



Great Wine Capitals

GLOBAL NETWORK | A WORLD OF EXCELLENCE

GWGC Members Data

2025

greatwinecapitals.com



Great Wine Capitals
GLOBAL NETWORK | A WORLD OF EXCELLENCE



A Global Tapestry of Wine Excellence

The Great Wine Capitals Global Network, now comprising 11 vibrant wine regions, continues to elevate the world of wine in 2025. With a combined population of 24,43 million and a record 56 million tourists in 2024, the network thrives on emerging trends.

Sustainability and climate resilience lead the way as wineries adopt eco-conscious practices, while technology enhances visitor experiences through virtual tastings and digital tools. This evolution underscores a shift toward quality-driven viticulture and immersive tourism, shaping the future of global wine culture.



Great Wine Capitals

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01. POPULATION
Country vs GWC

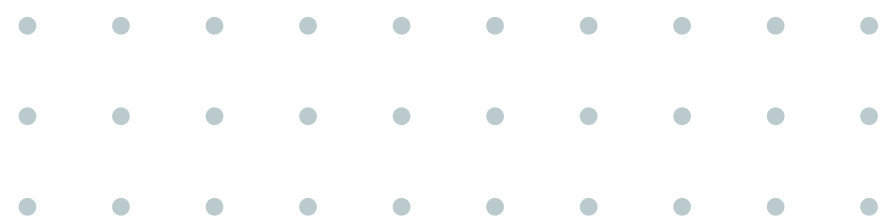
02. WINE PRODUCTION
National vs Regional

03. THE GWC GLOBAL
Wine Production

04. VINEYARD SURFACE
National vs Regional



THE CAPITALS



05. GWC VINEYARD
Surface Area

06. GROWERS AND WINERIES
GWC

07. WINE TOURISTS
Per year

08. TRENDS
11 GWC One by One

Summary



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World in a Glass



Great Wine Capitals

11 countries

Great Wine Capitals spans old and new world tastes and offers an exceptional guide to international wine tourism travel experiences.

Population

24.43M

The eleven world wine capitals working together in the Great Wine Capitals network have a combined population of 24.43M people.

Wine Tourism

56M tourists

These excellent wine tourism territories received 56 million tourists in 2024.



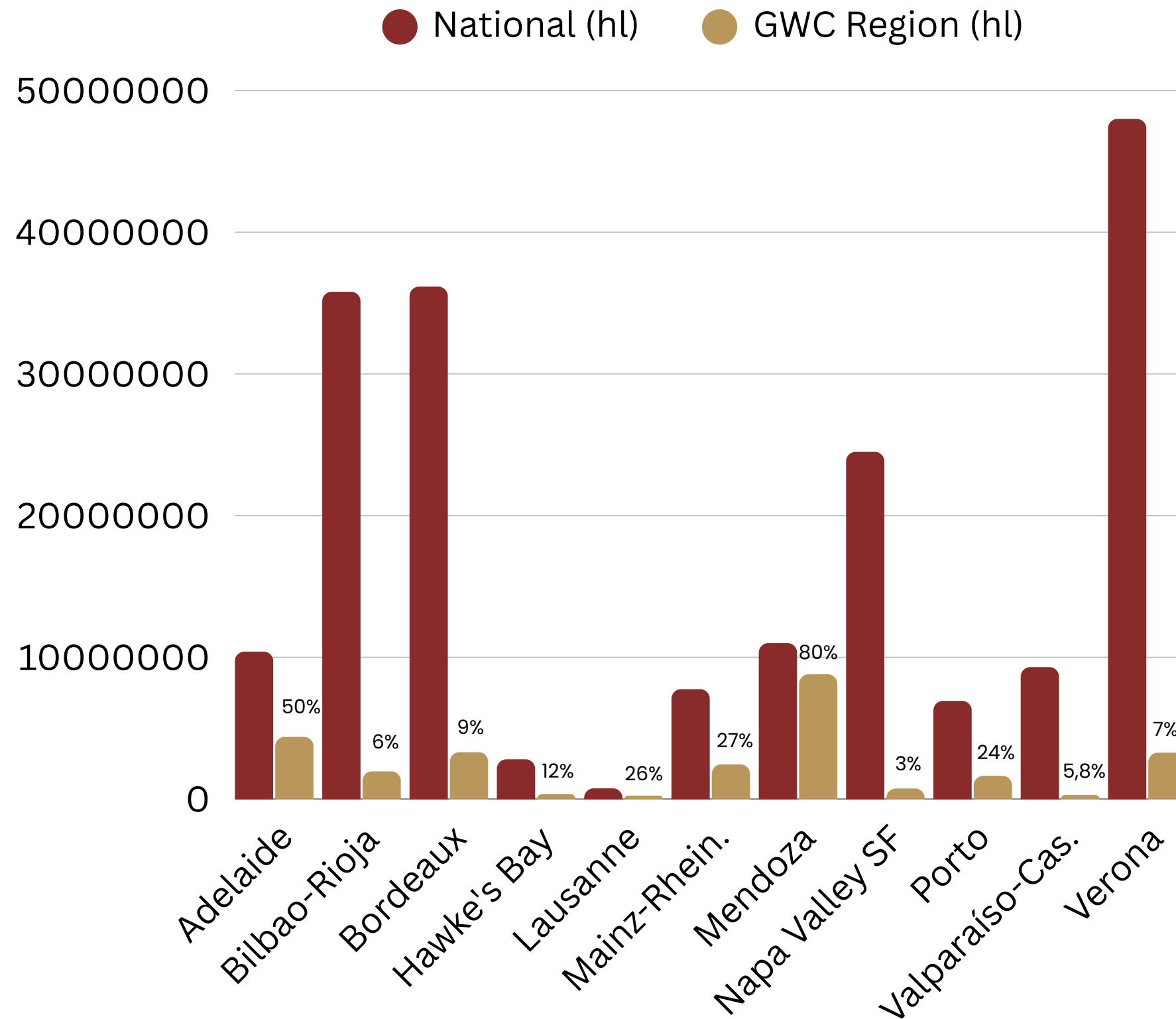


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Wine Production

National / GWC Region



World Wine Production in 2024

225.8 mhl

World wine production, excluding juices and musts, in 2024 was estimated at **225.8 million hectolitres (mhl)**, marking a decrease of 11.4 mhl (-4.8%) compared to 2023. This represents the **lowest production level in over 60 years**, mainly due to extreme climatic conditions (frosts, droughts, and heavy rainfall) that affected vineyards across both hemispheres.

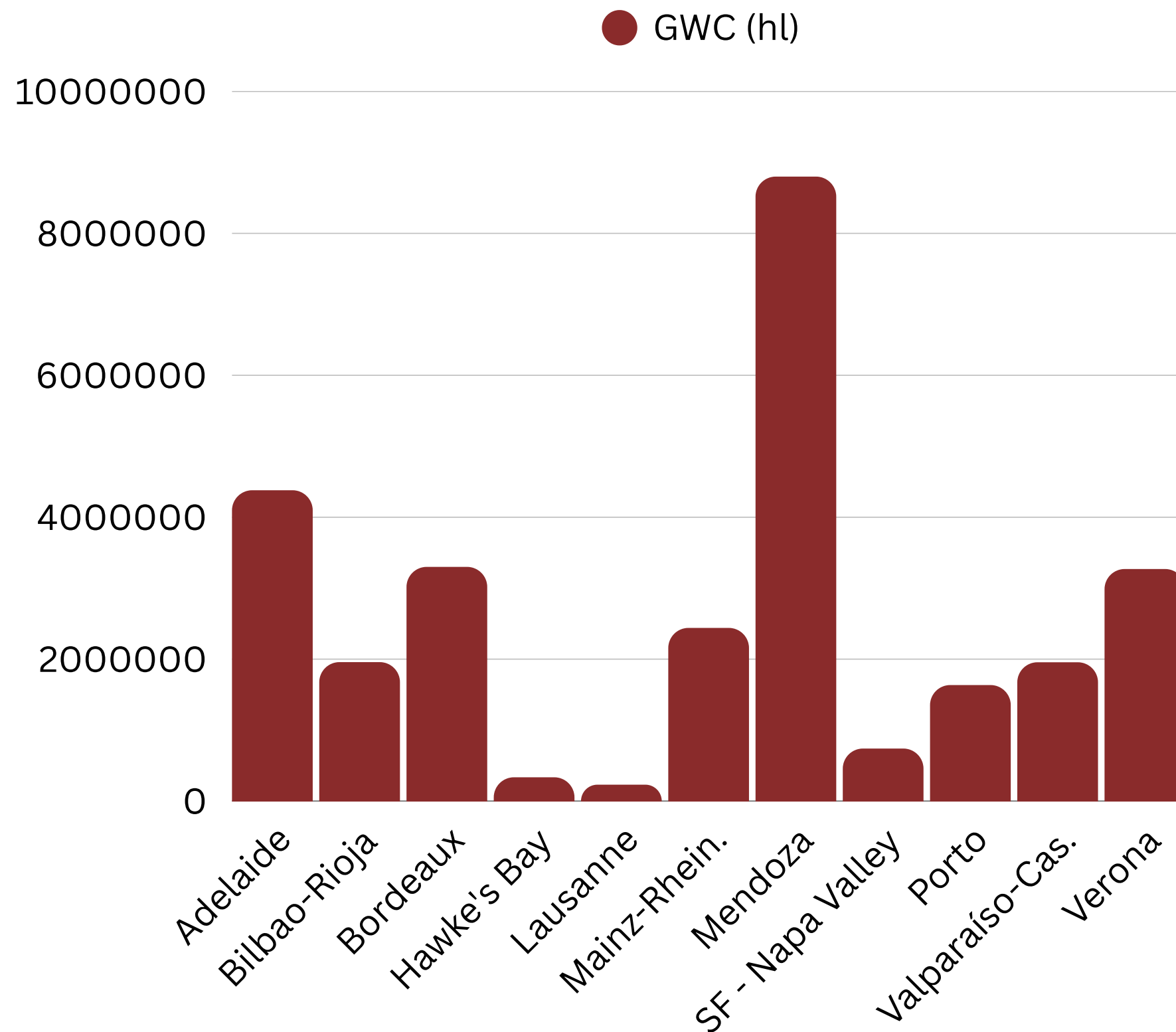
Production in the European Union dropped to historically low levels, while the Southern Hemisphere also registered a significantly reduced output for the second consecutive year.

2024



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Wine Production

Great Wine Capitals

Great Wine Capitals

29 mhl

The Great Wine Capitals together produced approximately 29 million hectolitres (mhl) of wine in 2024, representing 12.9% of the world's total wine production, which reached 225.8 mhl (OIV, 2025).

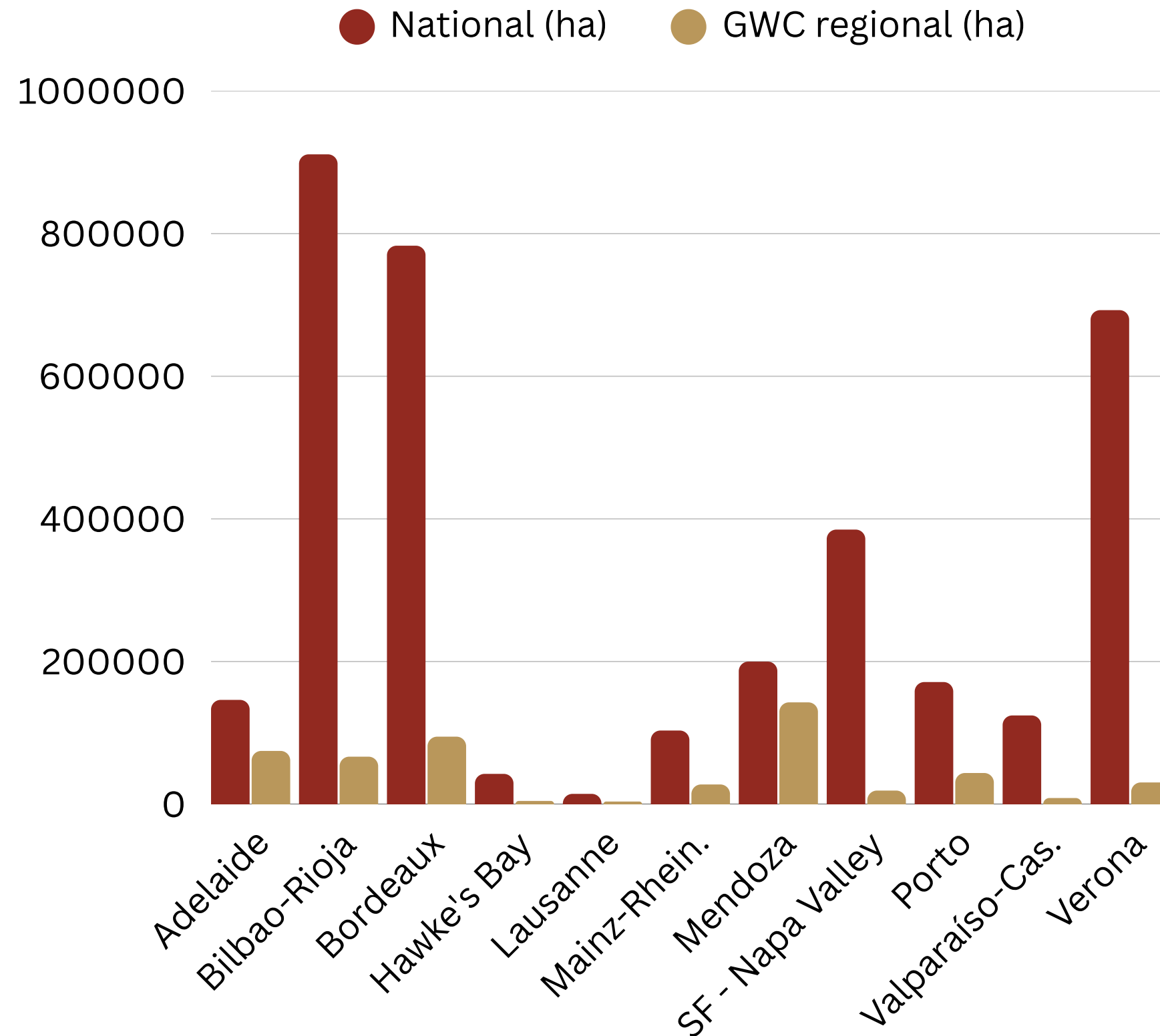
Mendoza (Argentina), with 8.8 million hectoliters in 2024, is now the largest wine producer among the member cities of the Great Wine Capitals network.

03



Vineyard Surface

National / Regional



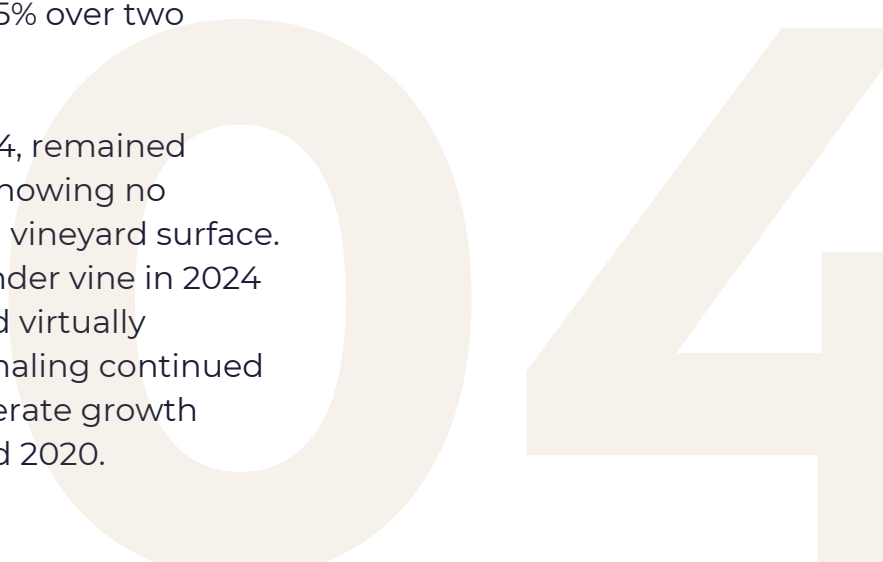
World vineyard surface area

7.2 mha

The world vineyard surface area in 2024 is estimated at 7.2 million hectares (mha), reflecting a decrease of approximately 1.4% compared to 2022. This decline continues the global trend of contraction observed over the last decade, mainly driven by reductions in Asia and parts of the Americas.

Spain, the country with the largest vineyard area worldwide, had 941 thousand hectares (kha) in 2024, down from 955 kha in 2022, representing a decline of 1.5% over two years.

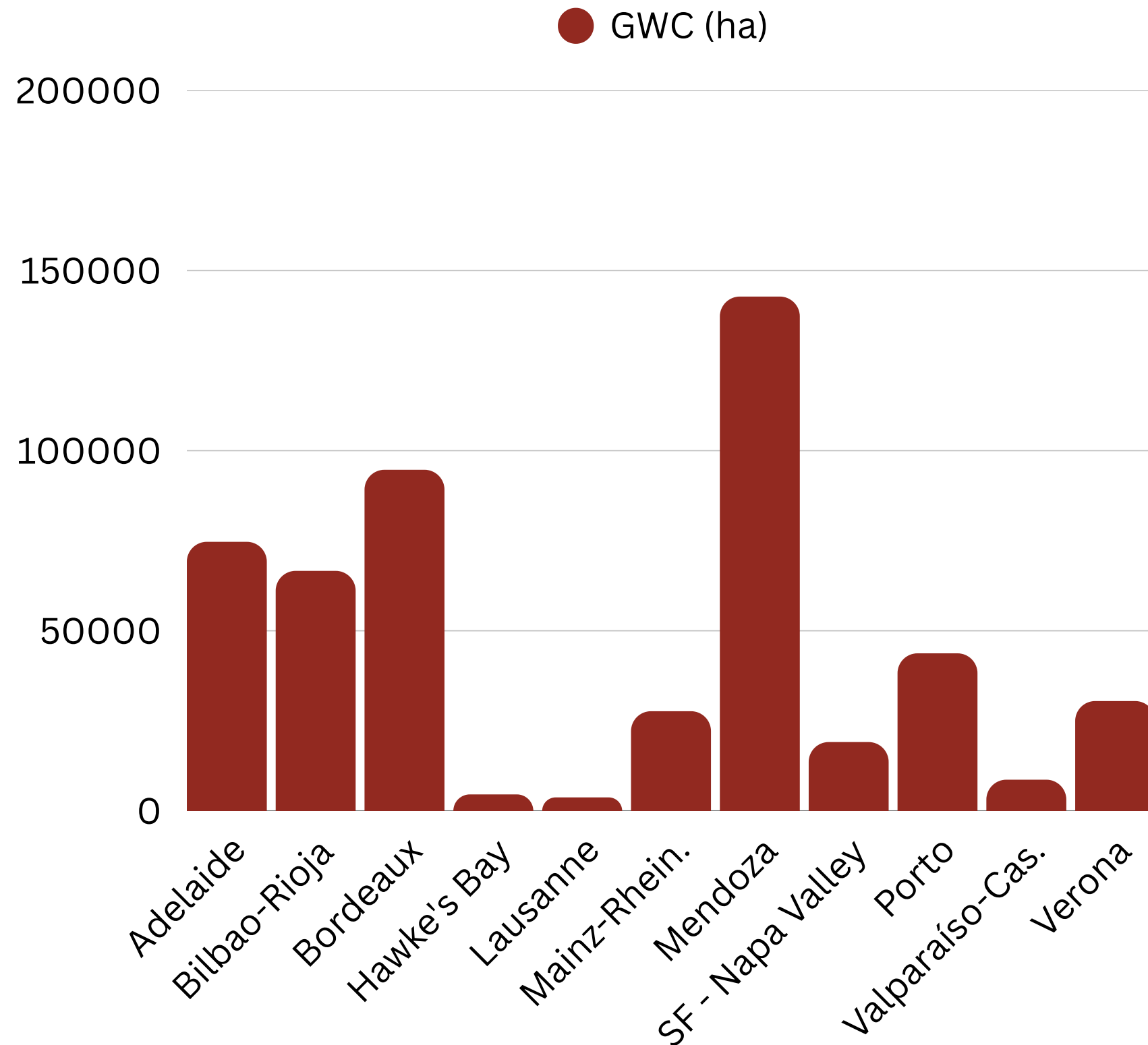
France, with 812 kha in 2024, remained stable compared to 2022, showing no significant variation in total vineyard surface. Italy maintained 718 kha under vine in 2024 — a level that has remained virtually unchanged since 2022, signaling continued stabilization after the moderate growth recorded between 2016 and 2020.





Vineyard Surface

Great Wine Capitals



GWC Evolution

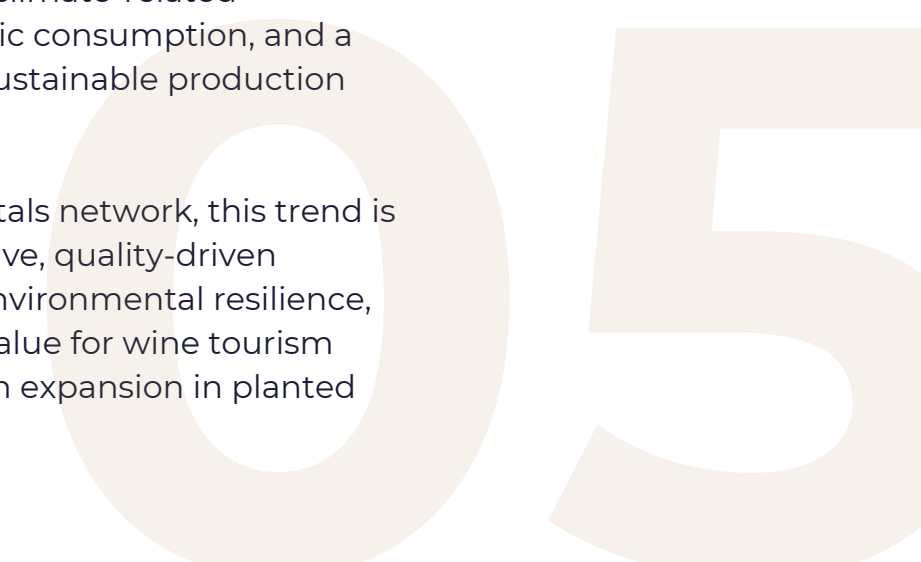
516 kha

644 kha in 2022

Mendoza is the Great Wine Capital with the largest vineyard acreage (142 kha).

Regions such as Mendoza, Napa Valley, and parts of Southern Europe (Rioja, Bordeaux, and Porto) have seen modest reductions or stagnation in vineyard surface due to climate-related pressures, lower domestic consumption, and a shift toward premium, sustainable production models.

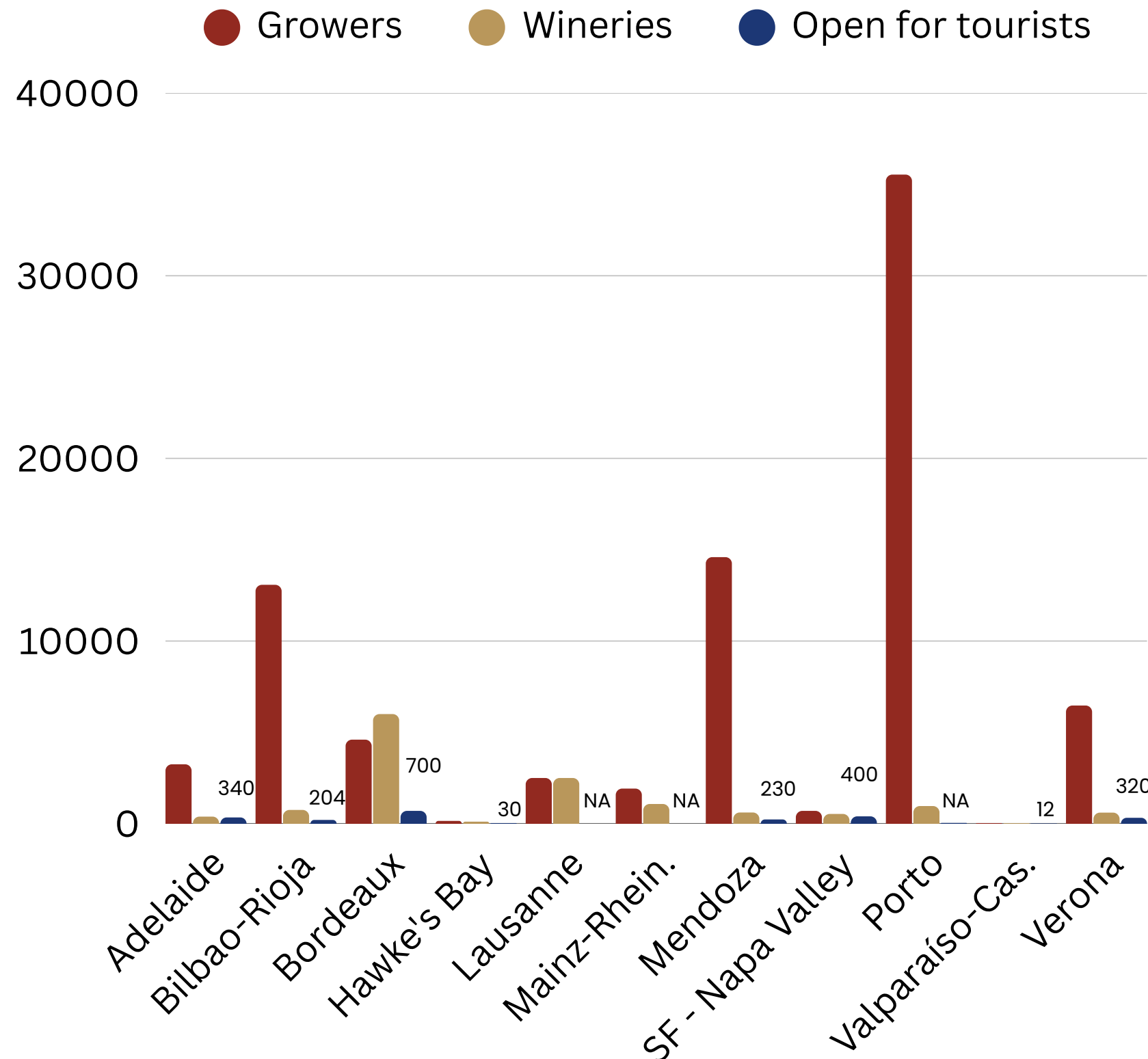
For the Great Wine Capitals network, this trend is leading to a more selective, quality-driven viticulture, prioritizing environmental resilience, innovation, and added value for wine tourism and exports—rather than expansion in planted area.





Growers & Wineries

Great Wine Capitals



GWC

13,558 wineries in 2024

13,357 wineries in 2022

+1.5%

GWC

2,236 wineries open for tourists in 2024*

1,533 wineries in 2022*

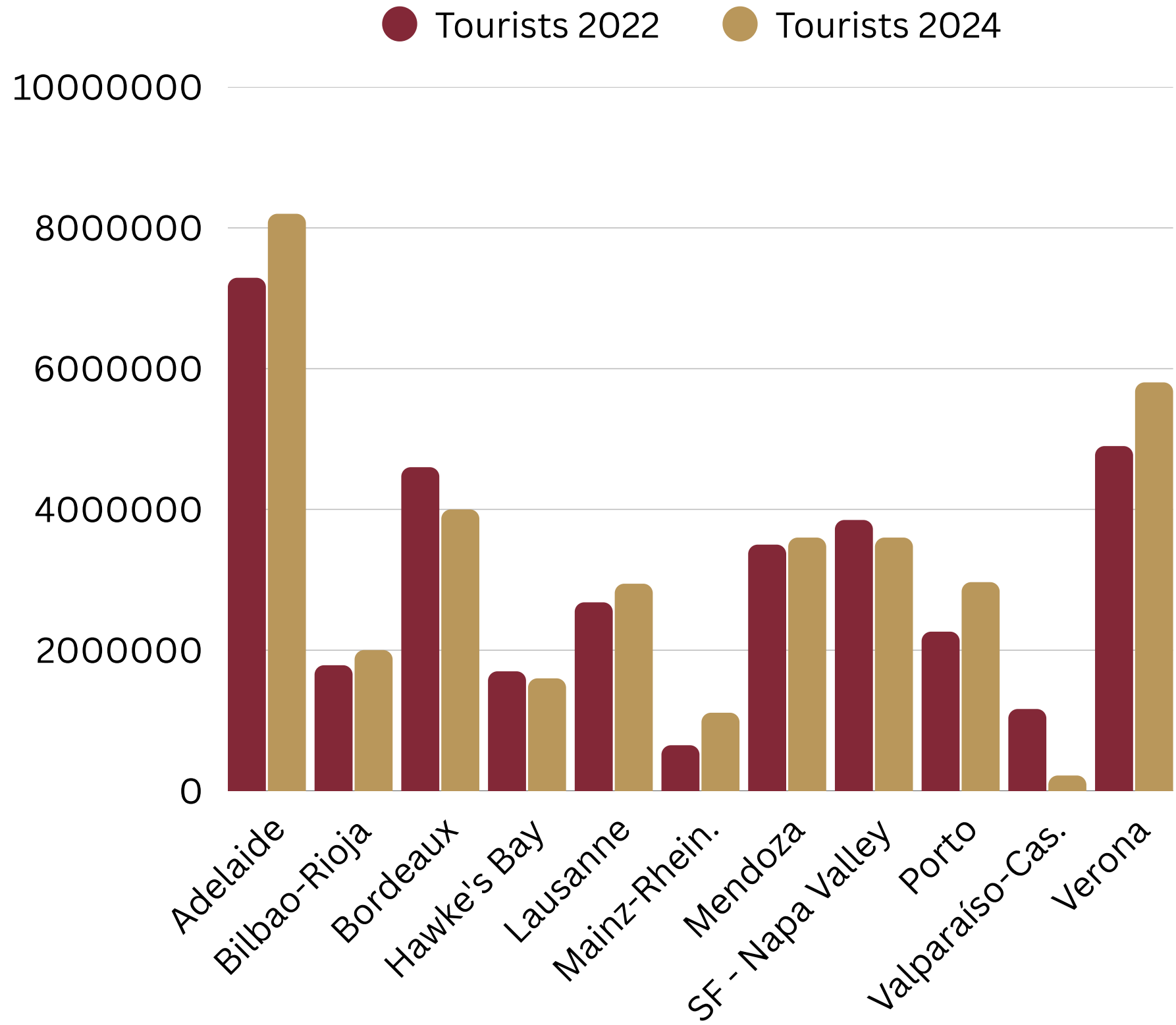
+45.9%

*Adelaide, Lausanne, Mainz-Rhein.and Porto, data No Available (NA)



Great Wine Capitals

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Tourists

per year

GWC tourists

56.7M

The global wine tourism sector continues to rebound and evolve, with steady growth fueled by travelers' increasing interest in immersive, experience-based travel and the global boom in food and wine culture.

07



Wine T-Trends

Sustainability and **climate resilience** have become central to many GWC wine regions, as wineries adopt eco-conscious practices and promote responsible tourism to address environmental challenges. **Technology** also plays a growing role in **enhancing the visitor experience** through virtual tastings, digital storytelling, and personalized booking tools.

Experiential Travel

In 2025, wine tourists are seeking immersive, story-rich experiences that go beyond tasting rooms.

Green Tourism

Sustainability and climate-resilient practices are now key drivers of destination choice.

Smart Experiences

Digital tools like AI-powered guides and interactive apps are redefining how visitors explore wine regions.

Learning Journeys

Educational wine tourism—blending culture, science, and gastronomy—is in growing demand worldwide.





Adelaide

- 1 Need to create and offer immersive and multifaceted experiences for visitors, such as linking food and wine, nature and wine; wine is no longer enough to stand on its own as an attraction.
- 2 Elevate storytelling in a new way, to create uniqueness, celebrate the passion of wine industry people, engage younger audiences with stories relevant to them.
- 3 Incorporate sustainability and inclusivity in all aspects of wine tourism, rather than having them as separate, silo-ed pillars.

Hawke's Bay

- 1 Using sustainability (eg solar panels, sheep for weed control, biodiversity, cycle tours) as a marketing edge.
- 2 Immersive, hands on experiences such as grape stomping, sensory experiences, meet the wine maker.
- 3 Events such as marathons, music and art events to attract wider audiences with more diverse interests.

Bilbao-Rioja

- 1 Sustainability initiatives, both in wine production and wine tourism.
- 2 Increase in premium wine tourism experiences.
- 3 Rise in international visitors, especially from the USA.

Lausanne

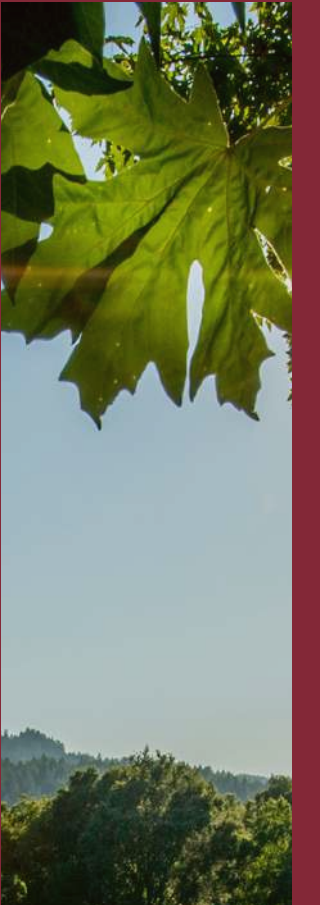
- 1 Authentic wine tasting at the winery, with the winemaker.
- 2 Cultural wine & tourism experiences.
- 3 Walk through the vineyards with picnic facilities.

Bordeaux

- 1 Consumer preferences: White wines and sparkling (Bordeaux red wines are deeply affected by a decline in wine-drinking).
- 2 Wine tourism trend: slow tourism, live music and concert ("guinguettes") at the winery.
- 3 Well-being/Health (sport events at the winery).

Mainz - Rheinhessen

- 1 More and more wineries are focusing on sustainable practices and offering ecological wine experiences, such as tours of organically cultivated vineyards or participating in environmentally friendly grape harvesting activities.
- 2 Visitors are increasingly seeking interactive and experience-based offers, such as wine tastings combined with culinary experiences, wine hikes, or wine festivals that incorporate the region's culture and history.
- 3 The use of digital technologies, such as virtual reality wine tours, online wine tastings, and digital wine experiences, is growing to reach a wider audience and promote wine sales through online platforms.





Porto

- 1 Visitors are increasingly looking for immersive and genuine experiences, such as participating in harvest activities, blending their own wines, and connecting with small producers.
- 2 Wineries are adopting eco-friendly and regenerative approaches, including organic viticulture, carbon neutrality goals, and circular economy practices, responding to environmentally conscious consumers.
- 3 Technological solutions are being used to enhance visitor experiences—ranging from AR/VR wine tours to customized tasting paths based on individual profiles and preferences.

Valparaíso Casablanca Valley

- 1 People nowadays are leaning towards more intimate experiences, this is one of the reasons why smaller wineries are getting more popular each year.
- 2 Valparaíso - Casablanca Valley is actively transitioning to become a 100% sustainable wine region, driven by a rising consumer demand for environmentally-conscious experiences.
- 3 The biggest trend for a couple years now, is the search for excellence, which has been a constant search to reach the highest standards at a global scale, this is why the Best Of Wine Tourism Awards get more relevance every year, as it recognizes excellence in the wine tourism industry.

San Francisco Napa Valley

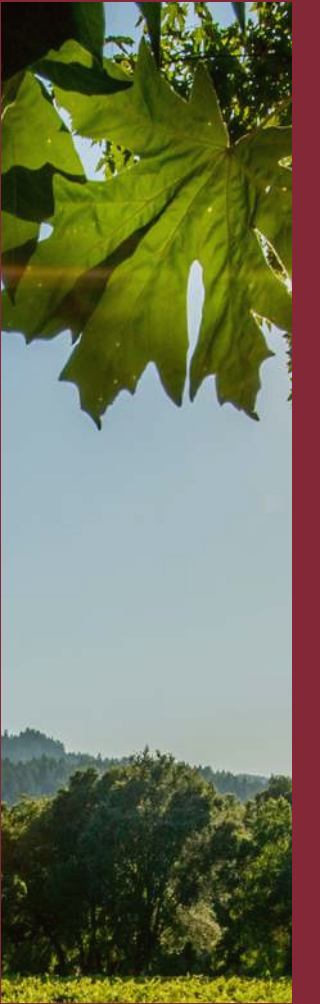
- 1 Younger travelers (Millennials, Gen Z) are evolving wine tourism trends with their focus on wellness and immersive experiences. They seek experiences in addition to wine tasting, like guided hikes, farm-to-table dining, and cultural exploration.
- 2 Sustainability is becoming a priority for visitors, with many seeking eco-friendly practices in viticulture and winemaking.
- 3 Heritage tourism is gaining momentum as visitors look to connect more deeply with Napa Valley's cultural and historic roots. Travelers are increasingly interested in experiences that highlight the region's rich agricultural traditions, local artisans, and landmark sites.

Verona

- 1 Wine tourism has become a powerful global tool for brand positioning and boosting sales.
- 2 To succeed, wineries should highlight the region's appeal before showcasing their own labels.
- 3 Today's travelers are drawn to experiences rooted in sustainability and well-being.

Mendoza

- 1 Mendoza has strengthened its position as a leading hub for events and celebrations deeply connected to wine culture, attracting both local and international visitors with its unique blend of nature, tradition, and innovation. Mendoza has become a wedding destination, specially for visitors from Brazil, and favorite spot for bachelor trips, mainly for groups from Buenos Aires.
- 2 Local wineries offer an increasingly diverse range of experiences—including guided tastings, live music performances, cultural activities, outdoor cinema nights, and even vineyard-side lodging. These proposals combine wine, gastronomy, and art, providing immersive experiences at the foothills of the Andes.
- 3 The excellence of Mendoza's gastronomy, built on authentic regional flavors, has gained international recognition. The province now features prominently in the Michelin Guide, with distinguished restaurants and hotels showcased for their quality, creativity, and hospitality standards.





Adelaide

South Australia

The most significant wine tourism attraction near **Adelaide**, which acts as a global magnet for wine lovers, is the Barossa Valley.

It is globally famous for its production of high-quality Shiraz and for being home to some of the world's oldest vines thanks to rigorous biosecurity measures, which have kept the state free from the vine ravaging pest phylloxera.

Wine reputation

80% of Australia's premium wine produced locally in South Australia (Brand South Australia).

24 of top 50 wineries located in South Australia (Top Wineries of Australia 2024 - The Real Review).

Iconic South Australian wine producer Penfolds recognised in top three most admired wine brands by Drinks International 2024.



Major investments in the wine sector

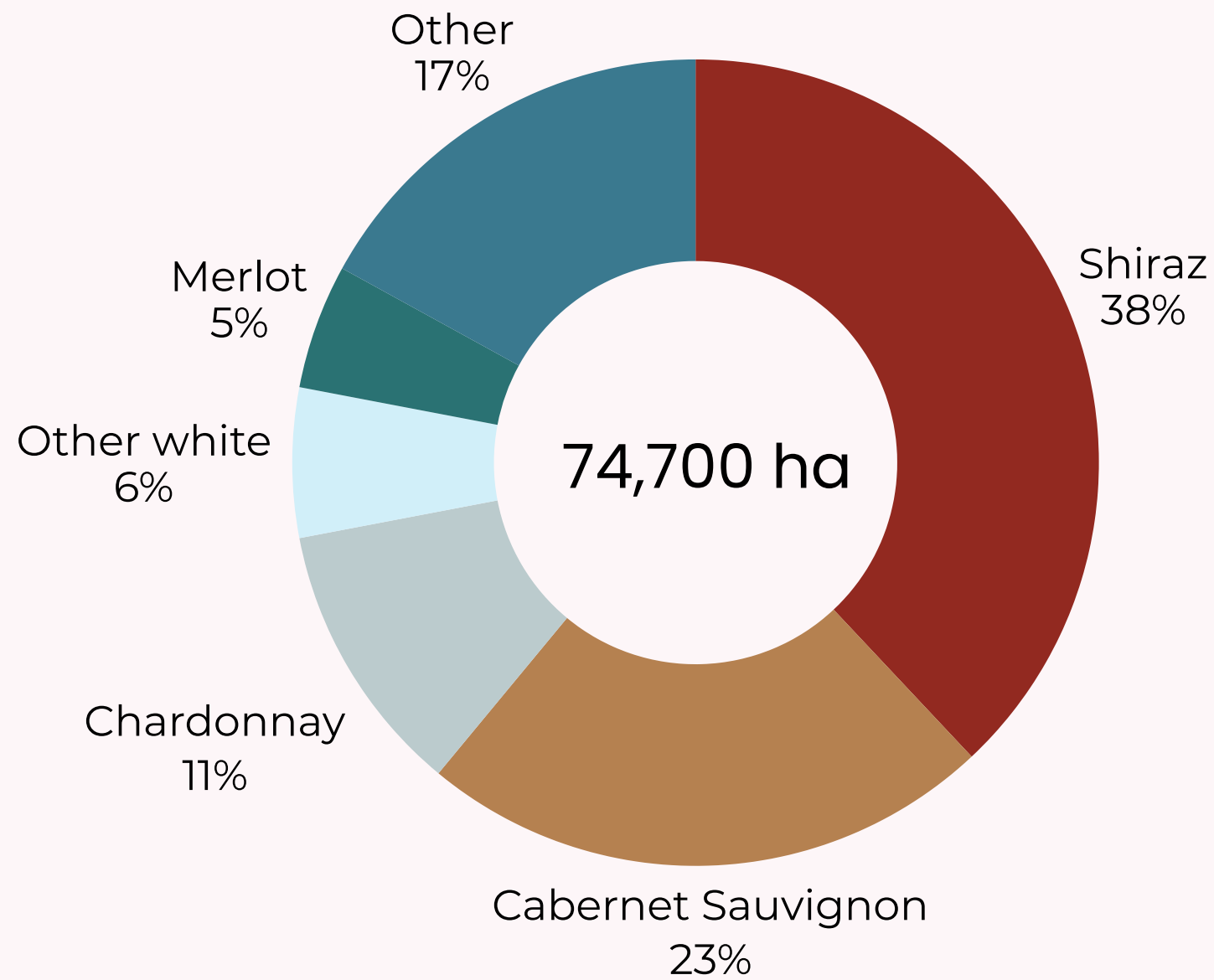
South Australian property investment firm Strategic Alliance is spending \$100 million on a luxury development project in the Barossa.

Federal and state government announced a \$2.5 million South Australian Wine Recovery Program, focused on vineyard waste management, boosting domestic demand, and enhancing regional grape and wine capabilities, aiming to support the industry's recovery and long-term sustainability.

South Australian government allocated \$1.85 million to assist the wine sector to re-engage the Chinese market through the Wine Exporters China Re-engagement Support Program.

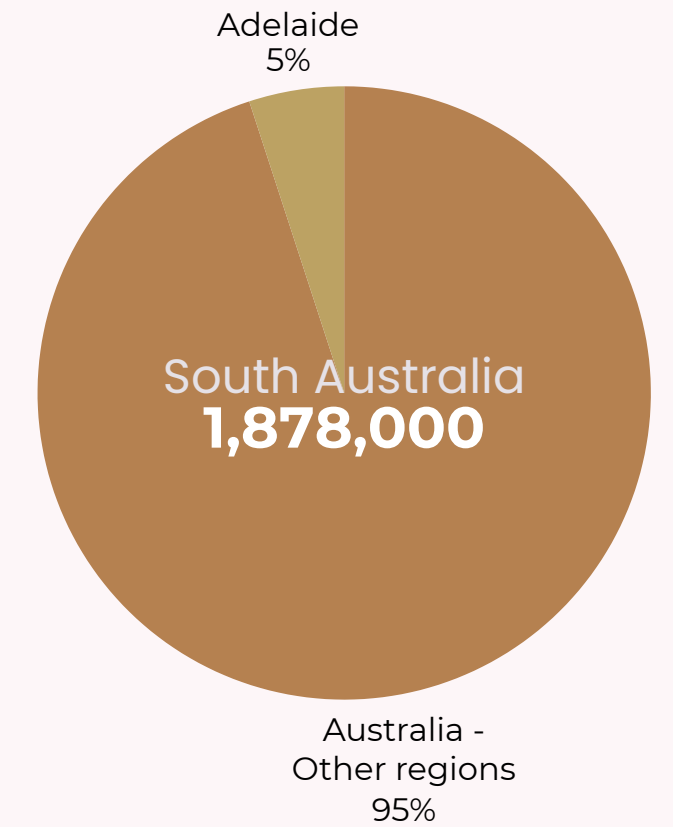


Adelaide

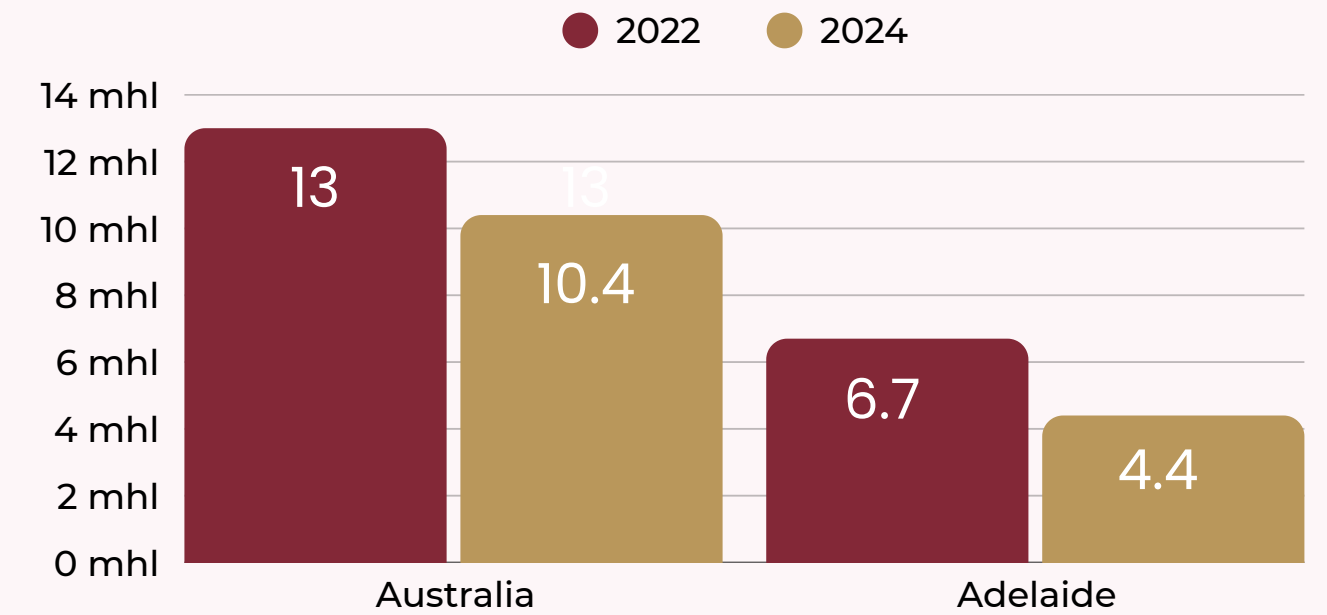


18 GI Regions

Population



Wine production

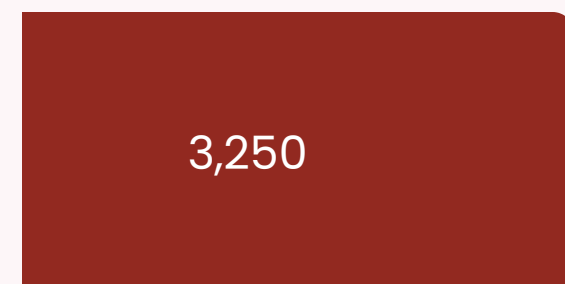
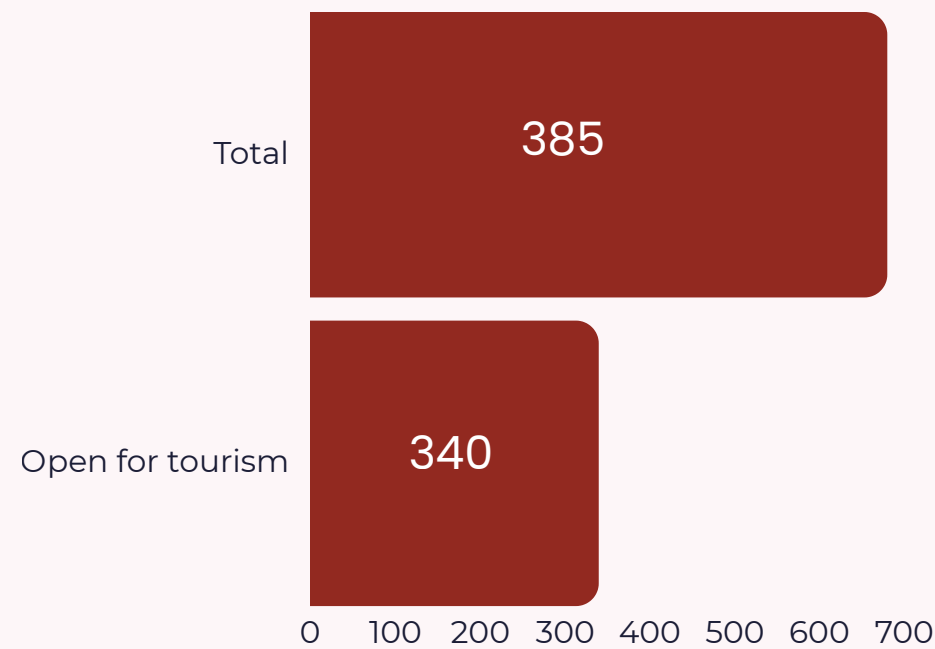




Adelaide

Wineries

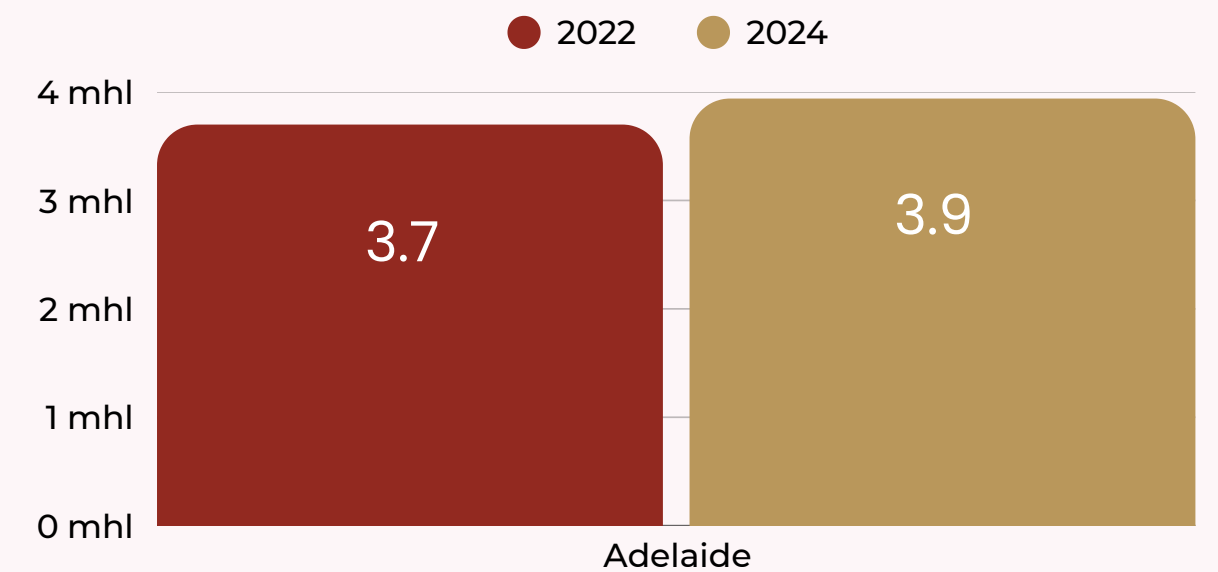
Growers



Top 5 markets for export (by value)

1. China
2. Hong Kong
3. UK
4. USA
5. Canada

Wine export





Adelaide

Top Wine Tourist Experiences

Coriole Vineyards & Cellar Door, McLaren Vale

Provides a premium South Australian wine experience, celebrated for its unique single-vineyard bottlings and exceptional vineyard-to-table dining.

National Wine Centre of Australia

A must-visit for enotourists, this Centre provides deep insight into Australia's diverse wine regions. Explore its architecture, unique cellar, and enjoy expert-led tastings.

d'Arenberg Cube, McLaren Vale

A stunning architectural marvel and major tourism magnet. It features a modern art museum and hands-on blending sessions for wine lovers.



Visitors travelling in South Australia 8.2m.
Wine Visitor Economy \$1.2b
(January to September 2024)

GWC Capital Accessibility

8 airlines operate 51 international flights to Adelaide / 13,900 inbound seats per week.
Domestic: 507 flights / 82,547 seats
Regional: 108 flights / 4,616 seats

Congress centers

4 Congress Centers: Adelaide Convention Centre; Adelaide Hills Convention Centre; National Wine Centre of Australia, Adelaide Oval.

Hotels

Within Adelaide there are 190 establishments and 10,259 rooms. Across South Australia there are 2,052 establishments and 31,833 rooms.

Restaurants

2,882 in South Australia (Statista).



Bilbao-Rioja

Spain

Bilbao is recognized as the most important financial and industrial metropolis in Northern Spain.

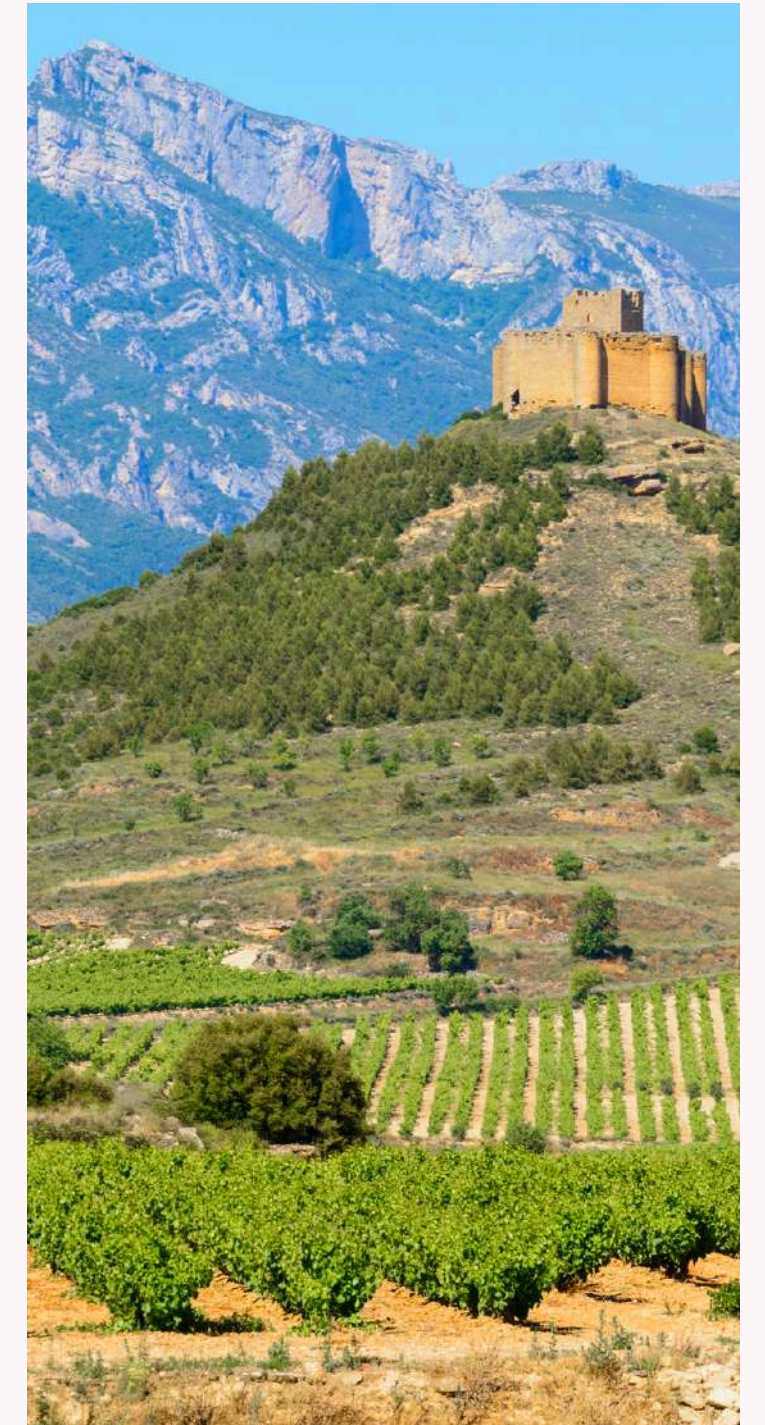
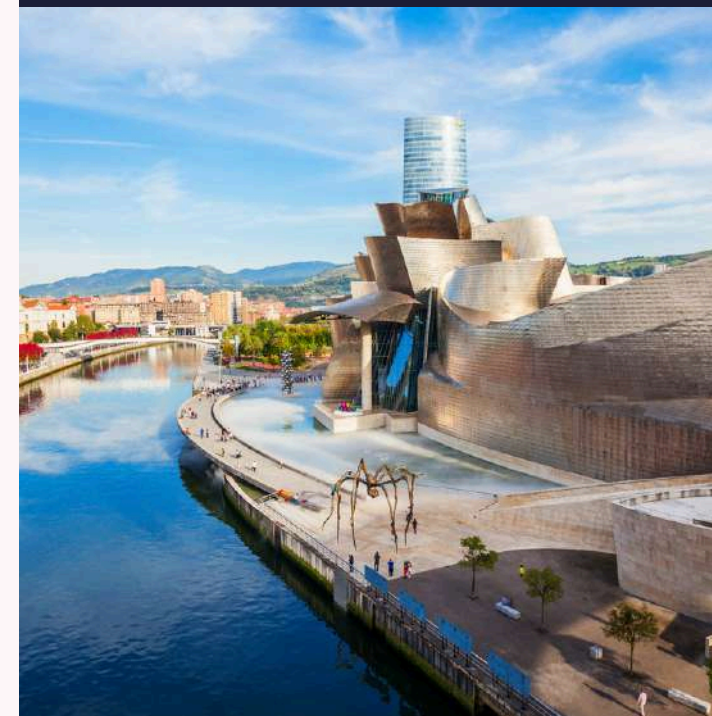
Bilbao is the perfect gateway for wine enthusiasts, as it provides easy access to the renowned **Rioja** wine region. This proximity allows visitors to experience both cutting-edge urban culture and the historical vineyards of one of Spain's top wine regions.

Wine reputation

Robert Parker: 77 wines with 95+ points, including 2 wines with 100 points.

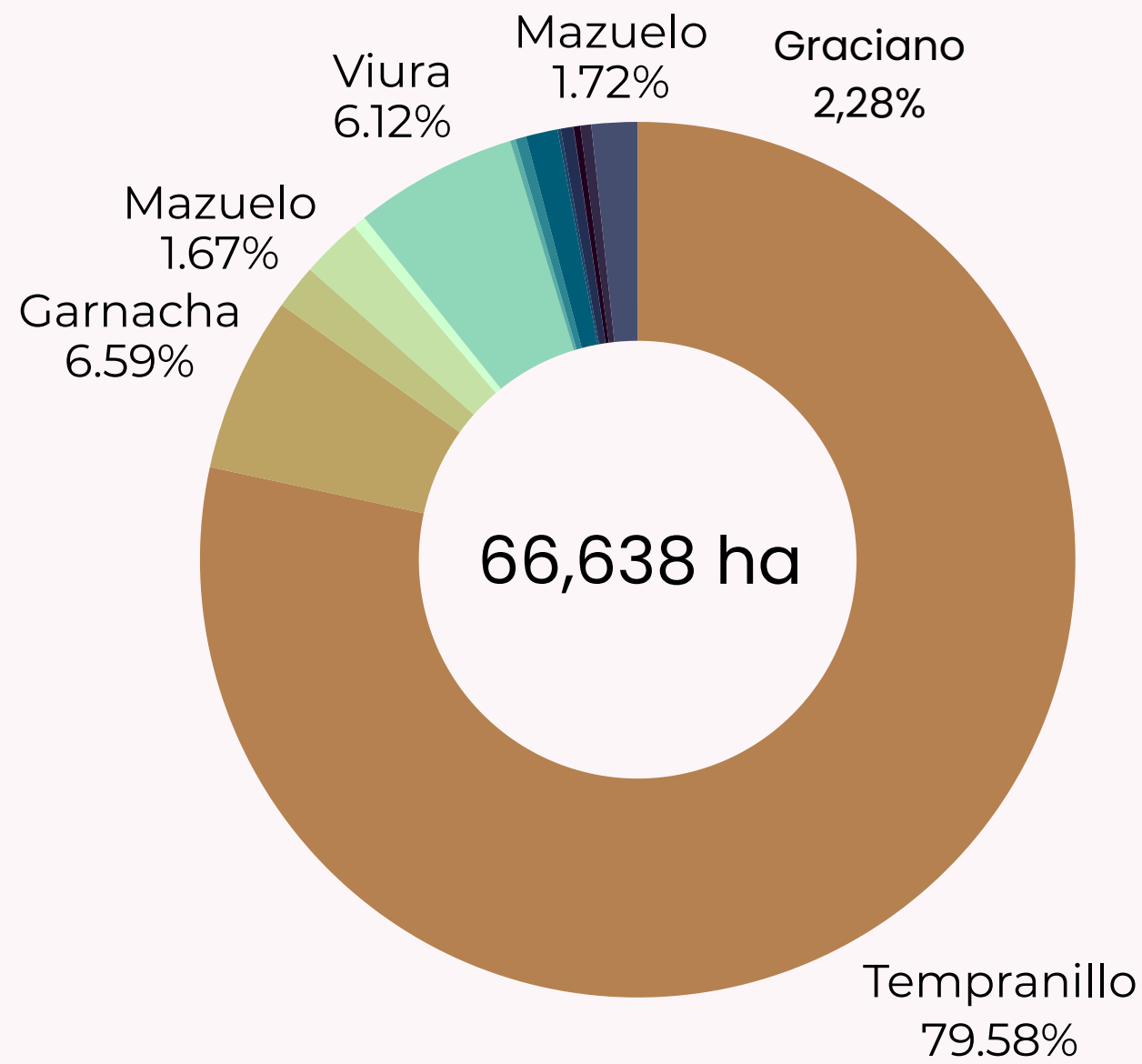
Tim Atkin: 129 wines with 95+ points.

James Suckling: 67 wines with 95+ points.



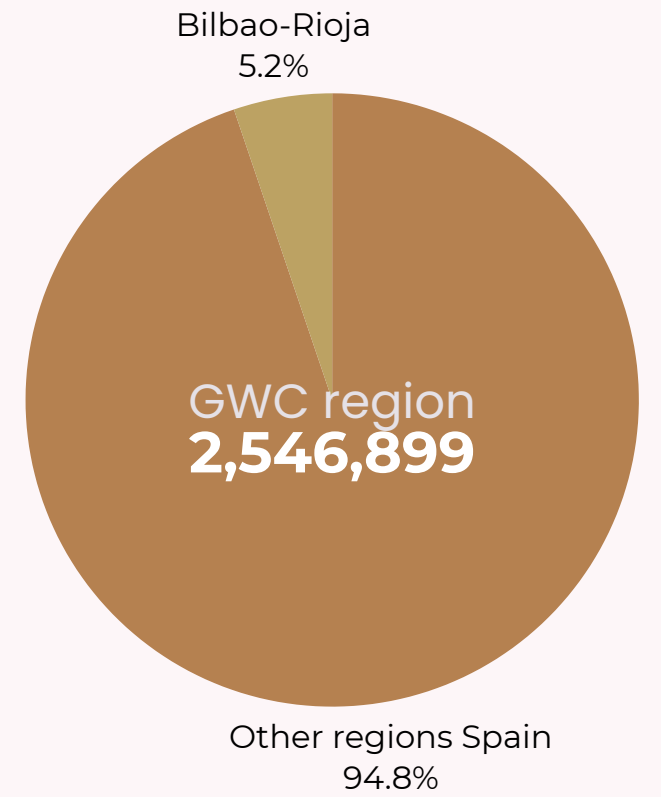


Bilbao-Rioja

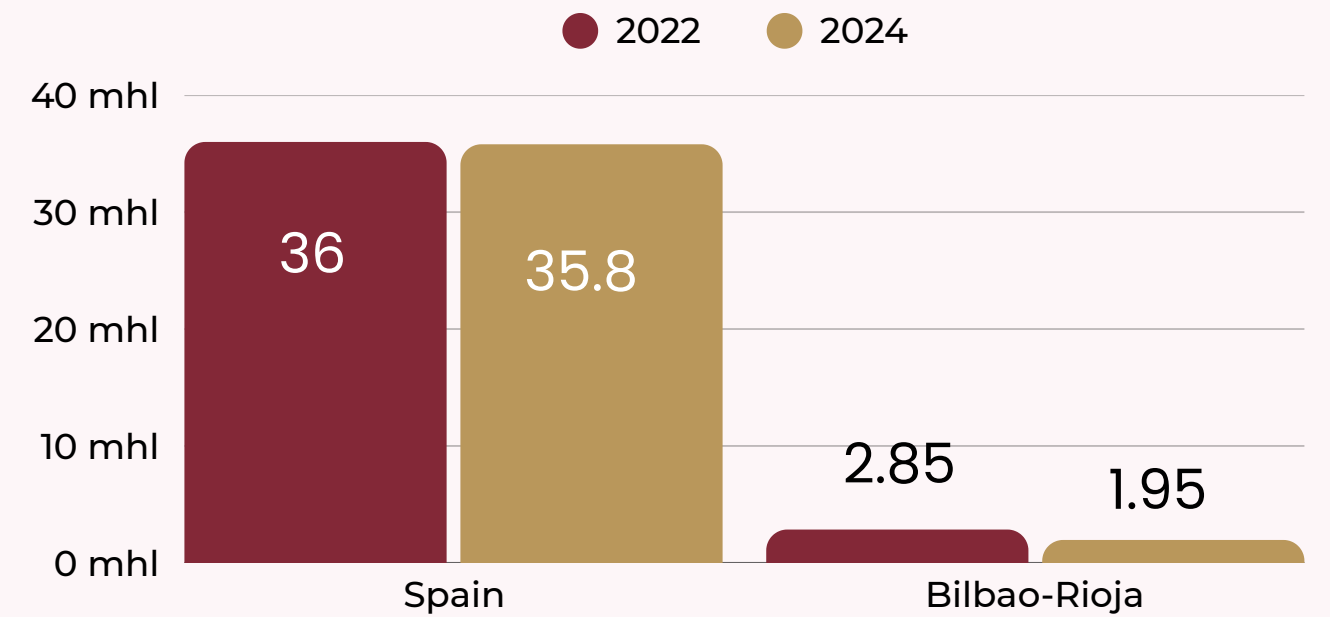


Rioja Alta
Rioja Alavesa
Rioja Oriental

Population



Wine production

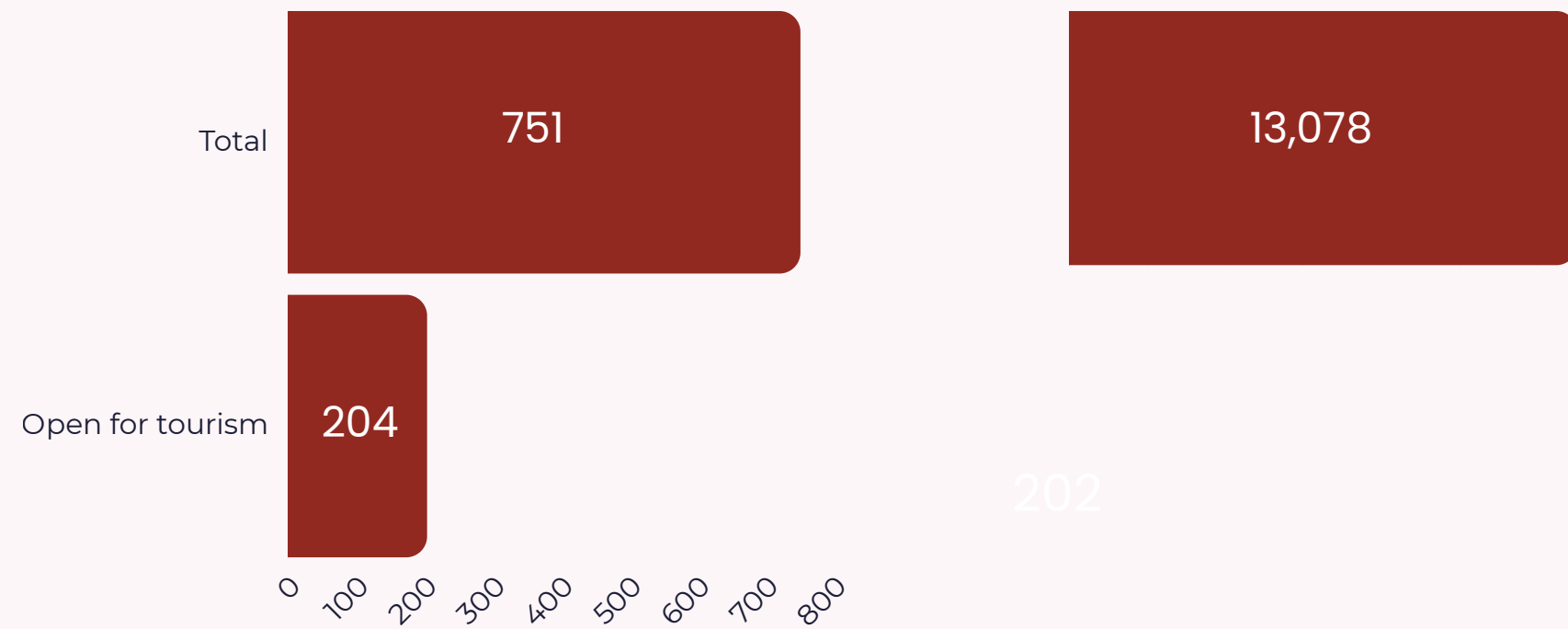




Bilbao-Rioja

Wineries

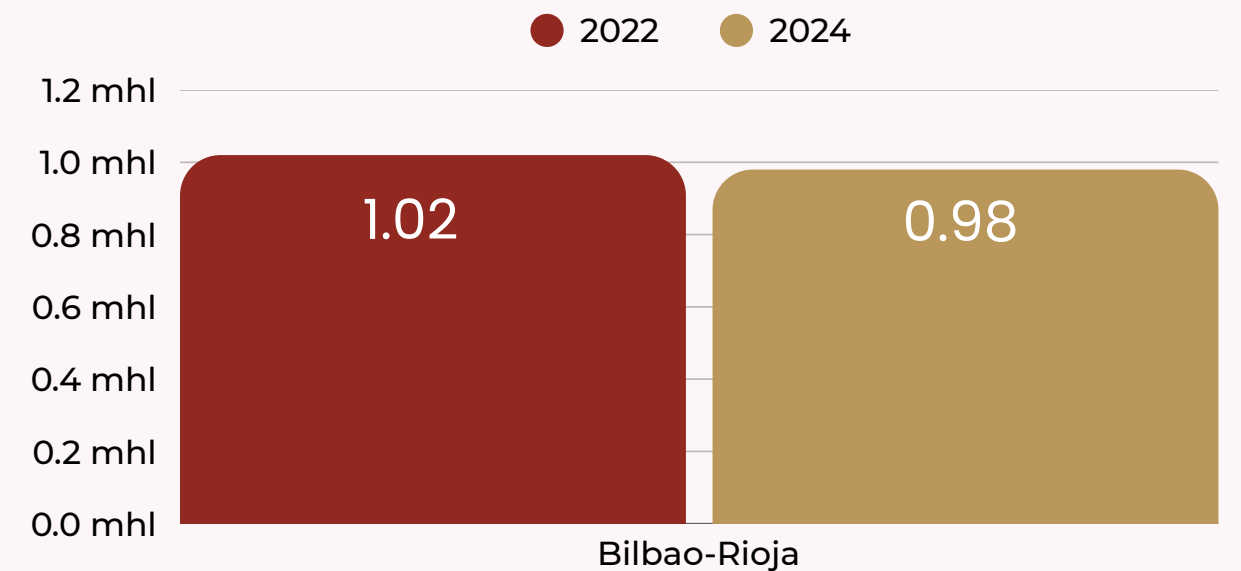
Growers



Top 5 countries for export (by volume)

1. United Kingdom
2. Germany
3. USA
4. The Netherlands
5. Canada

Wine export





Bilbao-Rioja

Top Wine Tourist Experiences

Barrio de la Estación, Haro

The Haro Station District hosts the highest concentration of century-old wineries globally. This Rioja enclave offers unique tastings, architecture, and history near the train line.

Marqués de Riscal, Elciego

The Marqués de Riscal City of Wine fuses Rioja tradition with Gehry's avant-garde architecture. This iconic resort offers a luxury hotel, spa, fine dining, and cellar tours.

Marqués de Murrieta, Logroño

Marqués de Murrieta's Castillo Ygay offers a luxurious and historic Rioja experience. Founded in 1852, it blends classic architecture, a museum, and world-class wine tastings.



Marqués de Riscal.

Laguardia is also a stunning, walled medieval village in Rioja Alavesa. It's famous for over 200 hidden underground wine cellars, offering a unique, historic tasting experience.

Total tourists 2024: 2,001,969.
880,000 winery visits.

GWC Capital Accessibility



Bilbao Airport (BIO) is key to Northern Spain, connecting Bilbao-Rioja internationally. In 2024, it set a record with over 6.77 million passengers, a 7% annual increase.

Congress centers



The Bilbao-Rioja region boasts 45 MICE venues. The 3 main ones are Palacio Euskalduna, Bilbao Exhibition Centre - BEC (Bilbao), and Riojaforum (Logroño)

Hotels



Bilbao city offers 4,000+ hotel rooms in 200+ hotels. The Rioja wine region has around 156 hotels.

Restaurants



Bilbao has 3,500 restaurants/bars. La Rioja 2,000+ hospitality venues (1,374 are bars). Rioja Alavesa offers 178+



Bordeaux

France

Bordeaux is the ancestral home of world-famed grapes, including Merlot (now the most planted), Cabernet Sauvignon, and Sauvignon Blanc.

The region's diverse terroir—from the gravel of the Left Bank to the clay of the Right Bank—allows it to craft wines of exceptional complexity and aging potential. Moreover, Bordeaux is at the forefront of modern viticulture, with over 75% of its vineyard area certified under environmental initiatives.

Wine reputation

Bordeaux remains the No.1 wine region in terms of awareness, purchases and image for consumers.

Bordeaux and Champagne are the most purchased wines by Generation Z, Millennials, Generation X and Boomers

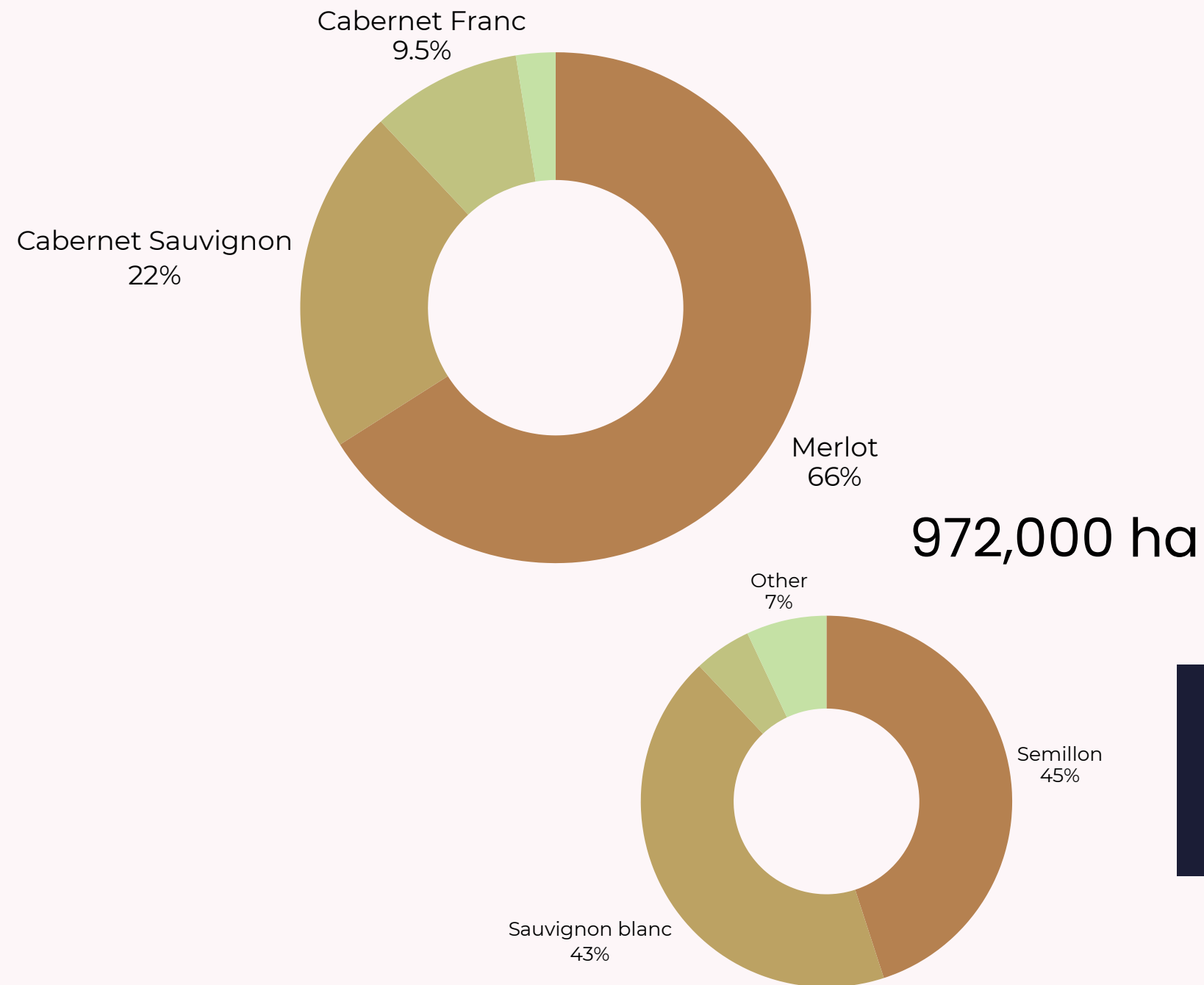


Major investments in the wine sector

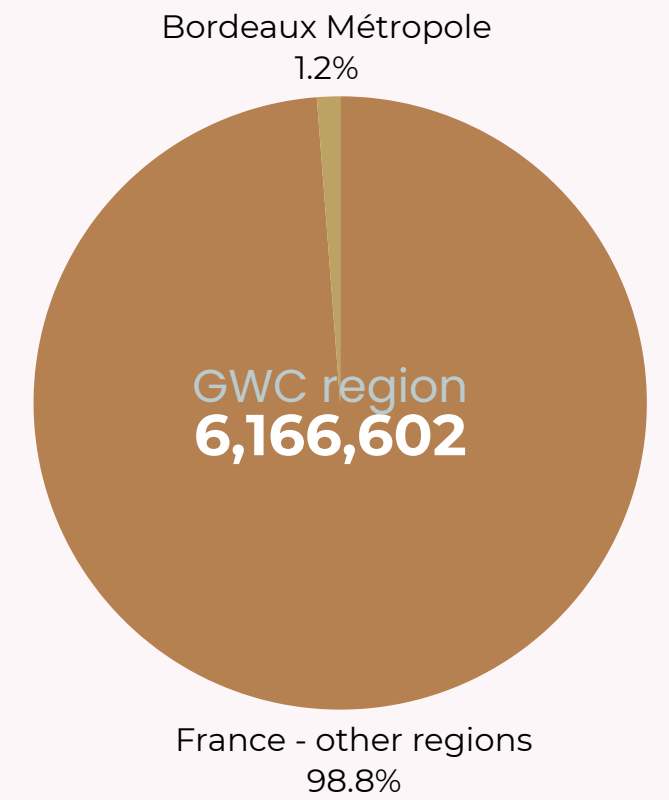
1. Ensure a sustainable economic future for the industry
2. Listen to consumer
3. Modernise the image: in 2024 Bordeaux wines have been taking to the stage together, in France and abroad, to tell the world about their diversity, their men and women, their vineyards, their sustainable commitments and their wines.



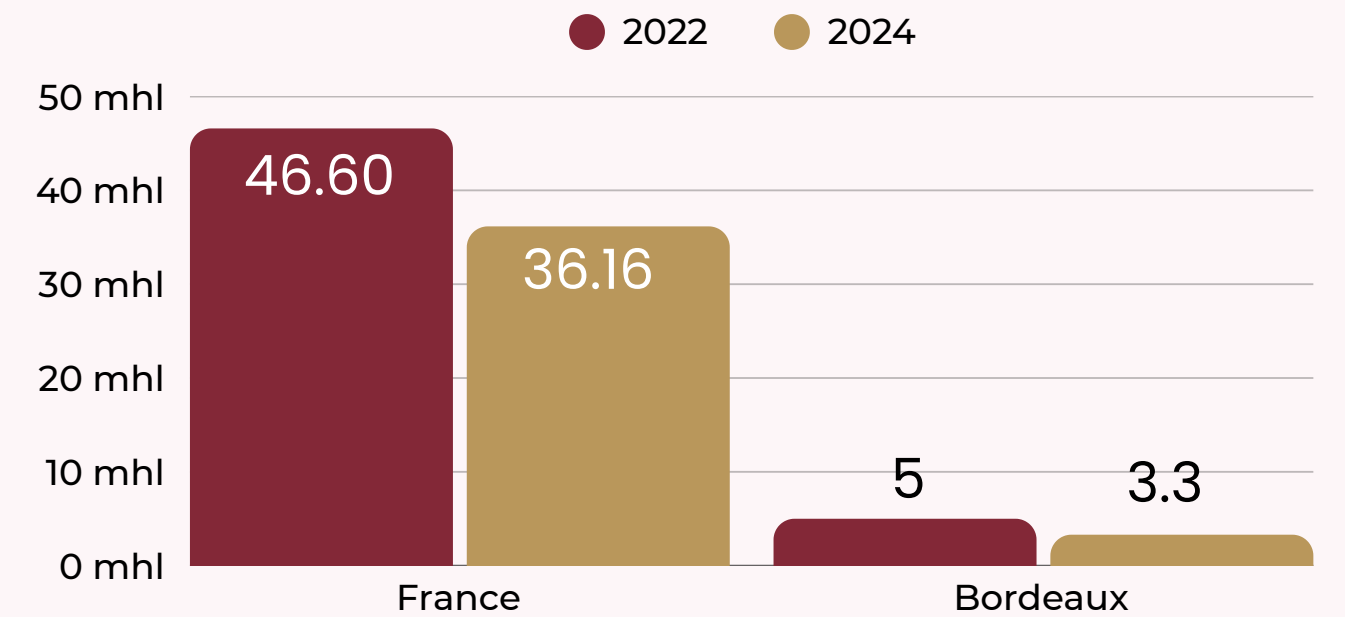
Bordeaux



Population



Wine production

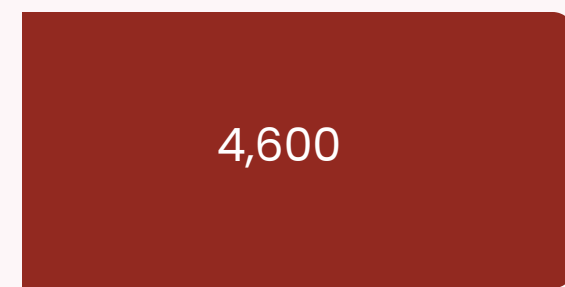
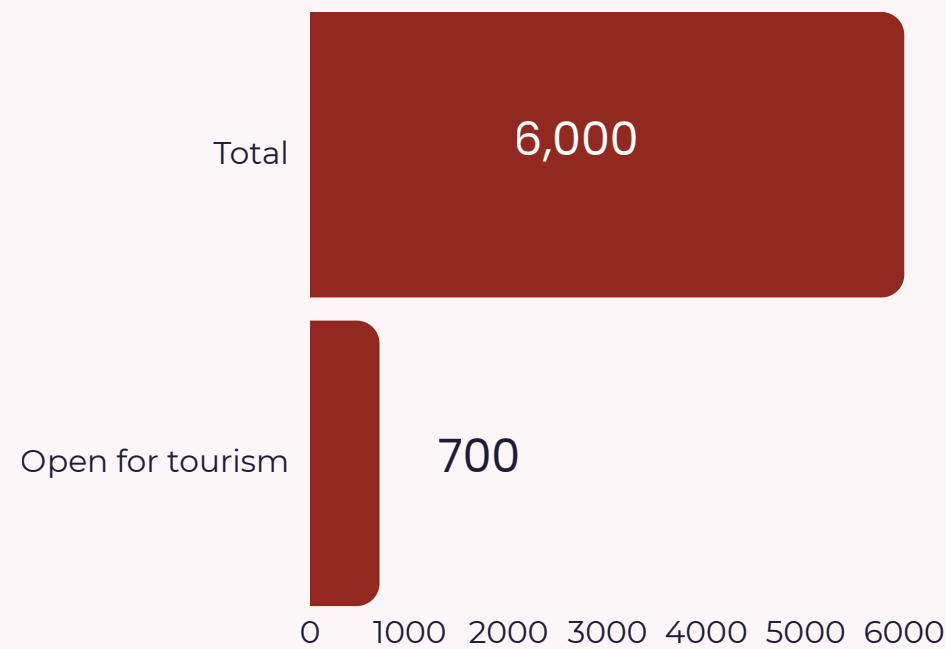




Bordeaux

Wineries

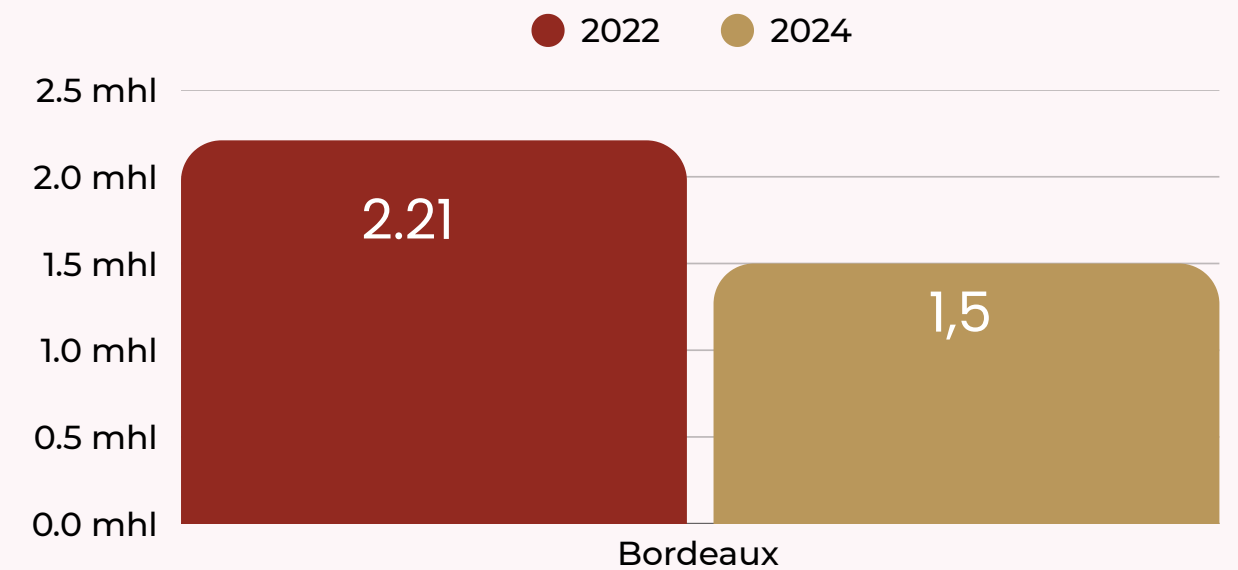
Growers



Top 5 countries for export (by volume)

1. USA
2. China
3. Belgium
4. Japan
5. UK

Wine export





Bordeaux

Top Wine Tourist Experiences

The Cité du Vin

The Cité du Vin in Bordeaux is a 13.500m2 architectural marvel, a global cultural centre offering immersive, high-tech exhibits on the history of wine.

Bordeaux Fête le Vin

Bordeaux Fête le Vin is France's largest wine festival, held biennially (next in July 2027). It offers 80 appellations, tastings, shows, and local food along the Garonne quays.

Wine tours in Saint-Emilion

Saint-Émilion is a UNESCO World Heritage cultural landscape since 1999. Famed for its Merlot-based wines and its medieval townscape and historic vineyards.



Saint-Émilion.

Total tourists 2024: 4 million.
2.6 million wine tourists.

GWC Capital Accessibility

Bordeaux Merignac Airport: 93 direct destinations, going to 24 countries.. Bordeaux Port and Bordeaux St. Jean Train Station. High quality network of motorway intersection: 5 motorways.

Congress centers

BilbArkea Arena (Floirac)
Palais de la Bourse
Cité mondiale Convention Centre
Hangar14
Palais des Congrès / Bordeaux Congress Centre
Parc des Expositions de Bordeaux.

Hotels

179 hotels.

Restaurants

2,000 restaurants.



Hawke's Bay

New Zealand

As Aotearoa New Zealand's pioneering wine region, established in 1851, **Hawke's Bay** is celebrated for its distinctive Syrah and powerful red blends, alongside world-class Chardonnay.

The area remains a dynamic hub where multi-generational estates and boutique vintners continually innovate, driven by a deep respect for the land.

Wine reputation

Numerous Hawke's Bay producers have been awarded national and international awards and glowing reviews from the wine critic community. Notable amongst these was Church Road winning top international Chardonnay wine at the IWC awards and Te Mata receiving the Best NZ Wine from Winesearcher for its Coleraine red blend.

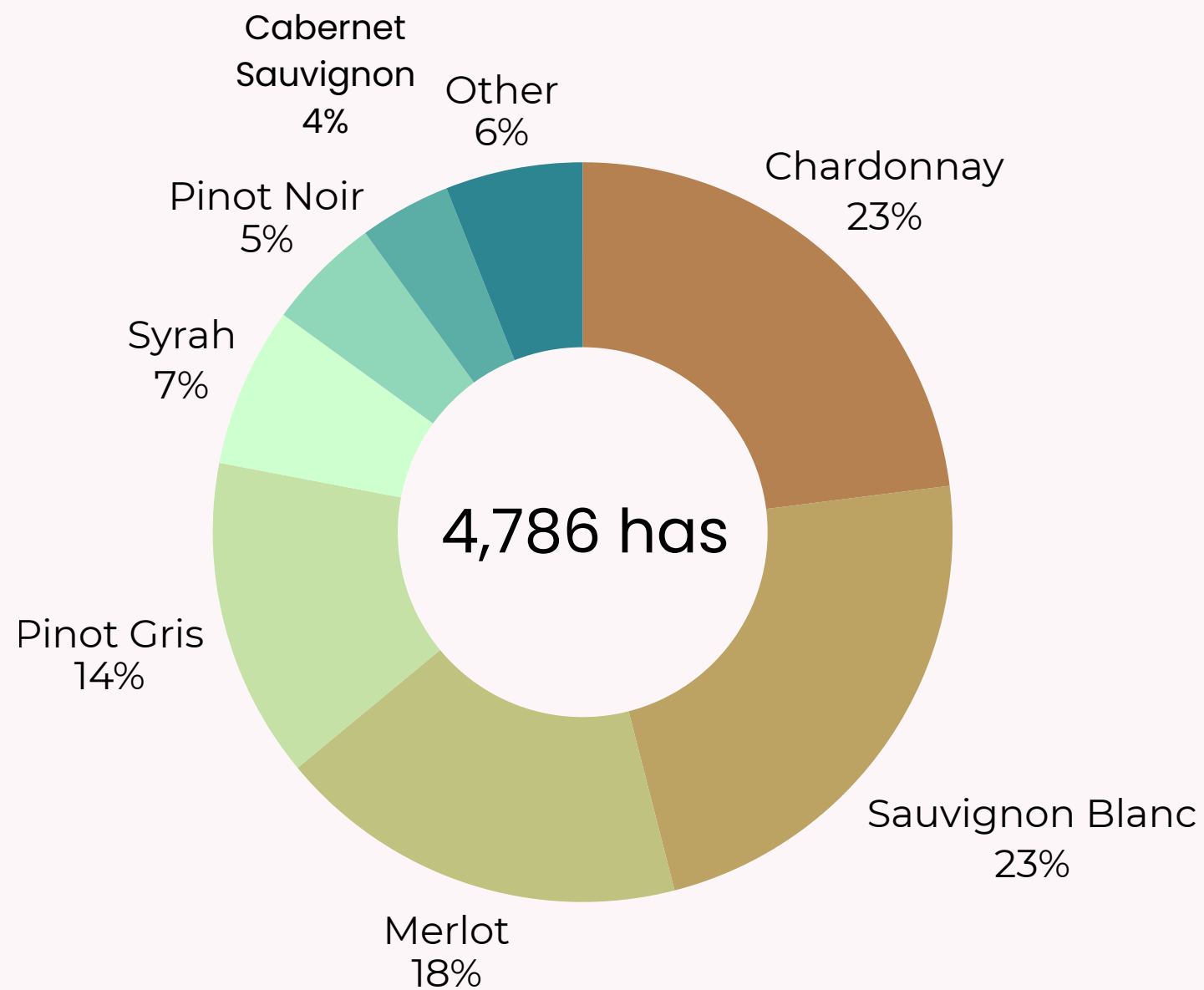


Major investments in the wine sector

Hawke's Bay has multi-nationals Pernod Ricard and Constellation Brands with major investments in region. It has representation from some of New Zealand's largest producers Indevin, Delegat and Booster Wine Group. It is also home to luxury brands such as Craggy Range, Te Mata, Smith and Sheth, Trinity Hill and Elephant Hill.

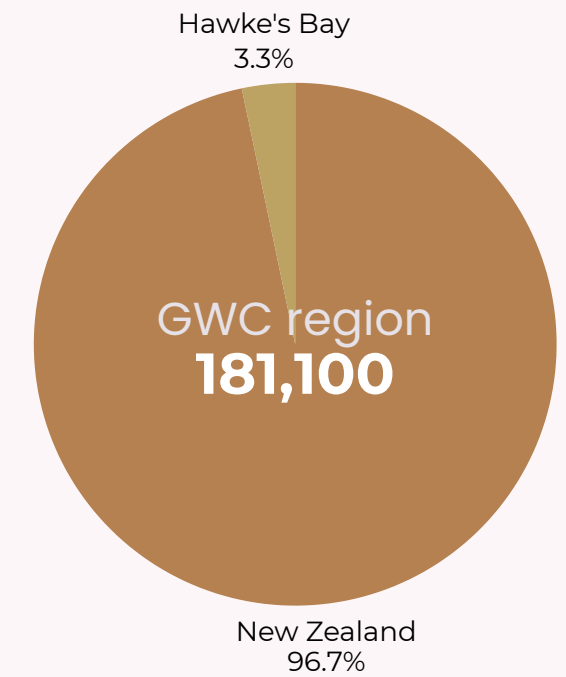


Hawke's Bay

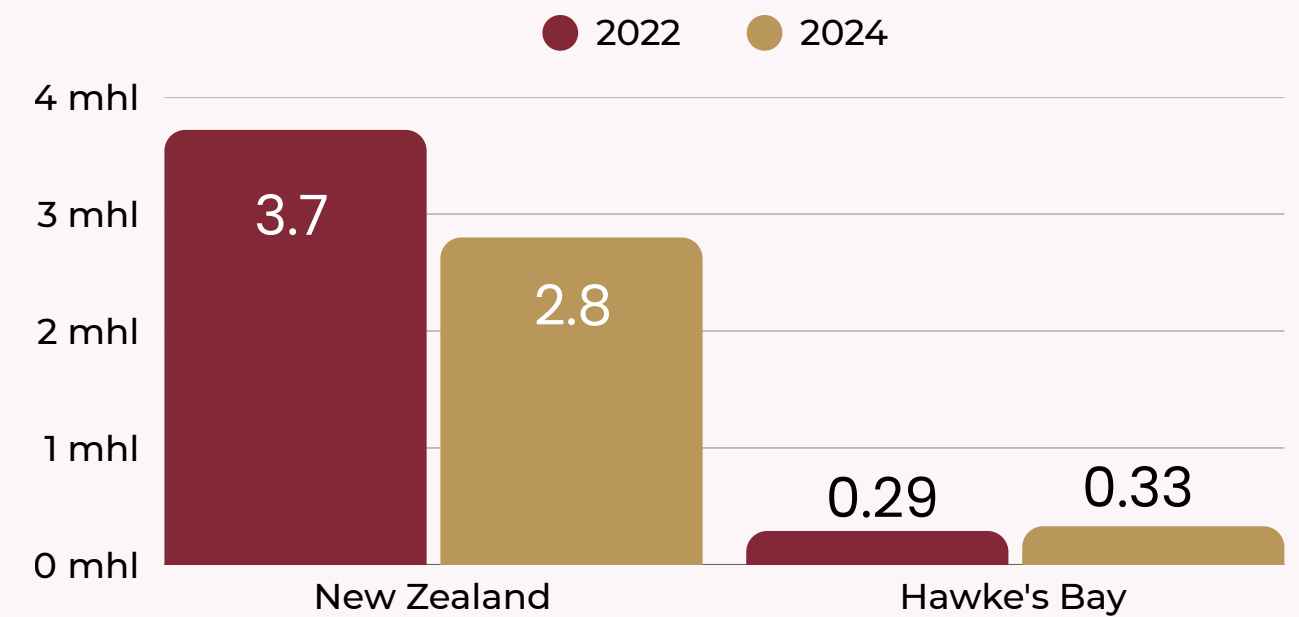


Gimblett Gravels
 Bridge Pa
 Ohiti
 Crownthorpe & Mangatahi
 Terraces
 Havelock Hills
 Central Hawke's Bay
 Dartmoor Valley
 Te Awanga
 Tuki Tuki Valley
 Esk Valley

Population



Wine production

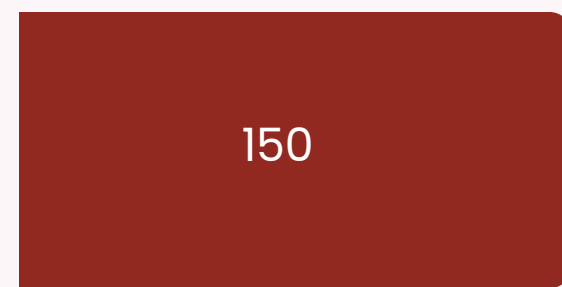
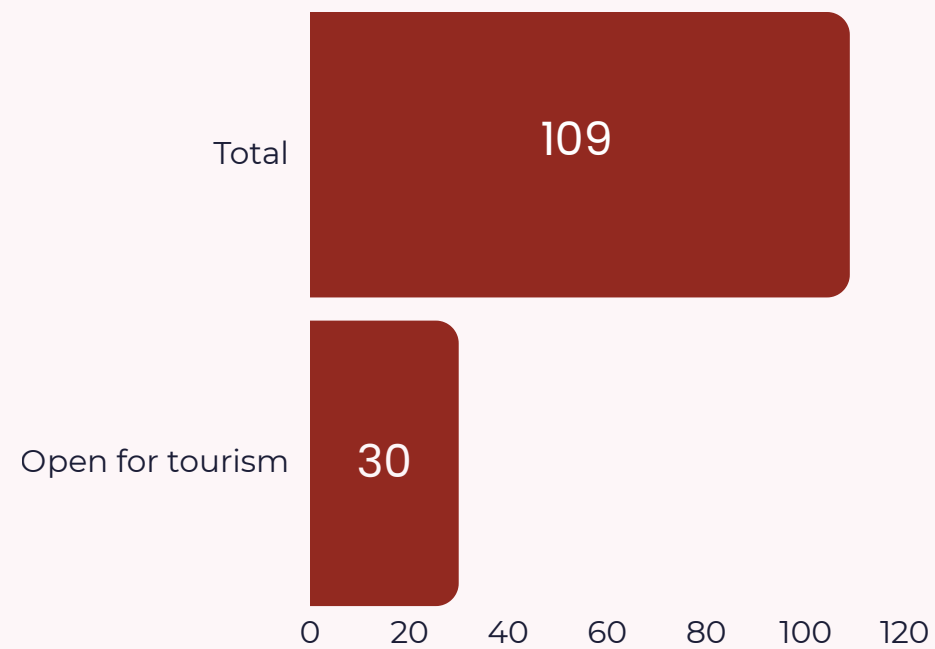




Hawke's Bay

Wineries

Growers



Top countries for export (by value)

1. USA
2. UK
3. Australia
4. Canada
5. Germany

1.02



Hawke's Bay

Top Wine Tourist Experiences

Craggy Range Winery

Craggy Range is a world-class, family-owned New Zealand winery, established in 1998 under Te Mata Peak. Famed for its elegant Gimblett Gravels Syrahs, rich Chardonnays, and a focus on long-term custodianship.

Church Road Winery

One of Hawke's Bay's oldest and most respected estates, provides an engaging viticultural journey, combining historical cellars, modern tasting facilities, and an acclaimed restaurant focused on regional cuisine.

Black Barn Vineyards

Offers a premium, all-encompassing wine tourism experience, featuring award-winning wines, a celebrated bistro, luxury accommodations, and a renowned amphitheater for arts and culture.



Craggy Range Winery.

1,600,284 (annual total tourists Sept 2022 to Aug 2023).
Wine tourists: 18% of domestic tourists = 249,279.

GWC Capital Accessibility



Plane / car/ bus.

Congress centers



Napier Conferences & Events at the Napier War Memorial Centre.

Toitohi Hawke's Bay Arts and Events Centre.

Hotels



9 hotels.

Restaurants



474 restaurants.



Lausanne

Switzerland

This picturesque city is framed by two distinct and esteemed wine regions: to the east, the globally recognized, terraced vineyards of Lavaux, a celebrated UNESCO World Heritage site, and extending to the west, the charming slopes of the La Côte vineyards.

Lausanne is proud to represent the entire Swiss wine industry and its six wine-growing regions.

The wine-growing area of 14,484 hectares is distributed as follows: 56% for red wine and 44% for white wine.

Wine reputation

International wine contests:
reached samples : 343
medalles : 170.

National wine contests
reached samples : 4968

For several years now, Swiss wines have been recognized by the main wine journalists and references in the world, such as: Robert Parker, Decanter, Jancis Robinson, Julia Harding, Paolo Basso, Olivier Poussier or Yves Beck.



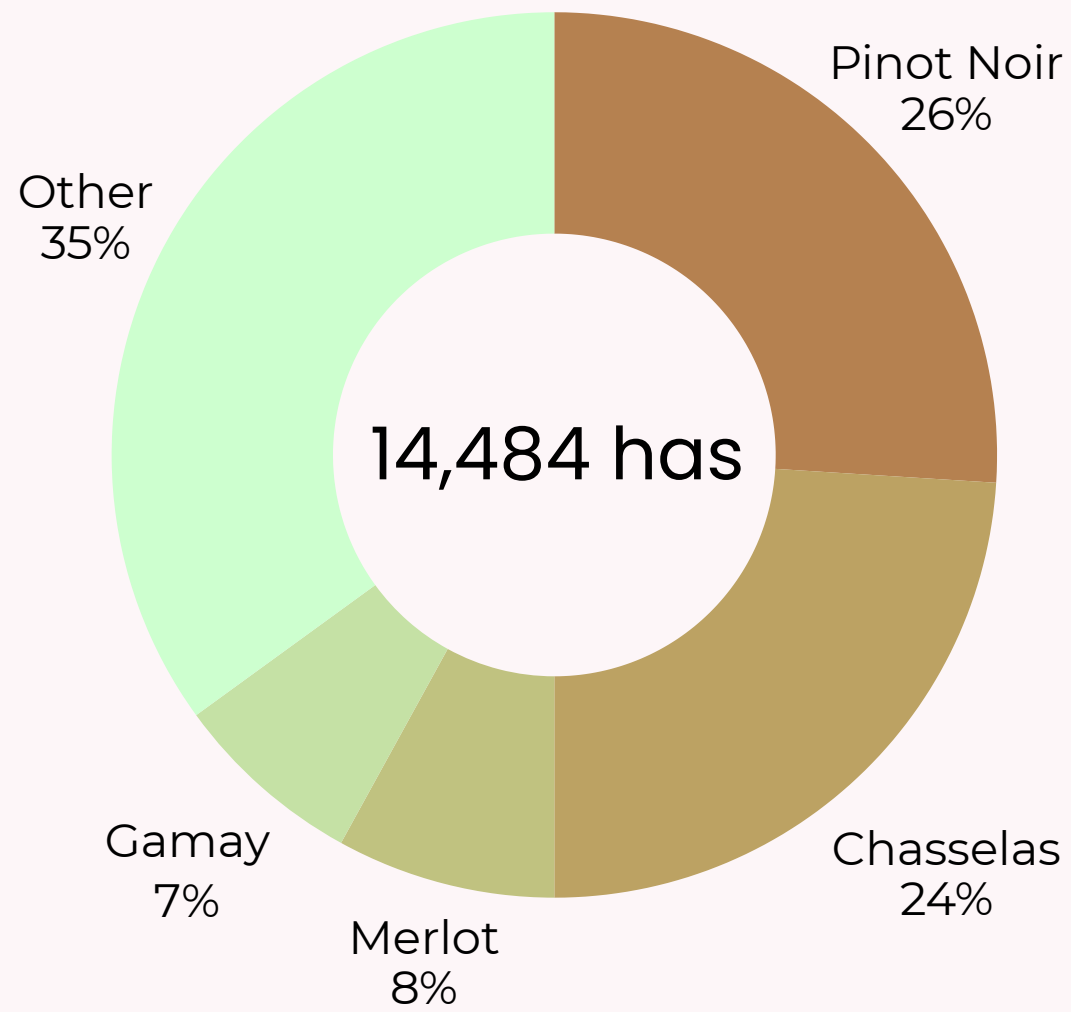
Major investments in the wine sector

1,7M for the international markets.
16M for the domestic market.



Lausanne

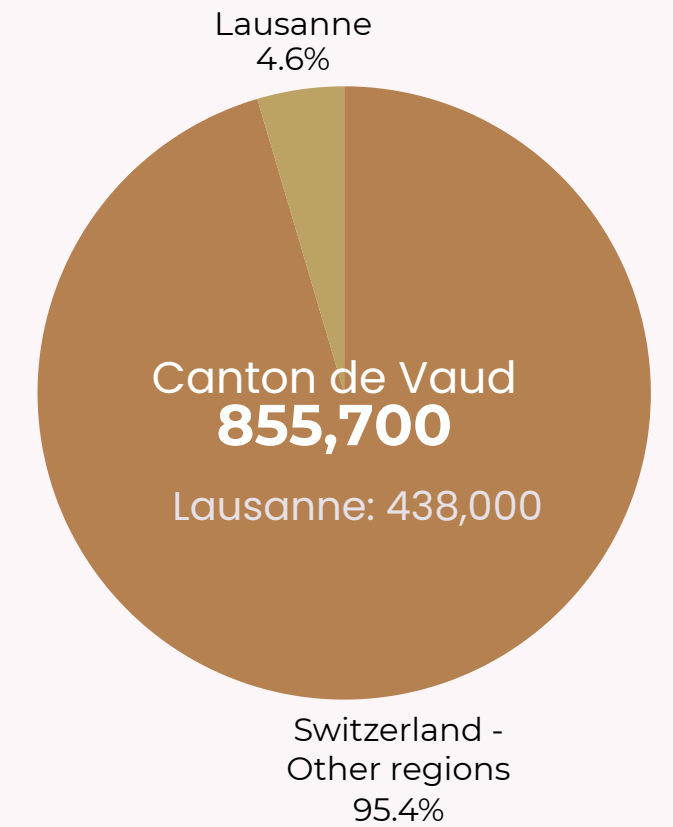
Switzerland
facts & Figures



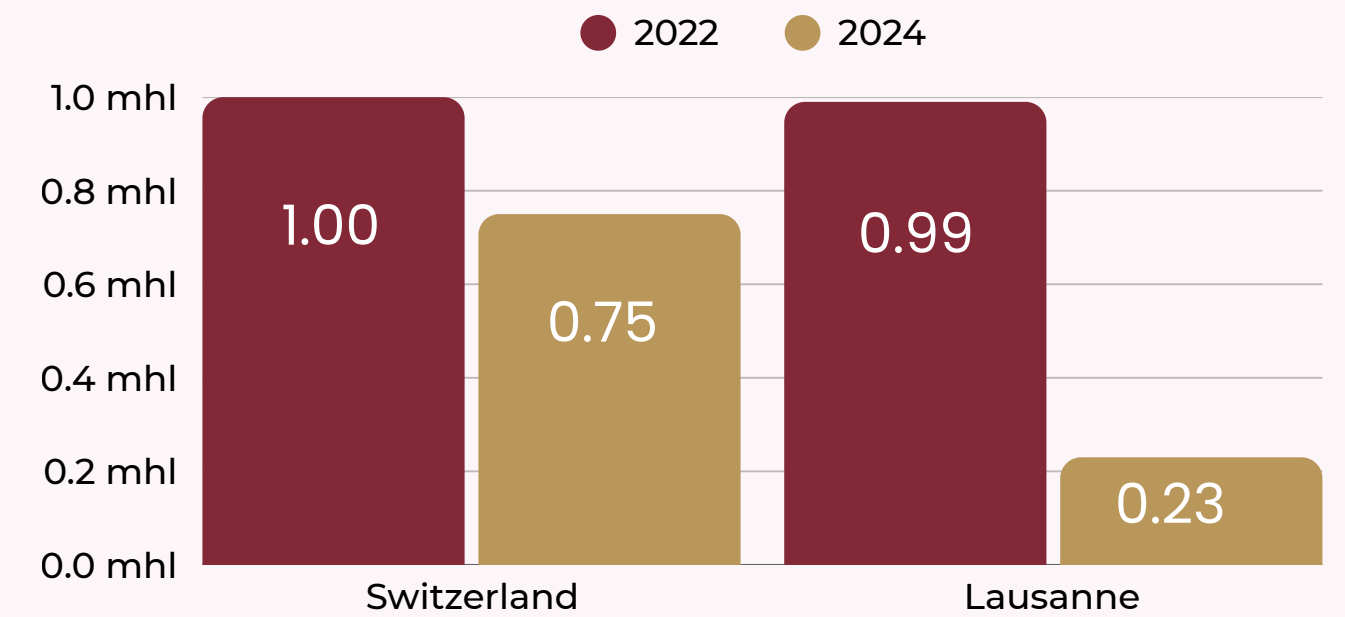
- Valais
- Vaud
- German-speaking Switzerland
- Geneva
- Ticino
- Three Lakes

Population

Switzerland:
9,034 millions



Wine production





Lausanne

Switzerland
facts & Figures

Wineries

2,500

Growers

2,500

Top 5 countries for export (by value)

1. Germany
2. France
3. USA
4. Japan
5. Belgium

Wine export

2022: 0.01mhl

2024: 0.004mhl



Great Wine Capitals
GLOBAL NETWORK | A WORLD OF EXCELLENCE

Lausanne

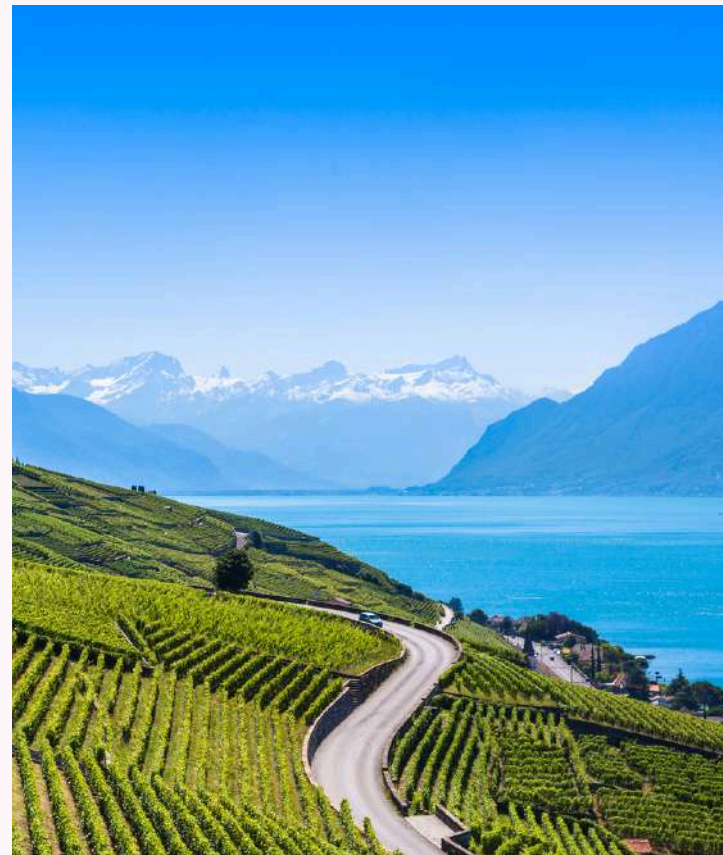
Top Wine Tourist Experiences

Lavaux Terraces 680

This is the absolute must-see. The Lavaux vineyards are a breathtaking, 800-hectare terraced landscape stretching for about 30 km along the shore of Lake Geneva between Lausanne and Montreux.

340

It's a testament to over a thousand years of winemaking history, recognized by UNESCO for the unique interaction between the people, the lake, and the mountains.



2,944,702 (overnights).
Wine tourists: N/A.

GWC Capital
Accessibility



Geneva Airport (60 km).
Zurich Airport (220 km).

Congress centers



4 Congress centers.

Hotels



261 hotels.

Restaurants



2,300 restaurants.



Mainz Rheinhessen

Germany

The wine culture here is not merely an economic activity, but the driving force of social life in **Mainz**. The city is renowned for its exceptional gastronomic offerings: its numerous taverns, wineries, bars, and restaurants are the perfect settings for sampling local wines.

Rheinhessen's dynamic character is reflected in its winemakers, who are known for their young and experimental mindset, which has spearheaded a regional renaissance. This wave of innovation, including a strong commitment to sustainability and organic viticulture, has positioned the region as a key destination for wine lovers seeking both tradition and cutting-edge trends.

Wine reputation

Critics:

Stephan Reinhardt/ Robert Parker
Wine Advocate
Stuart Pigott / James Suckling
Paula Sidore / Purple Pages / Jancis
Robinson

accolades:

James Suckling / Stuart Pigott
100 pts.
2023 Brunnenhäuschen Abts E
Riesling GG, Keller (Flörsheim-
Dalsheim)
2023 Morstein Riesling GG,
Wittmann (Westhofen)
99 pts.
2023 Pettenthal Riesling GG,
Kühling-Gillot (Bodenheim)
2022 Hölle Spätburgunder (Pinot
Noir), Thörle (Saulheim)



Major investments in the wine sector

J. Neus, Ingelheim
Family Schmitz

St. Antony, Nierstein
Family Meyer

Jakob Gerhardt, Nierstein
Zifa Xu

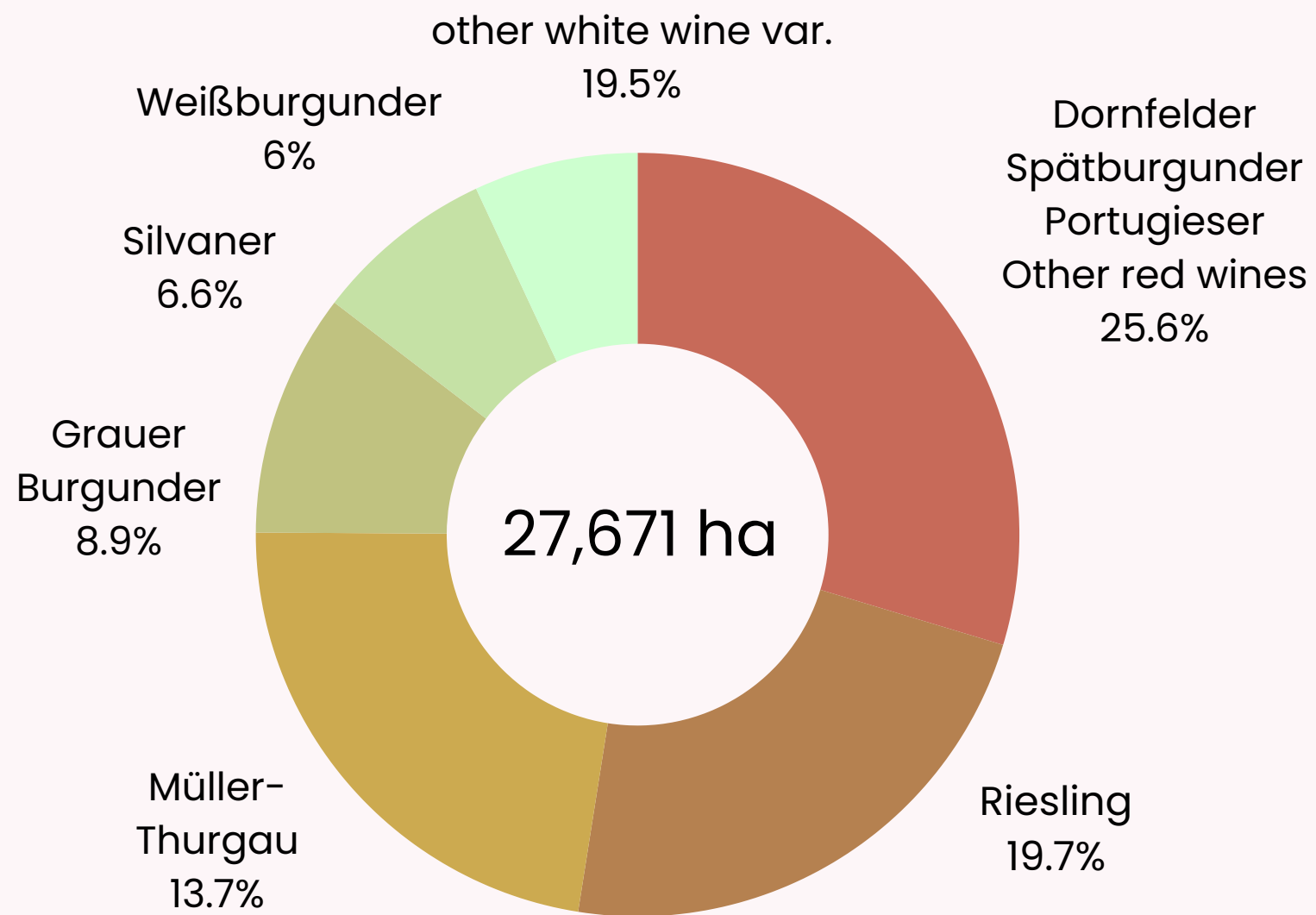
P.J. Valckenberg, Worms
Peter Bohn & Tilman Queins

Weingut Diehl-Blees, Jugenheim
GPRO (Germany)

Domäne Oppenheim
State of Rheinland-Pfalz

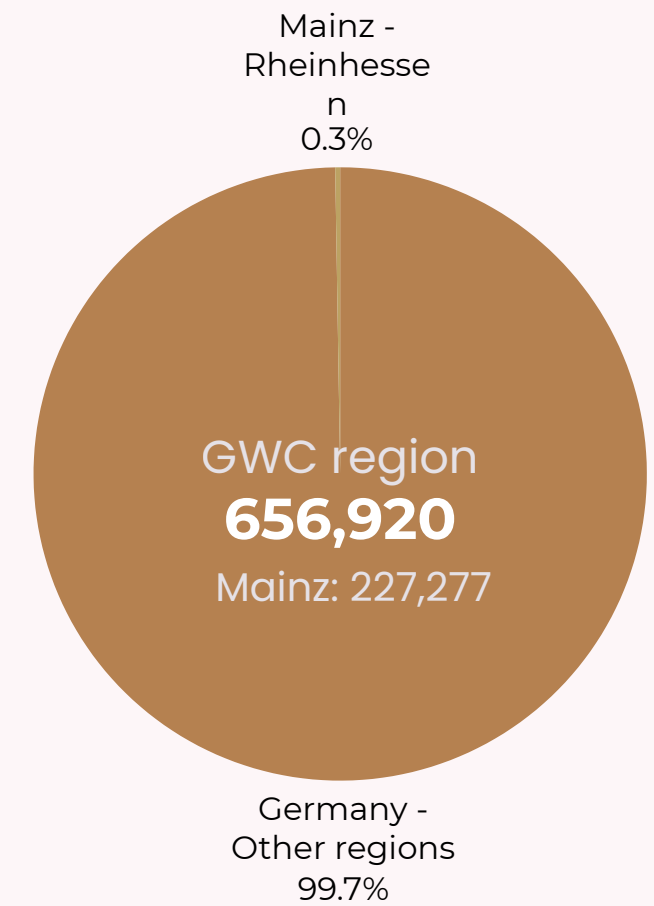


Mainz - Rheinhessen

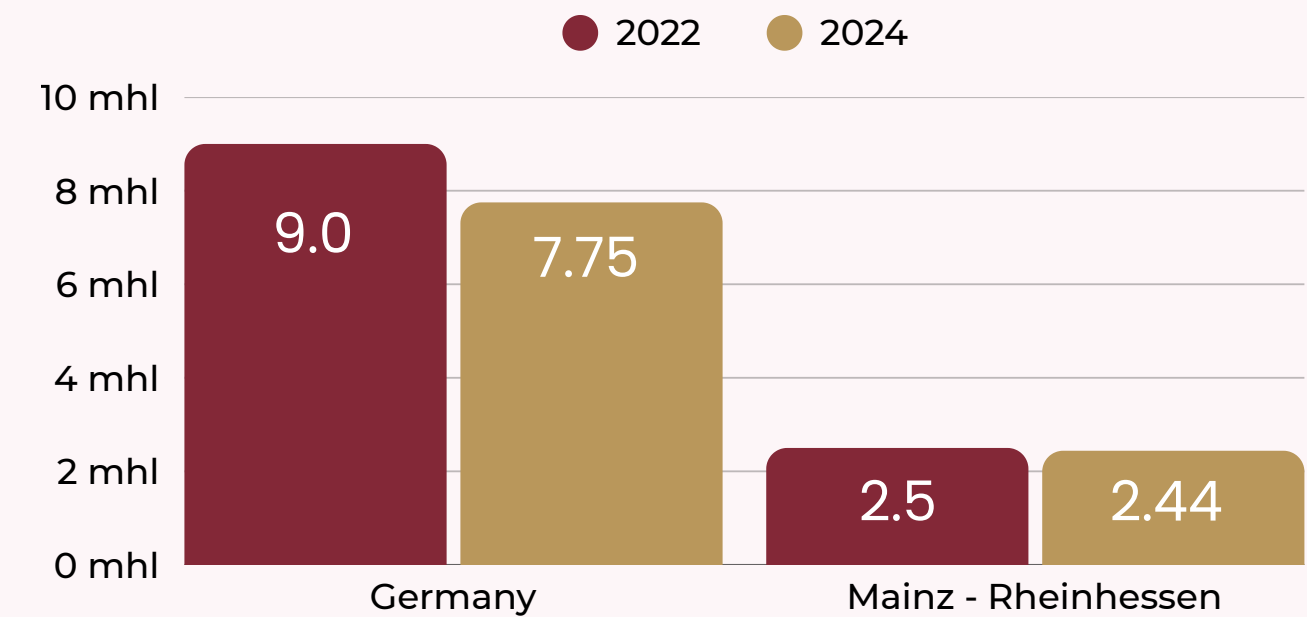


Bingen
Nierstein
Wonnegau

Population



Wine production





Mainz - Rheinhessen

Wineries

1,077

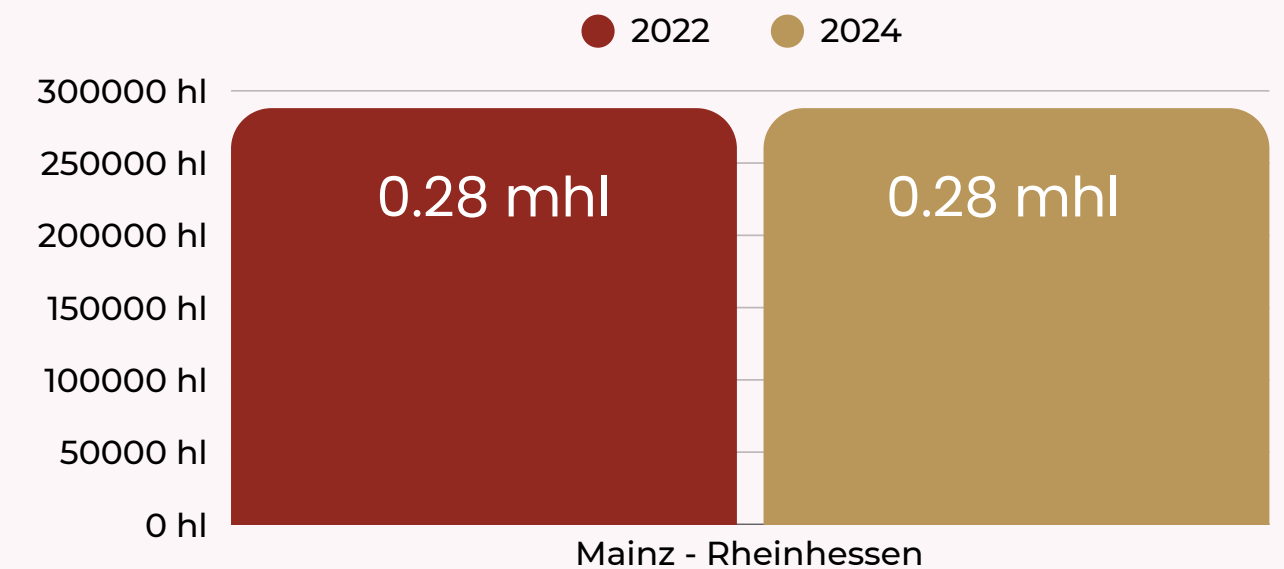
Growers

1,920

Top 5 countries for export (by value)

1. USA
2. Poland
3. Netherlands
4. Russia
5. Norway

Wine export





Mainz - Rheinhessen

Top Wine Tourist Experiences

Rheinhessen Ausgezeichnet cellars

Quality seal that distinguishes wineries, vinoteques, and events that offer high-quality tourism, innovation, and a modern ambiance. It is synonymous with regional excellence and wine culture.

Top Mainz/Rheinhessen wine festivals: Mainzer Weinmarkt (City Park, Aug/Sep), Mainzer WeinUfer (Rhine promenade), and the Ingelheim Red Wine Festival.

Wine walking tours

Rheinhessen's Hiwweltouren are certified circular wine walks across rolling hills. Winemakers often guide tours or offer tastings at scenic "Weinwandern" stops.



Total tourists 2024: 1,111,813 guests.
1,981,750 overnight stays.

GWC Capital Accessibility



Mainz is an important hub in the railway network and the motorway.
Mainz is only 35 km from Frankfurt/Main Airport.

Congress centers



The region has a high number of congress centers. The most important ones are located in Mainz, Worms, Ingelheim, and Bingen.

Hotels



Bed capacity: 15,298 (Hotels, guesthouses, holiday apartments, or other types of accommodation.)

Restaurants



1,473 restaurants.



Mendoza

Argentina

Wine tourism has accelerated into a major economic engine for **Mendoza**. The number of wineries officially open to tourism has increased by over 57% in the last six years, surpassing 230 active tourist cellars in early 2024.

Foreign visitors are key drivers, with Brazil and the United States/Canada being the largest source markets, attracted by the high-quality hospitality and diverse experiences offered across the regions of Luján de Cuyo, Maipú, and Uco Valley.

Wine reputation

Mendoza is the global capital of Malbec. It is also famous for its Bonarda and Cabernet Franc. Catena Zapata was named the World's Most Admired Wine Brand 2025 by Drinks International. Luigi Bosca from Mendoza was honored as the Best New World Winery by Wine Enthusiast 2025. From the 5 wineries shortlisted, 3 of them were from Mendoza: Luigi Bosca, Tapiz and Santa Julia. Decanter World Wine Awards (DWWA)2025: Mendoza got 349 medals, including 6 Platinum and 27 Gold, plus 2 Best in Show.



Major investments

New high-end wine tourism accommodation:
La Morada Lodge, Winery Lodge by Andeluna, Finca Alvear Hotel, Chozos Resort, Casa Duhau, Calyptra Wines, 33 new villas at The Vines of Mendoza, exclusive hotel at Casa David Wine and Horses. Hualta hotel: first hotel with a winery in the city center by Hilton.

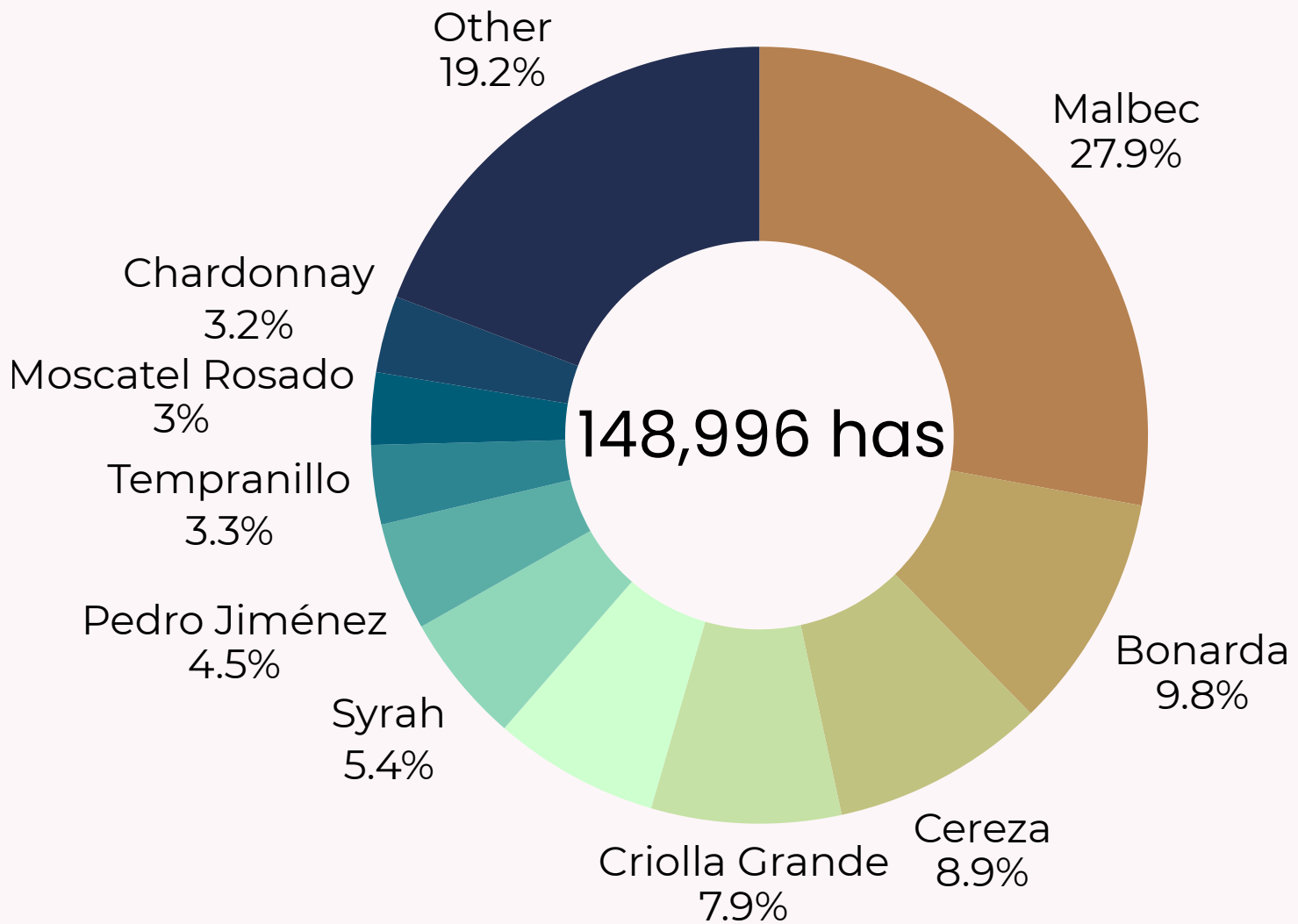
New tasting room: "La Huella" by Al Pasión Winery in the city center

New Wineries:
Belhara Estate and Bodega Nofal are building second wineries in Uco Valley. Bodega 6535 in Agrelo, Luján de Cuyo.

New Restaurants in wineries:
'Assemblage' Restaurant at Alta Vista Winery.
'Rastro' Restaurant at Huentala Wines
'Los Vientos' at Trivento Winery
'Las Compuertas Bodegón' by Durigutti Family Winemakers
Bodega Comedor in Luján de Cuyo.

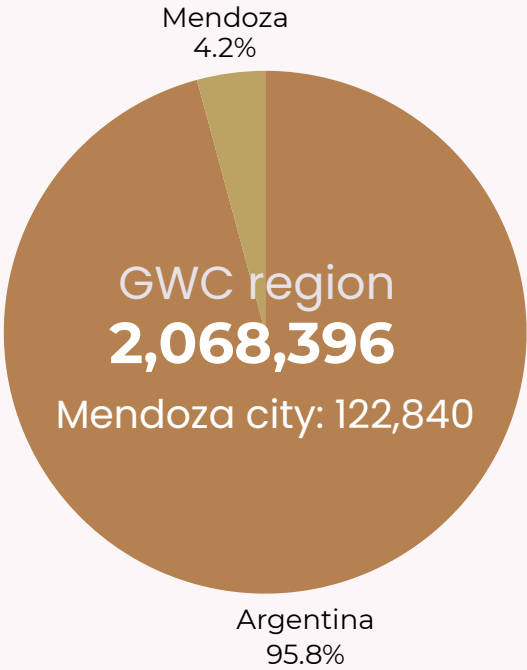


Mendoza

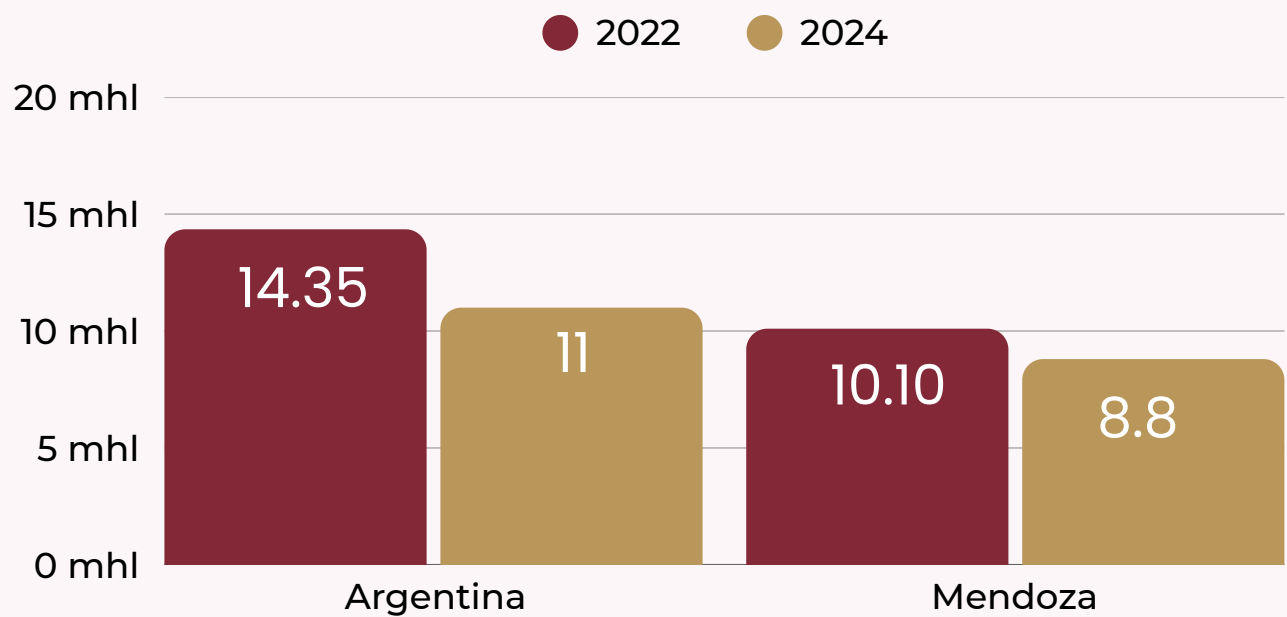


There are 2 Denominations of Controlled Origin in Argentina and they are both in Mendoza: Luján de Cuyo DOC (1991) and San Rafael DOC (2003).

Population



Wine production

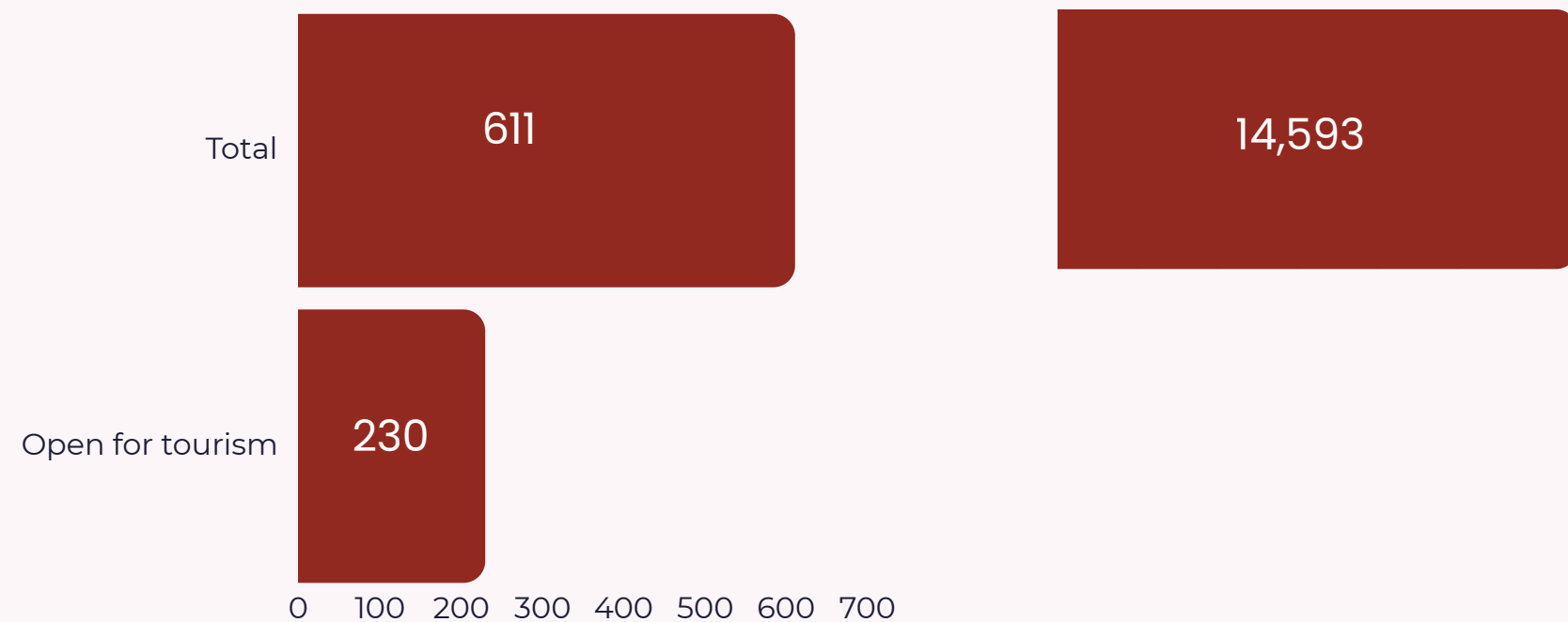




Mendoza

Wineries

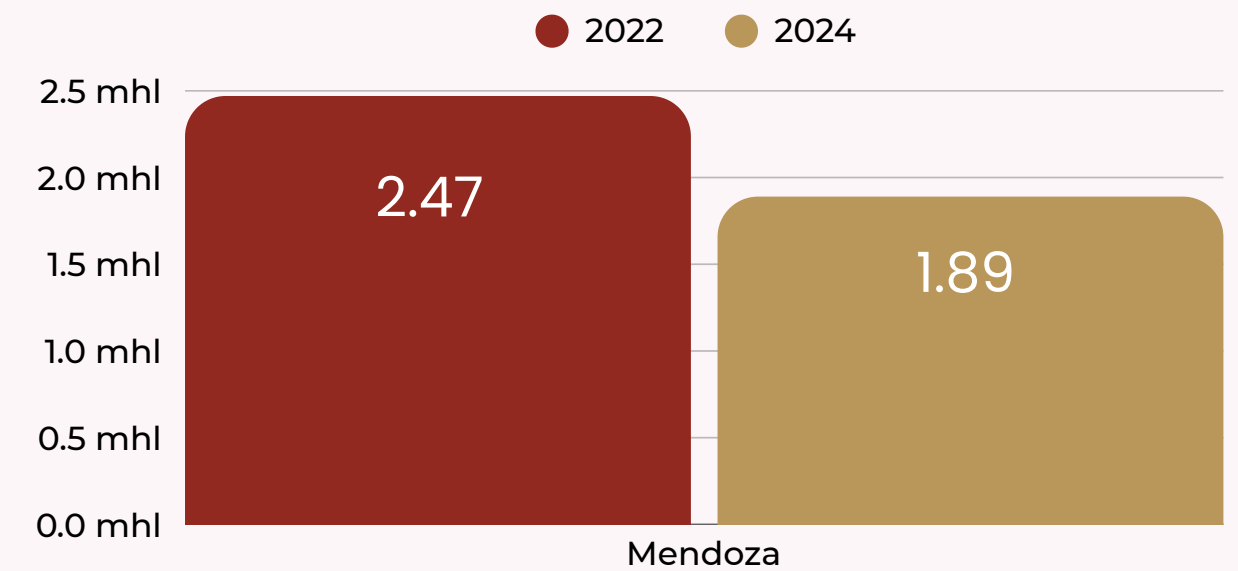
Growers



Top countries for export (by volume)

1. USA
2. Brazil
3. UK
4. Canada
5. Mexico

Wine exports





Mendoza

Top Wine Tourist Experiences

National Harvest Festival

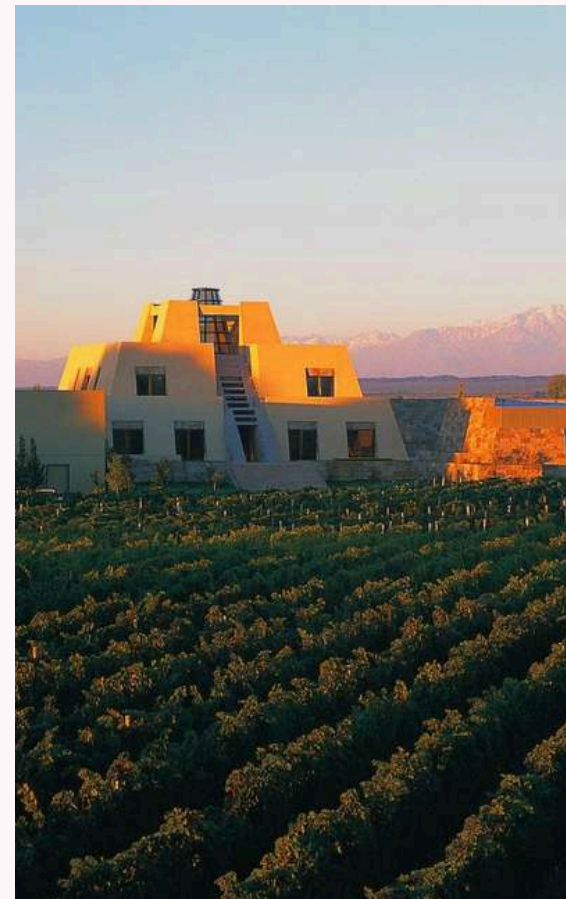
The National Harvest Festival in Mendoza, Argentina, celebrates the grape harvest every March with parades, music, and a massive crowning event. A must-see spectacle!

Classical Music through the Wine Roads

A major Easter festival in Mendoza, featuring over 60 free concerts in wineries, vineyards, and heritage sites.

Visiting Wineries

Catena Zapata (iconic pyramid), Zuccardi Piedra Infinita (Uco Valley star), and Trapiche (historic) offer world-class Malbec and Michelin-worthy dining experiences amidst stunning Andes views.



Catena Zapata.

Total tourists 2024: 3.6 million.
636,000 wine tourists. 1,590,567 total visits to wineries in 2024.

GWC Capital Accessibility

International Airport Francisco Gabrielli. Direct flights to Santiago de Chile, Rio de Janeiro and Sao Paulo, Lima, Panama and several cities in Argentina, mainly with the capital, Buenos Aires.

Congress centers

Centro de Congresos y Exposiciones Emilio Civit y Auditorio Ángel Bustelo.

Hotels

43,828 beds in total in different categories. In Mendoza there are 228 hotels.

Restaurants

1,764 establishments registered as restaurants. There are also cafés, pizzerias, winebars,... The total number of registered venues which offer gastronomy is 4,802.



San Francisco Napa Valley

United States

This GWC capital continues successfully evolving toward premium, personalized experiences over standard tours. Visitors are increasingly seeking and enjoying unique, high-quality offerings, such as focused tastings, food pairings, and intimate interactions with winemakers.

Wineries are focusing on exceptional hospitality and memorable overall experiences, with visitor spending having exceeded pre-pandemic levels due to the value of these enhanced offerings.

Wine reputation

Napa Valley, producing less than four-tenths of one percent of the world's wine, continued to overperform in 2024, earning the #2, #4, and #5 spots on Wine Spectator's Top 10 Wines and top placements in James Suckling.

Napa Valley Vintners secured more than a billion media impressions, including 56 million for the 2024 vintage and coverage across 500 media stories.

Visit Napa Valley expanded the region's visibility in 2024 with 3.1 million annual website visits, 71,000 email subscribers, and 1.2 million partner referrals. Social media generated 32 million impressions and reached 450,000+ followers. Media relations efforts delivered \$14.5 million in ad value and 1.3 billion earned media impressions, reinforcing Napa Valley's global prominence.

National investments

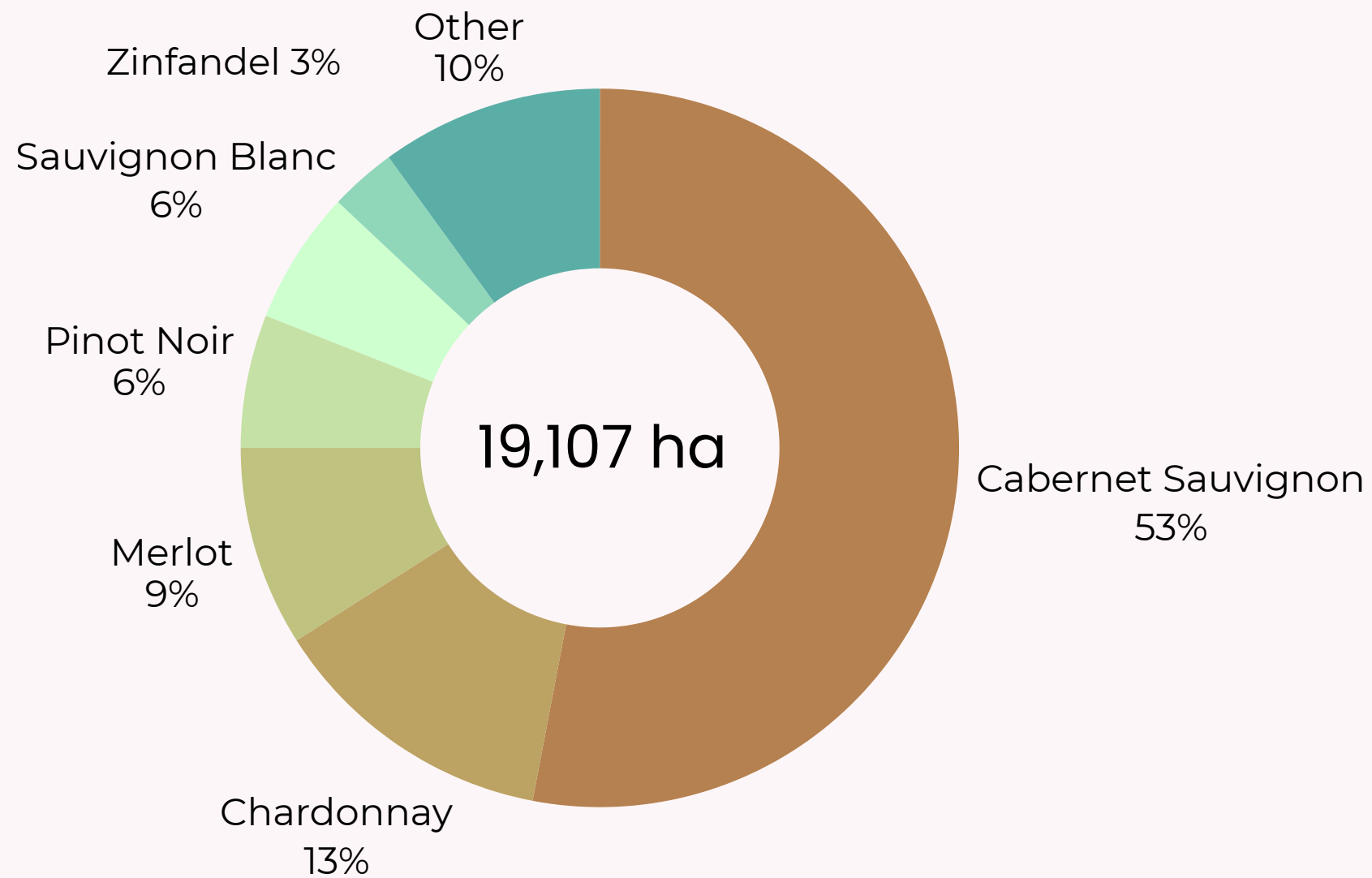
In late 2024, Butterfly Equity, a Los Angeles-based private equity firm specializing in the food and beverage sector, acquired The Duckhorn Portfolio, a prominent Napa Valley wine company, in an all-cash transaction valued at approximately \$1.95 billion.

International investments

The Marchesi Antinori Family continued its strategic acquisitions in Napa Valley. In 2023, they completed the purchase of Stag's Leap Wine Cellars from Ste. Michelle Wine Estates. Building on this, in 2025, Antinori acquired the iconic Arcadia Vineyard, originally founded by Warren Winiarski, aiming to achieve 100% estate-grown grapes for their Napa operations.

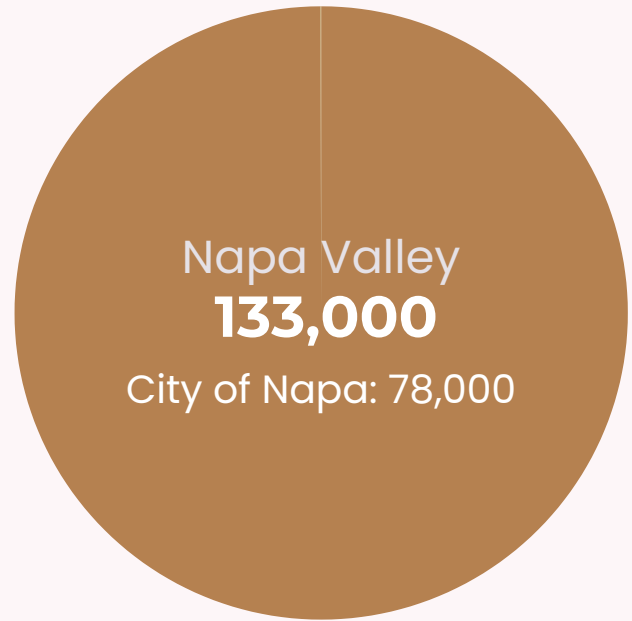


San Francisco Napa Valley

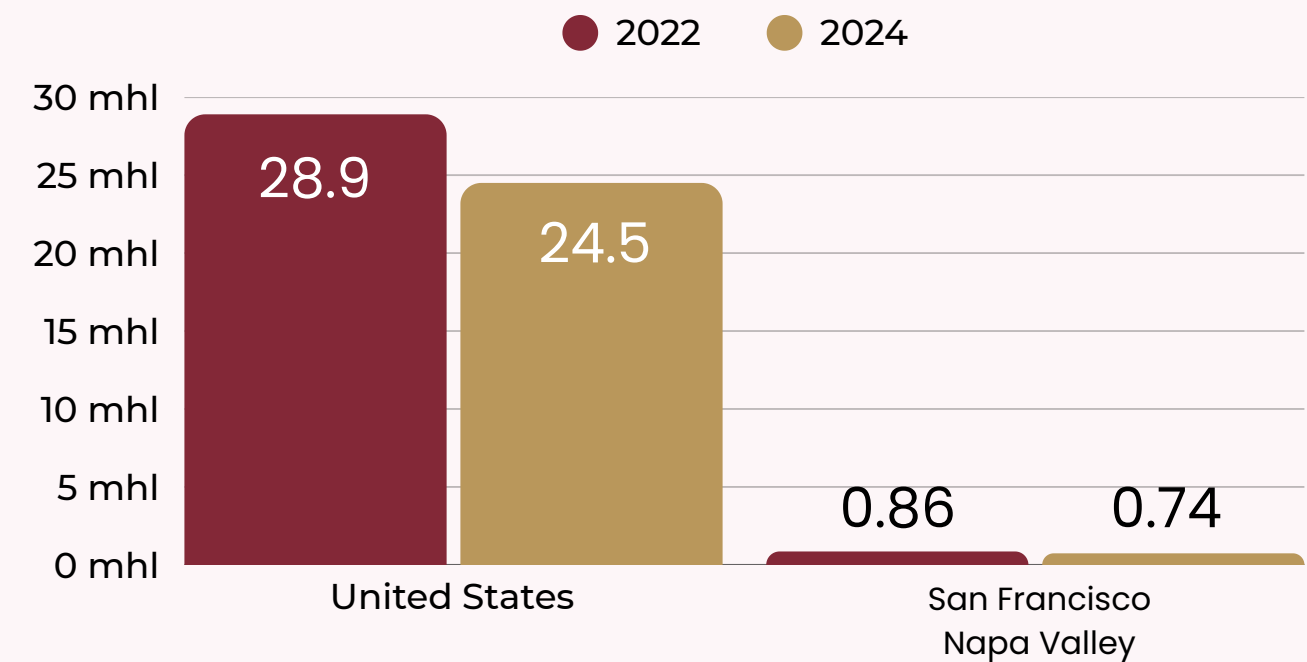


17 American Viticultural Areas (AVA) within Napa Valley

Population



Wine production





San Francisco Napa Valley

Wineries

Growers

Total

532

700

Open for tourism

400

400

0 100 200 300 400 500 600

Top 5 countries for export (by volume)

1. Canada
2. EU
3. UK
4. Japan
5. South Korea

Wine export

Approximately 10% of Napa Valley
production.



San Francisco Napa Valley

Top Wine Tourist Experiences

Napa Valley Wine Train

A unique, 36-mile-long journey through Wine Country in restored vintage railcars. It offers gourmet, multi-course dining with vineyard stops and tastings.

Welcome to Napa Valley Sign

The iconic carved redwood "Welcome to Napa Valley" sign on Highway 29 is a world-famous landmark for wine lovers & a top photo spot.

Sterling Vineyard Gondola

On Sterling Vineyard's iconic aerial gondola, guests enjoy breathtaking panoramic views of the Napa Valley as they make their way to the hilltop winery for tastings and tours.



3.7 million visitors to Napa Valley, 25 million to San Francisco each year.
79% of Napa Valley visitors went to a tasting room.

GWC Capital Accessibility



Predominantly car/ Napa airport (limited), Sonoma airport, Sacramento, SFO, oak/ nearest train station is Martinez, with bus service to Napa.

Congress centers



Large centers include CIA Copia event center. Hotels that accommodate larger groups include Silverado, Meritage, and Marriott. There are also many smaller venues.

Hotels



120 - Napa Valley.

Restaurants



150 - Napa Valley.



Porto

Portugal

The UNESCO World Heritage city of **Porto** remains the essential starting point for exploring two of Portugal's most dynamic wine regions: the majestic Douro Valley and the verdant Vinho Verde region.

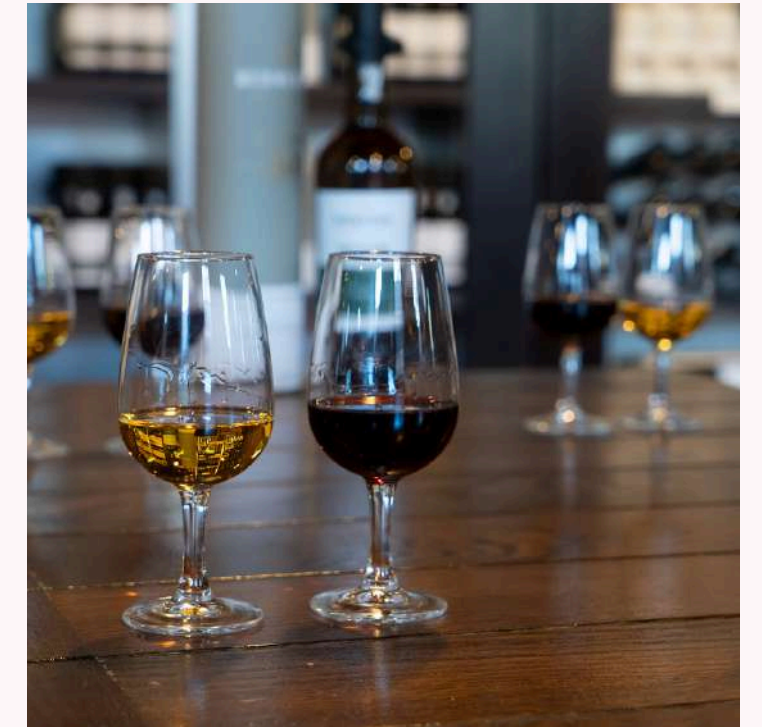
Geographically, Porto is perfectly positioned for this: it's a short trip from the city to the surrounding countryside, featuring some of the world's most spectacular landscapes, making it the ideal base for wine immersion.

Wine reputation

Four Douro Valley producers were named in the 2023 World's Best Vineyards Top 50 awards, recognizing excellence in wine and wine tourism.

Distinctions went to Quinta do Crasto (#15), Quinta do Noval (#16), Graham's Port Caves (#40), and Quinta do Seixo (#42).

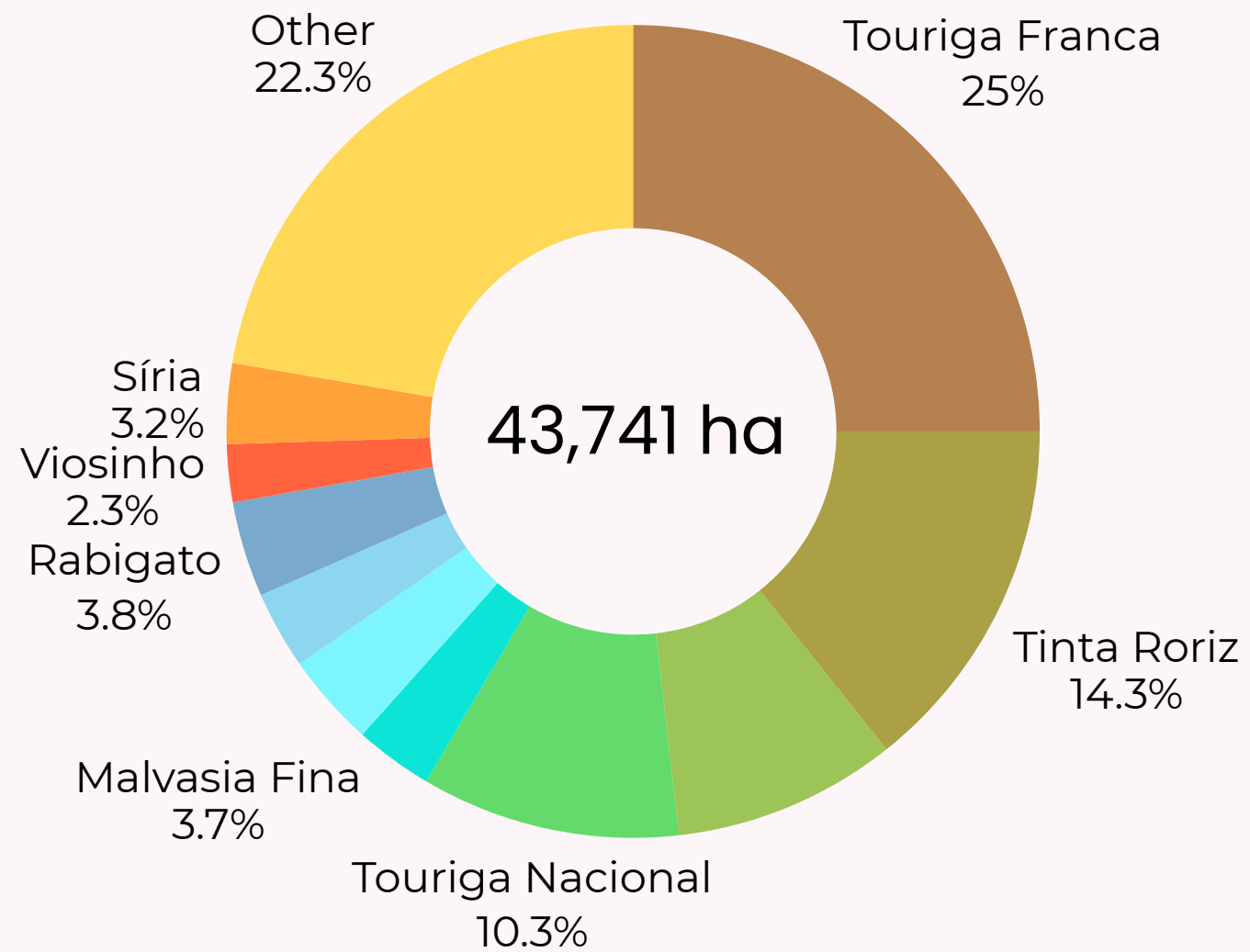
The Douro Valley — the world's oldest demarcated wine region — has been named "International Wine Region of the Year" at the Wine Enthusiast Wine Star Awards 2025, one of the most prestigious honors in the global wine industry.



Three Douro Valley estates—Quinta do Crasto, Quinta do Noval, and Quinta do Bomfim—were recognized among The World's 50 Best Vineyards, highlighting the global excellence of Portugal's Port and DOC wines.



Porto - Douro

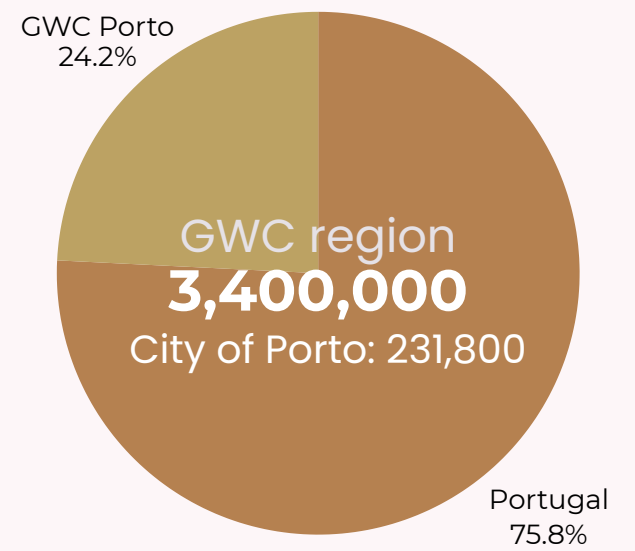


PDO Porto (fortified wine)

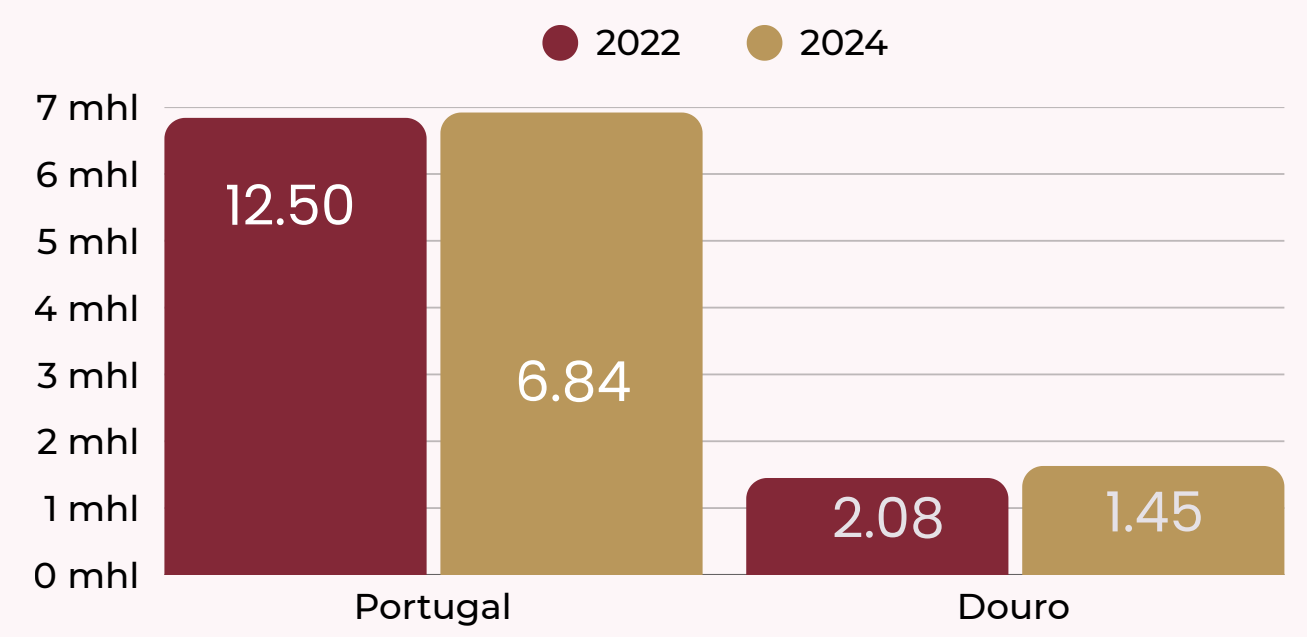
PDO Douro (still wine, fortified wine – Moscatel, and sparkling wine)

PGI Duriense (still wine and sparkling wine)

Population

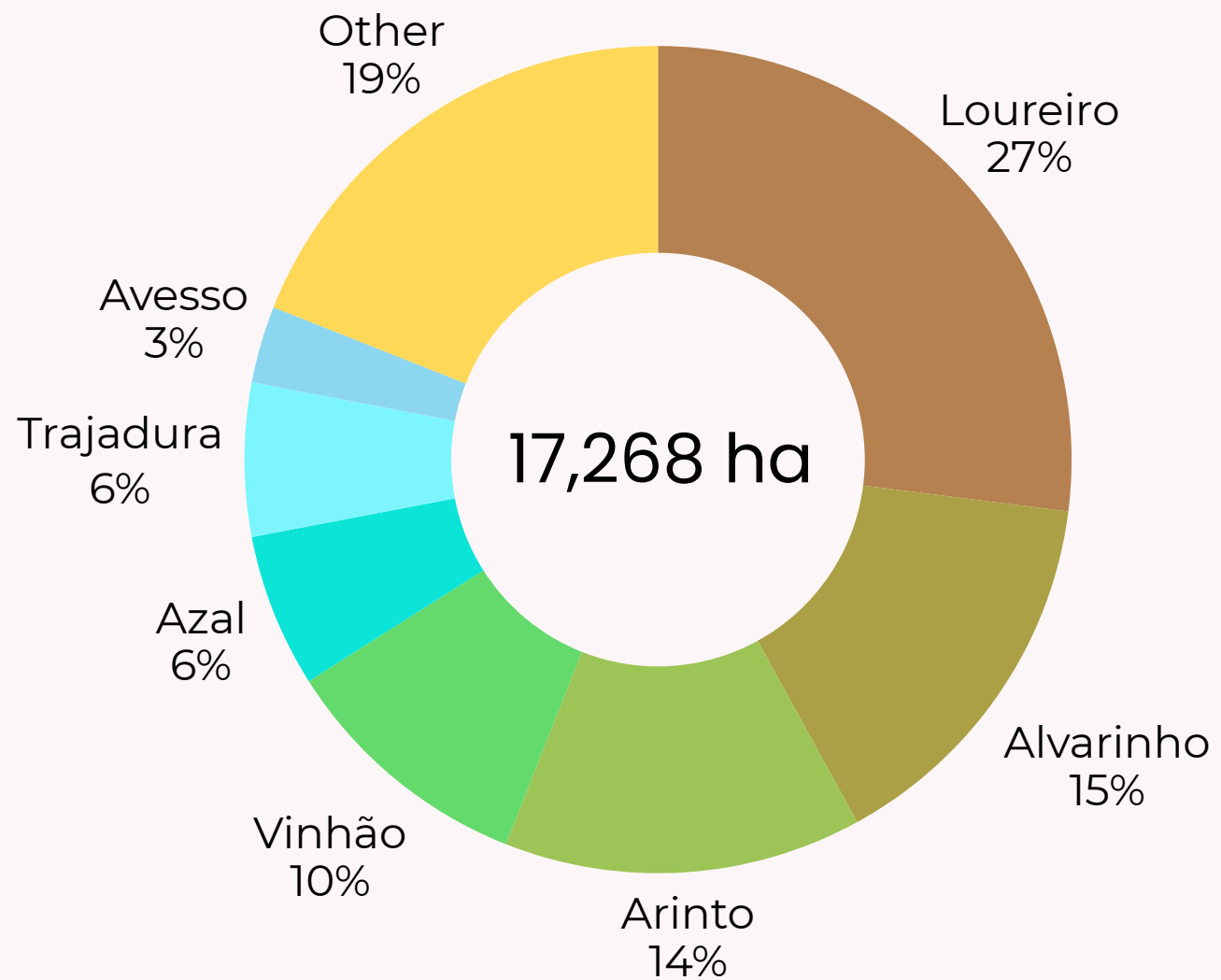


Wine production





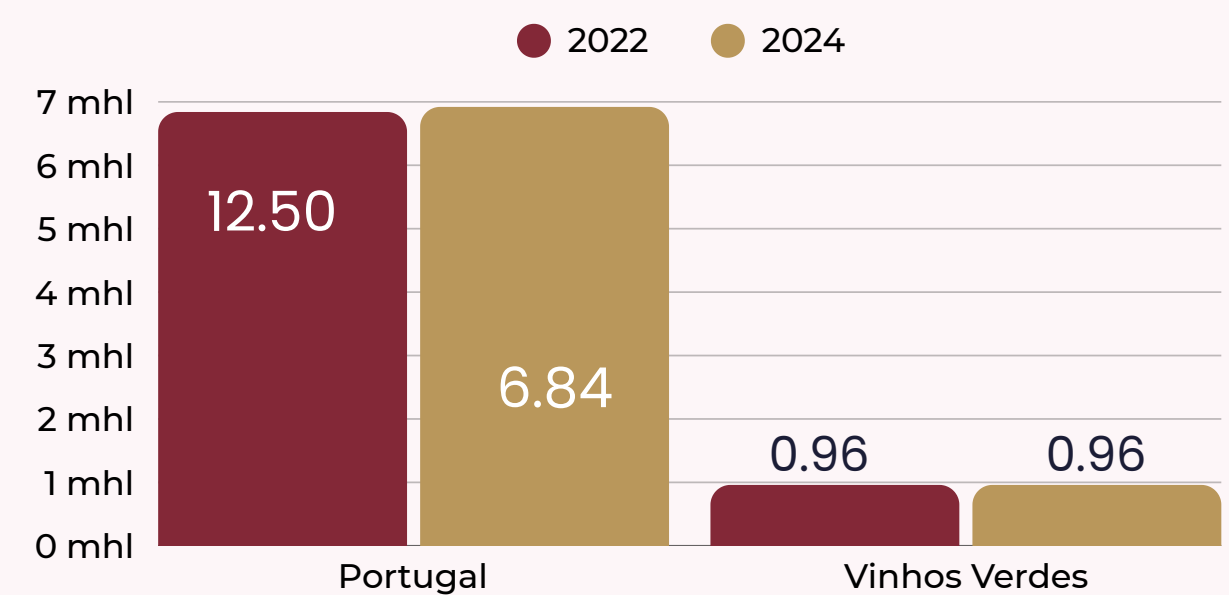
Porto - Vinhos Verdes



- Amarante
- Ave
- Baião
- Basto
- Cávado
- Lima
- Monção&Melgaço
- Paiva
- Sousa

3,400,000
City of Porto: 231,800

Wine production



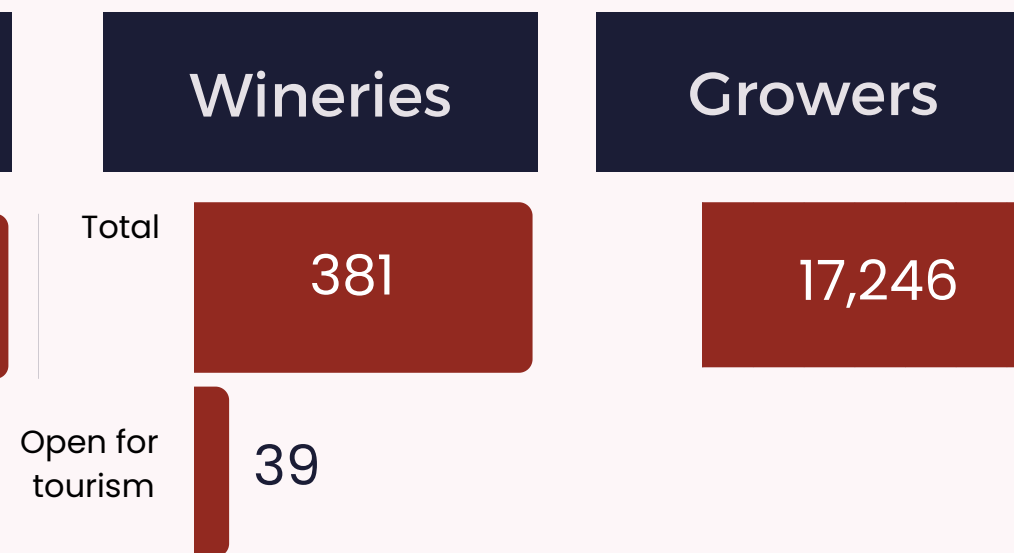


Porto

Douro



Vinhos Verdes



Top countries for export (by value)

Porto

1. France
2. USA
3. Netherlands
4. UK
5. Belgium

Douro

1. UK
2. Canada
3. Brazil
4. USA
5. Switzerland

VinhosVerdes

1. USA
2. Brazil
3. Germany
4. Poland
5. Canada

Wine exports

Porto

515,782 hl

Douro

127,937 hl

VinhosVerdes

440,000 hl



Porto

Top Wine Tourist Experiences

Port Wine Cellars in Vila Nova de Gaia

The cellars of Vila Nova de Gaia, across the Douro from Porto, are where Port Wine is aged and stored. They offer tours and tastings of this sweet fortified wine.

WOW World of Wine

WOW – World of Wine in Porto is a vibrant cultural district featuring 7 museums, 12 restaurants, shops, and a wine school. It's a must-see for food & wine lovers.

Douro Wine Tourism Route (from Porto)

A scenic journey by boat or train to the Douro Valley, with winery visits, wine tastings, and vineyard lunches in a UNESCO World Heritage region.



Total visitors 2024: 2,967,090.

GWC Capital Accessibility

Francisco Sá Carneiro International Airport: Direct flights to over 100 destinations.
High-Speed and Intercity Trains.
Motorways: Direct access via A1, A3, and A4 highways. River and Sea Terminals: Douro cruise terminals and Leixões Port.

Congress centers

Porto city:
2 major congress centres
+ 4 venues.

Hotels

165 hotels.

Restaurants

N/A



Great Wine Capitals
GLOBAL NETWORK | A WORLD OF EXCELLENCE

Valparaíso

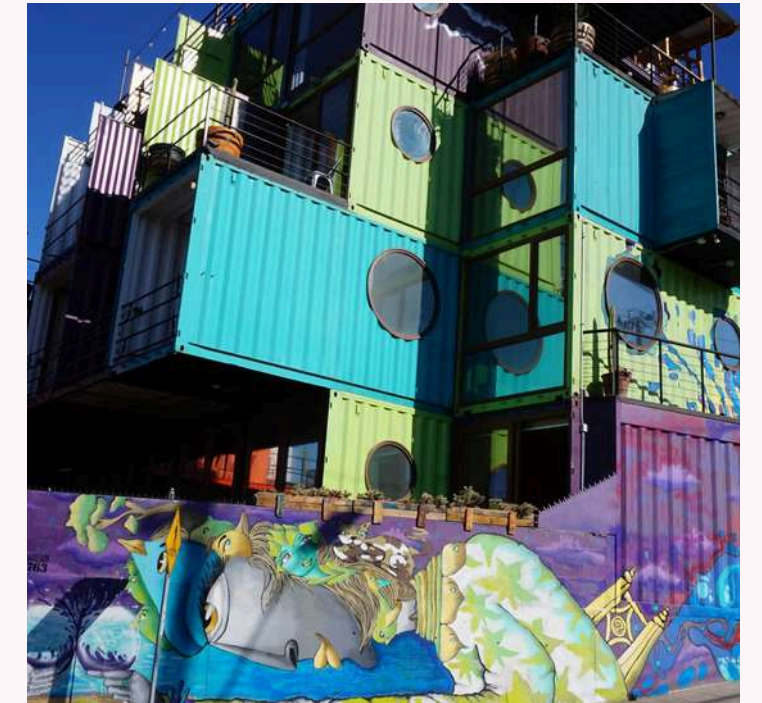
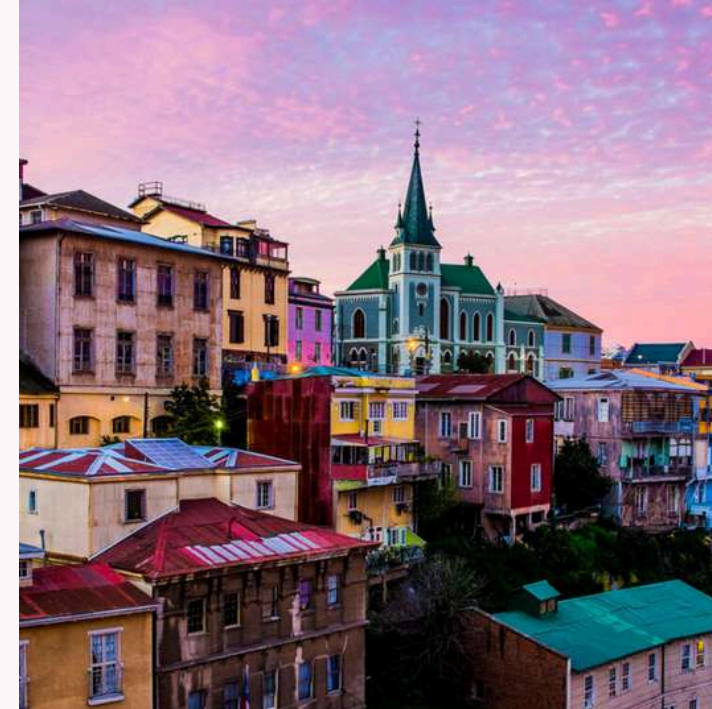
Casablanca Valley

Chile

Casablanca Valley is renowned as one of Chile's premier wine regions, celebrated globally for its high-quality Sauvignon Blanc and Chardonnay. It is conveniently located approximately 45 to 55 minutes from Santiago and just 20 to 30 minutes from must-see coastal cities like Valparaíso and Viña del Mar.

Valparaíso, located roughly 40 kilometers from Casablanca, maintains its historical prestige as 'the Pacific Jewel', a vital port and a vibrant cultural hub.

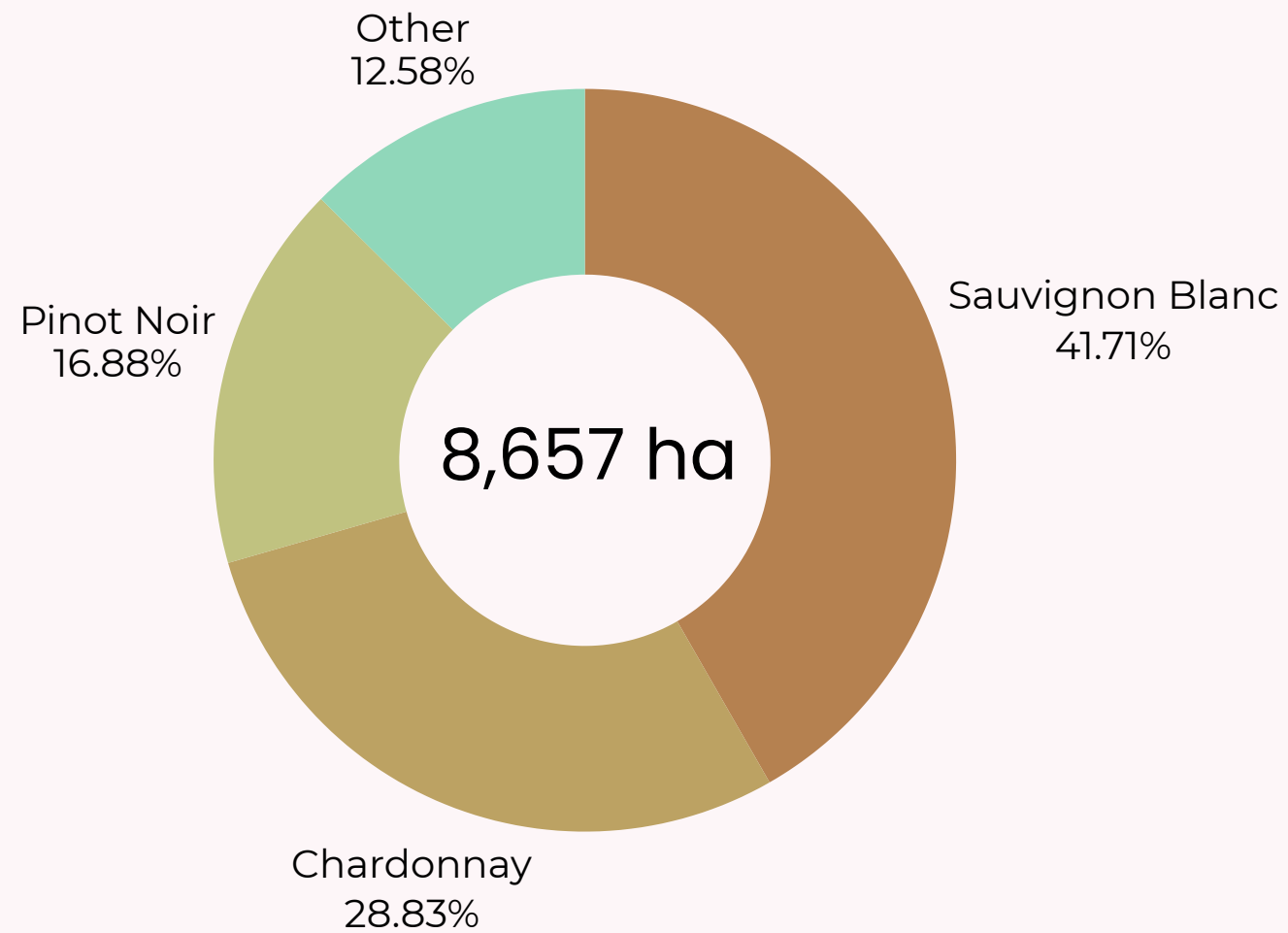
Valparaíso, a UNESCO World Heritage Site, serves as the vibrant urban gateway to Chile's premier wine country. This historic port city is celebrated for its unique character, defined by colorful hilltop neighborhoods (cerros), historic funiculars (ascensores), and a rich landscape of street art.



The city's dynamic cultural and gastronomic scene perfectly complements the nearby vineyards. Many tour operators based in Valparaíso offer specialized experiences that include walking tours of the city's historic core, followed by wine tasting. This combination of heritage, cuisine, and world-class wine makes it a highly sought-after wine tourism destination.



Valparaíso Casablanca Valley

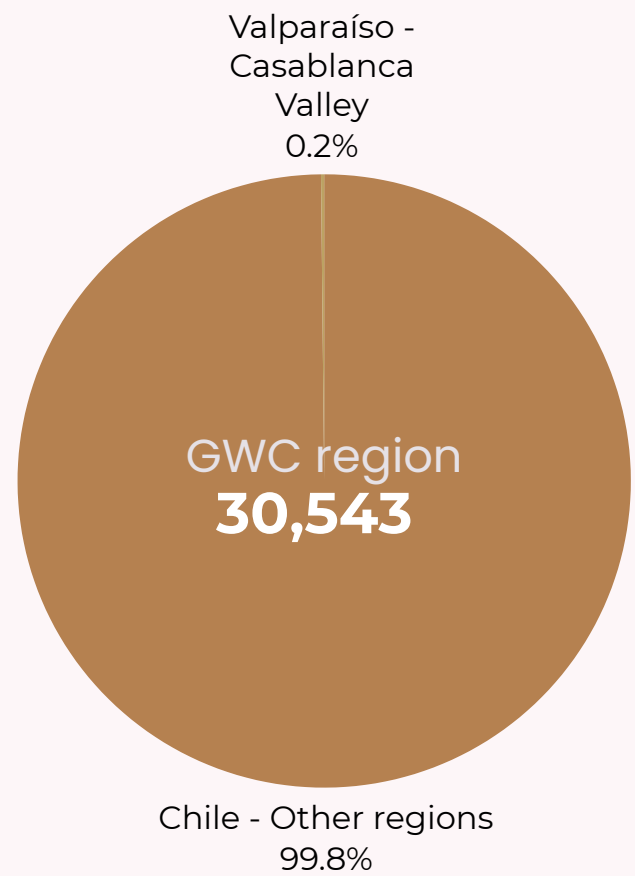


Región
Vitícola D.O.
Casablanca.

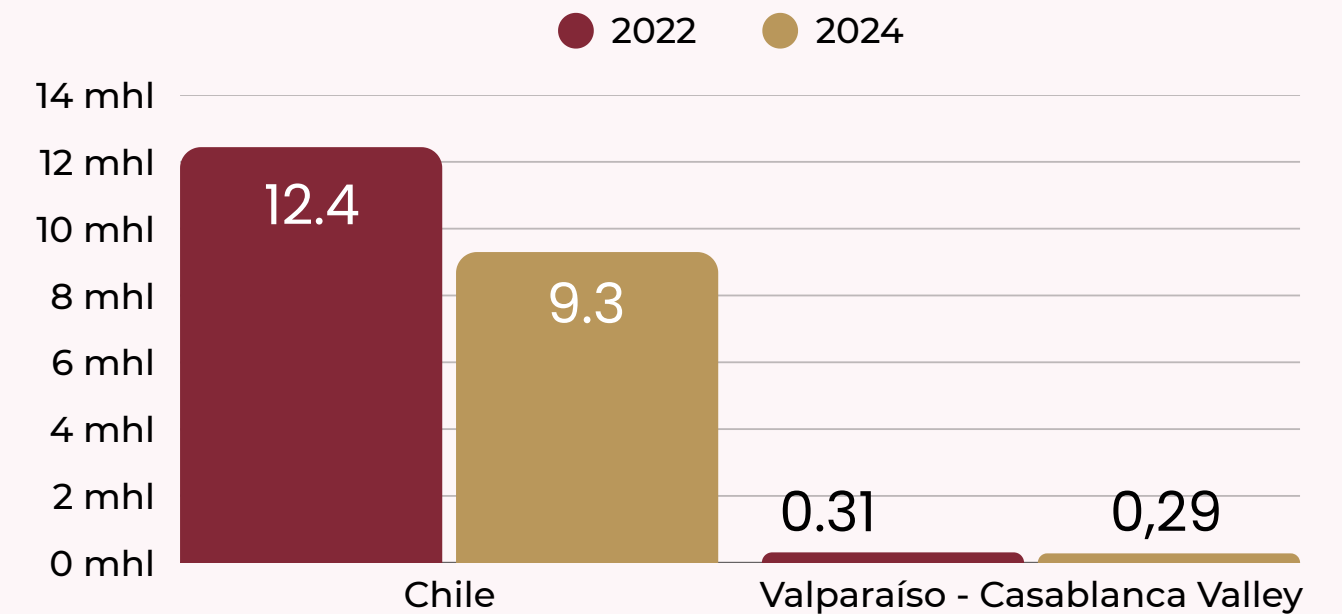
D.O .San
Antonio/
Leyda.

D.O.
Aconcagua

Population



Wine production





Valparaíso Casablanca Valley

Wineries

Growers

Total

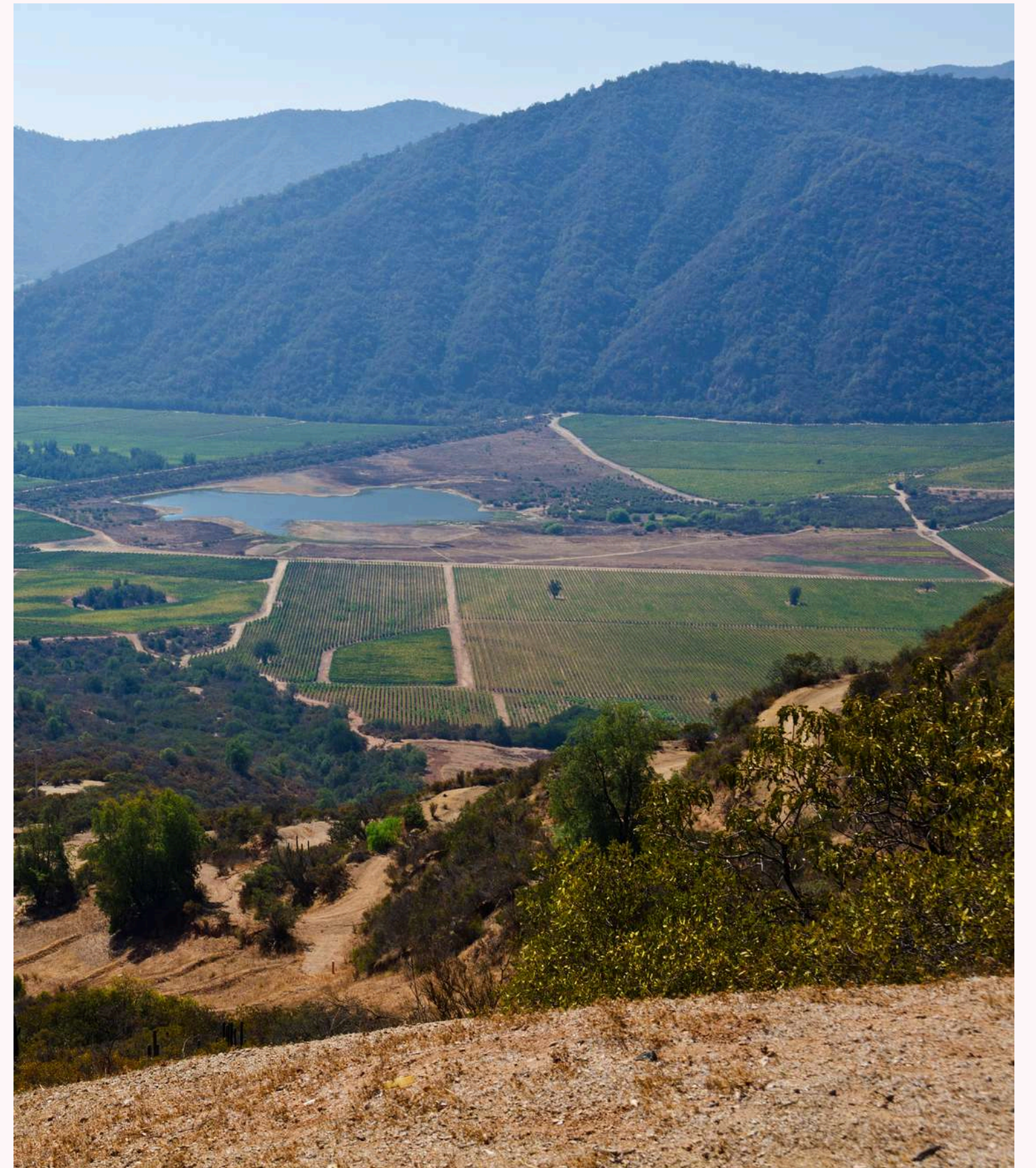
25

30

Open for tourism

12

0 5 10 15 20 25





Valparaíso - Casablanca V.

Top Wine Tourist Experiences

Cool-Climate Terroir Experience

Visit Chile's premier coastal wine valley acclaimed for superb Sauvignon Blanc & Pinot Noir production. Tastings include wines with vibrant acidity.

Sustainable Wine Production

See cutting-edge organic and biodynamic methods. Learn how Chilean wineries achieve quality through eco-friendly and thoughtful farming techniques.

Vineyard Carriage Rides

Experience the wine country atmosphere on a ranch. Sample premium blends after a tour of the vineyards, often given via a horse-drawn carriage.



Total visitors 2024: 220,000.

GWC Capital Accessibility



Car and bus.

Congress centers



12 congress centres.

Hotels



30 hotels.

Restaurants



65 restaurants.



Great Wine Capitals
GLOBAL NETWORK | A WORLD OF EXCELLENCE

Verona

Italy

Verona is located in Veneto, Italian region that produces the largest quantity of quality wines in Italy. The real gift of Italian wines from Verona and the surrounding wineries is the wide variety of genuinely unique wines on offer for you to discover.

World famous names like Valpolicella, Bardolino, and Soave are produced down the road from the ancient city, in the most beautiful and charismatic of landscapes. Also, discover lesser known jewels, but equally excellent wines, like Lugana, Valdadige, Custoza and Durello.

Verona boasts 15 DOC and 5 DOCG wines.

"One of the most historic and important wine regions in northern Italy, since the time of the ancient Greeks and Romans, has been blessed with stunning terroir and an array of native varieties perfect for producing world-class wines."
(Decanter)

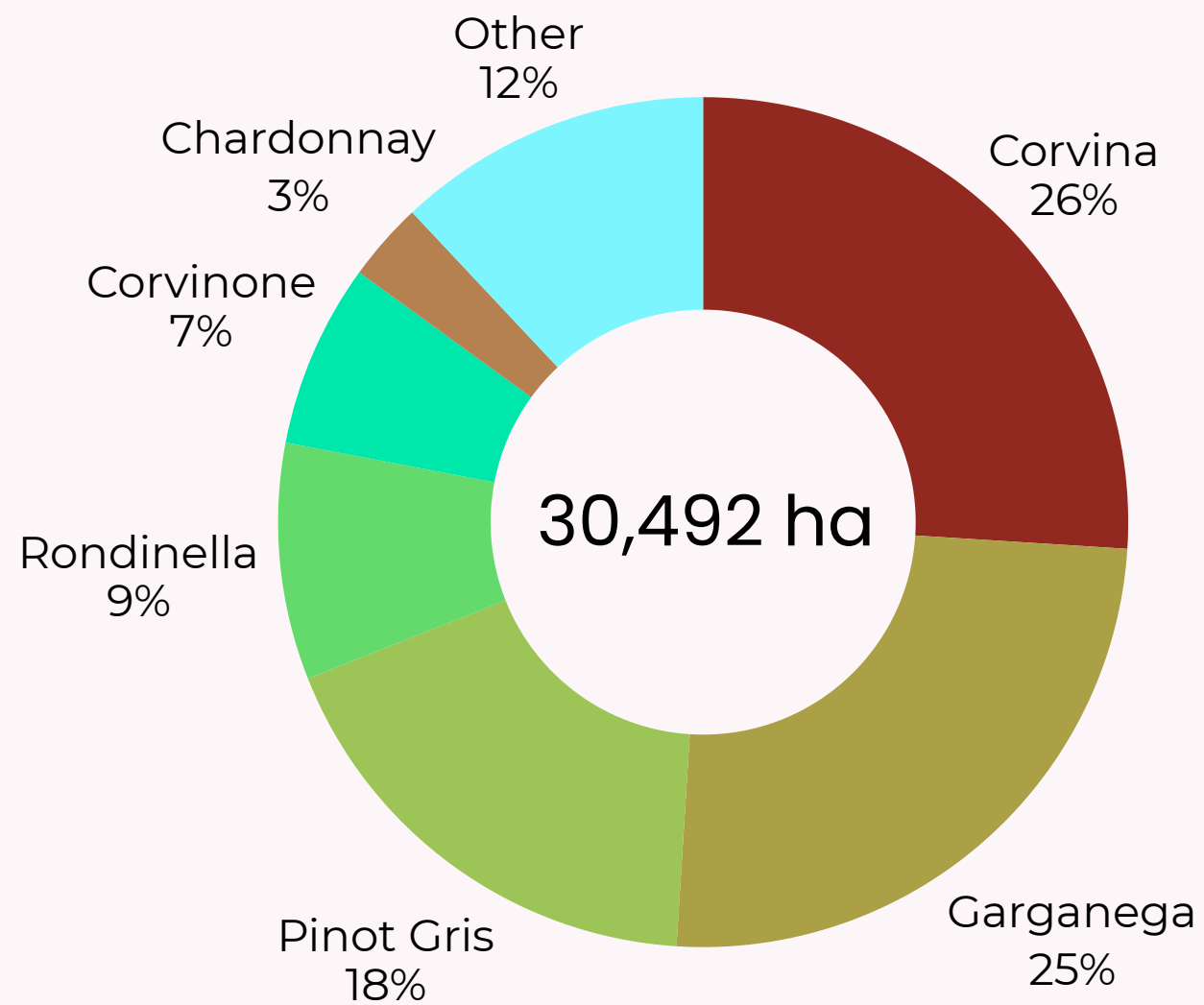


Awarded wines

Verona wines are awarded in the most important wine competition, e.g. 4 International Trophys, 1 Platinum, 2 Gold in Decanter World Wine Award 2020.



Verona

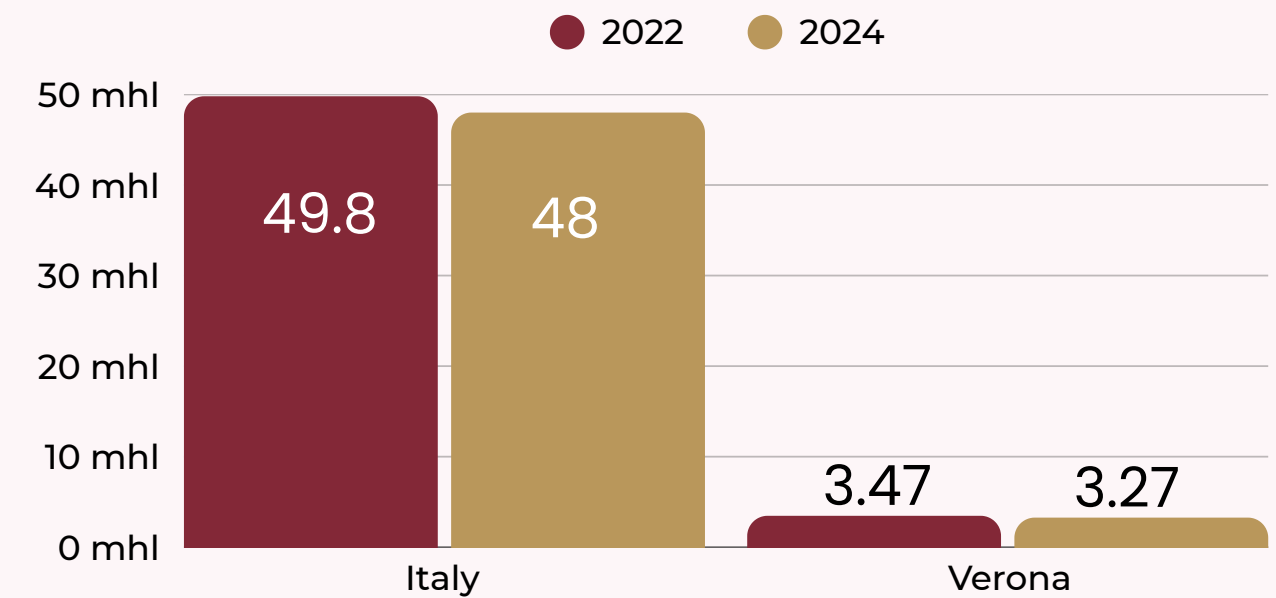


Valpolicella
Soave
Delle Venezie
Bardolino
Garda
Custoza
Valdadige
Lessini Durello
Lugana
Arcole
Monti Lessini
Terradeiforti V.
Merlara
San Martino della
Bataglia

Population



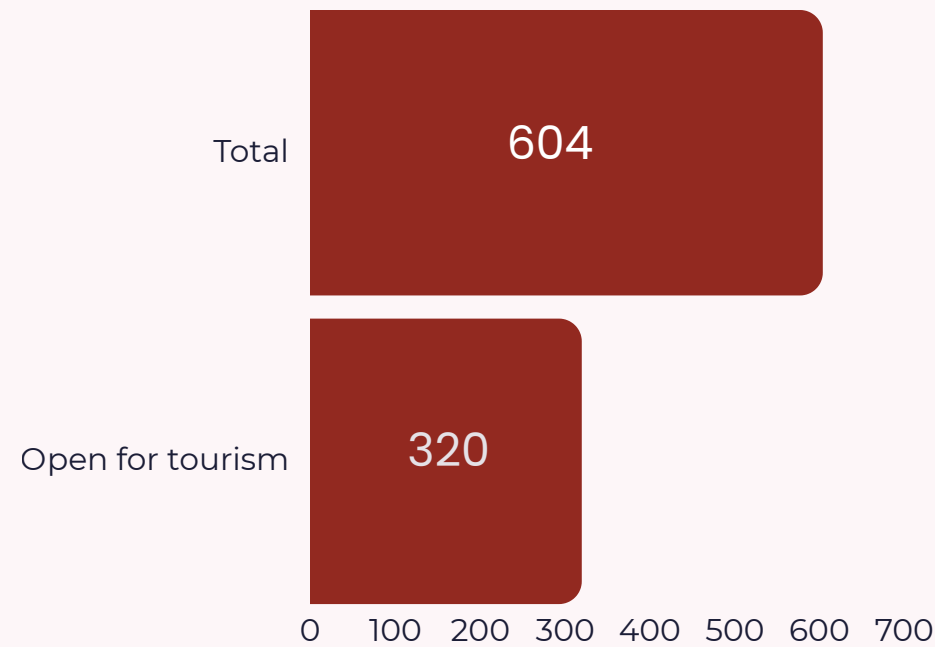
Wine production



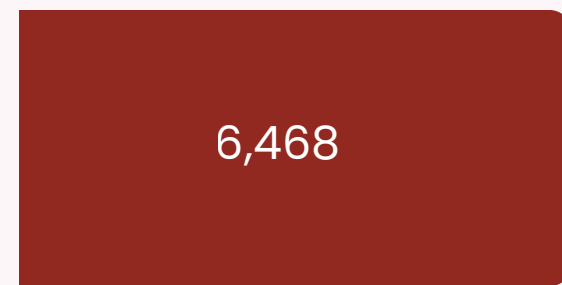


Verona

Wineries



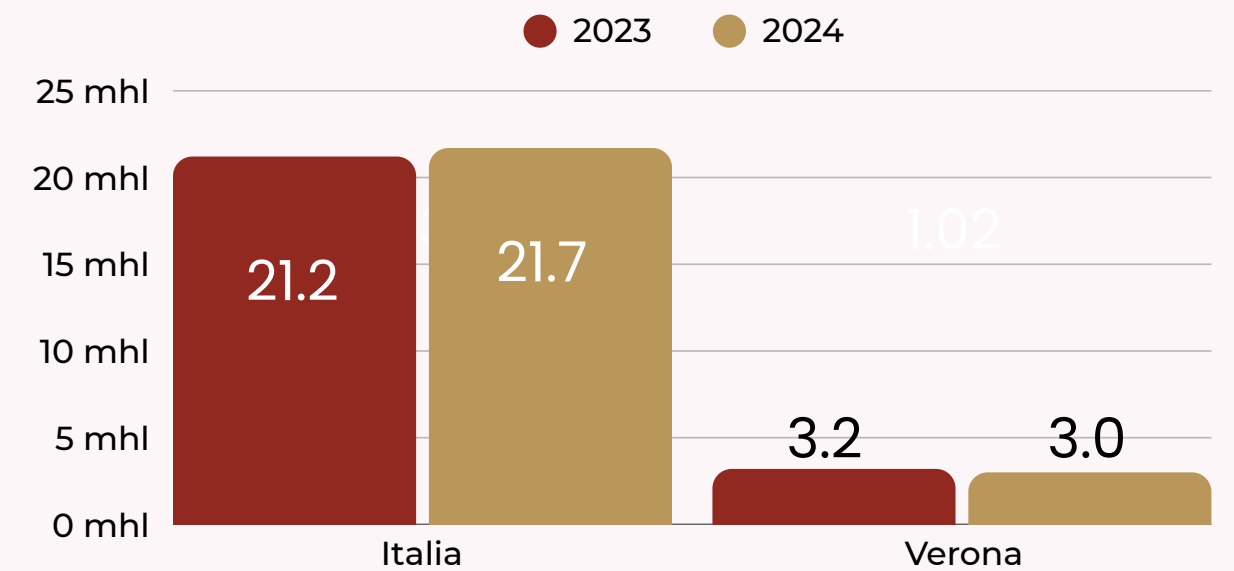
Growers



Top countries for export (by value)

1. Germany
2. United Kingdom
3. USA
4. Canada
5. Switzerland

Wine exports





Great Wine Capitals
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Verona

Top Wine Tourist Experiences

Valpolicella Wine Road

A journey through the hills of Valpolicella, home to the famous 40 Amarone DOCG. Taste full-bodied red wines and learn the appassimento (drying) method.

Soave Castle and Vineyards

Visit the medieval Soave castle area, famous for its dry white wine. Sample the crisp, mineral Soave DOC while surrounded by historic architecture.

Lakeside Lugana Wine

A scenic journey by boat or train to the Douro Valley, with winery visits, wine tastings, and vineyard lunches in a UNESCO World Heritage region.



5,804,853 tourist arrivals; 19,540,975 tourist presences.
Wine tourists in 2024: 400,000.

GWC Capital Accessibility



Airport.
Train Station.
Bus station.

Congress centers



350 congress centres.

Hotels



1,700 hotels.

Restaurants



7,600 restaurants.



Great Wine Capitals

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