

Whiskey Tourism Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Experience Type (Distillery Tours/ Tasting Experiences, Whiskey Festival), By Whiskey Type (Single Malt Whiskey, Blended Whiskey, Bourbon, Craft Whiskey, Others), By End Use (Men, Women), By Region & Competition, 2021-2031F

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Abstracts

The Global Whiskey Tourism Market is projected to experience substantial growth, rising from a valuation of USD 22.14 Billion in 2025 to USD 39.11 Billion by 2031, reflecting a Compound Annual Growth Rate (CAGR) of 9.95%. This market is defined by travel activities that focus on visiting distilleries and heritage sites to participate in educational tours, product tastings, and the direct purchase of spirits. Key drivers fueling this expansion include a shifting consumer preference toward experiential travel and a heightened desire to understand the provenance and craftsmanship behind premium alcohol brands. Additionally, rising disposable incomes in emerging economies have enabled a wider demographic to pursue these leisure activities, moving the focus from simple consumption to immersive brand engagement.

Recent industrial data supports the sector's robust performance trajectory. For instance, the Kentucky Distillers' Association reported that the Kentucky Bourbon Trail achieved a record attendance of 2.7 million visitors in 2024, highlighting significant consumer demand for distillery-based experiences. Despite this momentum, future market growth faces potential obstacles due to complex international regulatory frameworks and high taxation structures. These challenges can create substantial barriers to entry and restrict necessary infrastructure investment in developing whiskey-producing regions.

Market Driver

The escalating demand for immersive and educational distillery experiences acts as a primary catalyst for the global market's evolution. Modern enthusiasts are transitioning beyond passive consumption, seeking a deeper connection with the heritage, provenance, and craftsmanship underlying their favorite spirits. This shift has necessitated a transformation in distillery operations, converting production facilities into comprehensive hospitality destinations that offer masterclasses, blending workshops, and behind-the-scenes access. The scale of this trend is evident in recent metrics; according to the Irish Whiskey Association's November 2025 'distillery visitor figures report,' Irish distilleries attracted a record 1,010,261 visitors in the year ending June 2025, indicating a strong recovery and a preference for on-site brand interaction.

The growth of the sector is further accelerated by the proliferation of organized whiskey trails and regional tourism routes, which structure individual visits into marketable travel itineraries. These trails minimize logistical friction for tourists and enhance the economic impact on host regions by encouraging extended stays and cross-sector spending. This model successfully draws non-local visitors; the Kentucky Distillers' Association noted in a specific April 2025 press release that 76% of Kentucky Bourbon Trail guests originated from outside the state, validating its effectiveness in attracting external revenue. The financial significance of such infrastructure is immense, with the Kentucky Distillers' Association reporting in 2025 that the industry now functions as a \$9 billion economic engine, underscoring the vital role of organized tourism.

Market Challenge

Complex regulatory environments and high taxation structures pose a significant barrier to the sustained development of the whiskey tourism sector. When governments enforce rigid licensing requirements or elevated excise duties, distilleries face increased operational costs that divert capital away from essential tourism infrastructure. This financial strain often prevents producers from constructing visitor centers, tasting rooms, or immersive educational facilities that are necessary for attracting international travelers. Consequently, the reduced capacity to invest in high-quality onsite experiences limits the potential for engaging consumers and building brand loyalty through direct interaction.

These fiscal pressures are particularly damaging in established regions where the cost of doing business is already high. According to the Scotch Whisky Association, the tax burden on an average priced bottle of Scotch Whisky in the United Kingdom stood at 73

percent in 2024, a figure that significantly restricted the reinvestment of revenue into distillery tourism projects. Such distinct financial hurdles discourage new market entrants and stifle the expansion of existing heritage sites, thereby slowing the overall growth trajectory of the global whiskey tourism market.

Market Trends

The resurrection of heritage 'ghost' distilleries marks a strategic shift toward capitalizing on the scarcity value and historical allure of dormant spirit brands. Producers are rebuilding iconic sites that have been silent for decades, positioning them as ultra-premium destinations that combine industrial restoration with exclusive visitor experiences. This capital-intensive approach is designed for high-net-worth connoisseurs seeking authenticity and a connection to a distillery's lost legacy, distinguishing these sites from general educational tours. Highlighting this trend, The Scotsman reported in March 2024 that parent company Diageo completed a comprehensive restoration project to reopen the Port Ellen and Brora distilleries, representing a total investment of ?185 million to bring these historic sites back into operation.

Simultaneously, the integration of digital apps for personalized visitor engagement is transforming standard tours into data-driven, customized journeys. Operators are utilizing artificial intelligence and mobile interfaces to analyze individual palate preferences in real-time, enabling tailored tasting sessions and precise retail recommendations that adapt to specific consumer tastes. This technological layer allows brands to extend engagement beyond the physical tour while collecting granular consumer insights for product optimization. According to a VisitScotland report from October 2024, the Johnnie Walker Princes Street attraction leveraged AI-powered personalization technology to analyze the unique flavor profiles of over 100,000 guests, facilitating highly individualized brand interactions.

Key Market Players

- Diageo plc

- Pernod Ricard S.A.

- William Grant & Sons Ltd

- Brown-Forman Corporation

- Suntory Global Spirits, Inc.

- Bacardi Limited

- The Edrington Group Limited

- Heaven Hill Sales Co.

- Chivas Brothers Limited

- John Distilleries Pvt Ltd

Report Scope

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

- Whiskey Tourism Market, By Experience Type

- Distillery Tours/ Tasting Experiences

- Whiskey Festival

- Whiskey Tourism Market, By Whiskey Type

- Single Malt Whiskey

- Blended Whiskey

- Bourbon

- Craft Whiskey

- Others

- Whiskey Tourism Market, By End Use

%li%%li%Men

%li%%li%Women

%li%Whiskey Tourism Market, By Region

%li%%li%North America

%li%%li%%li%United States

%li%%li%%li%Canada

%li%%li%%li%Mexico

%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%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%South America

- Brazil

- Argentina

- Colombia

- Middle East & Africa

- South Africa

- Saudi Arabia

- UAE

Competitive Landscape

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

Available Customizations:

Global Whiskey 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 WHISKEY TOURISM MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Experience Type (Distillery Tours/ Tasting Experiences, Whiskey Festival)
 - 5.2.2. By Whiskey Type (Single Malt Whiskey, Blended Whiskey, Bourbon, Craft Whiskey, Others)
 - 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 WHISKEY TOURISM MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Experience Type
 - 6.2.2. By Whiskey Type
 - 6.2.3. By End Use
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Whiskey 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 Experience Type
 - 6.3.1.2.2. By Whiskey Type
 - 6.3.1.2.3. By End Use
 - 6.3.2. Canada Whiskey 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 Experience Type
 - 6.3.2.2.2. By Whiskey Type
 - 6.3.2.2.3. By End Use
 - 6.3.3. Mexico Whiskey 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 Experience Type
 - 6.3.3.2.2. By Whiskey Type
 - 6.3.3.2.3. By End Use

7. EUROPE WHISKEY TOURISM MARKET OUTLOOK

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Experience Type
 - 7.2.2. By Whiskey Type
 - 7.2.3. By End Use
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Whiskey 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 Experience Type
 - 7.3.1.2.2. By Whiskey Type
 - 7.3.1.2.3. By End Use
 - 7.3.2. France Whiskey 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 Experience Type
 - 7.3.2.2.2. By Whiskey Type
 - 7.3.2.2.3. By End Use
 - 7.3.3. United Kingdom Whiskey 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 Experience Type
 - 7.3.3.2.2. By Whiskey Type
 - 7.3.3.2.3. By End Use
 - 7.3.4. Italy Whiskey 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 Experience Type
 - 7.3.4.2.2. By Whiskey Type
 - 7.3.4.2.3. By End Use
 - 7.3.5. Spain Whiskey 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 Experience Type
- 7.3.5.2.2. By Whiskey Type
- 7.3.5.2.3. By End Use

8. ASIA PACIFIC WHISKEY TOURISM MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Experience Type

8.2.2. By Whiskey Type

8.2.3. By End Use

8.2.4. By Country

8.3. Asia Pacific: Country Analysis

8.3.1. China Whiskey 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 Experience Type

8.3.1.2.2. By Whiskey Type

8.3.1.2.3. By End Use

8.3.2. India Whiskey 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 Experience Type

8.3.2.2.2. By Whiskey Type

8.3.2.2.3. By End Use

8.3.3. Japan Whiskey 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 Experience Type

8.3.3.2.2. By Whiskey Type

8.3.3.2.3. By End Use

8.3.4. South Korea Whiskey 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 Experience Type
- 8.3.4.2.2. By Whiskey Type
- 8.3.4.2.3. By End Use
- 8.3.5. Australia Whiskey 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 Experience Type
 - 8.3.5.2.2. By Whiskey Type
 - 8.3.5.2.3. By End Use

9. MIDDLE EAST & AFRICA WHISKEY TOURISM MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Experience Type
 - 9.2.2. By Whiskey Type
 - 9.2.3. By End Use
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Whiskey 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 Experience Type
 - 9.3.1.2.2. By Whiskey Type
 - 9.3.1.2.3. By End Use
 - 9.3.2. UAE Whiskey 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 Experience Type
 - 9.3.2.2.2. By Whiskey Type
 - 9.3.2.2.3. By End Use
 - 9.3.3. South Africa Whiskey 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 Experience Type
- 9.3.3.2.2. By Whiskey Type
- 9.3.3.2.3. By End Use

10. SOUTH AMERICA WHISKEY TOURISM MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Experience Type
 - 10.2.2. By Whiskey Type
 - 10.2.3. By End Use
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Whiskey 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 Experience Type
 - 10.3.1.2.2. By Whiskey Type
 - 10.3.1.2.3. By End Use
 - 10.3.2. Colombia Whiskey 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 Experience Type
 - 10.3.2.2.2. By Whiskey Type
 - 10.3.2.2.3. By End Use
 - 10.3.3. Argentina Whiskey 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 Experience Type
 - 10.3.3.2.2. By Whiskey 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 WHISKEY 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. Diageo plc

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. Pernod Ricard S.A.

15.3. William Grant & Sons Ltd

15.4. Brown-Forman Corporation

15.5. Suntory Global Spirits, Inc.

15.6. Bacardi Limited

15.7. The Edrington Group Limited

15.8. Heaven Hill Sales Co.

15.9. Chivas Brothers Limited

15.10. John Distilleries Pvt Ltd

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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