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Chehalem Winery Drives 120% Surge in Vineyard Vacation Searches Across the U.S.

Oregon and Texas vineyards attract wine tourists seeking authentic experiences as interest shifts beyond California’s traditional wine regions.

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Interest in vineyard vacations is rising sharply across the United States, with global searches for the term up 129% over the past year. According to new data analyzed by travel company Journeyscape, small, independent wineries are seeing the biggest gains as wine tourists look for more authentic and personal experiences. The trend is especially strong outside of California's traditional wine regions, with Oregon and Texas vineyards making significant gains in popularity.

Chehalem Winery in Oregon's Willamette Valley leads the list of trending U.S. vineyards, with a 120% year-over-year increase in search interest. Known for its elegant, cool-climate Pinot Noir and Chardonnay, Chehalem has become a destination for visitors seeking classic Oregon terroir and a more intimate tasting experience. The winery averaged 1,600 monthly searches in the U.S., totaling over 20,000 searches last year.

Drew Family Wines in California's Mendocino Ridge follows closely, with a 100% increase in search interest. This boutique producer is recognized for its coastal Pinot Noir and Chardonnay grown on rugged, high-elevation sites. The dramatic landscape and focus on site-specific wines have attracted adventurous wine travelers looking for something beyond the standard tasting room visit.

Antica Terra Wines, also in Oregon's Willamette Valley, saw an 85% rise in searches. The winery is known for its small production and terroir-driven Pinot Noir, offering visitors a highly curated tasting experience that emphasizes storytelling and connection to the land.

Texas is also emerging as a wine tourism destination. William Chris Vineyards in the Texas Hill Country experienced an 83% increase in search interest. The winery specializes in premium Rhône and Bordeaux-style blends made from Texas-grown grapes. With over 12,000 average monthly searches and nearly 150,000 total searches last year, William Chris is now one of the most sought-after vineyard destinations outside of California.

California remains well represented among trending wineries. Mount Eden Vineyards in the Santa Cruz Mountains saw an 81% increase in search interest, driven by its historic reputation for age-worthy Chardonnay and Pinot Noir. Littorai Wines on the Sonoma

Coast grew by 60%, attracting visitors with its single-vineyard approach to Pinot Noir and Chardonnay.

Other California wineries gaining attention include Spottswoode Winery in Napa Valley (53%), Arnot-Roberts Winery (50%), Bonny Doon Vineyard (50%), and Forlorn Hope (46%). These producers are known for their focus on estate-grown or site-specific wines and offer experiences that highlight both tradition and innovation.

Ponzi Vineyards in Oregon rounds out the top ten with a 50% increase in search interest. As one of Oregon's pioneering wineries, Ponzi is recognized for its Pinot Noir and sparkling wines.

The data shows that four of the top ten trending vineyards—Chehalem Winery, Antica Terra Wines, William Chris Vineyards, and Ponzi Vineyards—are located outside California. This shift suggests that American wine tourism is expanding beyond its traditional heartland as travelers seek new regions and unique stories behind each bottle.

Journeyscape's analysis used search data from Google's Keyword Planner tool to track changes in interest across hundreds of U.S. wineries over the past year. The study found that while established names like Barefoot Wine and Duckhorn Vineyards still attract high overall search volumes, it is smaller boutique producers that are seeing the fastest growth rates.

Wine tourism experts note that spring and early fall remain the best times to visit U.S. vineyards due to pleasant weather and fewer crowds. The grape harvest season—known as "crush"—runs from August through October and offers visitors a chance to see winemaking in action.

The growing popularity of boutique vineyards reflects broader trends in travel toward authenticity and local connection. As more Americans plan trips around food and drink experiences, small wineries across Oregon, Texas, and California are setting new standards for hospitality and quality.