

Review of: "Use of a Winery's website for wine tourism development: Niagara region"

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Potential competing interests: No potential competing interests to declare.

The paper presents concise data collection and statistical tests on differences in website elements between tourism and non-tourism wineries in the Niagara region. Although the study seems at quite an early stage because of limited data collection, I think this is a useful baseline for readers to begin similar studies.

I would suggest adding a discussion point. Please consider future work analyzing the sales and values of the wineries by category. There would be some public information sources, such as investor relations (IR) resources, that will help identify website elements contributing to tourism sales and values. I think such results could be straightforward to reveal the relevance between digital marketing and tourism.

Thank you in advance for your consideration.