

## TUSCAN WINES: EXCELLENT ONLINE REPUTATION

***A research study has been presented by Fondazione Sistema Toscana, based on data produced by Travel Appeal, regarding the public's perception of Tuscan wines, based on over 41,000 online reviews recorded in Tuscany and published in 2018. The research indicates very high satisfaction levels of 95.5%: Chianti Docg, Brunello di Montalcino and Bolgheri Doc are on the winner's podium***

**Florence, February, 9th 2019** - Photographed, described, shared and reviewed: Tuscan wines are stars on the web and enjoy an excellent online reputation, with a satisfaction level of 95.5%. This is what has emerged from the study that Fondazione Sistema Toscana produced through a collaboration with Travel Appeal and presented on Saturday, February 9th in Florence for the inauguration of the **Settimana delle Antepremi di Toscana 2019**.

**Fondazione Sistema Toscana**, which operates in the digital communication field for the Tuscany Region ([www.visittuscany.com](http://www.visittuscany.com)), requested the research from **Travel Appeal**, a B2B startup specialized in Data Science and Artificial Intelligence for the Travel Industry. Based on the mapping and analysis of over 41,000 content items published during 2018 by users located in the Tuscany region, a **very high overall satisfaction among users is evident, equal to 95.5%** (calculated on the basis of digital content produced by over 6.5 thousand users). **Rosso di Montalcino wins the title of favorite wine with a positive rating of 97.1%**, while among the 10 most mentioned wines online, the first prize goes to Chianti Docg, (27% of mentions), followed by Brunello di Montalcino DOCG (13%) and Bolgheri Doc (9%).

**INCREASE IN REVIEWS** - Generally, online content about Tuscan wines grew at a very steady rate: + 57% in the last year with interesting growth rates for mentions and, thus, the diffusion of denominations were recorded for Vernaccia di San Gimignano DOCG (+ 1200%), Chianti Classico DOCG (+ 471%), IGT Toscano (+ 275%) and Orcia Doc (+ 241%).

**THE STORY TOLD THROUGH IMAGES** – With the help of images, storytelling regarding Tuscan wines is created and shared online: 78% of the posts shared on social media are images accompanied by text. This is also why **Instagram** makes up a large percentage of the content and social conversations about Tuscan wines: the post that obtained the most interactions in 2018 (precisely on December 13), with 6,451 Likes and 33 comments is an image posted on Instagram that immortalizes a Bolgheri Superiore Guado al Tasso of 1999.

**PERIODICITY - Between August and October**, there was a peak of posts and reviews on Tuscan wines, coinciding with the harvest period. Specifically, the last two months of 2018 recorded a +109% and a +162% growth in content, respectively compared to 2017.

**WEBSITES** – The top three websites that publish content about Tuscan wines are winenews.it, vinalsupermarkato.it, and corrieredelvino.it. There are a total of 932 sources that cover this specific topic, with a total of 6,545 individual users (46% of whom express themselves in English).

**CITIES** - Florence, Montepulciano and San Gimignano were the cities in which the largest amount of online content regarding Tuscan wines was produced. In each of these Tuscan cities, the wine types most closely linked to the specific territory were the most often featured.

Press contacts

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