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Italian Wine Tourism Grows 176% in a Decade as Fine Italy Marketplace Spurs €3 Billion Industry

Riva del Garda event draws 76 exhibitors and 74 buyers from 24 countries, highlighting wine tourism’s rising economic and cultural impact

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The first edition of Fine #WineTourism Marketplace Italy closed with strong results at the Riva del Garda Exhibition Center, marking a significant moment for the Italian and European wine tourism sector. The event, organized by Riva del Garda Fierecongressi in partnership with Feria de Valladolid from Spain, brought together 76 exhibitors from Italy and abroad and 74 buyers representing 24 countries. Over two days, more than 1,440 targeted business meetings took place, with 89 percent resulting from mutual interest between buyers and sellers.

Organizers attribute the event's success to careful selection and matching processes that facilitated productive exchanges. Roberto Pellegrini, president of Riva del Garda Fierecongressi, said the event placed Trentino at the center of the European wine tourism map. He emphasized that Fine Italy is not just a successful trade show but also a driver for local development and promotion. Pellegrini noted that a focused business-to-business format with international reach can enhance the region's reputation and create value across all related industries.

Spanish partners also expressed satisfaction with the outcome. Alberto Alonso, general director of Feria de Valladolid, highlighted the importance of organizing their first event outside Spain in collaboration with Italian partners. He described Fine Italy as a milestone in Feria de Valladolid's 60-year history and pointed to its pioneering role since 2020 in opening new markets and supporting European wine tourism growth.

The event received support from several Italian government agencies, including ENIT (the National Tourism Agency), the Ministry of Agriculture, Food Sovereignty and Forests, the Ministry of Enterprises and Made in Italy, and the Ministry of Tourism. In a message for the opening ceremony, Tourism Minister Daniela Santanchè noted that Italy regained its position as the world's top wine producer last year after losing it in 2023. She reported that Italian wine exports reached €8 billion in revenue and that wine tourism now generates about €3 billion annually—a figure that continues to grow.

Santanchè stressed that wine is deeply embedded in Italian culture and lifestyle. She also pointed out that demand for wine tourism experiences is rising, with visitors seeking integrated offerings that combine wine, rural areas, and small villages. This trend helps diversify tourist flows throughout the year.

Alessandra Priante, president of ENIT, addressed participants via video message. She said wine tourism offers significant growth opportunities for Italian wineries. According to Priante, tourists are increasingly knowledgeable and motivated by their destinations. She cited data showing that wine tourism in Italy has grown by 176 percent over the past decade.

The initiative was supported by local authorities as well. Roberto Failoni, Trentino's regional minister for crafts, commerce, tourism, forests, hunting, and fishing, attended the opening alongside Giulia Zanotelli, regional minister for agriculture and local products. Failoni described the event as a key moment for both Trentino and the broader wine tourism sector. He said Trentino stands out as a meeting point for diverse experiences and skills that generate value while promoting local landscapes and traditions. Failoni added that wine tourism is a strategic lever for economic development because it connects agricultural expertise with natural beauty, creates jobs, and supports a comprehensive model of tourism.

Other speakers included Blanca Pérez-Sauquillo Lopez from Turespaña (the Spanish Tourism Board) and Silvio Rigatti, president of Garda Dolomiti. Both agreed on the sector's importance for extending tourist seasons and fostering public-private cooperation—factors they see as essential for sustainable territorial growth.

As global markets evolve rapidly, events like Fine Italy aim to help Italian companies adapt to international demands in wine tourism while expanding commercial opportunities. Alessandra Albarelli, general director of Riva del Garda Fierecongressi, described Fine Italy as a professional platform designed to support the sector's growth and competitiveness worldwide. She credited the event's success to collaboration among institutions, industry associations, and businesses—a collective approach she believes is crucial for long-term progress in Italian wine tourism.