

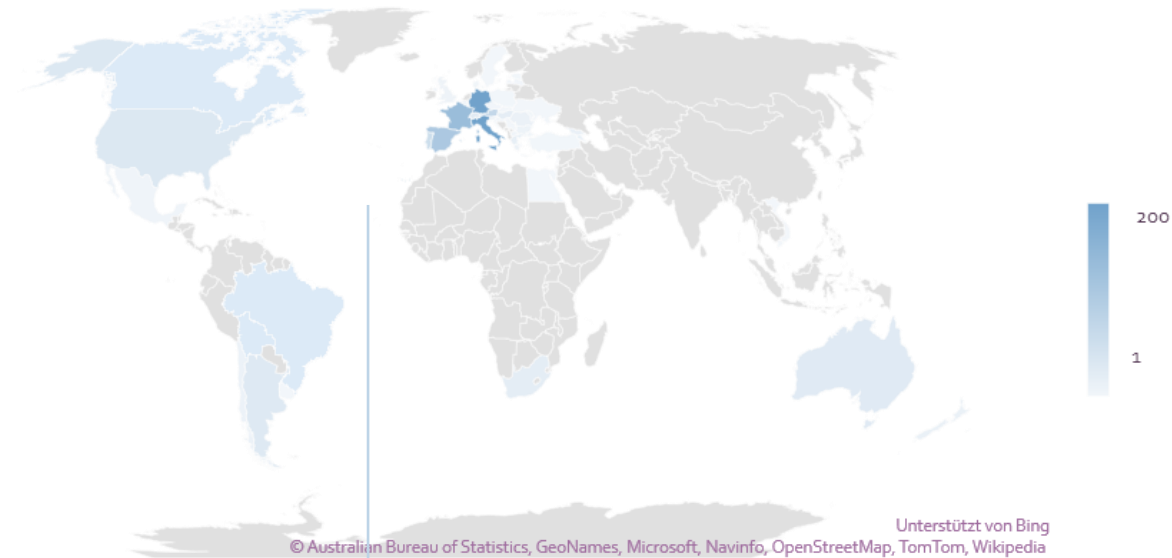
Global Wine Tourism Report 2025

Prof. Dr. Gergely Szolnoki
Hochschule Geisenheim University
Geisenheim, Germany

UN Tourism Conference, 7 October, Plovdiv, Bulgaria

Global share of participating wineries

(All wineries; N=1,310; no weighting; in %)



● 1,310 wineries from 47 countries across Europe, the Americas, Oceania, and Africa

Sub groups by origin

Europe +
Caucasus



Overseas



Sub groups by size of the winery

Small



Mid-size



Large



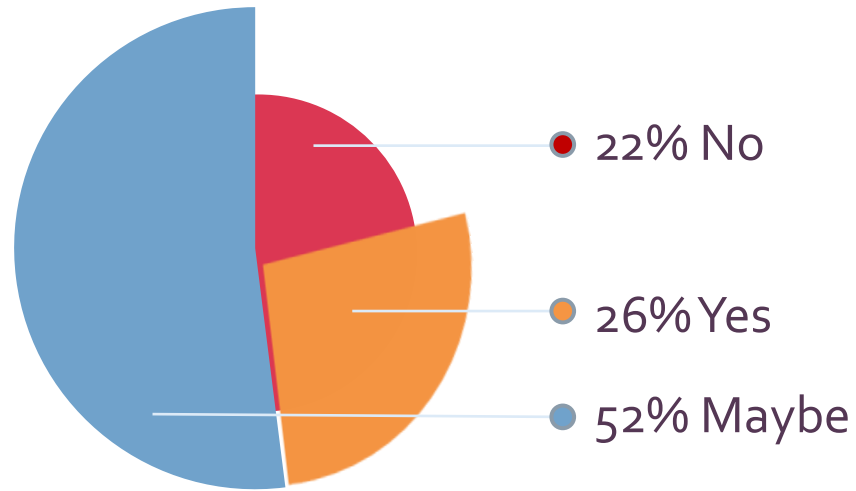
● → 88% offer wine tourism activities



Wineries without wine tourism activities

Wineries without wine tourism activities

(Only wineries without wine tourism; N=160; in %)



Intention

to offer wine tourism activities in future

Reasons for not offering wine tourism activities

Lack of time  Europe ▲

Not enough staff  Europe ▲



Wine tourism activities offered

Wine tourism activities

(Only wineries with wine tourism; N=1,149; in %)



Culinary and food

Restaurant/bar
Wine and food pairing



Accommodation

Hotels, rooms
Parking space



Sport activities

Hiking and cycling

Basis offerings

Wine tasting 79%

Cellar tour 68%

Vineyard tour 61%

71% of all wineries
offer at least two
of them

Culture

Music and art

Digitalisation

Online wine tasting
Virtual wine tours

Personalised experiences

Meet the winemaker
Privat events
Offerings from families
Offerings for non-wine drinkers
Workshops

Wine tourism activities

(Only wineries with wine tourism; N=1,149; in %)



Culinary and food

49%

Restaurant/bar
Wine and food pairing



Accommodation

Hotels, rooms
Parking space



Sport activities

Hiking and cycling

Basis offerings

Wine tasting 79%

Cellar tour 68%

Vineyard tour 61%

71% of all wineries
offer at least two
of them

Culture

Music and art 34%

Digitalisation

Online wine tasting
Virtual wine tours

Personalised experiences

Meet the winemaker 52%

Privat events 46%

Offerings from families 31%

Offerings for non-wine drinkers
Workshops

Bear in mind that it's impossible to cover all these fields as a single winery!



Specialize or cooperate!



Wine tourism business

Profitability and revenue

(Only wineries with wine tourism; N=1,149; in %)

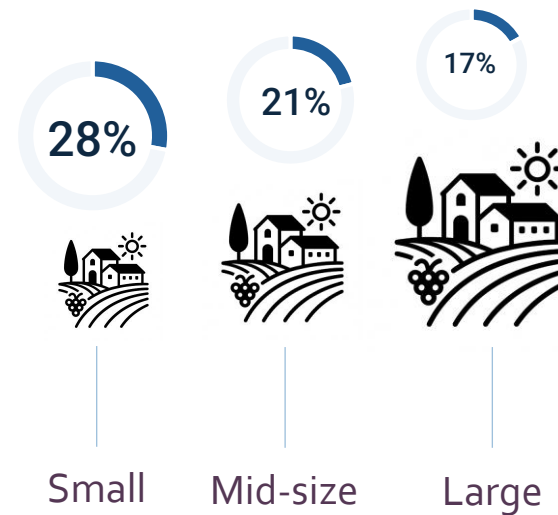
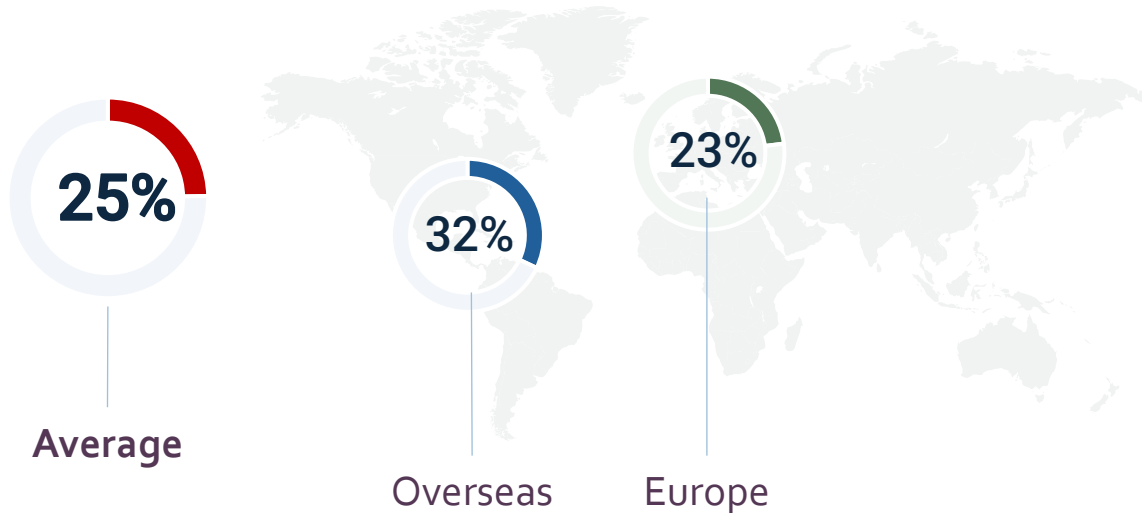
Profitability



Wine tourism business is
profitable / very profitable

Break-even
point

Not
profitable

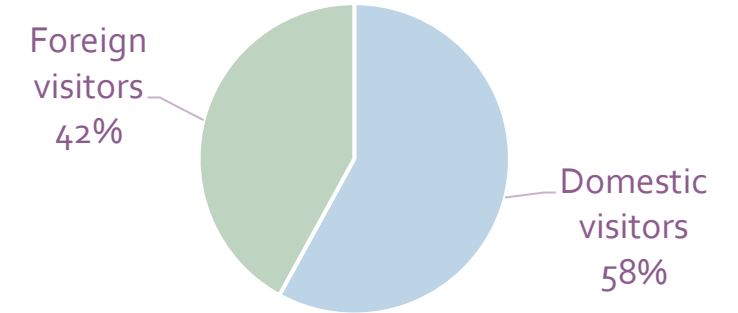
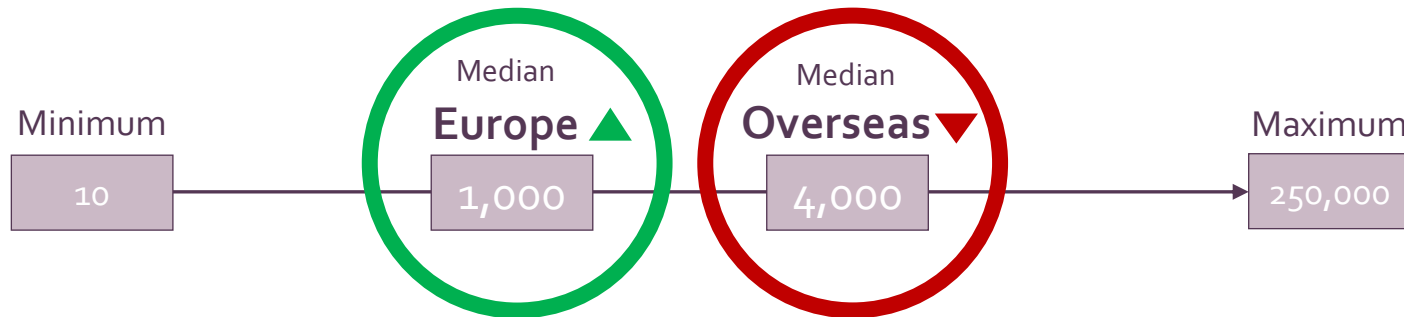


Revenue

Visitors and their profiles

(Only wineries with wine tourism; N=1,149; in %)

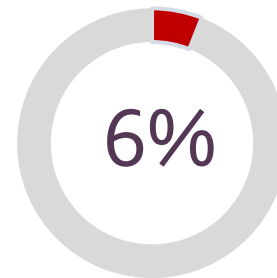
Number of visitors



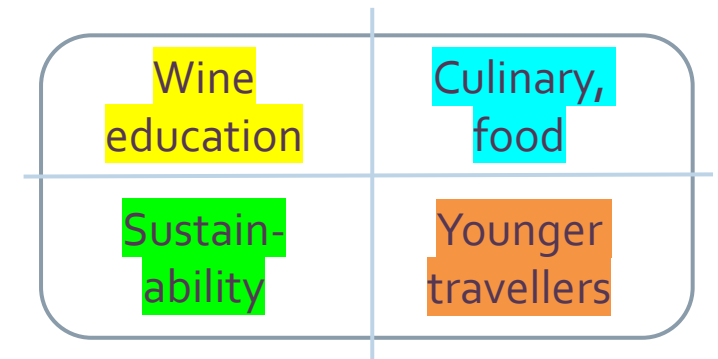
Profile of visitors



Age groups visiting wineries



Share of **winefreaks** among visitors



Changes of visitor profiles



Challenges and trends

Wine tourism challenges

(Only wineries with wine tourism; N=1,149; in %)

Challenges of the wine tourism sector



▲ Overseas



Decreasing consumption

▲ Overseas



Economic pressures



Changing preferences



Mobility

▲ Europe



Strict health policies



Regional development



Labour shortages

▲ Europe

Europe



Climate change

TOP 6 wine tourism trends

(Only wineries with wine tourism; N=1,149; in %)





Innovation and investment

Innovations in wine tourism

(Only wineries with wine tourism; N=1,149; in %)

Sustainability

- Implement sustainable and eco-friendly practices
- Collaborate with local businesses or organizations

Sport activities

- Organize nature-based activities in the vineyard
- Arrange adventure activities like hiking or cycling
- Host health and wellness activities (e.g. sport, yoga, etc.)

Food and culture

- Provide food and wine pairing experiences
- Feature local art, music, and cultural events

Personalised experiences

- Share authentic and local storytelling
- Deliver educational tastings and workshops
- Create personalized or niche visitor experiences

Digitalisation

- Offer virtual tours and online wine tastings
- Using more social media tools
- Use AI tools to personalize visitor experiences
- Enable online booking options
- Using customer data analytics
- Using customer relationship management (CRM) tool

Sustainability

- Implement **sustainable** and eco-friendly practices
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Innovations in wine tourism

50-65%

40-50%

(Only wineries with wine tourism; N=1,149; in %)

Sustainability

- Implement **sustainable** and eco-friendly practices
- **Collaborate** with local businesses or organizations

Sport activities

- Organize nature-based activities in the vineyard
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Food and culture

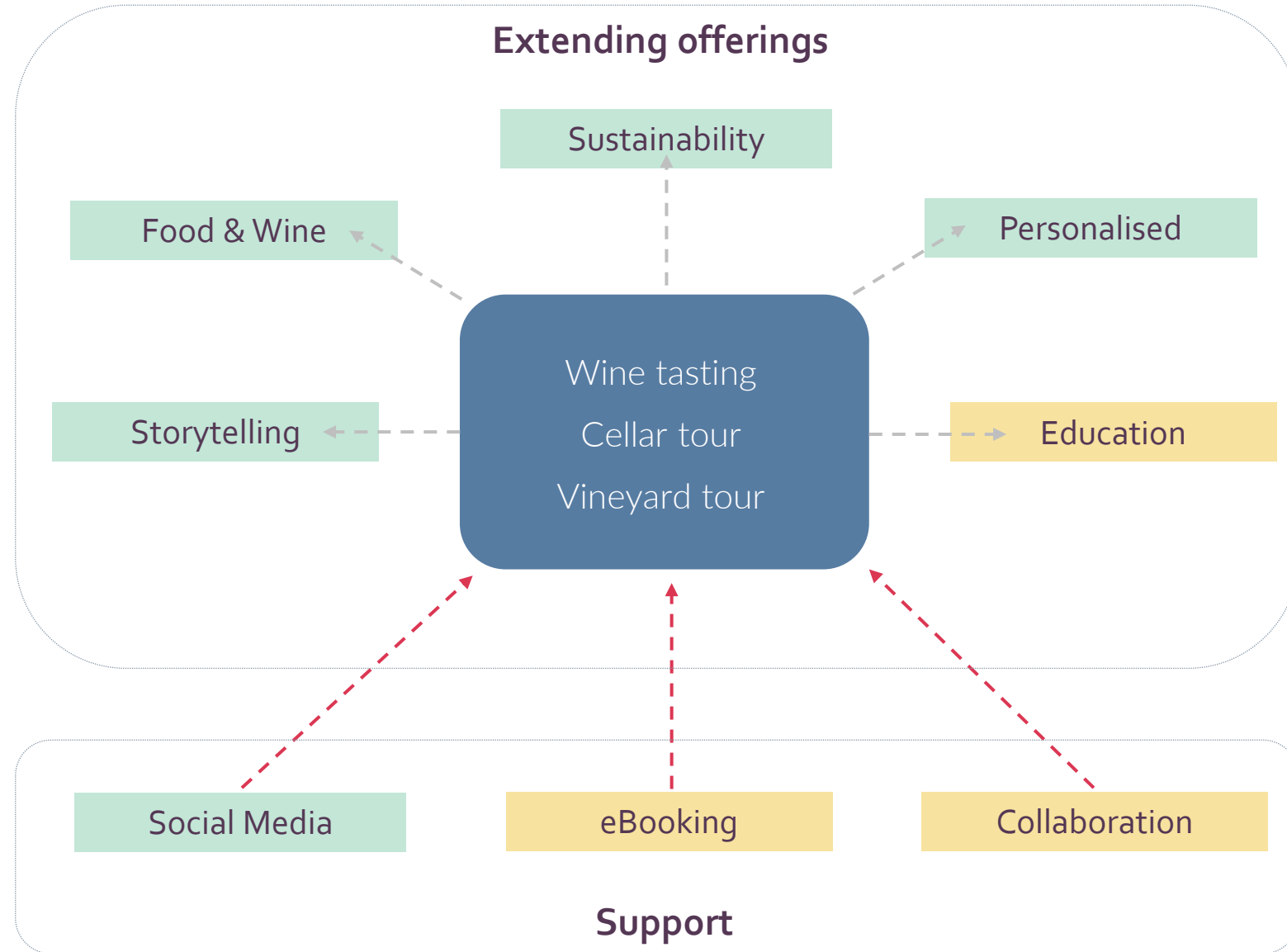
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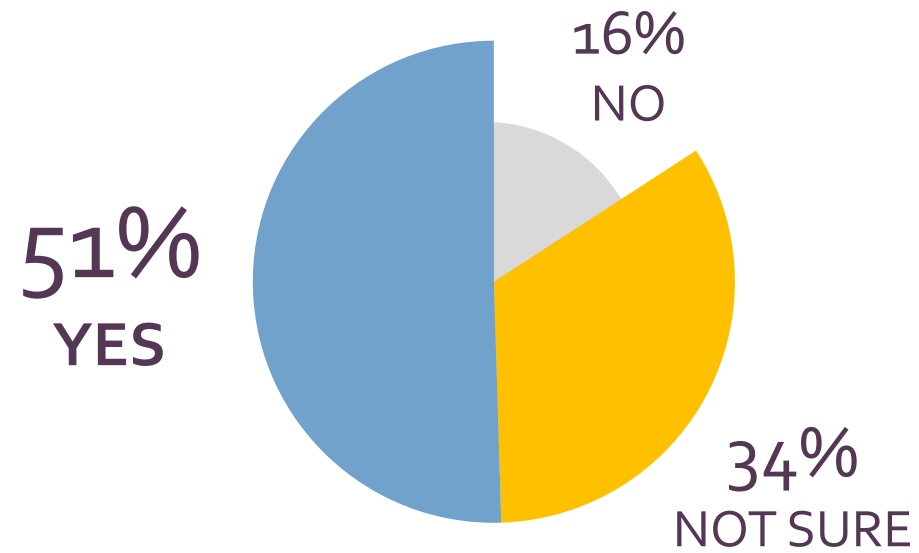
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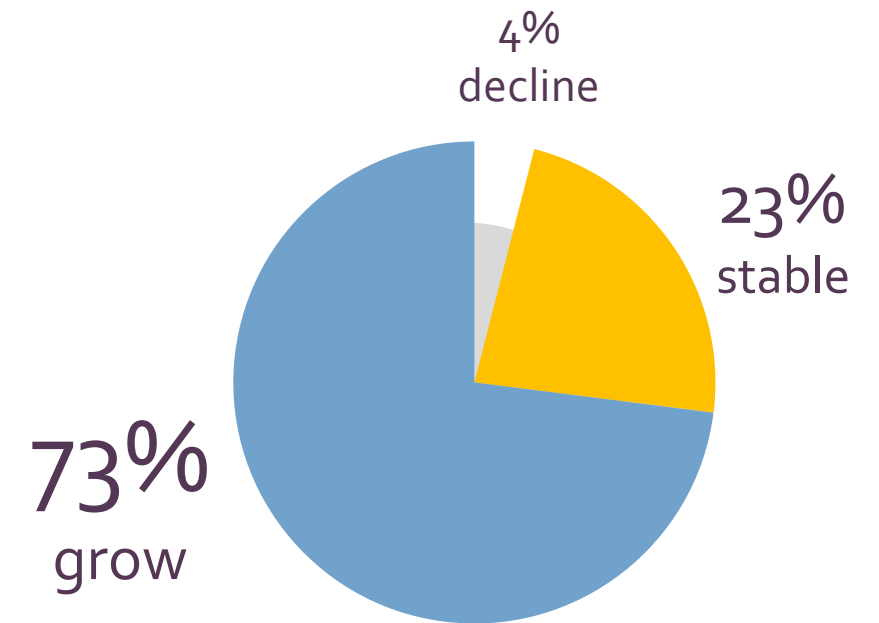
Investment and future of wine tourism

(Only wineries with wine tourism; N=1,149; in %)

Intention to invest in WT



Future of WT in the winery





Wine tourism is a *profitable* sector, accounting for 25% of total revenue.



Across the entire survey, *three trends* were mentioned repeatedly: food and wine, personalized offerings and the use of social media.



Sustainability has firmly established itself in the wine tourism sector.



The *outlook* is positive: more wineries plan to start wine tourism, and those already involved will invest further.

Presentations and download



Presentations:

- UN Tourism Wine Tourism Conference, 7 October 2025, Plovdiv / Bulgaria
- Great Wine Capitals Annual Conference, 6 November 2025, Bordeaux / France
- 65th International DWV Congress, 3 December 2025, Mainz / Germany
- Free online Webinar, 26 January 2026, Registration here:



Download:

Download the report (from 9 October 2025): www.hs-geisenheim.de/gwtreport



Information:

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Quotation: Szolnoki, G. (2025), Global Wine Tourism Report 2025. A study by Hochschule Geisenheim University in collaboration with UN Tourism, the International Organisation of Vine and Wine (OIV), the Great Wine Capitals Global Network (GWC) and WineTourism.com. Doi: 10.13140/RG.2.2.23740.50564.

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