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Global wine tourism sector launches major research effort to address data gaps and support sustainable growth

International collaboration aims to provide reliable insights for policymakers and businesses while promoting innovation and community benefits in wine regions

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Wine tourism has become a major force in the global wine industry over the past ten years, with more travelers seeking experiences that connect them to vineyards, local culture, and regional heritage. This growth has brought economic benefits to rural areas, supporting job creation and helping communities diversify their economies. At the same time, wine tourism is seen as a way to preserve both cultural traditions and natural landscapes, while encouraging more responsible and inclusive forms of travel.

Despite its growing importance, the sector faces a persistent challenge: a lack of reliable international data. Policymakers, business leaders, and researchers often struggle to make informed decisions because comprehensive information about wine tourism trends is not readily available. This gap makes it difficult to develop effective public policies or business strategies that respond to real-world conditions.

To address this issue, Geisenheim University in Germany has joined forces with several key organizations: WineTourism.com, UN Tourism, the International Organization of Vine and Wine (OIV), and the Great Wine Capitals Global Network (GWC). Together,

they have launched a global research initiative aimed at collecting and analyzing data on wine tourism from around the world. The centerpiece of this effort is an annual survey designed to capture current trends and innovations shaping the sector.

Professor Gergely Szolnoki of Geisenheim University explained that the goal is to deliver practical insights directly to wineries and tourism organizations through an annual report. This year’s survey places special emphasis on innovation and new trends that are changing how visitors experience wine regions. The research team hopes that by gathering input from wineries worldwide, they can build a clearer picture of how wine tourism is evolving.

The project stands out for its collaborative approach. By bringing together academic researchers, industry professionals, and international organizations, the initiative draws on a wide range of expertise and perspectives. The findings will be made freely available in a comprehensive report. The results are scheduled for presentation at major industry events later in 2025, including the UN Tourism Wine Tourism Conference in Bulgaria on October 6–7 and the Great Wine Capitals Annual Conference in Bordeaux from November 2–6.

Organizers are encouraging wineries from all regions to participate in the survey. Their involvement is considered essential for creating an accurate and detailed overview of global wine tourism. With better data, stakeholders hope to support sustainable growth in the sector while ensuring that local communities continue to benefit from increased interest in wine-related travel experiences.