

# **Beer Tourism Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Activity Type (Brewery Tours, Beer Festivals, Beer Tastings & Pairings, Others), By Tourist Type (Domestic, International), By End Use (Men, Women), By Region & Competition, 2021-2031F**

<https://marketpublishers.com/r/B322BF21CB3FEN.html>

Date: January 2026

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: B322BF21CB3FEN

## **Abstracts**

The Global Beer Tourism Market is projected to expand from USD 12.34 Billion in 2025 to USD 23.02 Billion by 2031, registering a CAGR of 10.95%. This sector involves travel primarily motivated by visiting breweries, festivals, and related events to experience the culture and production of beer. The market is fundamentally driven by a surging demand for experiential travel and a deepening appreciation for local craftsmanship, which encourages consumers to engage directly with the brewing process at its source. These factors create a sustainable connection between destination marketing and beverage production that extends beyond temporary consumer flavor preferences.

However, market growth faces significant hurdles due to complex regulatory frameworks and escalating operational costs that heavily burden hospitality-oriented brewery venues. Despite these challenges, the economic scale of the sector remains substantial and vital to local commerce. According to the Brewers Association, the United States craft brewing industry contributed \$72.5 billion to the national economy in 2024, highlighting the critical revenue generated by brewery taprooms and brewpubs, which serve as the essential infrastructure for this tourism sector.

## **Market Driver**

The rapid growth of the global craft beer and microbrewery sector acts as a primary

catalyst for tourism by creating a vast network of physical destinations that necessitate travel. This proliferation enables regions to market distinct local flavor profiles, transforming scattered production facilities into cohesive tourism trails. According to the Brewers Association's 'Annual Craft Brewing Industry Production Report' in April 2024, the number of operating craft breweries in the United States reached a record high of 9,683 in 2023. This increased density provides the essential infrastructure for destination management organizations to promote ale routes, encouraging longer visitor stays and dispersed spending throughout regional economies.

Simultaneously, the rise of regional and international beer festivals serves as a major driver by generating high volumes of visitation during concentrated periods. These events have evolved from simple tasting sessions into immersive cultural phenomena that drive accommodation bookings and hospitality revenue. According to the City of Munich's 'Oktoberfest 2024 Final Report' in October 2024, the festival attracted 6.7 million visitors globally, underscoring the massive draw of heritage-based beer events. This engagement supports the broader ecosystem, as travelers often extend their trips to visit nearby taprooms; the Society of Independent Brewers' 'Independent Beer Report 2024' from May 2024 notes that 55% of beer consumers now drink local craft beer, demonstrating a shift in preference that sustains this experiential market.

## **Market Challenge**

Complex regulatory frameworks and rising operational costs represent formidable barriers to the expansion of the global beer tourism market. These economic and legal pressures disproportionately impact hospitality-focused breweries, which act as the core infrastructure for the sector. High compliance costs associated with intricate zoning laws and liquor licensing, combined with surging prices for labor, utilities, and ingredients, severely compress the profit margins necessary for maintaining high-quality visitor experiences. This financial instability forces many operators to prioritize basic production survival over investing in taprooms, tours, and amenities, thereby stifling the market's capacity to attract experiential travelers.

The impact of these challenges is evident in the recent contraction of operating venues, which limits the supply of destinations for travelers. According to the Brewers Association, the United States craft brewing industry recorded 399 brewery closures in 2024 compared to only 335 openings, resulting in a net decrease in the number of active breweries. This decline in the availability of brewery destinations directly hampers market growth by reducing the variety and volume of locations available to tourists,

ultimately constraining the sector's economic momentum.

## **Market Trends**

The integration of eco-friendly and sustainable brewery tourism practices is fundamentally altering the sector as breweries embed environmental stewardship into their visitor models to attract values-driven travelers. Operators are increasingly investing in renewable energy, water reclamation systems, and locally sourced supply chains to create a low-carbon tourism footprint that appeals to ethical consumers who prioritize green credentials. This industry-wide shift toward responsible operations serves as a critical differentiator; according to the Society of Independent Brewers' 'Independent Beer Report 2024' from May 2024, 65% of member breweries reported taking positive steps to improve their sustainability standards over the preceding year, directly enhancing their appeal to environmentally aware tourists.

Simultaneously, the emergence of wellness-centric experiences and beer spas represents a strategic pivot toward health-oriented tourism, balancing the traditional focus on intoxication with mindful consumption and restorative activities. This trend manifests through the development of therapeutic beer spa treatments and the expansion of high-quality non-alcoholic options in taprooms, allowing visitors to engage with brewery culture while maintaining their physical well-being. According to the Brewers Association's '2024 Year in Beer' from December 2024, the non-alcohol beer segment saw sales increase by over 30% in scan dollars year-over-year, underscoring the necessity for tourism venues to cater to this growing wellness-focused consumer base.

## **Key Market Players**

%li%G Adventures Inc.

%li%BeerTrips.com

%li%Provence Dreams LLC, Inc.

%li%CBT Group, LLC

%li%Intrepid Group Pty Limited

%li%World of Beer Franchising, Inc.

- Brewery Hops of Ireland Ltd

- Beercycling LLC

- Inner Circle Beer Tours LLC

- Brews Cruise Inc.

## Report Scope

In this report, the Global Beer Tourism Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Beer Tourism Market, By Activity Type

- Brewery Tours

- Beer Festivals

- Beer Tastings & Pairings

- Others

- Beer Tourism Market, By Tourist Type

- Domestic

- International

- Beer Tourism Market, By End Use

- Men

- Women

- Beer Tourism Market, By Region

- North America

%li%%li%%li%United States

%li%%li%%li%Canada

%li%%li%%li%Mexico

%li%%li%%li%Europe

%li%%li%%li%France

%li%%li%%li%United Kingdom

%li%%li%%li%Italy

%li%%li%%li%Germany

%li%%li%%li%Spain

%li%%li%%li%Asia Pacific

%li%%li%%li%China

%li%%li%%li%India

%li%%li%%li%Japan

%li%%li%%li%Australia

%li%%li%%li%South Korea

%li%%li%%li%South America

%li%%li%%li%Brazil

%li%%li%%li%Argentina

%li%%li%%li%Colombia

- Middle East & Africa

- South Africa

- Saudi Arabia

- UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Beer Tourism Market.

### **Available Customizations:**

Global Beer Tourism Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

- Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### 4. VOICE OF CUSTOMER

### 5. GLOBAL BEER TOURISM MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Activity Type (Brewery Tours, Beer Festivals, Beer Tastings & Pairings, Others)
  - 5.2.2. By Tourist Type (Domestic, International)
  - 5.2.3. By End Use (Men, Women)

- 5.2.4. By Region
- 5.2.5. By Company (2025)
- 5.3. Market Map

## **6. NORTH AMERICA BEER TOURISM MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Activity Type
  - 6.2.2. By Tourist Type
  - 6.2.3. By End Use
  - 6.2.4. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Beer Tourism Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Activity Type
      - 6.3.1.2.2. By Tourist Type
      - 6.3.1.2.3. By End Use
  - 6.3.2. Canada Beer Tourism Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Activity Type
      - 6.3.2.2.2. By Tourist Type
      - 6.3.2.2.3. By End Use
  - 6.3.3. Mexico Beer Tourism Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Activity Type
      - 6.3.3.2.2. By Tourist Type
      - 6.3.3.2.3. By End Use

## **7. EUROPE BEER TOURISM MARKET OUTLOOK**

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Activity Type
  - 7.2.2. By Tourist Type
  - 7.2.3. By End Use
  - 7.2.4. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Beer Tourism Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Activity Type
      - 7.3.1.2.2. By Tourist Type
      - 7.3.1.2.3. By End Use
  - 7.3.2. France Beer Tourism Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Activity Type
      - 7.3.2.2.2. By Tourist Type
      - 7.3.2.2.3. By End Use
  - 7.3.3. United Kingdom Beer Tourism Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Activity Type
      - 7.3.3.2.2. By Tourist Type
      - 7.3.3.2.3. By End Use
  - 7.3.4. Italy Beer Tourism Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Activity Type
      - 7.3.4.2.2. By Tourist Type
      - 7.3.4.2.3. By End Use
  - 7.3.5. Spain Beer Tourism Market Outlook
    - 7.3.5.1. Market Size & Forecast
      - 7.3.5.1.1. By Value
    - 7.3.5.2. Market Share & Forecast

- 7.3.5.2.1. By Activity Type
- 7.3.5.2.2. By Tourist Type
- 7.3.5.2.3. By End Use

## **8. ASIA PACIFIC BEER TOURISM MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Activity Type
  - 8.2.2. By Tourist Type
  - 8.2.3. By End Use
  - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
  - 8.3.1. China Beer Tourism Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Activity Type
      - 8.3.1.2.2. By Tourist Type
      - 8.3.1.2.3. By End Use
  - 8.3.2. India Beer Tourism Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Activity Type
      - 8.3.2.2.2. By Tourist Type
      - 8.3.2.2.3. By End Use
  - 8.3.3. Japan Beer Tourism Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Activity Type
      - 8.3.3.2.2. By Tourist Type
      - 8.3.3.2.3. By End Use
  - 8.3.4. South Korea Beer Tourism Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value
    - 8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Activity Type
- 8.3.4.2.2. By Tourist Type
- 8.3.4.2.3. By End Use
- 8.3.5. Australia Beer Tourism Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Activity Type
    - 8.3.5.2.2. By Tourist Type
    - 8.3.5.2.3. By End Use

## **9. MIDDLE EAST & AFRICA BEER TOURISM MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Activity Type
  - 9.2.2. By Tourist Type
  - 9.2.3. By End Use
  - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
  - 9.3.1. Saudi Arabia Beer Tourism Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Activity Type
      - 9.3.1.2.2. By Tourist Type
      - 9.3.1.2.3. By End Use
  - 9.3.2. UAE Beer Tourism Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Activity Type
      - 9.3.2.2.2. By Tourist Type
      - 9.3.2.2.3. By End Use
  - 9.3.3. South Africa Beer Tourism Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value
    - 9.3.3.2. Market Share & Forecast

- 9.3.3.2.1. By Activity Type
- 9.3.3.2.2. By Tourist Type
- 9.3.3.2.3. By End Use

## **10. SOUTH AMERICA BEER TOURISM MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Activity Type
  - 10.2.2. By Tourist Type
  - 10.2.3. By End Use
  - 10.2.4. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Beer Tourism Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Activity Type
      - 10.3.1.2.2. By Tourist Type
      - 10.3.1.2.3. By End Use
  - 10.3.2. Colombia Beer Tourism Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Activity Type
      - 10.3.2.2.2. By Tourist Type
      - 10.3.2.2.3. By End Use
  - 10.3.3. Argentina Beer Tourism Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Activity Type
      - 10.3.3.2.2. By Tourist Type
      - 10.3.3.2.3. By End Use

## **11. MARKET DYNAMICS**

- 11.1. Drivers

## 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

### 12.1. Merger & Acquisition (If Any)

### 12.2. Product Launches (If Any)

### 12.3. Recent Developments

## **13. GLOBAL BEER TOURISM MARKET: SWOT ANALYSIS**

## **14. PORTER'S FIVE FORCES ANALYSIS**

### 14.1. Competition in the Industry

### 14.2. Potential of New Entrants

### 14.3. Power of Suppliers

### 14.4. Power of Customers

### 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

### 15.1. G Adventures Inc.

#### 15.1.1. Business Overview

#### 15.1.2. Products & Services

#### 15.1.3. Recent Developments

#### 15.1.4. Key Personnel

#### 15.1.5. SWOT Analysis

### 15.2. BeerTrips.com

### 15.3. Provence Dreams LLC, Inc.

### 15.4. CBT Group, LLC

### 15.5. Intrepid Group Pty Limited

### 15.6. World of Beer Franchising, Inc.

### 15.7. Brewery Hops of Ireland Ltd

### 15.8. Beercycling LLC

### 15.9. Inner Circle Beer Tours LLC

### 15.10. Brews Cruise Inc.

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**



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