities are important for driving visitation, highlighting what makes your region distinct, and providing memorable experiences. Include your tourism partners in the TasteAdvisor Wine Explorer and provide an unmatched source of always current, local information. Hiking trails, farmers markets, beaches, retailers, restaurants, and more can be added to custom lists, featured in To Do, and highlighted on the map.



“TasteAdvisor is a great partner for our industry.”

Ali Heathcote
Management Team,
Marketing & Events Director,
Public Liquor, Canada

PROMOTE YOUR ENTIRE REGION

Tell the full story of your region when you include tourism partners in TasteAdvisor Wine Explorer. Partner with organizations and activity managers to inspire consumers to stay longer, experience more of the region, and leave with incredible memories and plans to return.

INCREASE YOUR IMPACT

In areas where grapes are grown, wine is a major economic driver. However, research shows that tourists are interested in including activities beyond wine touring in their vacation plans. Make it easy for tourists to explore further and stay longer when you include tourism partners in the Wine Explorer.

CO-FUNDING & COLLABORATIONS

Deepen collaborative relationships between your association and municipalities or destination marketing organizations. Co-invest in promoting regional activities, events, and amenities.

ACCURATE, REAL-TIME INFORMATION

Keep information up-to-date with the easy to manage Admin Portal. Changes are easily made without need for specialized technical knowledge and appear in real-time, giving you a powerful tool for sharing relevant information with your consumers. Track verified visits to tourist activities to determine what else is driving tourism in your region.

CASE STUDY



WINES OF
BRITISH COLUMBIA

Wines of British Columbia Explorer launched July 2020. Below are the results after 15 months.

2020 HIGHLIGHTS

More users downloaded Wines of BC Explorer in the first two months, than had downloaded Wines of BC's previous app in an entire year.

In the first four months, Wines of BC Explorer users engaged with content in the app over 200,000 times.

Wines of BC Explorer has a conversion rate of 17%. This is significantly higher than the average mobile app conversion rate of 1-2%.



WINES OF BC EXPLORER
Online Travel Services
Marketing - App



7,800
wines



380
wineries



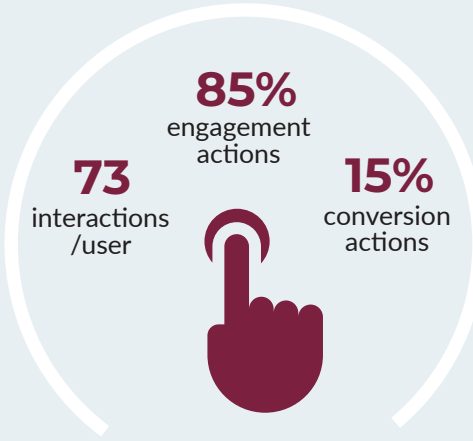
10,500
users



10.8K
recorded winery visits



1.1K
reservation link actions
(since August, 2020)



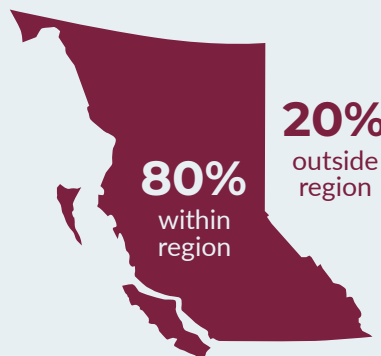
2.2K
routes created



21.4K
wines, wineries and experiences saved to routes

770,000

in platform interactions



160,650

unique app uses
(since December, 2020)



10K
wine ratings



4.3K
winery ratings

MARKETING FEATURES



TasteAdvisor Wine Explorer is a powerful marketing platform, enabling you to engage with your consumers like never before. Unlike other marketing platforms, the Wine Explorer offers a complete suite of tools designed specifically for wine tourism marketers. Empower your consumers, increase your reach, and extend your brand when you implement the Wine Explorer.



"We've reviewed many apps that were simply a list of wines or a basic trip planner. TasteAdvisor Wine Explorer is a true marketing platform that helps us up-level our campaigns and extend our brand. We're raising awareness for the whole region now and helping both locals and visitors discover all that Nova Scotia has to offer. I would highly recommend any wine region implement TasteAdvisor Wine Explorer."

Haley Brown
Executive Director,
Wine Growers Nova Scotia

CURATED LISTS

Create automatically generated lists of wines or wineries that connect to your marketing campaigns. Highlight region-specific content, such as "Rose Wine Trails" or "Dog-Friendly Wineries". Partner with influencers and tourism organizations to create lists that connect your content to consumer interests.

PERSONALIZED EMAILS

TasteAdvisor Wine Explorer enables you to send personalized emails to your user base. The email digest is a powerful engagement tool as it allows you to automatically send specific wine lists customized to an individual consumer's tastes. Schedule emails to send daily, weekly, or manually, whatever best serves your marketing campaign.

AUTOMATED CHECK-INS

Up-level your passport program by automatically recording visits to participating locations. The mobile app can be set to record visits through location-services or consumers can choose to record visits manually. Visits are recorded in your analytics, giving you a real-time view of participation.

MEMBER & PARTNER PROMOTION

Promote your member wineries and your tourism partners with the Feature tool. TasteAdvisor Wine Explorer allows for featuring wines, wineries, and events on key screens. Items that are featured receive 10 times the engagement of other items in the platform. Include custom banners on the desktop to promote current marketing initiatives and ensure cohesion with your brand.

REPORTING



Measure what matters with in-depth analytics and reporting. Go beyond simple demographics; track tourist and local visits, which wineries they frequent and when, and how they rate wines, wineries, and events. Analyze the effectiveness of contests and campaigns. Simplify your workload with built-in reports for vintage and varietal distribution. TasteAdvisor team is available to help create reports for regional specific requests.



"The [TasteAdvisor Wine Explorer] technology was simple to white-label and integrate into our existing marketing strategy, which seamlessly extended our brand and reach. Their knowledgeable team is responsive, fun to work with, and committed to the success of the brands they are engaged with."

Kim Barnes
Marketing Director,
Wine Growers British Columbia



GAIN DEEPER INSIGHT

Gain a deeper understanding of your wine region's consumers with the TasteAdvisor Wine Explorer reporting tool. Learn where your app users are from, which locations they are visiting, and what sorts of actions they are performing. Find out where they reserve tastings, how they rate wines and wineries, and what they are adding to personalized lists.



ANALYZE CAMPAIGNS

Track the effectiveness of your marketing campaigns when you tie a campaign or a contest to a specific action. Review how many and what types of lists your users are creating. View which wines and wineries are being added to a list and which wineries are receiving reservations. Track the number of verified winery visits or how often a particular item is shared.



MAXIMIZE YOUR EFFORTS

TasteAdvisor Wine Explorer lightens your labor by providing data for mandatory reports. Quickly learn the distribution of varieties and vintages. Gather all winery and partner contact information in one easy to access location.



MEASURE WHAT MATTERS

Your partnership with TasteAdvisor means that we are constantly trying to make your job easier and more effective. We strive to accommodate custom report requests so that your reporting tool is personalized and valuable to your region.



RESOURCES & SUPPORT

WE ARE YOUR PARTNERS FROM BEGINNING TO END.

TasteAdvisor Wine Explorer is both a product and a service and is designed to fill many roles with one powerful platform. The Explorer is a true extension of your brand and TasteAdvisor an extension of your team.

We offer a streamlined path to launch, specifically designed to put the heavy-lifting on the TasteAdvisor team and allow your team room to learn and strategize. We support you in training and promotion as you launch a customized platform in as little as 3 months.

Post-launch, we help you maximize the use of the platform with ongoing strategic planning, data and product updates, and consumer and partner support. In addition we help strengthen any award or grant applications by contributing knowledge and data from our own research.

Lastly, TasteAdvisor Wine Explorer is tried and tested. The platform is currently in use in multiple regions in Canada and the USA. As a wine region adopting this platform, you gain access to best practices, technology improvements, and research conducted across a growing network of wine regions.

DEVELOPMENT

- Technical updates
- New feature implementation
- User experience
- App Store liason

STRATEGY

- Ongoing research
- Monthly strategic campaign planning
- New feature planning
- Maximize partner relationships
- Grant and award support and information
- Industry best practices

CUSTOMER SERVICE

- Winery Training (webinar, knowledgebase, 1:1)
- User support (responding to emails & FAQ)
- Tourism partner support

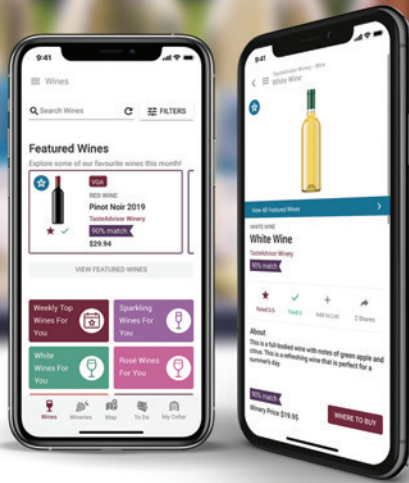
MARKETING

- Graphic design
- Communication
- PR
- Social media templates

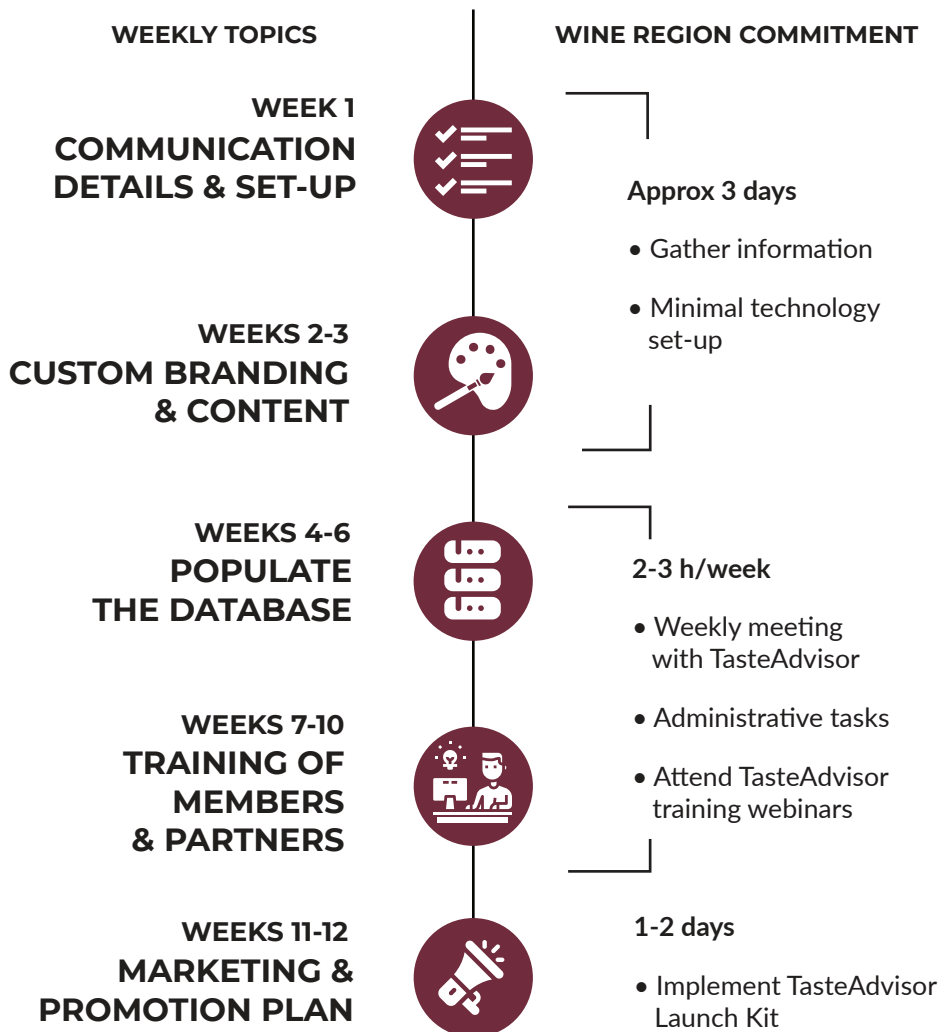
DATA MANAGEMENT & REPORTING

- Data updated biannually
- Analysis
- Reporting (user demographics, campaign engagement, regional statistics)

HOW TO GET STARTED



TasteAdvisor Wine Explorer is customized to your region and we can have you live in just over **3 months**.



“Prince Edward County is a small wine region in Ontario with more than 40 wineries and cideries. We understood the value of an app in building awareness and driving traffic to cellar doors and online sales but, despite reviewing multiple options, including building our own, the time and cost involved was always prohibitive.

We were really excited to discover TasteAdvisor Explorer! Such a flexible and in-depth platform would have cost us hundreds of thousands of dollars to build ourselves, but TasteAdvisor’s licensing program makes it affordable for a small growing region like us.

Because we are a small team, we were concerned about the amount of time and effort that might be involved but once again TasteAdvisor had our backs. The turn-key development process required very minimal time and resources from us and we are prepared to launch the app in under 3 months of partnership.”

Duarte Da Silva
Executive Director,
Prince Edward County
Winegrowers Association



Get Started

**LAUNCH TASTEADVISOR WINE EXPLORER
IN YOUR WINE REGION THIS SEASON**

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