

Global Wine Tourism Report 2025: Landmark international study unveils the current state of wine tourism worldwide

Bordeaux, France [9 October 2025] - The newly published *Global Wine Tourism Report 2025* represents a milestone for the global wine and tourism industries. With contributions from wineries in 47 countries, this unique study is the most comprehensive international analysis of wine tourism to date. It provides a clear reflection of the sector's present realities and future directions.

"With more than 1,300 wineries from every continent represented, the report offers a unique global voice for the wine sector. It sets the stage for a better understanding of consumer expectations and for designing innovative strategies," said Professor Gergely Szolnoki of Hochschule Geisenheim University, who led the research team.

Background

Wine tourism has grown rapidly over the past decade, becoming a dynamic and profitable part of the global wine industry. When well-managed, it fosters sustainable rural development by creating jobs and supporting local communities, while also preserving cultural and natural heritage and promoting responsible tourism. Yet, despite its rising importance, the field still suffers from a lack of international data on trends, limiting policymakers and businesses in developing evidence-based strategies.

To address this need, Hochschule Geisenheim University — in collaboration with UN Tourism, the International Organisation of Vine and Wine (OIV), the Great Wine Capitals Global Network (GWC), and WineTourism.com — launched a new global research initiative. This initiative culminates in the *Global Wine Tourism Report*, based on an annual worldwide survey designed to generate up-to-date data and insights on key developments.

Key Findings of the Report

The *Global Wine Tourism Report 2025* confirms that **economic impact** is widely recognised as a major driver for regional development, contributing significantly to local communities and rural economies. Beyond generating income, wine tourism creates jobs and strengthens regional identity, making it an essential pillar of rural vitality. **Profitability** remains a strong feature of the sector: two out of three wineries report that wine tourism is profitable or very profitable, and around a quarter of total winery revenue now comes from tourism-related activities.

Sustainability has moved to the centre of business strategies. Two-thirds of wineries rate it as important or very important for their tourism activities, demonstrating a growing commitment to responsible practices and long-term resilience. When it comes to **engagement in wine tourism**, staff shortages and limited time availability remain the main obstacles for wineries not yet active in this field. Nevertheless, the growth potential is

high: one in four wineries that are currently not engaged in wine tourism has already decided to start, and half are considering doing so in the near future.

The report highlights **uneven regional growth in demand**. Europe is seeing rising visitor numbers, with only 17% of wineries reporting a decline, while many are even experiencing growth. In contrast, 41% of wineries in overseas regions report declining visitor numbers, underlining the need for region-specific strategies and adaptation.

Visitor profiles reveal both stability and change. The dominant age group of wine tourists remains 45–65 years, but visitors aged 25–44 are becoming increasingly important. There is strong growth in wine education, sustainability-related activities, gastronomy, and experiential travel, particularly among younger segments. Despite its potential, wine tourism operates in a **fragile market environment** shaped by economic pressures and declining wine consumption. Accessibility issues and regulations, including public health requirements, add further challenges. In addition, changing visitor expectations, staffing shortages, and the demands of digital transformation require wineries to adopt more adaptive and innovative approaches.

Core activities such as wine tastings, cellar visits, and vineyard tours remain the backbone of wine tourism experiences worldwide. These activities not only allow visitors to experience wines and landscapes firsthand but also foster personal connections between guests and winery staff. Emerging **Tourism trends** show that today's visitors are increasingly drawn to authentic, local, and niche experiences. Culinary offerings, eco-friendly practices, and nature-based activities are growing in popularity, supported by strong engagement through digital channels and social media.

In terms of **wine tourism strategies**, storytelling and digital communication are at the heart of innovation. More than half of wineries focus on food and wine pairings and collaborations with local businesses, while educational workshops, cultural events, and vineyard-based activities play an ever-growing role in enriching visitor experiences.

Innovation and investment are broadly regarded as essential for future competitiveness, helping wineries attract new visitor segments and stand out in a competitive marketplace. Actual levels of investment, however, vary depending on each winery's strategy and philosophy. Looking ahead, the **Future outlook** is highly optimistic. Half of all surveyed wineries plan to invest further in wine tourism, and a majority expect steady growth both for their region and their own operations. Importantly, nearly two-thirds believe wine tourism can serve as a valuable tool to strengthen resilience in times of crisis, reinforcing its role as a stabilising force for the wine industry worldwide.

A Unique Global Benchmark

The study provides not only empirical evidence of the importance of wine tourism but also serves as a practical benchmark for wineries and policymakers worldwide. It demonstrates how the industry has evolved from a niche activity to a central element of rural development, international marketing, and sustainable growth. The results were released at the 9th UN Tourism Wine Tourism Conference in Bulgaria on 7 October 2025 and will be presented at the Great Wine Capitals Annual Conference in Bordeaux on 6 November 2025 and at the 65th DWV Congress in Mainz on 3 December 2025, as well as within the framework of a free webinar on 26 January 2026.

The full report as well as the executive summary can be downloaded at www.hs-geisenheim.de/gwtreport

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About Great Wine Capitals

The Great Wine Capitals Global Network is an international alliance of renowned wine regions and their cities, founded in Bordeaux in 1999. It brings together leading destinations where wine and wine tourism shape culture, economy, and community life, offering a unique platform for cooperation, innovation, and global promotion. Through joint projects and shared values, the Network showcases the excellence of its members and strengthens the visibility and competitiveness of great wine regions worldwide.

The Network currently consists of 11 world renowned wine regions from the northern and southern hemispheres, spanning the old and new worlds of wine including: Adelaide, South Australia; Bilbao-Rioja, Spain; Bordeaux, France; Hawke's Bay, New Zealand, Lausanne, Switzerland; Mainz-Rheinhessen, Germany; Mendoza, Argentina; Porto, Portugal; San Francisco-Napa Valley, USA; Valparaiso-Casablanca Valley, Chile and Verona, Italy.

For more information about the GWC Global Network's involvement in upcoming events, visit www.greatwinecapitals.com. Also follow them on [Facebook](#), [Instagram](#), [X](#) and [LinkedIn](#) and subscribe to their [YouTube](#) channel.

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