

# Global Wine Tourism Market Set for Rapid Growth by 2035, Driven by Experiential Travel and Sustainable Tourism Trends

*Rising demand for authentic wine experiences, sustainable travel, and rural tourism is fueling significant growth in the global wine tourism market.*

NEWARK, DE, UNITED STATES, May 8, 2025 /EINPresswire.com/ -- The global [wine tourism market](#) is on track for significant expansion, projected to grow from USD 108.3 billion in 2025 to a staggering USD 358.6 billion by 2035, according to newly released market insights. This growth represents a compound annual growth rate (CAGR) of 12.7% over the forecast period, signaling a robust demand for immersive, wine-focused travel experiences across the globe.



Wine tourism—also known as oenotourism or vineyard tourism—is gaining traction as consumers increasingly seek authentic, culturally rich travel experiences. Tourists are no longer content with traditional sightseeing; they want to engage deeply with destinations, local gastronomy, and winemaking traditions. This shift in travel preferences is driving up demand for wine tasting tours, vineyard stays, winery festivals, and rural wine experiences, particularly in regions with strong viticultural heritage.

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## Experiential and Sustainable Travel Trends Fuel Growth

The rapid growth of the wine tourism market is closely tied to the broader rise of experiential tourism and sustainable travel trends. Travelers are actively seeking destinations that offer not just scenic beauty but meaningful experiences such as harvest participation, guided vineyard tours, artisanal food pairings, and sommelier-led tasting sessions. Furthermore, eco-conscious tourists are increasingly drawn to wineries that implement sustainable viticulture practices,

adding another layer of appeal to wine-based travel.

Millennials and Gen Z travelers are particularly influential in reshaping the market. With their preference for unique, shareable travel moments and boutique experiences, this demographic is a key driver behind the rising interest in boutique wineries, biodynamic vineyards, and countryside wine trails.

### Regional Insights

- Europe remains the leading hub, with iconic wine regions like Bordeaux, Tuscany, and La Rioja drawing strong tourist flows and luxury wine experiences.
- North America is growing steadily, with Napa Valley and Canada's Okanagan Valley offering premium, tech-enhanced wine tourism options.
- Asia-Pacific is the fastest-growing region, with rising wine culture and emerging destinations like India's Nashik and China's Ningxia.
- Latin America is gaining traction, led by Argentina and Chile, where scenic vineyards and organic wine experiences attract global travelers.
- Middle East & Africa show niche potential, with South Africa's Western Cape leading in wine and nature tourism, supported by sustainability efforts.

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### Technology Enhancing the Wine Travel Experience

The wine tourism sector is also leveraging technology to create digital wine tours, virtual vineyard experiences, and mobile wine apps that help tourists plan, book, and enhance their journeys. From AI-powered wine pairing tools to AR experiences within wineries, the blending of tech with tradition is opening new pathways for market growth.

### Emerging Trends in the Wine Tourism Market

- Rise of Sustainable and Organic Wine Tourism: Eco-conscious tourists are favoring wineries that practice sustainable viticulture, organic farming, and carbon-neutral operations.
- Growing Appeal of Boutique and Offbeat Wine Destinations: Tourists are exploring lesser-known wine regions for authentic, crowd-free experiences in emerging markets like Georgia, India, and Uruguay.

- Fusion of Wine with Wellness and Culture: Wine tourism is being combined with wellness retreats, art exhibitions, culinary workshops, and heritage site visits to attract a broader audience.
- Customization and Personalization: Tour operators and wineries are offering tailored packages based on traveler profiles, including dietary preferences, wine expertise, and lifestyle interests.

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#### Key Companies Profiled

- BKWine Tours
- Gourmet Touring
- González Byass
- Villa Melnik Winery
- Vergelegen Estate
- Compañía Vinícola del Norte de España (CVNE)
- Viña Matetic
- Napa Valley Wine Train
- Delaire Graff Estate
- Maison
- Rémy Martin
- Bodega Trapiche
- Ottella

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#### Wine Tourism Market Segmentation

By Activity Type:

- Winery Visits and Tasting
- Wine Trails
- Wine Festivals and Events
- Wine Education and Workshops
- Other Activities

By Age Group:

- Less than 20 years
- 20 – 30 years
- 30 – 40 years
- 40 – 50 years

- Over 50 years

By Demography:

- Men
- Women

By Tourism Type:

- Domestic Tourists
- International Tourists

By Tour Type:

- Individual
- Group

By Region:

- North America
- Eastern Europe
- Western Europe
- East Asia
- South Asia and Pacific
- Latin America
- Middle East and Africa

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