vinetur

Italian Wineries Record 16.8% Surge in Wine Tourism Visitors and 21.4% Jump in Direct Sales

New data highlights rapid growth in bookings and revenue as Vinitaly Tourism cements wine travel as a key industry driver

Monday, March 16, 2026



Wine tourism in Italy is showing strong growth, both in visitor numbers and economic value. According to early data from the “Report Wine Suite” 2026, which will be officially presented at Vinitaly Tourism 2026 in Verona, structured wineries saw an

average annual increase of 16.8% in visitors and a 21.4% rise in direct sales over the past year. The average value of a wine tourism booking reached €39.4 per adult in 2025, with a compound annual growth rate (CAGR) of 11% over the last four years. These figures suggest that Italian wineries are not only attracting more tourists but are also improving their ability to convert visits into sales and higher margins.

Vinitaly Tourism, now in its second year after debuting in 2025, is becoming a permanent part of the main Vinitaly event, which will hold its 58th edition at Veronafiere from April 12 to 15. The event aims to position wine tourism as a key business asset for Italian wineries, moving beyond its former role as a secondary activity. The program is designed to connect supply and demand in the wine tourism sector, with a focus on practical tools and strategies for integrating Italian wine experiences into global tourism.

Veronafiere, together with Wine Tourism Hub and partners including Wine Suite, Wine Meridian, and Winedering, has organized an incoming plan for national and international tourism buyers from countries such as the United States, Brazil, Croatia, the United Kingdom, Singapore, and Thailand. The event will bring together specialized profiles like tour operators, travel designers, and professionals from food and wine experience sectors including outdoor activities, cultural tourism, and luxury travel.

The schedule at Vinitaly Tourism includes a mix of content and operational workshops. On Sunday, April 12, the focus will be on administration and tax issues in wine tourism, preceded by experiential tastings. Monday’s agenda features the official opening of Vinitaly Tourism followed by sessions on celiac disease trends in wine tourism and the impact of wine clubs and direct-to-client sales. A masterclass curated by The Wine Net will highlight cooperative models in Italian wine tourism.

On Tuesday, April 14, there will be a preview of a survey on hospitality managers and tour operators that explores their perspectives on challenges and opportunities for Italian wine tourism. Other topics include the evolution of wine bars from simple tasting rooms to full experiences and human resources management within the sector. The final day will feature a seminar on digitalization opportunities for wineries—covering shipping logistics, guest management systems, and software solutions.

A second thematic hub at Palaexpo will host four sector-specific sessions. On April 13, Movimento Turismo del Vino will discuss proximity-based wine tourism and the challenges of bringing visitors to wineries. This will be followed by an analysis of Italy’s positioning in the American market by Roberta Garibaldi with Vinitaly Tourism. On April 14, Unicredit-Nomisma Wine Monitor will present research on how wine tourism supports business development for Italian wineries. The final session on April 15 will be led by the University of Verona and Bam Strategie Culturali focusing on contemporary methods for observing art and vineyard landscapes.

The growing numbers reported by structured wineries indicate that wine tourism is becoming an increasingly important part of Italy’s broader tourism industry. With rising bookings and direct sales outpacing visitor growth rates, Italian wineries are leveraging new business models to attract international travelers while deepening their engagement with domestic tourists. The upcoming Vinitaly Tourism event is expected to further strengthen Italy’s position as a leading destination for wine-related travel experiences.