

# Enotourism Market Expanding With \$20.27 Billion at 14.1% CAGR by 2029

*The Business Research Company's  
Enotourism Global Market Report 2025 -  
Market Size, Trends, And Global Forecast  
2025-2034*

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What Is The Forecast For The Enotourism Market From 2024 To 2029?

[The market size of enotourism](#) has seen swift expansion in the last few years. It is projected to increase from \$10.49 billion in 2024 to \$11.95 billion in 2025, boasting a compound annual growth rate (CAGR) of 13.9%. Factors contributing to the growth during the historic period include cultural heritage, the development of wine routes, marketing and promotion endeavors, enotourism events, and an increase in wine education.

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[The industry of enotourism](#) is anticipated to experience rapid expansion in the coming years, with predictions showing growth to \$20.27 billion by 2029 and a Compound Annual Growth Rate (CAGR) of 14.1%. This development in the projected period can be attributed to factors such as

online presence and digital marketing, the incorporation of sustainable and eco-friendly conducts, integration of culinary tourism, the demand for experiential travel, and education and workshops about wine. Noteworthy trends expected during this forecast period encompass the fusion of adventure and leisure activities, wine-themed events and festivals, collaborations and networking opportunities, as well as the promotion of heritage and culture.

Download a free sample of the enotourism market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=5664&type=smp>

## What Are The Core Growth Drivers Shaping The Future Of The Enotourism Market?

The enotourism market is predicted to flourish owing to increased government initiatives aiming to bolster tourism. Governmental focus is shifting towards cultural tourism, particularly wine tourism, to enhance integrated high-quality development and speed up the growth of wine tourism hotspots. As per information released by The U.S. Department of Commerce in June 2022, the federal government, guided by the TPC and in partnership with the private sector, aims to draw in 90 million international tourists in the forthcoming five years, expecting to generate a yearly expenditure of \$279 billion by 2027, thereby boosting employment rates in America. Consequently, expanded government efforts to stimulate tourism are fueling [the expansion of the enotourism market](#).

## Which Companies Are Currently Leading In The Enotourism Market?

Major players in the Enotourism include:

- Moët & Chandon
- Schloss Johannisberg
- Viña Concha y Toro S.A.
- Yalumba Winery
- Domaine Chandon
- Mission Hill Family Estate
- Cloudy Bay Vineyards
- Robert Mondavi Winery
- California Wine Tours
- Joseph Phelps Vineyards

## What Are The Top Trends In The Enotourism Industry?

Leading businesses in the enotourism sector are concentrating on the development of a directory for tasting rooms, thus significantly improving the enotourism experience. This useful resource provides a central point of reference for visitors, highlighting an array of vineyards, their exceptional offerings, and the distinct experiences each offers. The directory contains extensive details about tasting options, events, and vineyard tours, enabling better planning for wine lovers and encouraging local exploration. In July 2024, for instance, Wine Enthusiast Companies, a New York based firm active in the wine industry, introduced a new travel division featuring the Tasting Room Directory, a complete resource for wine tourism. This directory integrates wine reviews from the respected Wine Enthusiast tasting panel, granting tourists important insights concerning different wineries worldwide. With thousands of tasting room entries, tailored search features, and a streamlined reservation system, it simplifies the planning of wine-based travels for its users. This initiative caters to the public's strong interest in more exploration possibilities within wine tourism, seeking to boost interaction with both seasoned aficionados and novices.

## Comparative Analysis Of Leading Enotourism Market Segments

The enotourism market covered in this report is segmented –

- 1) By Tour Type: Private guided Tours, Self-guided Tours
- 2) By Traveler Type: Solo, Group
- 3) By Age Group: Generation X, Generation Y, Generation Z

Subsegments:

- 1) By Private Guided Tours: Customizable Private Tours, Group Private Tours, Luxury Private Experiences
- 2) By Self-Guided Tours: Pre-Planned Itineraries, Map And App-Guided Tours, Flexible Exploration Options

View the full enotourism market report:

<https://www.thebusinessresearchcompany.com/report/enotourism-global-market-report>

Which Regions Are Dominating The Enotourism Market Landscape?

In 2024, North America led the enotourism market while projections show Europe having the fastest growth rate. The report discusses the enotourism market across areas such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

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