

## 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* marks a milestone for the global wine and tourism industries. With contributions from 1,310 wineries in 47 countries, it is the most comprehensive international analysis of wine tourism to date, reflecting the sector's realities and future directions. "The report offers a unique global voice for the wine sector. It helps us better understand consumer expectations and design innovative strategies," said Professor Gergely Szolnoki of Hochschule Geisenheim University, who led the research team.

#### **Background**

Wine tourism has become a dynamic and profitable part of the global wine industry, creating jobs and supporting rural communities, yet reliable international data remain scarce. To fill this gap, Hochschule Geisenheim University — in collaboration with UN Tourism, the International Organisation of Vine and Wine, the Great Wine Capitals Global Network, and WineTourism.com — launched a global research initiative. The result is the *Global Wine Tourism Report*, based on an annual worldwide survey.

#### **Key Findings**

The report confirms wine tourism as a major economic driver for regional development: two out of three wineries consider it profitable or very profitable, with tourism now generating around a quarter of overall winery revenue. Traditional tastings, cellar visits, and vineyard tours remain central attractions, while innovative activities such as culinary pairings, wellness programs, and cultural events are gaining ground.

Visitor profiles show growth in Europe but declines in many overseas markets. The dominant age group remains 45–65 years, yet younger travellers aged 25–44 are becoming increasingly influential. Sustainability is moving to centre stage, with two-thirds of wineries rating it as important or very important for their tourism activities.

Innovation is widely regarded as essential for competitiveness. Storytelling and social media are the leading strategies, while partnerships with local businesses, wine education, and experiential travel further enrich the visitor experience. Despite these positive results, wineries must navigate a fragile market shaped by economic pressures, declining wine consumption, strict regulations, and public health policies. Nevertheless, half of all wineries plan to expand their tourism investments, and most expect steady growth. Nearly two-thirds also believe wine tourism strengthens resilience in times of crisis.

#### **A Unique Global Benchmark**

The study highlights the economic and cultural value of wine tourism and provides a benchmark for policymakers and businesses, showing its evolution from a niche to a pillar of sustainable rural development and international marketing. The results were released at the 9<sup>th</sup> UN Tourism Wine Tourism Conference in Bulgaria on 7 October 2025 and will be presented at the Great Wine Capitals Annual Conference in Bordeaux on 6 November 2025.

and at the 65<sup>th</sup> DWV Congress in Mainz on 3 December 2025, as well as within the framework of a webinar in January 2026.

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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