

UDC 338.48-6:639.1(4)

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## **THE EUROPEAN WINE TOURISM MARKET**

Wine tourism is a dynamic type of tourism that has grown rapidly during the last decade. Wine tourism helps with the development of rural areas, creates jobs, and preserves local traditions.

According to UN Tourism, the collaboration between wineries and tourism organisations often promotes destinations and the sustainable development of those areas [1].

Let's consider the geography of wine tourism. The main countries of wine tourism are France, Italy, Spain, Germany, the UK and Portugal; secondary to them are Bulgaria, the Czech Republic, Croatia, Cyprus, Greece, Hungary, Moldova, Romania, Switzerland and Ukraine [2].

The UK's key players include London Wine Tours, British Wine Tours, and The Wine Experience. French key companies such as Authentica Tours, Loire Valley Wine Tours and Château Pape Clément offer a wide range of experiences. Italian Ottella and Antinori focus on quality and uniqueness.

Spanish González Byass, also known as Tío Pepe, offers tours, tasting and experiences. There are also international companies, such as BKWine Tours, a Swedish company founded in France that runs multi-country tours.

The European wine tourism market is projected to experience consistent growth over the next decade. In 2024, the wine tourism industry is estimated to generate USD 14.1 billion in the UK, USD 6.3 billion in France, USD 2.5 billion in Italy, and USD 4.1 billion in Spain (figure 1) [3].

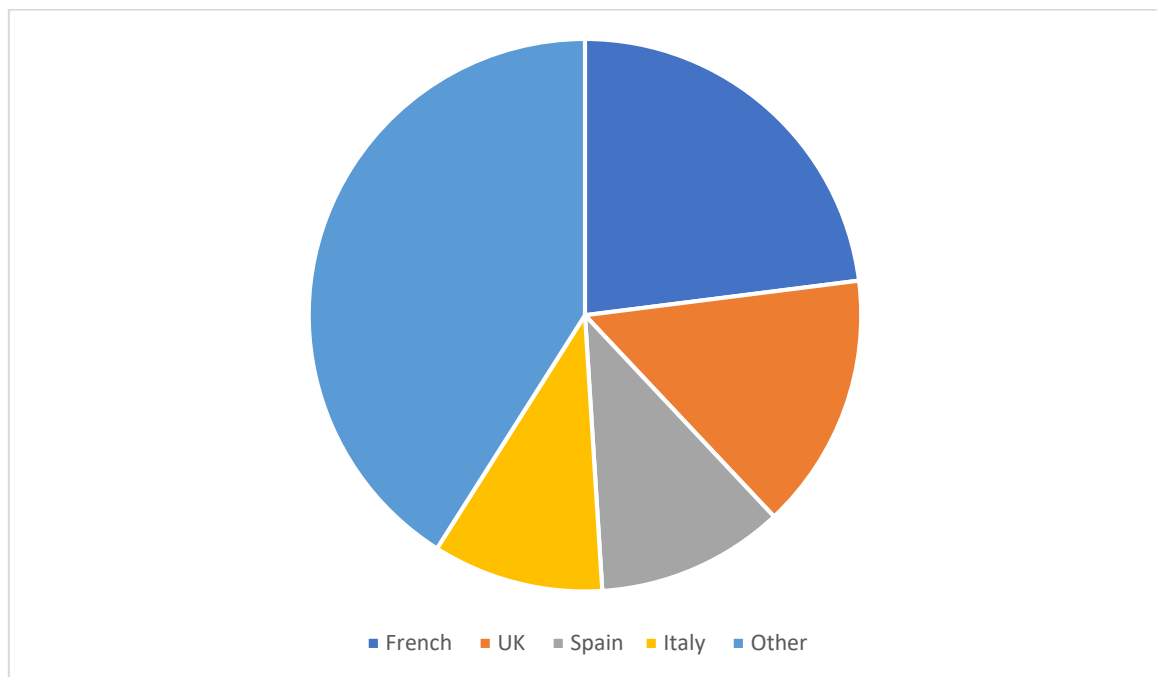


Figure 1. Estimated contribution to Europe's wine tourism market (2024)

*Source: made by the author based on [3]*

The forecasted growth of wine tourism is 7-12% CAGR. This growth is brought about by the rising demand and growing interest in wine experiences, private wine tastings, luxury vineyard stays, winemaking workshops and customised private wine tastings (figure 2).

International tourists represent 40-60% mainly from European countries, Asia, and North America [3].

Key trends driving this market include sustainable tourism with wineries such as Château de Pommard in Burgundy, which attracts a new generation of aware tourists.

Technological innovation in wine tourism is developing from the introduction of modern technologies in winemaking to virtual tours and online masterclasses. Personalisation and luxury retreats grow in popularity, providing tourists with personalised vineyard tours, luxury accommodation packages and private wine dinners with local chefs.

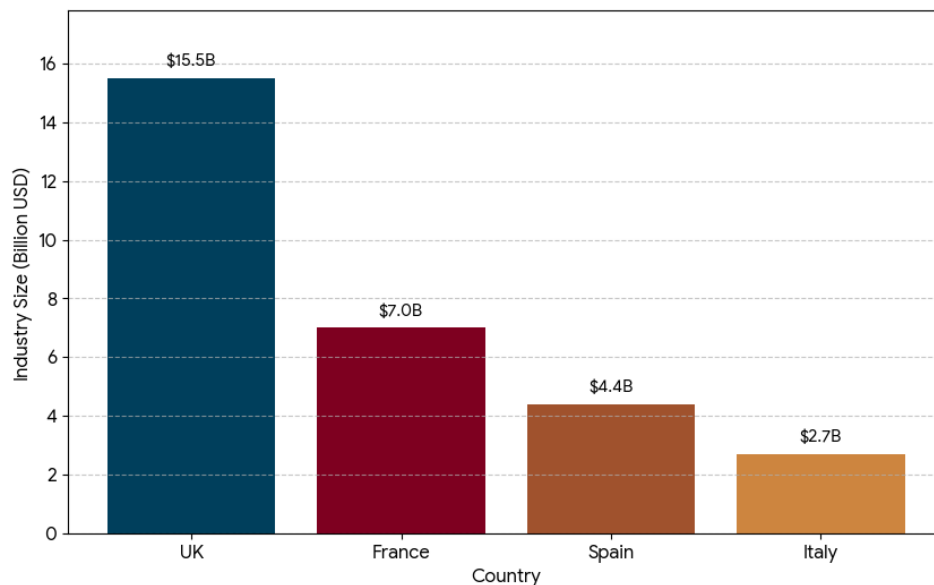


Figure 2. Estimated wine tourism industry size (2025)

*Source: made by AI based on [3]*

## References

1. Gastronomy and wine tourism. *UN Tourism*. URL: <https://www.untourism.int/gastronomy-wine-tourism> (date of access: 03.10.2025).
2. Maister A. Features of wine tourism development in European countries. »*Science in the environment of rapid changes*» : International Scientific and Practical Conference, Brussels, 6 April 2024. 2024. P. 233–236. URL: <https://archive.interconf.center/index.php/conference-proceeding/issue/view/6-8.04.2024>.

3. Wine tourism market share & key player insights. Future Market Insights, Inc.  
URL: <https://www.futuremarketinsights.com/reports/wine-tourism-market-share-analysis> (date of access: 18.10.2025).