

## PRESS RELEASE

### Global Wine Tourism Report 2025: Landmark international study unveils the current state of wine tourism worldwide

Geisenheim, 9 October 2025 – The newly published *Global Wine Tourism Report 2025* represents a milestone for the global wine and tourism industries. With contributions from 1,310 wineries in 47 countries, this unique study is the most comprehensive international analysis of wine tourism to date. It provides a clear reflection of the sector's present realities and future directions.

"With more than 1,300 wineries from every continent represented, the report offers a unique global voice for the wine sector. It sets the stage for a better understanding of consumer expectations and for designing innovative strategies," said Professor Gergely Szolnoki of Hochschule Geisenheim University, who led the research team.

#### Background

Wine tourism has grown rapidly over the past decade, becoming a dynamic and profitable part of the global wine industry. When well-managed, it fosters sustainable rural development by creating jobs and supporting local communities, while also preserving cultural and natural heritage and promoting responsible tourism. Yet, despite its rising importance, the field still suffers from a lack of international data on trends, limiting policymakers and businesses in developing evidence-based strategies.

To address this need, 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 — launched a new global research initiative. This initiative culminates in the *Global Wine Tourism Report*, based on an annual worldwide survey designed to generate up-to-date data and insights on key developments.

#### Key Findings

- **Economic Impact:** Wine tourism is widely recognised as a major economic driver for regional development, contributing significantly to local communities and rural economies.
- **Profitability:** Two out of three wineries report that wine tourism is profitable or very profitable, with around a quarter of total winery revenue now generated by tourism.
- **Sustainability:** Sustainability is moving to the centre of business strategies, with two-thirds of wineries rating it as important or very important for their tourism activities.
- **Engagement in Wine Tourism:** For wineries not engaged in wine tourism, staff shortages and limited time availability remain the main obstacles for wineries not engaged in wine tourism. Nevertheless, one in four wineries which have not yet engaged in wine tourism has already decided to enter the field, and half are considering doing so in the near future.

- **Uneven Regional Growth in Demand:** Europe is experiencing rising visitor numbers, while overseas regions report declines. 41% of wineries overseas report a decline in visitor numbers, only 17% of European wineries face this issue, with many in Europe even seeing growth.
- **Visitor Profiles:** The dominant age group of wine tourists remains 45–65 years, though visitors aged 25–44 are becoming increasingly important. Strong growth trends are seen in wine education, sustainability, gastronomy, and interest among younger travellers.
- **Key Challenges:** Wineries face a fragile market shaped by economic pressures and declining wine consumption. Accessibility issues and regulations, including public health requirements, pose additional challenges. At the same time, changing visitor preferences, staffing shortages, and the demands of digital transformation require more adaptive and innovative approaches.
- **Core Activities:** Wine tastings, cellar visits, and vineyard tours remain the backbone of wine tourism experiences worldwide. These activities not only allow visitors to experience wines and landscapes firsthand but also foster personal connections between guests and winery staff.
- **Tourism Trends:** Today's visitors are drawn to authentic, local, and niche experiences. Culinary offers, eco-friendly practices, and nature-based activities are on the rise, alongside strong engagement through digital channels and social media.
- **Wine Tourism Strategies:** Storytelling and social media are at the heart of innovation in wine tourism. More than half of wineries also focus on food and wine pairings and collaborations with local businesses. Educational workshops, cultural events, and vineyard-based activities play a growing role in enriching visitor experiences.
- **Innovation & Investment:** Innovation is widely regarded as essential for future competitiveness, helping wineries attract new visitor segments and differentiate themselves in the market. Levels of actual investment in new experiences, however, vary depending on each winery's strategy and philosophy.
- **Future Outlook:** The outlook is highly optimistic: half of the surveyed wineries plan to invest further in wine tourism, and a majority expect steady growth both for their region and their own operations. Importantly, nearly two-thirds believe wine tourism can serve as a valuable tool to strengthen resilience in times of crisis.

### A Unique Global Benchmark

The study provides not only empirical evidence of the importance of wine tourism but also serves as a practical benchmark for wineries and policymakers worldwide. It demonstrates how the industry has evolved from a niche activity to a central element of rural development, international marketing, and sustainable growth.

The full report as well as the executive summary can be downloaded at [www.hs-geisenheim.de/gwtreport](http://www.hs-geisenheim.de/gwtreport)

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