

Global Wine Tourism Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Wine Tourism market size is expected to reach \$ 6310 million by 2032, rising at a market growth of 8.0% CAGR during the forecast period (2026-2032).

Wine tourism is a specialized tourism activity centered on grape growing, winemaking, and regional culture. Visitors gain a comprehensive experience through vineyard and winery visits, wine tastings, learning about winemaking processes, hands-on harvesting and winemaking experiences, wine museum visits, participation in wine festivals, and stays at vineyard hotels. Revenue in this market typically includes winery visit and tasting fees, themed tour fees, local transportation, accommodation, dining, festival activities, and experiential courses. It may also include direct winery retail revenue generated during the tour, but should not include general wine wholesale and retail revenue unrelated to the tourism activities.

Global wine tourism is evolving from traditional winery visits and basic tastings to immersive destination experiences combining accommodation, dining, culture, education, and outdoor activities. High-net-worth tourists are increasingly demanding private winery visits, fine wine tastings, customized itineraries, and vineyard resorts, while younger tourists prefer activities like grape picking, blending, nature hiking, music festivals, and social media-friendly interactive programs. Digital booking platforms, virtual tours, and personalized recommendations have lowered the barriers for independent wineries to reach international tourists, and sustainable viticulture and organic and natural wine experiences are becoming key differentiators. Traditional European wine regions remain the core of the market, while emerging regions such as the United States, Australia, South Africa, South America, China, and Japan are accelerating the development of winery complexes and wine-themed tours. Despite overall pressure on global wine consumption, wineries still view tourism as an important

channel to expand brand awareness, increase direct sales, and improve profit structures; however, the market also faces challenges such as distinct peak and off-seasons, insufficient transportation infrastructure, drunk driving regulations, extreme weather affecting vineyard landscapes, and limited service capabilities of small and medium-sized wineries.

Report Scope

This report studies the global Wine Tourism demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Wine Tourism, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Wine Tourism that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Wine Tourism total market, 2021-2032, (USD Million)

Global Wine Tourism total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Wine Tourism total market, key domestic companies, and share, (USD Million)

Global Wine Tourism revenue by player, revenue and market share 2021-2026, (USD Million)

Global Wine Tourism total market by Type, CAGR, 2021-2032, (USD Million)

Global Wine Tourism total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Wine Tourism market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include WineTourism.com, Winerist, Wine Paths, Cellar Tours, Grape

Escapes, SmoothRed, Backroads, Butterfield & Robinson, Abercrombie & Kent, Intrepid Travel, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Wine Tourism market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Wine Tourism Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Wine Tourism Market, Segmentation by Type:

Winery Visits and Tastings

Wine Trails and Routes

Wine Festivals and Events

Wine Education and Workshops

Others

Global Wine Tourism Market, Segmentation by Model:

Self-Guided Wine Tourism

Group Guided Tours

Private Customized Tours

Others

Global Wine Tourism Market, Segmentation by Tour Duration:

Full-Day Tours: 6–12 Hours

Short-Stay Tours: 2–3 Days

Others

Global Wine Tourism Market, Segmentation by Application:

Leisure and Vacation Travel

Luxury and Personalized Travel

Culinary and Gastronomy Travel

Educational and Study Travel

Others

Companies Profiled:

WineTourism.com

Winerist

Wine Paths

Cellar Tours

Grape Escapes

SmoothRed

Backroads

Butterfield & Robinson

Abercrombie & Kent

Intrepid Travel

Trafalgar

Napa Valley Wine Train

Ophorus Tours

Bordeaux Wine Trails

Great Wine Tours

Changyu Pioneer Wine Company

GREATWALL Wine

Mercian Corporation

Ch?teau Mercian

Suntory Tomi no Oka Winery

Key Questions Answered

1. How big is the global Wine Tourism market?
2. What is the demand of the global Wine Tourism market?
3. What is the year over year growth of the global Wine Tourism market?
4. What is the total value of the global Wine Tourism market?
5. Who are the Major Players in the global Wine Tourism market?
6. What are the growth factors driving the market demand?

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