



VinoVisit.com

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## SAVE TIME...SELL MORE WINE

Connect with customers online by using the only real-time, reservation and visitor management tool *just for wineries.*

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*"VinoVisit provides the first efficient tool  
for planning winery visits."*

*~ Michael Mondavi*



# GETTING STARTED IS AS EASY AS...

# 1

## CREATE A PROFILE ON VINOVISIT.COM

Describe what makes your winery unique, from world-class architecture, to art installations, caves and shady picnic areas.

Promote your tastings and tours, benefits of wine club membership, and new releases.



*74% of travelers use the internet to plan trips.*

*~ J.D. Power & Associates*

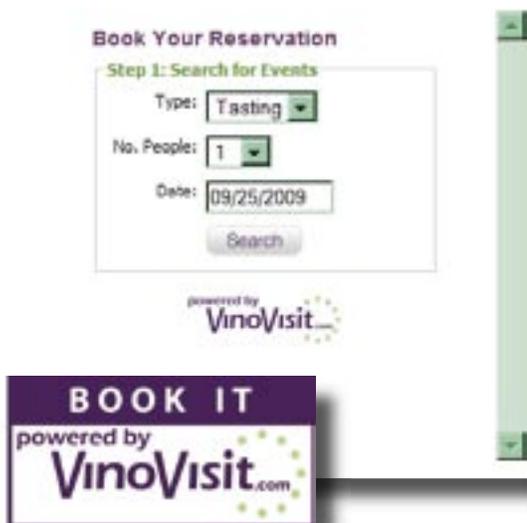
# 2

## PLACE THE RESERVATION WIDGET ON YOUR SITE

Capture name, email address, phone number and credit card information for deposits and fees.

Visitors are able to book reservations when it's convenient for them--while keeping it convenient for your team.

You set the maximum group size for each event, and when they're full, that option won't show up in search results.



# 3

## ACCESS THE RESERVATION DASHBOARD

Add up to 25 active users with three levels of access.

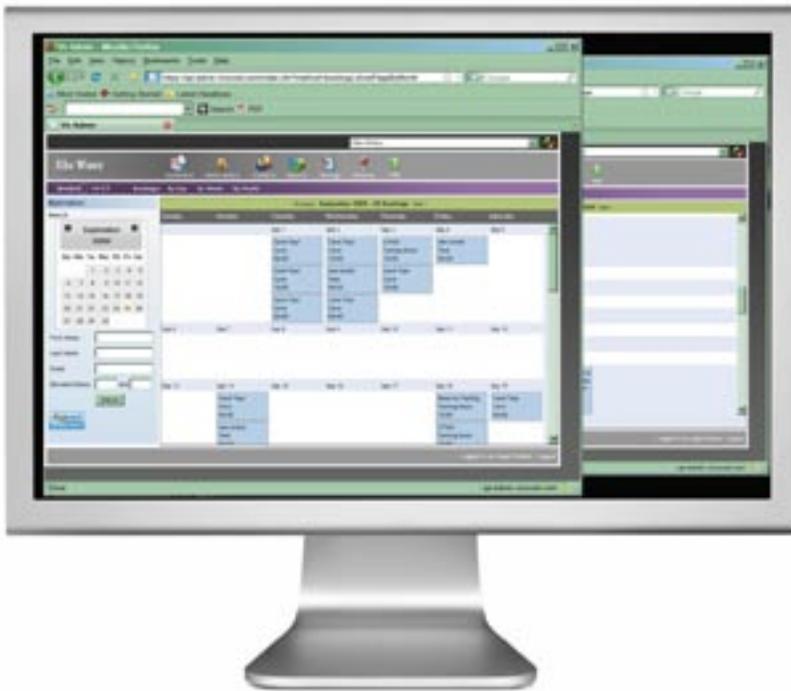
Manage the types and duration of events. Update them as often as you like.

View the calendar of appointments by day, week, month or date range of your choice.

Post important notes into individual reservations.

Work remotely or from any computer with internet access.

There's no software to install or maintain.



### ***INCREASE YOUR DTC SALES***

Direct-to-consumer sales is the largest untapped sales channel in the wine industry. Attract more visitors to your tasting room and winery events.

### ***RAISE AWARENESS OF YOUR WINERY***

With VinoVisit you can cost effectively harvest the nearly 24 million annual internet searches for wine tours and tasting room reservations.

### ***GROW WINE CLUB RANKS***

By capturing contact information on tasting room traffic, you can increase your email and phone outreach in support of membership sales.

### ***STREAMLINE RESERVATION PROCESS***

Most travelers plan trips on weekends and in the evening, and concierges and limo drivers plan in the early morning: when your tasting room is closed. No more frustrating and time consuming email and phone tag.

### ***EASILY MANAGE TASTINGS & EVENTS***

Whether you offer three tastings, four days a week, or prefer to rotate tours according to the season, VinoVisit is flexible enough to accommodate public tours, private tours and trade events.

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***“Faster growing consumer direct wineries maintained larger email and telemarketing lists, utilizing them more frequently than their less successful counterparts.”***

~ *VintnerActive Wine Marketing Report*

## RESERVATION MANAGEMENT

Acquire real-time visitor reservations from your website or VinoVisit.com.

Accessible 24/7 with no over-bookings.

Capture visitor email, phone and address for DTC marketing.

Quickly add or edit reservations from any location.

Reduce no-shows with credit card deposit management.



## PROFIT MANAGEMENT

Redeploy staff to revenue-generating activities.

Reduce no-show lost revenue.

Manage deposits.

Manage reservations from multiple locations 24/7 with no additional user fees or hardware.

Low cost, web-delivered application with no additional software to install or maintain.

Easy-to-use application with easy-to-follow user's guide and unlimited email support.

## EVENT MANAGEMENT

Reduce late arrivals with the Visitor Itinerary email.

Increase customer satisfaction with custom event parameters for price, number of visitors, club-only access.

Strengthen customer relationships with transactional emails and surveys.



## MARKETING MANAGEMENT

Leverage visitor email, phone and address.

Attract more pre-qualified buyers with visitors that know more about your wine, brand, pricing and facilities (caves, view, family-friendly).

Tap into additional referral sources: concierges, tour guides, and limo drivers.

Easily produce email marketing campaigns to increase after-visit sales and wine club signups.

Increase email marketing effectiveness with highly-targeted messages.

Attract more visits with visitor ratings and reviews.

Drive more repeat visits with event, release and holiday email marketing.



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