

Wine Tourism Market: Current Analysis and Forecast (2024-2032)

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Abstracts

Wine Tourism, or enotourism, refers to the practice of traveling to wine-producing regions for tasting, consumption, or purchase of wine. It includes visits to vineyards, wineries, and wine estates, engrossing the tourists who are fond of discovering new cultures and admiring the landscape. Wine Tourism offers the sightseer the enigma to get immersed in the history, traditions, culture, redolence, and flavor of viticulture. It also allows travelers to uncover the hidden rural and inland destinations and have discussions and talks with the estate's owners, winemakers, and agronomists. Wine tourism not only promotes the wine industry but also supports the local economies by attracting visitors to rural areas, hence opening ample business opportunities for industries such as hospitality, Food & Beverage, other local businessmen, etc.

The Wine Tourism Market is expected to grow with a significant CAGR of 12.8% during the forecast period (2024-2032). With the rising standard of living, there has been a surge in the tourism industry. The influence of globalization trend fragmentation of holidays is alluring tourists to the countries offering Wine Tourism. As a result of globalization and digitalization, people can now learn about any location and find out the price of any item with a single click from the comfort of their own homes. This has made traveling more convenient and accessible without going in long queues and dealing with the hustle-bustle at the ticket counter and travel agency companies. Moreover, partnerships and collaborations with wine providers are becoming increasingly common.

For instance, on January 19, 2024, TUI announced an expanding its offering of in-destination experiences, and they have selected WineTourism.com as their primary partner to provide TUI customers with a great selection of wine experiences.

Based on the service type, the market is segmented into wine tastings & tours

and wine festivals & events. The wine tastings & tours dominated the global market in 2023. This is mainly due to the increasing prominence of wine worldwide. The integration of wine, travel, and distinct experiences has drastically evolved the destinations of tourism. Wine tasting has recently been developed a lot due to increased westernization. Adding to this trip to wine yards have increased a lot among specialists and wine enthusiasts. Further, many companies are coming forward and are making partnerships and acquisitions, contributing to making this popular tourism. For instance, on January 19, 2024, TUI announced an expanding its offering of in-destination experiences, and they have selected WineTourism.com as their primary partner to provide TUI customers with a great selection of wine experiences.

Based on the tourist type, the market has been divided into domestic and international, with the domestic segment holding a significant share. Domestic wine tourists are actuated by hedonistic and wine-specific activities. Wine involvement and wine knowledge in the region-specific areas compels the tourists. Further, domestic tourism whips up the local cultural heritage. The integration of wine tourism with agricultural, gastronomic, and cultural tourism may incentivize the tourism market optimistically, impacting the economy. Wine yards offer better availability of foreign products to domestic travelers. According to WineGB Tourism Report 2024, 1.5 million people visited UK wineries and vineyards in 2023, with a 55% increase from the year 2022. According to United Nations Tourism (UN Tourism), the United Kingdom (UK) had the highest number of domestic tourists at 29,14,000 in 2022.

Based on the suppliers, the market has been divided into airlines, hotel companies, and tour operators. Airlines are expected to grow with a significant CAGR in the forecast period (2024-2032). The major share of the Wine Tourism market comes from the hotel companies sector, especially the resorts and hotels located in cold climatic places. These providers utilize wine tourism to offer their tourists a better and unique experience. The increase in demand for managed wine tourism services continues to fuel the market since tourists nowadays are craving experiences that blend the delight of discovery, making connections, and storytelling.

For a better understanding of the market adoption of Wine Tourism, the market is analyzed based on its worldwide presence in countries such as North America (U.S., Canada, and the Rest of North America), Europe (Germany, France, U.K., Spain, Italy, Rest of Europe), Asia-Pacific (China, Japan, India, Rest of Asia-

Pacific), Rest of World. Asia-Pacific is expected to grow with a significant CAGR in the forecast period (2024-2032). The increasing inclination towards exploring new places and feeling new and exotic experiences is certainly driving this market. With this, Asian-Pacific tourism is shifting from religious to modern wine tourism. This allows the tourists to get immersed in the enchanting world of wine. The continuing infrastructural development and the rising investments in IT & telecommunications also contributes to the growth of the Wine Tourism market. It has been observed that as firms and government initiatives in the Asia-Pacific region industry improve, cutting down operating costs and import and customs duties, wine tourism may become an ideal tourism hence boosting the region's economy. For instance, on December 24, 2024, The Uttarakhand government officially launched its first wine production unit in Kotdwar to promote wine tourism under its new excise policy. This initiative has already resulted in the production of 1,000 cases of wine from the new facility.

Some of the major players operating in the market include BK Wine AB, Wine Tourism Global, Wine Paths, Santa Rita, Robert Mondavi Winery (Constellation Brands), Grape Escapes, Treasury Wine Estates Ltd, Vinoteca Wine.md, Chateau Burgozone, Winetours Moldova

Contents

1 MARKET INTRODUCTION

- 1.1. Market Definitions
- 1.2. Main Objective
- 1.3. Stakeholders
- 1.4. Limitation

2 RESEARCH METHODOLOGY OR ASSUMPTION

- 2.1. Research Process of the Wine Tourism Market
- 2.2. Research Methodology of the Wine Tourism Market
- 2.3. Respondent Profile

3 EXECUTIVE SUMMARY

- 3.1. Industry Synopsis
- 3.2. Segmental Outlook
 - 3.2.1. Market Growth Intensity
- 3.3. Regional Outlook

4 MARKET DYNAMICS

- 4.1. Drivers
- 4.2. Opportunity
- 4.3. Restraints
- 4.4. Trends
- 4.5. PESTEL Analysis
- 4.6. Demand Side Analysis
- 4.7. Supply Side Analysis
 - 4.7.1. Merger & Acquisition
 - 4.7.2. Investment Scenario
 - 4.7.3. Industry Insights: Leading Startups and Their Unique Strategies

5 PRICING ANALYSIS

- 5.1. Regional Pricing Analysis
- 5.2. Price Influencing Factors

6 GLOBAL WINE TOURISM MARKET REVENUE (USD BN), 2022-2032F

7 MARKET INSIGHTS BY SERVICE TYPE

- 7.1. Wine Tastings & Tours
- 7.2. Wine Festivals & Events
- 7.3. Others

8 MARKET INSIGHTS BY TOURIST TYPE

- 8.1. Domestic
- 8.2. International

9 MARKET INSIGHTS BY SUPPLIERS

- 9.1. Airlines
- 9.2. Hotel companies
- 9.3. Tour operators

10 MARKET INSIGHTS BY REGION

- 10.1. North America
 - 10.1.1. U.S.
 - 10.1.2. Canada
 - 10.1.3. Rest of North America
- 10.2. Europe
 - 10.2.1. Germany
 - 10.2.2. France
 - 10.2.3. UK
 - 10.2.4. Spain
 - 10.2.5. Italy
 - 10.2.6. Rest of Europe
- 10.3. Asia-Pacific
 - 10.3.1. China
 - 10.3.2. Japan
 - 10.3.3. India
 - 10.3.4. Rest of APAC
- 10.4. Rest of the World

11 VALUE CHAIN ANALYSIS

- 11.1. Marginal Analysis
- 11.2. List of Market Participants

12 COMPETITIVE LANDSCAPE

- 12.1. Competition Dashboard
- 12.2. Competitor Market Positioning Analysis
- 12.3. Porter Five Forces Analysis

13 COMPANY PROFILES

- 13.1. BK Wine AB
 - 13.1.1. Company Overview
 - 13.1.2. Key Financials
 - 13.1.3. SWOT Analysis
 - 13.1.4. Product Portfolio
 - 13.1.5. Recent Developments
- 13.2. Wine Tourism Global
- 13.3. Wine Paths
- 13.4. Santa Rita
- 13.5. Robert Mondavi Winery (Constellation Brands)
- 13.6. Grape Escapes
- 13.7. Treasury Wine Estates Ltd
- 13.8. Vinoteca Wine.md
- 13.9. Chateau Burgozone
- 13.10. Winetours Moldova

14 ACRONYMS & ASSUMPTION

15 ANNEXURE

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