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Viña Santa Rita Wins Global Acclaim as Forbes Names It Best Winery in the World

Chilean wine tourism surges as historic vineyards blend tradition, sustainability, and luxury experiences for international visitors

Friday, March 13, 2026



Chile has become a leading destination for wine tourism, drawing visitors from around the world with its unique combination of geography, climate, and winemaking tradition. The country stretches from the Andes mountains to the Pacific Ocean, offering a diverse landscape that shapes the character of its wines. Over the past decade, Chile’s wine industry has grown steadily, with exports increasing by 12% in 2025 according to data from Wines of Chile.

The heart of Chilean wine production lies in the Central Valley, just south of Santiago. This region is home to some of the country’s oldest and most renowned vineyards. The Maipo Valley, often called the birthplace of Chilean viticulture, is internationally recognized for its cabernet sauvignon. Here, historic wineries such as Viña Santa Rita operate alongside modern projects that focus on sustainability and innovation. In 2025, Forbes named Viña Santa Rita the best winery in the world, highlighting its blend of tradition and forward-thinking practices.

Further south, the Colchagua Valley stands out for its robust red wines and award-winning wine hotels. The area also offers cultural attractions like the Colchagua Museum in Santa Cruz. Between Santiago and Valparaíso lies the Casablanca Valley, where cool ocean breezes help produce crisp sauvignon blanc and chardonnay. The Aconcagua Valley is known for its dramatic scenery and experimental winemakers who are pushing boundaries with new grape varieties and techniques.

Chile’s wine regions are not limited to the central part of the country. In the north, valleys like Elqui and Limarí are gaining attention for their bright, mineral-driven wines produced in arid conditions. To the south, areas such as Itata and Maule preserve some of Chile’s oldest vines and are at the forefront of a movement toward artisanal and sustainable winemaking. Even further south, vineyards in Biobío and Patagonia are emerging as new frontiers for cool-climate varietals.

Wine tourism in Chile offers more than just tastings. Many wineries provide guided tours led by expert enologists, horseback or bicycle rides through vineyards, picnics with views of the Andes, and opportunities to explore contemporary winery architecture. Some producers have developed boutique accommodations integrated into their estates. Notable examples include Casa Real at Santa Rita, Viña VIK’s luxury

enotourism project, and Hotel Cava Colchagua, where guests can sleep inside repurposed wine barrels.

Travelers can explore Chile’s wine regions through well-established routes such as the Colchagua Wine Route or Casablanca Wine Route. These itineraries often combine visits to rural vineyards with urban experiences in Santiago or coastal excursions to Valparaíso. The short distances between valleys make it easy to visit multiple regions during a single trip.

The grape harvest season from March to May is a particularly festive time to visit. Towns like Santa Cruz in Colchagua, Curicó in Maule, and Casablanca host harvest festivals that attract both locals and tourists. These events feature traditional grape stomping, live music, local food stalls, and tastings of regional wines.

Sustainability is a growing focus within Chile’s wine industry. More than 70% of wineries now follow ecological practices or hold sustainability certifications. Many producers use organic farming methods and invest in renewable energy or water conservation technologies.

Chile’s combination of favorable climate conditions, geographic diversity, innovative spirit, and commitment to responsible tourism continues to attract wine lovers year-round. The country’s wine routes offer an immersive experience that connects visitors with both local culture and world-class wines.