

<https://market.us/report/wine-tourism-market/>

Report Overview

The **Global Wine Tourism Market** size is expected to be worth around **USD 160.7 billion** by 2033, from **USD 46.5 billion** in 2023, growing at a **CAGR of 13.2%** during the forecast period from 2024 to 2033.

Wine tourism refers to the practice of visiting wine regions and wineries for leisure and educational purposes, often encompassing wine tastings, vineyard tours, and participation in events such as harvest festivals. This sector of tourism has seen a substantial rise in popularity as consumers seek unique experiences centered around wine culture.

The wine tourism market is a thriving segment within the global tourism industry, encompassing all aspects related to wine-focused travel, from winery visits to specialized wine tourism experiences. It has evolved as a niche yet lucrative sector, driving both local economies and the global wine market.



The increasing consumer demand for [luxury travel](#) and regional authenticity, the wine tourism market continues to expand, as visitors are drawn not only to the wines but also to the stories, traditions, and sustainable practices behind their production. The market also reflects the growing importance of [eco-tourism](#), with many wine regions focusing on sustainability as part of their tourist offerings.

Wine tourism is witnessing robust growth, driven by evolving consumer preferences and the expanding global middle class. The increasing interest in wine-related experiences has been coupled with an expansion of regional wine events, educational tours, and wine festivals, all contributing to the market's expansion.

According to data from doctor wine, the value of wine tourism in Italy reached **€2.9 billion** in 2024, marking a **16%** increase from 2023. Visitors spend on average **€400** per trip, including **€89** on wine purchases and **€46** on harvest experiences. This highlights not only the economic

contribution of wine tourism but also the increasing willingness of consumers to spend on wine-related experiences.

Additionally, data from wine news indicates an **18%** rise in the average spending per wine tourist in 2023, with **76.5%** of visitors purchasing at least one bottle of wine during their visit. This uptick demonstrates a growing affinity for wine tourism and its potential to contribute significantly to the local and national economies.

Moreover, with sustainable practices gaining traction, winenews reports that **62%** of wineries consider sustainability essential for attracting visitors, with the significance of such practices expected to rise in the coming years. These trends create new opportunities for wine regions to differentiate themselves and cater to a more environmentally-conscious consumer base.

Governments are also playing a role in supporting wine tourism through investments and regulations. Regions are increasingly emphasizing the promotion of local wines and supporting the infrastructure needed for wine tourists, including transport, accommodations, and educational services.

For instance, Recent Study indicates that Spain, which accounts for approximately **13.1%** of the global vineyard surface area in 2023, saw nearly three million wine tourists in 2023, an **18.2%** increase over the previous year. Such growth exemplifies the positive impact of both private and public sector investment in this sector.

In the case of Romania, the wine market reached a record-high revenue of **\$757 million USD** in 2024, with wine tourism contributing to this growth. Furthermore, the regulation of sustainability practices in wine tourism ensures that the sector aligns with broader environmental goals, creating a more sustainable and attractive offering for future generations of wine tourists.

Key Takeaways

- The global **wine tourism market** is projected to grow from **USD 46.5 billion** in 2023 to **USD 160.7 billion** by 2033, representing a **CAGR of 13.2%**.
- **Wine Tastings and Tours** dominated the service analysis segment in 2023 with a **57.1%** market share, highlighting strong consumer interest in personalized vineyard experiences.
- **Domestic tourism** dominated in 2023, holding a **64.3%** share, driven by the popularity of local wine regions and staycation trends.
- **Direct Booking** was the most preferred method in 2023, capturing a **40%** share due to its convenience and flexibility.
- **Europe** is the leading region in wine tourism, holding a **51.3%** share of the global market in 2023, valued at **USD 23.7 billion**.

Service Analysis

Wine Tastings and Tours Lead the Wine Tourism Market

In 2023, Wine Tastings and Tours held a dominant market position in the By Service Analysis segment of the Wine Tourism Market, with a 57.1% share. This segment's significant share reflects the growing consumer interest in personalized and immersive experiences, such as private tours of vineyards, wine production facilities, and direct interactions with winemakers.

These experiences provide visitors with an in-depth understanding of wine craftsmanship, contributing to their high demand across global wine tourism destinations.

Wine Festivals and Events followed as a key contributor, benefiting from the increasing popularity of wine-focused gatherings. These events offer unique opportunities for visitors to sample a variety of wines, attend expert-led tastings, and engage in educational experiences, thus fostering a strong appeal for tourists seeking both leisure and learning.

Other services, which include specialized wine experiences like wine education courses and food-pairing sessions, make up a smaller portion of the market.

Although these offerings attract a niche audience, they are gaining traction as wine tourists seek a broader range of experiences beyond traditional tastings and festivals. Together, these segments highlight the diversity and continued expansion of the wine tourism market.

Tourist Type Analysis

Domestic Tourism Leads the Wine Tourism Market with a Dominant Share

In 2023, Domestic tourism held a dominant market position in the By Tourist Type Analysis segment of the Wine Tourism Market, with a 64.3% share. This strong market presence can be attributed to several factors, including the increasing popularity of local wine regions and the growing trend of staycations.

Local tourists are increasingly choosing to explore wine-producing areas within their own countries, driven by affordability, convenience, and the appeal of discovering unique, regional wine offerings.

Conversely, International tourism captured a smaller portion of the market. Although international wine tourism remains significant, it faces challenges related to travel restrictions and fluctuating economic conditions.

Despite these challenges, international wine tourism continues to be a valuable segment, with wine regions around the world attracting foreign visitors who seek immersive experiences in renowned vineyards and wineries.

However, the domestic tourism segment is expected to retain its leading position in the coming years, driven by an evolving consumer preference for local travel experiences.

Booking Mode Analysis

Direct Booking leads Wine Tourism Market with 40% share due to its convenience and flexibility

In 2023, Direct Booking held a dominant market position in the By Booking Mode Analysis segment of the Wine Tourism Market, with a 40% share. This method of booking remains the preferred choice for many wine tourists, primarily due to its convenience and flexibility.

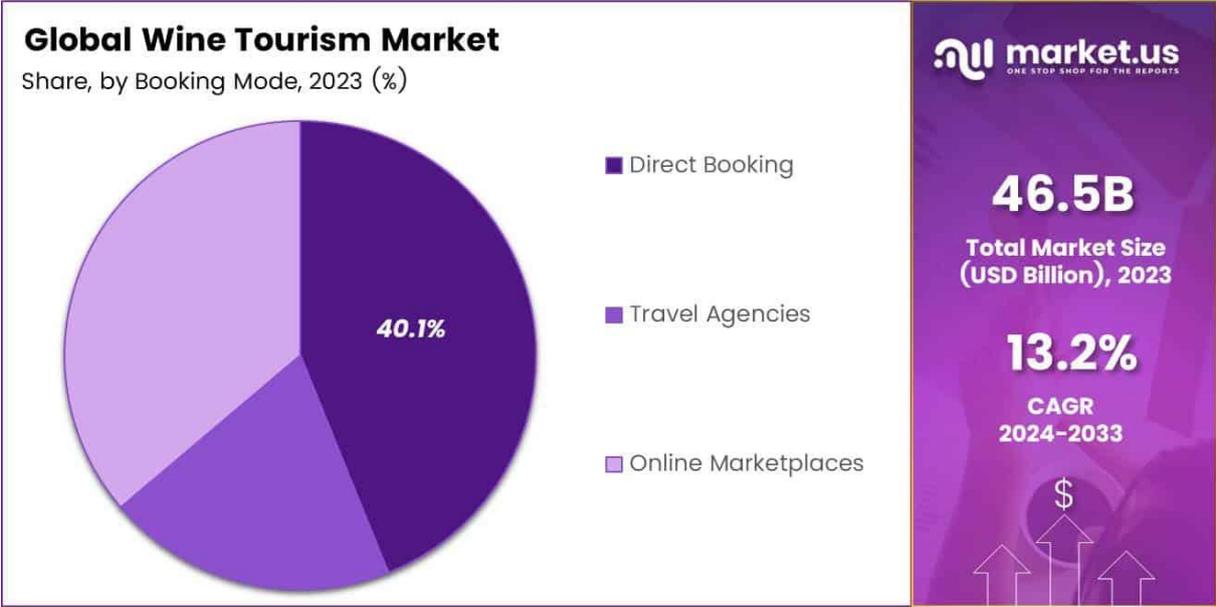
Direct booking allows travelers to secure accommodations and experiences directly with wineries or wine tour operators, often offering exclusive deals or promotions that enhance the overall experience.

Travel Agencies followed closely with a significant share of the market. Travel agencies continue to be a preferred option for tourists seeking tailored wine travel packages.

Their ability to offer personalized itineraries and the convenience of bundled services (flights, transport, [alternative accommodation](#), and tours) contributes to their steady presence in the market. These agencies cater to consumers looking for comprehensive planning and expert recommendations, making them a key player in the wine tourism sector.

Online Marketplaces captured a smaller share of the market. These platforms provide wine tourism enthusiasts with a wide range of options and competitive pricing.

As consumer behavior shifts toward more digital solutions, online marketplaces are gaining ground by offering user-friendly interfaces and global accessibility, although they still lag behind direct bookings and travel agencies in terms of overall market penetration.



Key Market Segments

By Service

- Wine Tastings and Tours
- Wine Festivals and Events
- Others

By Tourist Type

- Domestic
- International

By Booking Mode

- Direct Booking
- Travel Agencies
- Online Marketplaces

Drivers

Increasing Popularity of Wine Tourism Driven by Rising Consumer Affluence and Demand for Unique Experiences

The growth of the wine tourism market can be largely attributed to several key drivers. Firstly, the increasing popularity of renowned wine regions like Napa Valley, Tuscany, and Bordeaux is attracting more tourists. These regions have long been celebrated for their wine heritage, and travelers are now keen to explore them in person.

Another important factor is the rising affluence of consumers, particularly in the middle and upper-income groups. As disposable incomes grow, more people are willing to travel for unique, premium experiences like private wine tastings and exclusive vineyard tours.

In addition, there is a noticeable shift in consumer preferences toward experiential travel, with tourists seeking activities that offer cultural enrichment and personal engagement. Wine tourism, with its blend of tradition, education, and relaxation, perfectly fits this demand.

Furthermore, the growing health consciousness among consumers, along with increasing awareness of the potential health benefits of moderate wine consumption (such as antioxidants in red wine), is also fueling interest in wine tourism.

As more people look to combine travel with wellness, wine regions present a compelling option for health-conscious individuals seeking to explore wine's benefits while enjoying scenic landscapes and authentic local experiences. Together, these drivers form a powerful foundation for the ongoing expansion of the wine tourism sector.

Restraints

Economic Downturns and High Costs Limiting Wine Tourism Growth

The growth of the wine tourism market can be restrained by various external factors. Economic downturns, such as recessions or global crises like the COVID-19 pandemic, often result in reduced disposable income, leading to lower spending on luxury experiences, including wine tourism. During periods of economic uncertainty, consumers prioritize essential expenses, which directly impacts travel and leisure industries.

Moreover, the high costs associated with wine tourism, including travel expenses, accommodations, and wine tastings, can make it less accessible to a wider audience.

The premium nature of these experiences often limits participation to a more affluent demographic, excluding a larger portion of potential consumers. While wine tourism offers unique experiences, the combination of economic instability and high costs can significantly restrict market growth and the ability to attract a diverse range of visitors.

Growth Factors

Expanding Wine Tourism Offers High Growth Potential Due to Emerging Markets and New Experiences

Wine tourism is experiencing robust growth, particularly as emerging wine regions such as China, South Africa, and Argentina present new opportunities. These regions have seen significant investments in vineyard infrastructure and wine production, making them attractive

destinations for wine tourists looking for unique experiences. Expanding wine tourism to these areas can tap into untapped markets and increase tourism revenue.

Another promising avenue is the integration of wine and culinary tourism, where visitors can enjoy not just wine tours but also gourmet food pairings. This combination appeals to a broader audience, including foodies and wine connoisseurs, thereby increasing the potential for higher bookings and longer stays.

Additionally, with the growing interest in digital consumption, offering virtual wine tastings and online experiences is an effective way to engage customers remotely. This trend enables wineries to reach global audiences, increasing brand visibility and enticing potential tourists.

Moreover, the development of vineyard-based luxury accommodations, such as [luxury hotel](#) and resorts, is an attractive option for high-end travelers seeking more exclusive and personalized experiences.

These luxury offerings can drive growth by appealing to affluent tourists who value privacy and unique, high-quality experiences. Together, these opportunities highlight the significant potential for growth in the wine tourism sector, especially in emerging regions and with new, innovative service offerings.

Emerging Trends

Sustainability, Unique Experiences, and Health Conscious Choices Drive Growth in Wine Tourism Market

Sustainability and organic wines are becoming significant drivers in the wine tourism market as travelers increasingly seek environmentally responsible and ethically produced wines. Organic and biodynamic wines, made using sustainable farming practices, are appealing to eco-conscious consumers who value reducing their carbon footprint.

Alongside this trend, wine tasting and pairing experiences are evolving into more immersive activities, with tourists looking for unique and personalized experiences that combine wine with local cuisine. These experiences, ranging from casual tastings to high-end gourmet dinners, offer an opportunity for visitors to deepen their understanding of both wine and food.

Additionally, health trends are influencing the wine tourism sector, with many travelers becoming more aware of the potential health benefits of moderate wine consumption. This growing interest in the health aspects of wine, such as its cardiovascular benefits, is prompting tourists to visit wine-producing regions to experience these offerings firsthand.

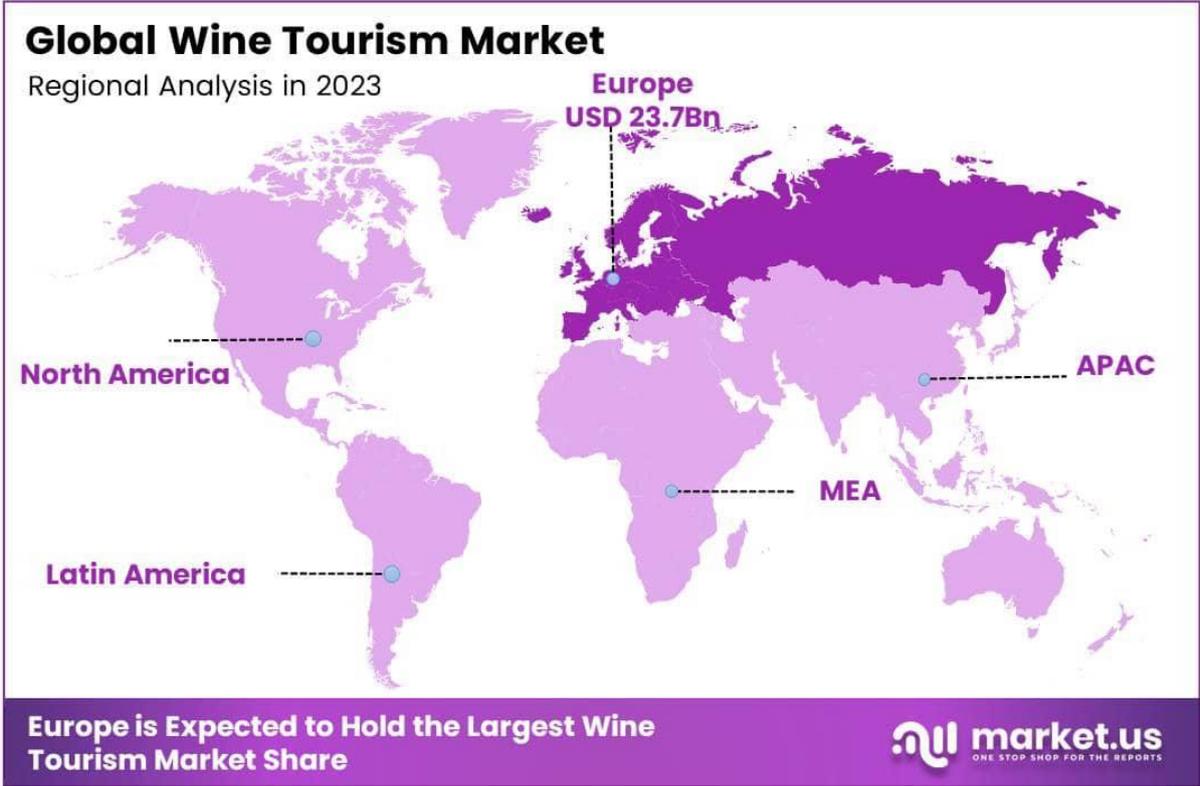
Collectively, these trends are shaping the evolution of wine tourism, creating a more diversified and consumer-focused market. With sustainability, unique experiences, and health-conscious choices gaining traction, the wine tourism industry is poised for continued growth.

Regional Analysis

Europe leads the wine tourism market with a 51.3% share valued at USD 23.7 billion

Europe dominates the global wine tourism market, accounting for **51.3%** of the total market share, valued at **USD 23.7 billion**. The region's dominance can be attributed to the historical significance of wine production, with countries like France, Italy, Spain, and Portugal offering well-established wine regions and robust tourism infrastructure.

In 2023, Europe hosted more than 70% of global wine tourists, with France and Italy leading as primary destinations. The strong association between wine culture and regional identity, along with organized wine festivals and tours, bolsters the region’s standing as the market leader.



Regional Mentions:

North America holds a significant share of the wine tourism market, with the United States, particularly California, as a major driver of growth. Napa Valley and Sonoma County attract millions of tourists annually. The growing popularity of wine tasting events and vineyard experiences in the region continues to support market expansion.

Asia-Pacific is a rapidly growing market, with countries such as China, Australia, and Japan emerging as key players. Australia’s Barossa Valley and China’s emerging wine regions, such as Ningxia, are seeing an increase in tourist visits, with the region showing substantial growth potential in the wine tourism sector.

Latin America and Middle East & Africa represent smaller but growing segments. Latin America’s wine tourism, particularly in Argentina and Chile, is gaining traction, while the Middle East & Africa’s wine tourism market remains in its early stages but holds potential due to rising affluence and interest in luxury tourism.

Key Regions and Countries covered in the report

- **North America**
 - US
 - Canada

- **Europe**
 - Germany
 - France
 - The UK
 - Spain
 - Italy
 - Rest of Europe

- **Asia Pacific**
 - China
 - Japan
 - South Korea
 - India
 - Australia
 - Rest of APAC

- **Latin America**
 - Brazil
 - Mexico
 - Rest of Latin America

- **Middle East & Africa**
 - South Africa
 - Saudi Arabia
 - UAE
 - Rest of MEA

Key Players Analysis

The global wine tourism market continues to expand in 2023, driven by increasing interest in experiential travel, luxury experiences, and a growing appreciation for regional wine cultures. Key players in the market, such as The Prisoner Wine Company, Pure Luxury Transportation, and Wine Compass, are effectively tapping into this demand by offering unique and customized wine-centric experiences.

The **Prisoner Wine Company**, known for its premium wines, has positioned itself as a significant player by leveraging its reputation and appealing to high-end tourists looking for exclusive wine-tasting experiences. Similarly, Pure Luxury Transportation caters to affluent travelers seeking seamless travel experiences to prominent wine regions, enhancing the overall appeal of wine tourism packages.

Wine Compass and **VIAVINUM, S.L** provide digital platforms that facilitate wine tourism bookings, offering users access to diverse winery tours and itineraries. These companies are

essential in integrating technology into the wine tourism sector, making it easier for travelers to plan and enjoy wine tours with minimal effort.

Tour operators such as Backcountry Wine Tours, Sula Vineyards, and Grape Escapes continue to capitalize on the growing demand for guided wine tours, offering curated experiences that combine local culture, history, and gastronomy with wine tasting. Their expertise in specific regions, such as the Napa Valley or Bordeaux, provides travelers with an immersive and authentic experience.

Cellar Tours and **BKWine Tours** focus on high-end wine tourism, offering personalized tours and direct access to prestigious vineyards, thus catering to the luxury segment of the market.

Collectively, these companies demonstrate the diversified nature of the wine tourism sector, addressing different consumer preferences while promoting the growth of the industry globally.

Top Key Players in the Market

- The Prisoner Wine Company
- [Pure Luxury Transportation](#)
- Wine Compass
- VIAVINUM, S.L
- Wine Paths
- Backcountry Wine Tours
- Sula Vineyards
- Grape Escapes
- Cellar Tours
- BKWine Tours

Recent Developments

- **In February 2024**, Sula Vineyards introduced its iconic wines in 250 ml cans, expanding its product portfolio to cater to the growing demand for convenience and single-serve packaging in the Indian market.
- **In June 2024**, Anora launched a wide range of 8% ABV wine products from popular consumer brands, making these beverages available in grocery stores across Finland to meet the rising interest in lighter alcoholic options.
- **In November 2024**, the wine app InVintory secured \$2.3 million USD in seed round funding, enabling the platform to scale and expand its offerings for enterprise-level clients, further enhancing its digital tools for wine enthusiasts and businesses.

Report Scope

Report Features	Description
Market Value (2023)	USD 46.5 billion
Forecast Revenue (2033)	USD 160.7 billion
CAGR (2024-2033)	13.2%
Base Year for Estimation	2023
Historic Period	2019-2022
Forecast Period	2024-2033
Report Coverage	Revenue Forecast, Market Dynamics, Competitive Landscape, Recent Developments
Segments Covered	By Service (Wine Tastings and Tours, Wine Festivals and Events, Others), By Tourist Type (Domestic, International), By Booking Mode (Direct Booking, Travel Agencies, Online Marketplaces)
Regional Analysis	North America – US, Canada; Europe – Germany, France, The UK, Spain, Italy, Rest of Europe; Asia Pacific – China, Japan, South Korea, India, Australia, Singapore, Rest of APAC; Latin America – Brazil, Mexico, Rest of Latin America; Middle East & Africa – South Africa, Saudi Arabia, UAE, Rest of MEA
Competitive Landscape	The Prisoner Wine Company, Pure Luxury Transportation, Wine Compass, VIAVINUM, S.L, Wine Paths, Backcountry Wine Tours, Sula Vineyards, Grape Escapes, Cellar Tours, BKWine Tours
Customization Scope	Customization for segments, region/country-level will be provided. Moreover, additional customization can be done based on the requirements.