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Wine Tourism Set to Grow 12.7% Annually

Global wine tourism projected to expand through 2035 as regions blend culture and commerce

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Wineries across the United States are rethinking how they attract and retain visitors, moving beyond traditional tastings to offer immersive experiences and community partnerships. This shift comes as the global wine tourism market is projected to grow at a compound annual rate of 12.7% through 2035, according to Future Market Insights. The growth is expected to be driven not just by wine itself, but by the experiences that surround it.

In Temecula Valley, California, wineries have become a testing ground for new approaches. The region, which relies heavily on direct-to-consumer sales, generates an estimated $905 million in annual spending, according to the latest Economic Impact

Report. Devin Parr, brand marketing partner for the Temecula Valley Winegrowers Association, says the area's proximity to major population centers like San Diego, Orange County, Los Angeles, and the Inland Empire has shaped a business model focused on building customer loyalty and community.

Temecula wineries offer a range of experiences, from standard tastings starting at $25 to more elaborate options costing up to $150. Popular activities include vineyard tours in utility vehicles, wine blending labs, wellness classes, and vertical tastings with food pairings. Some wineries, like Bottaia, provide perks for club members such as discounted pool access and exclusive lounges. The freedom from the traditional three-tier distribution system allows these wineries to experiment with new grape varieties and wine styles, keeping offerings fresh and encouraging repeat visits. So far this year, 61% of visitors to Temecula wineries have been current wine club members, and direct-to-consumer revenue is up 2.4% year-over-year.

Other regions are also seeing success by focusing on unique events and partnerships. In New York's Finger Lakes, Dr. Konstantin Frank Winery has responded to changing guest preferences by creating special festivals and food-centric events. Recent highlights include an Austrian-themed gathering with live music and traditional cuisine, and holiday markets that have grown from 150 attendees to over 1,000 in four years. Wine club-only socials and other exclusive events have helped the winery increase reservations by 3% this year and grow club membership by 250% over two years.

At Opus One Winery in Napa Valley, the team has leveraged its connection to music by sponsoring the Opus One International Prize for Composition. The winner, Sofia Jen Ouyang, was named Composer in Residence and performed her work at a private concert for 50 guests. The event was recorded and shared on social media, where Opus One has a large following. Starting in 2026, RFID chips on Opus One bottles will link to a page where customers can listen to the music as they enjoy the wine.

Wineries are also forming partnerships with local businesses to broaden their appeal. Hillick & Hobbs in the Finger Lakes joined the South East Seneca Business Alliance, which includes more than 30 businesses along a 12-mile stretch of Seneca Lake. The alliance promotes cross-business events and word-of-mouth marketing. Hillick & Hobbs

hosts a weekly Sunset Series with local chefs and musicians, attracting new visitors and local families.

Forge Cellars, another member of the alliance, has made its tasting room a community gathering place. During the pandemic, the winery expanded its space and began offering food pairings and wines from other producers. Events like Frenchie Fridays, featuring high-end bottles at accessible prices and casual food, have become popular and often sell out quickly.

According to BMO’s 2025 Wine Market Report, direct-to-consumer sales now account for about 56% of U.S. winery revenue. Much of this growth is coming from younger consumers who expect more than just wine tastings. Wineries that innovate with experiences and community connections are finding new ways to build loyalty and drive sales, signaling a shift in how wine country operates and attracts visitors.