

# 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.

Overall, this is a well-written paper and does address some gaps in the literature. However, I do have some concerns regarding outdated references which were used to justify this study. For instance: 'This oversight suggests a need for empirical studies that examine how wineries can optimize their online presence through tailored website functionalities, drawing inspiration from successful examples such as the Niagara region's wineries, which have significantly benefited from strategic online and offline marketing efforts, including effective website design and content strategies tailored to enhance wine tourism (Telfer 2000; Ontario 1999)'. These references are over 20 years old. I would strive to find a more recent study that still highlights the need to examine online strategies.

Is this statistic still valid? 'Insights from the Niagara region, where wineries have successfully employed social media and digital marketing to attract over 450,000 visitors annually, highlight the potential benefits of integrating these tools into a winery's marketing strategy (W. C. of Ontario 1998; Ontario 1999)'.

Please justify why you only used 89 wineries out of 135 in the region.

The paper states it is a qualitative study, yet your results present quantitative data. Please clarify.

Please check for punctuation (especially full stops at the end of paragraphs).

Some references to consider:

Strickland, P. and Williams, K.M. (2022). The adoption of smart industry 4.0 app technology and harnessing e-WOM in the wine industry caused by a global pandemic: a case study of the Yarra Valley in Australia", *Journal of Hospitality and Tourism Insights*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JHTI-05-2022-0175>

Frost, W., Laing, J., Strickland, P. & Smith Maguire, J. (2020). Seeking a Competitive Advantage in Wine Tourism: Heritage and Storytelling at the Cellar-Door. *International Journal of Hospitality Management*, 87, pp.1-9.

Strickland, P., Williams, K.M., Laing, J. and Frost, W. (2016). The use of Social Media in the Wine Event Industry: A case study of the High Country Harvest in Australia, In G. Szolnoki, L. Thach and D. Kolb (eds), *Successful Social Media & Ecommerce Strategies in the Wine Industry*, New York: Palgrave Macmillan, pp: 74-92.

Strickland, P., Frost, W., Williams, K. M. & Laing, J. (2013). The acceptance or rejection of social media: A case study of Rochford Winery Estate in Victoria, Australia. *Tourism, Culture and Communication*. 13(1), pp. 19-27.