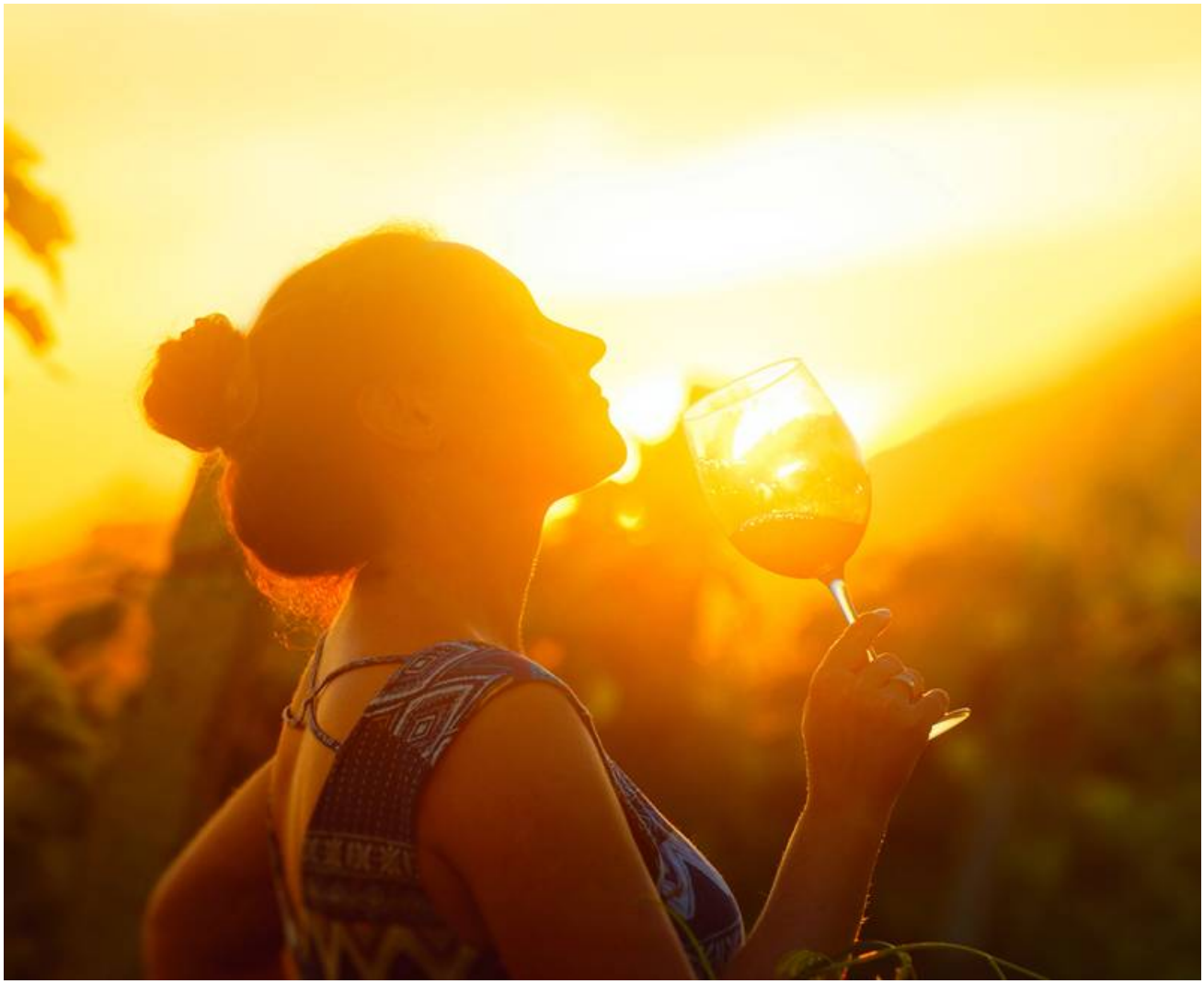
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Global wine tourism: a $51 billion industry

Global market value estimated at over $50 billion with double-digit growth

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Younger travelers drive growth with interest in gastronomy, nature, and wellness tourism

Wine tourism has become a stable source of income for many rural areas and an effective way to add value to wine beyond traditional sales channels. Its ability to connect culture, landscape, gastronomy, and wine production has changed how wine regions are promoted worldwide. Through direct experiences with both the product and the territory, wine tourism has attracted a broad audience interested not only in tasting wine but also in learning about its origins, the work behind it, and the environment that gives it identity.

In 2024, the sector experienced a year of consolidation, according to the report "Wine Tourism in the Local Economy: Global Analysis 2024" published by Vinetur. The growth of this segment, focused on experiences tied to wine in its place of origin, led to increased revenue generation, rural job creation, and a stronger international image for many producing regions. Despite inflation, climate pressures on grape production, and changing consumption habits such as the rise of the "NoLo" (no or low alcohol) movement, wine tourism showed adaptability and attracted an increasingly diverse public.

The economic value of the sector in 2024 varied depending on the source. Estimates ranged from $10.58 billion to $51.63 billion due to different methodologies—some analyses only considered activities directly related to wineries, while others included spending on gastronomy, lodging, and cultural activities in wine regions. The report referenced Grand View Research’s figure of $51.63 billion for the market size, with a compound annual growth rate above 10%, a figure echoed by most studies.

Sustainable experiences were a widespread trend. Travelers showed clear interest in wineries practicing ecological, biodynamic, or low-impact agriculture. There was also growing demand for participatory activities such as grape harvests, food and wine pairing workshops, vineyard walks, or cooking classes. This pushed many wineries to diversify their offerings beyond traditional tastings. Digital transformation played a role as well, with online booking platforms, augmented reality tours, and artificial intelligence tools used to personalize experiences.

The economic impact on rural regions was significant. Wine tourism helped sustain activity in many producing areas affected by declining harvest volumes. According to the International Organisation of Vine and Wine (OIV), global production in 2024 was the lowest in over six decades at just 225.8 million hectoliters. In this context, wine tourism became a way to boost direct-to-consumer sales, improve profit margins, and build customer loyalty.

In the United States, wineries sold $4.2 billion worth of wine directly in 2021—a channel that continued growing thanks to tourism in subsequent years. In Italy, a study cited by Vinetur found that 76.5% of visitors bought wine during their visit, averaging 8.5 bottles per person after their experience. The French region of Bordeaux attracted nearly six million visitors in 2024; Champagne received about 3.5 million; Burgundy's main tourist spots like Beaune recorded more than 3.6 million overnight stays. France as a whole welcomed ten million wine tourists last year—42% from abroad.

In Spain's Rioja region, wineries received 879,423 visits in 2023—a 17.5% increase over the previous year—with an economic impact close to €186 million. International visitors made up 33% of the total, mainly from the United States, United Kingdom, and France. Tuscany in Italy surpassed 14 million vineyard visits based on cumulative figures from previous years; Chianti Classico reported a 7% increase in average wine prices from 2022 to 2023.

Argentina strengthened its image as a destination with Mendoza at its center; by 2024 there were 230 wineries open to tourists there—Luján de Cuyo and Uco Valley being most visited. A report from Mendoza's Ministry of Culture and Tourism published in April 2025 noted that many wineries offered participatory harvests, yoga among vineyards or art exhibitions.

Emerging destinations also gained ground: Moldova, Georgia, Bulgaria and Croatia increased their visibility through local wines, historical heritage and more accessible prices. In Asia, China and India advanced with projects in Ningxia and Nashik respectively. The United Kingdom saw a 55% increase in vineyard visits driven by its sparkling wines' popularity. Government support, international promotion campaigns and infrastructure investment were key factors for growth in these countries.

The profile of wine tourists shifted younger in 2024. In Napa Valley (U.S.), average visitor age dropped from 46 to 40 between 2018 and 2023; in Argentina international travelers aged 18-35 made up 40.7% of visitors compared to 41.9% aged 36-50. There was also greater cultural diversity: Napa saw its share of African American tourists triple and Latino visitors nearly double between 2018 and 2023.

Motivations combined interest in wine with gastronomy, nature and local culture—many sought relaxation in rural settings or hands-on activities like cooking classes or grape picking while discovering new places through food and drink. This trend led to more wellness-related experiences such as spa treatments using grape products or yoga retreats at wineries; slow tourism also grew with longer stays at a relaxed pace.

Visitor spending varied by destination: In Italy each wine tourist spent an estimated €400 on average in 2024—€89 on wine purchases and €46 on harvest experiences; Napa Valley’s daily average spend was $446 per overnight visitor; South Africa saw typical daily spending between $11-$27; Rioja’s average winery store spend was €37.89 per person.

Stay duration also differed: In Australia’s Barossa Valley domestic tourists stayed an average of 1.9 nights if local or three nights if from elsewhere; international visitors averaged seven nights there; Cape Winelands (South Africa) saw most guests stay two nights.

Popular activities included guided winery tours, themed tastings with food pairings, cooking classes, vineyard walks, cultural visits to historic towns and practical workshops. Gastronomy played a key role—many destinations integrated restaurants within wineries or offered seasonal menus featuring local products alongside enological experiences to reinforce regional identity.

The Vinetur report highlights the need for an integrated model combining wine with lodging, gastronomy, natural surroundings and local culture—regions that performed best were those offering complete experiences aligned with current visitor expectations. Service quality, authenticity of offerings, connection with landscape and technological innovation were essential elements throughout this process.

In 2024 wine tourism proved itself not just as leisure but as a real tool for economic development and social revitalization across many rural areas worldwide.