



# Wine tourism: national and European dimension





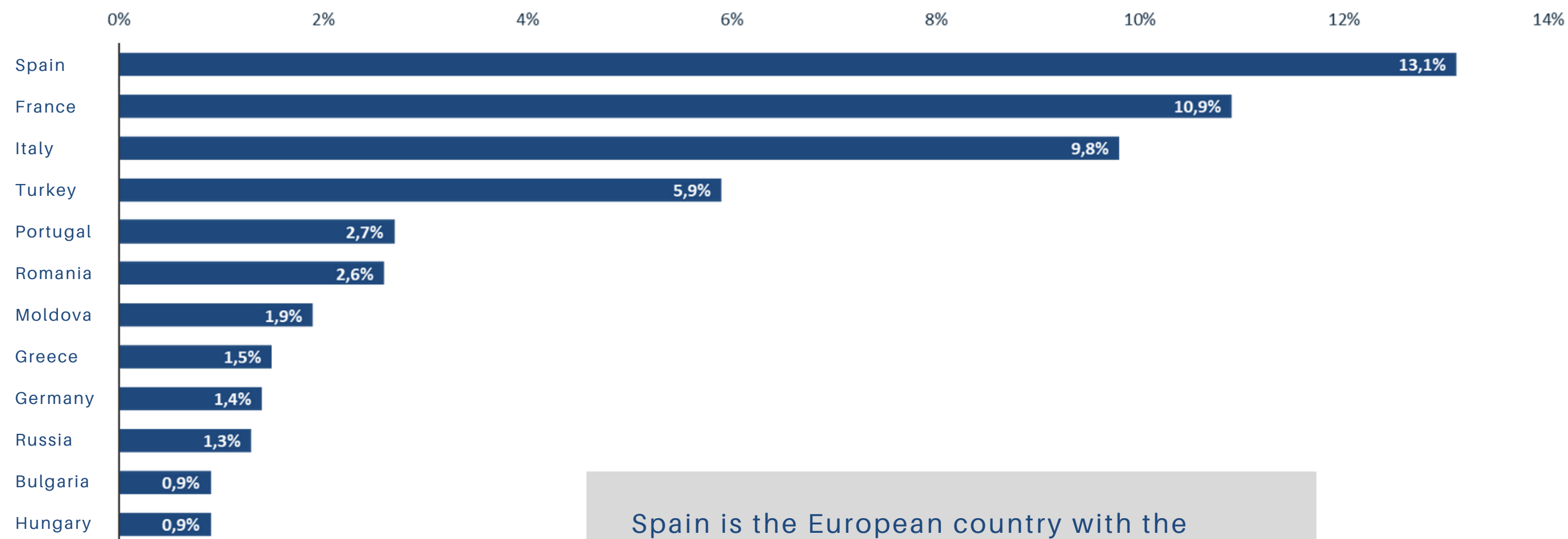
Wine Tourism is a very important product for Portugal's tourism strategy, due to its ability to promote the development of the territory and to enhance endogenous products, where Portugal has a clear competitive advantage, and the potential to attract long-distance market segments, which stay longer and spend more.

### Wine Sector in Portugal - Main Figures:



Sources: IVV, 2022; Pordata, 2022; Statista, 2021

## % of the vineyard area of European countries, worldwide, 2020

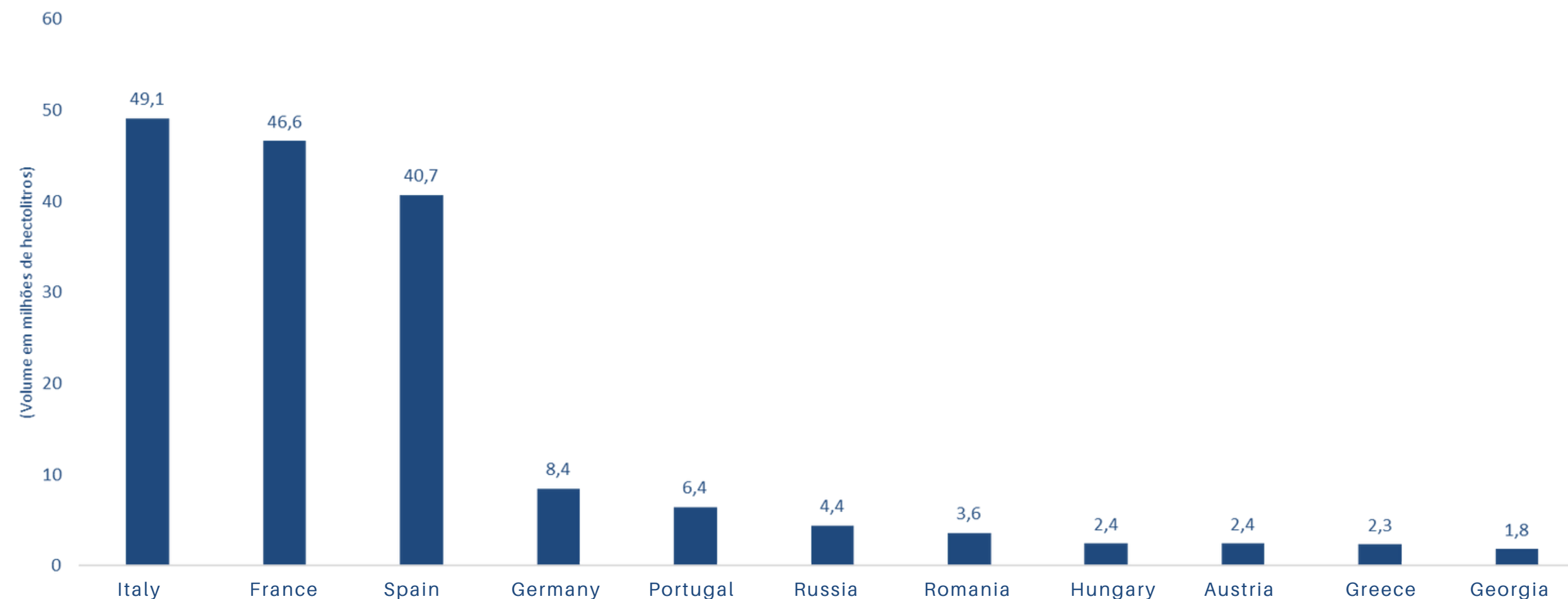


Source: Statista

Spain is the European country with the largest vineyard area, representing just over 13% of the world total. France and Italy occupy the next positions. Portugal is the fifth European country with the largest planted vineyard area, representing 2.7% of the world total.



## Leading countries in the production of wine in Europe, 2020

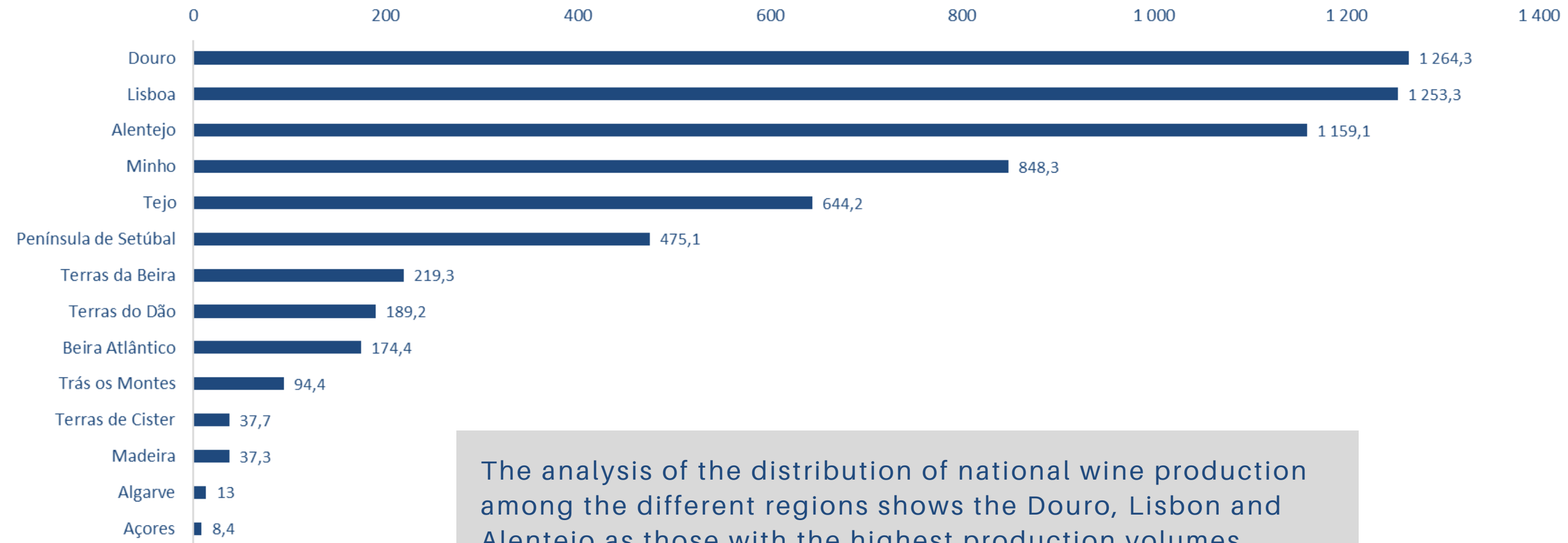


Source: Statista

Italy, France and Spain are the three largest European wine producers, having a clearly dominant position over all other producing countries. In 2020, Portugal occupied the 5th position in this ranking, with a volume produced that represents about 15% of each of the three major European producers.

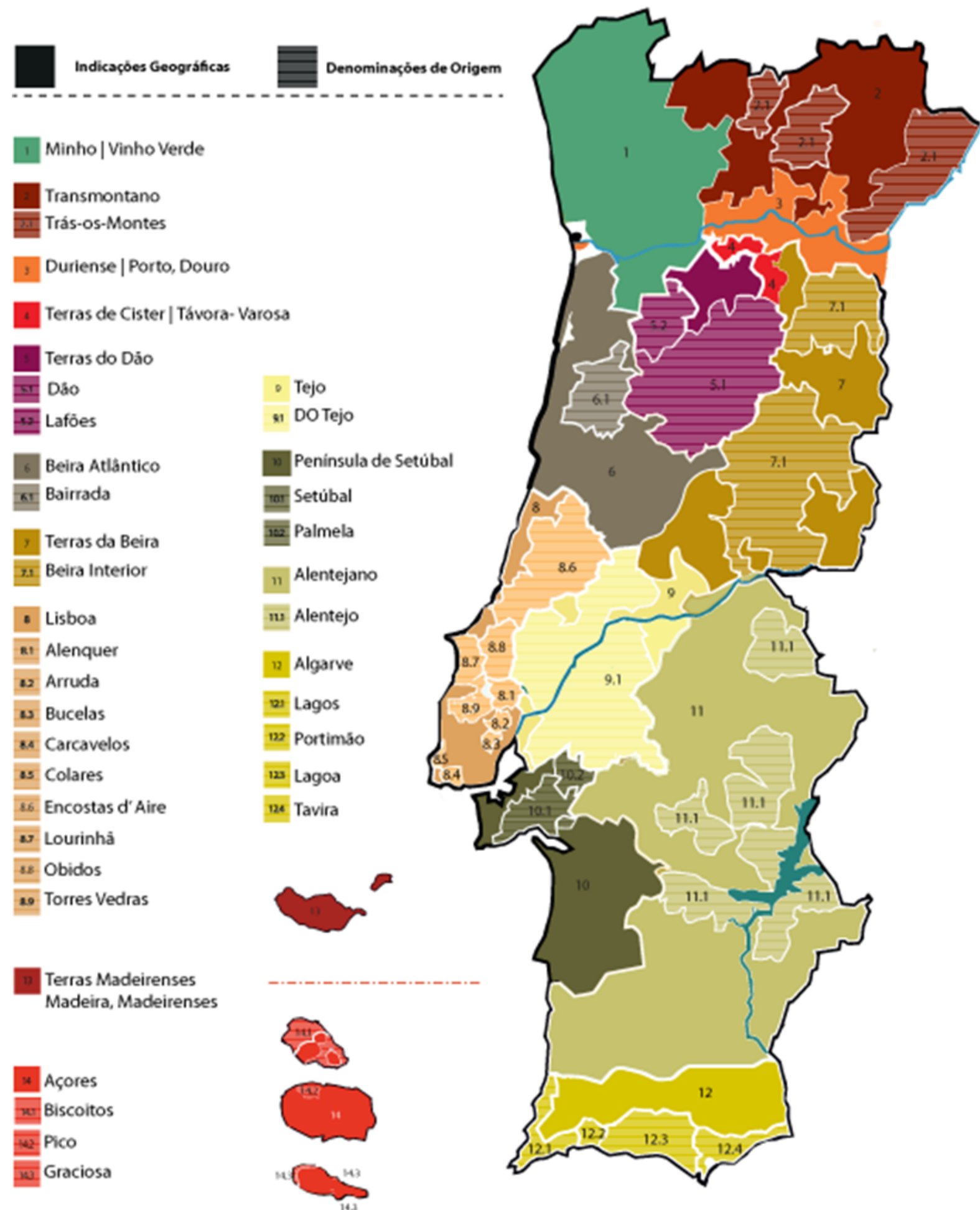
# Wine production in Portugal, by region, in 2020/21

(volume in thousands of hl)



Source: Statista

The analysis of the distribution of national wine production among the different regions shows the Douro, Lisbon and Alentejo as those with the highest production volumes. There is also a set of regions with intermediate production levels, including Minho (Vinho Verde region), Tejo and the Setúbal Peninsula. The remaining regions have lower wine production volumes. This situation can be detailed in the following map.



Portuguese  
wine regions



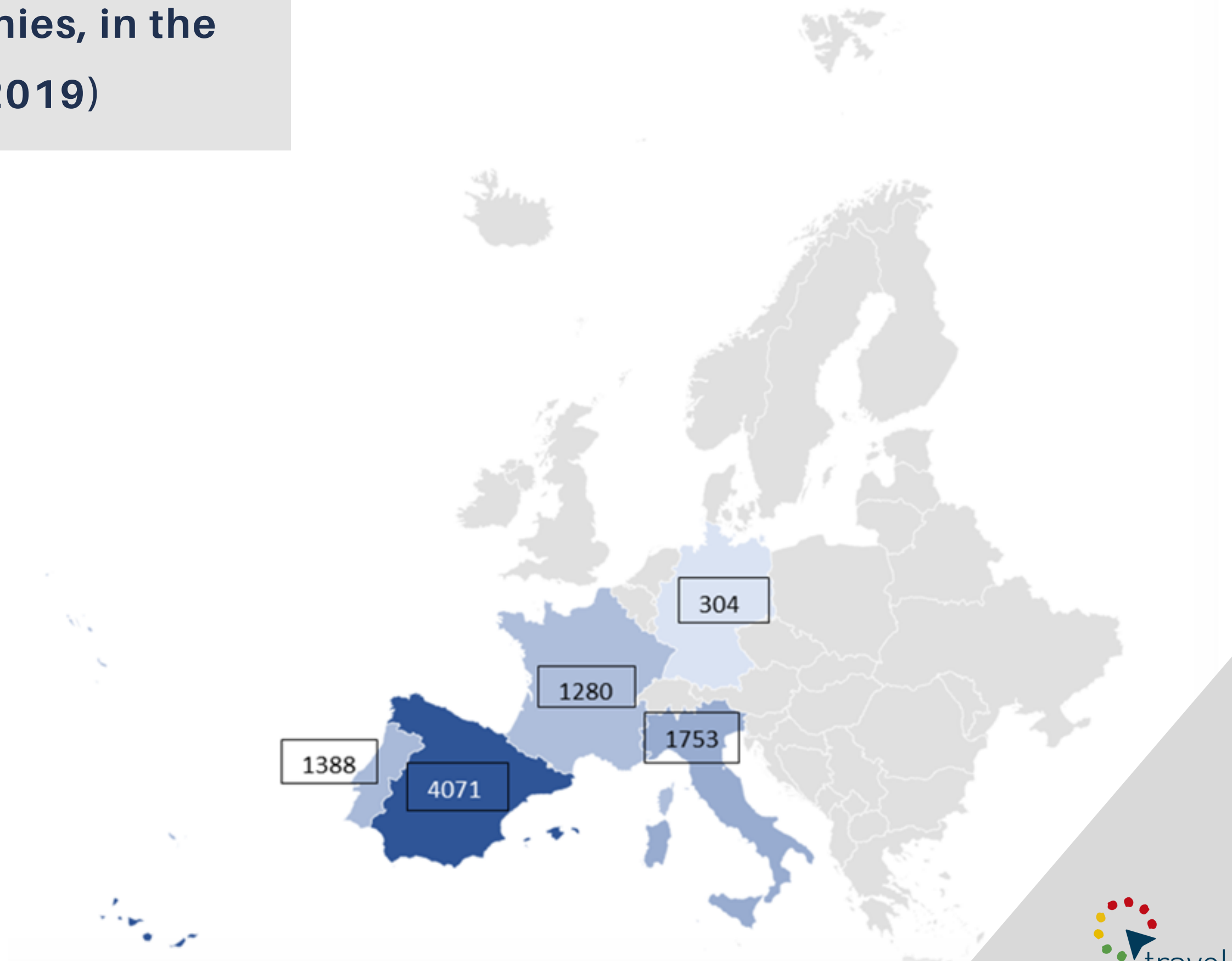
**Portuguese wine regions with higher wine production**



Source: Instituto da Vinha e do Vinho, 2020

## Number of wine producing companies, in the five largest European producers (2019)

Spain is the European leader in the number of wine producing companies, followed by Italy and Portugal, which occupy the next positions. France is only in fourth place. Germany is in fifth place, but with a substantially reduced number of companies in this sector.

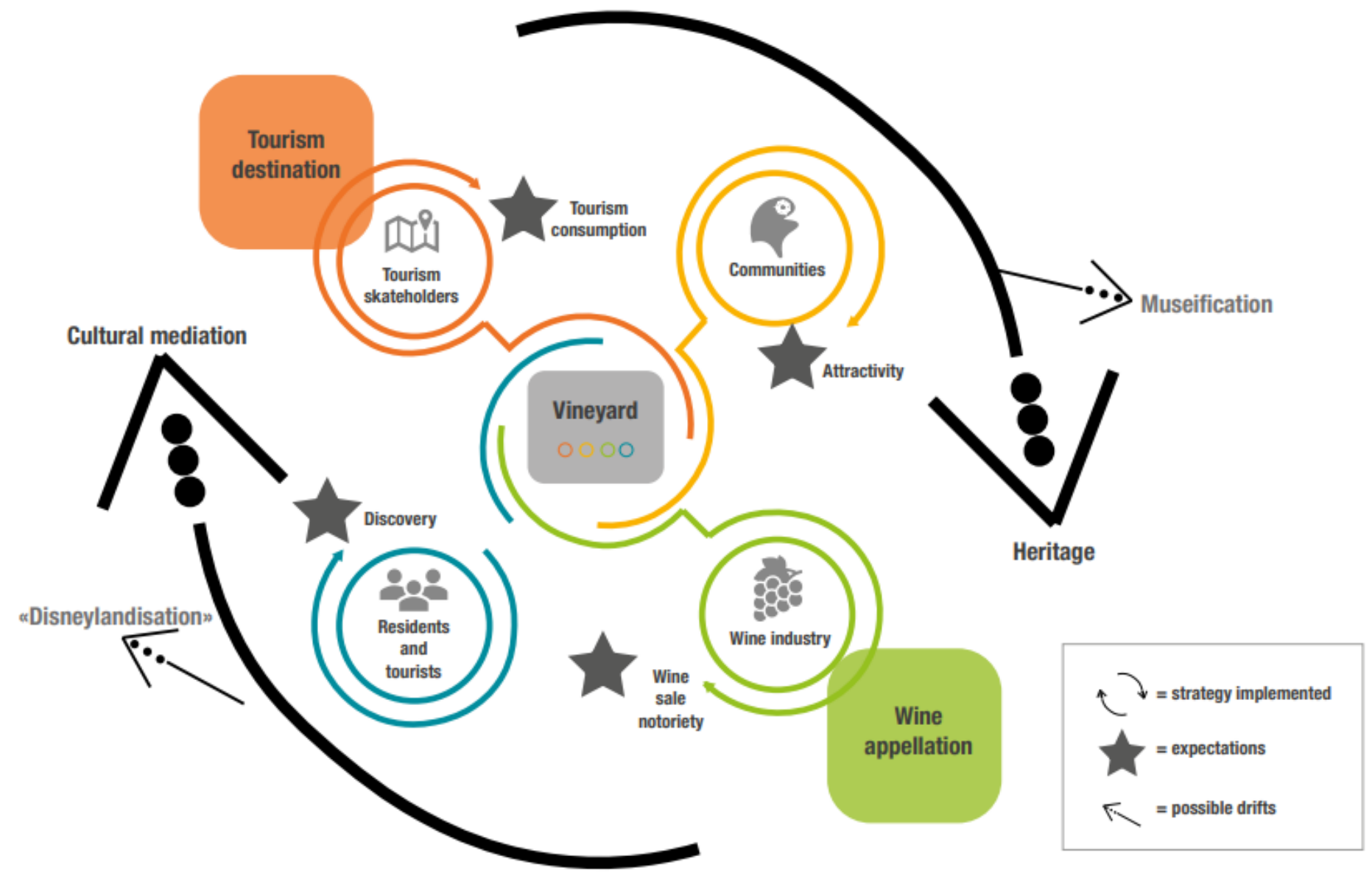


Source: Statista





# Structuring a wine tourism destination

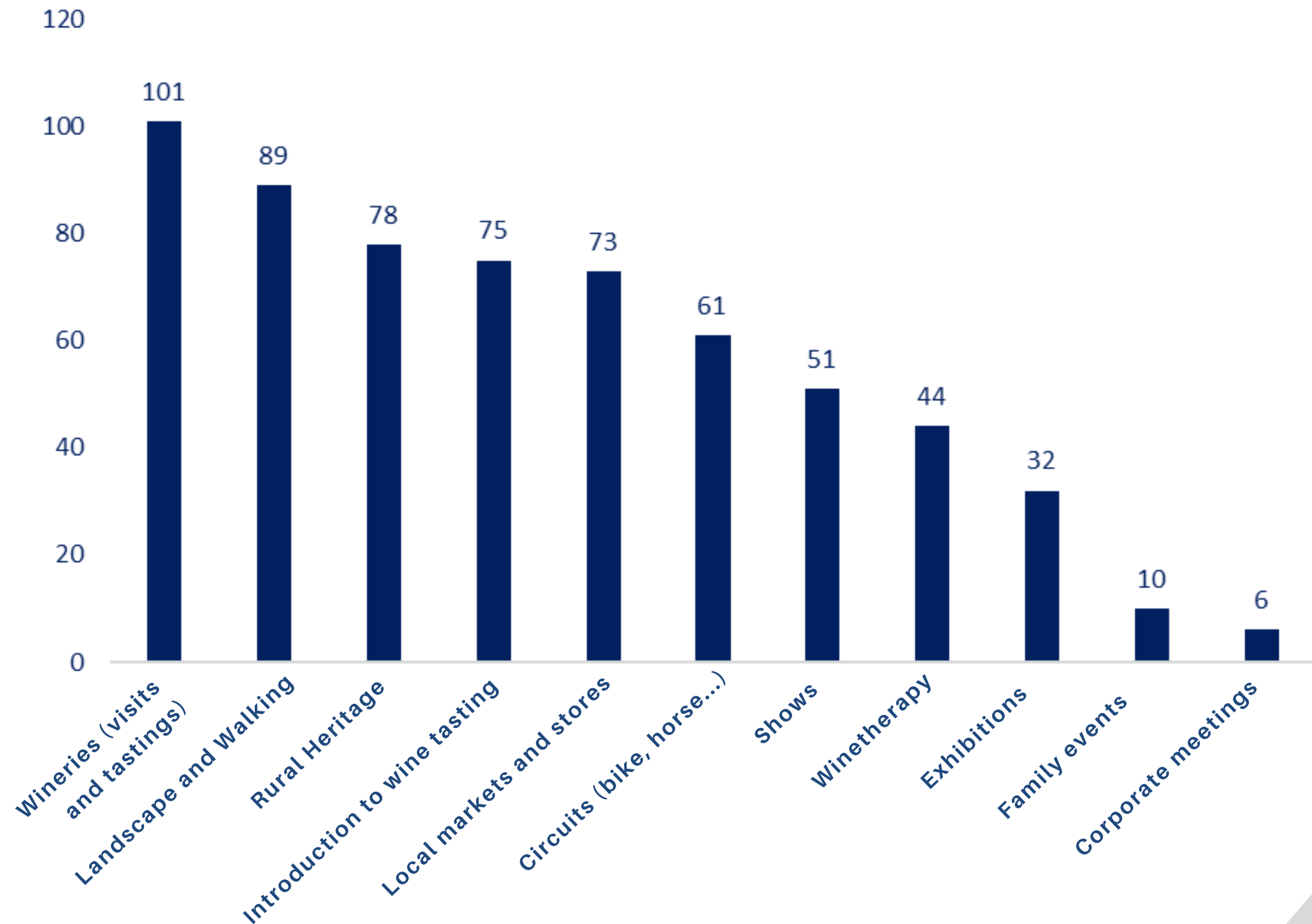


Source: France Gerbal-Médalle, 2018

The wine industry stakeholders see wine tourism as an opportunity capable of attracting tourists, but also locals through tourism animation activities and event promotion. Both wine tourists and locals are in expectation regarding the evolution of the product. However, the destination managers are the ones who have the responsibility to affirm this.

## Main reasons to visit wine tourism destinations

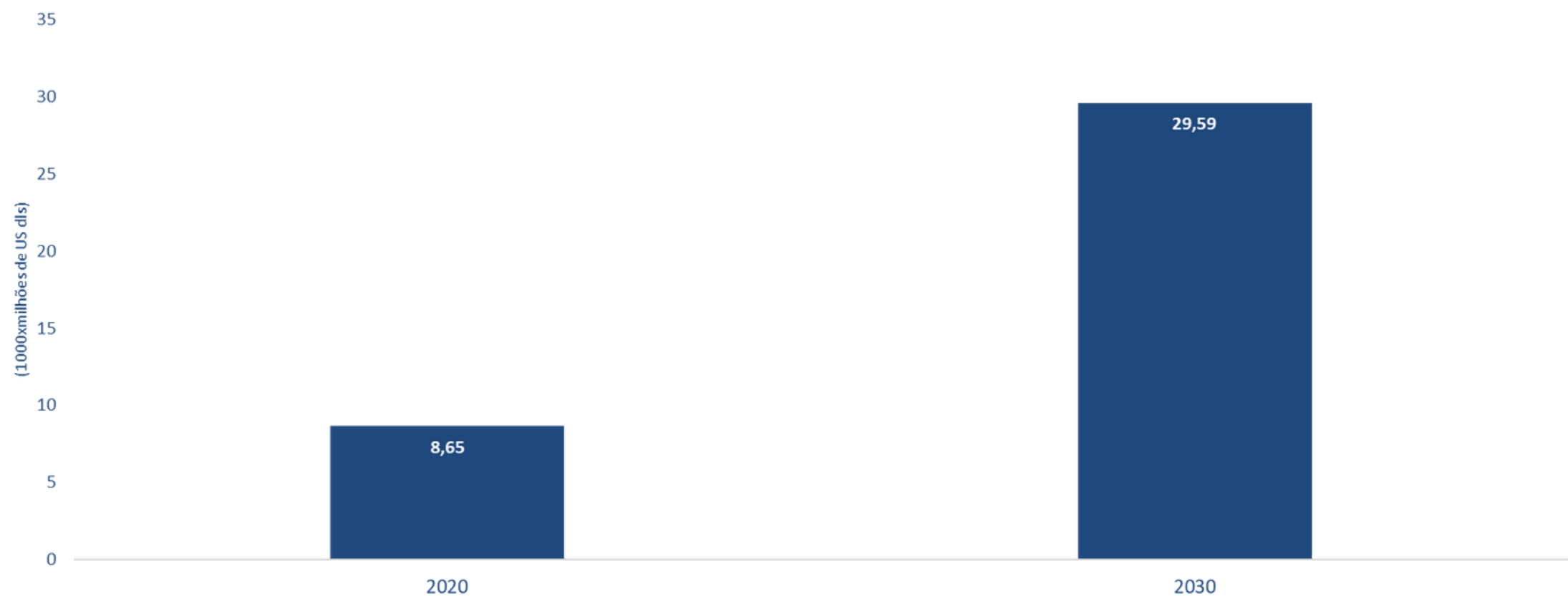
Visitors want to learn, discover, and have unique experiences. They are looking for some form of interactivity. They want to get to know the ways of life of the local inhabitants, visit the backstage of the wineries, and above all have access to places that tourists don't usually go to.



Source: inquérito realizado por France Gerbal-Médalle, 2018



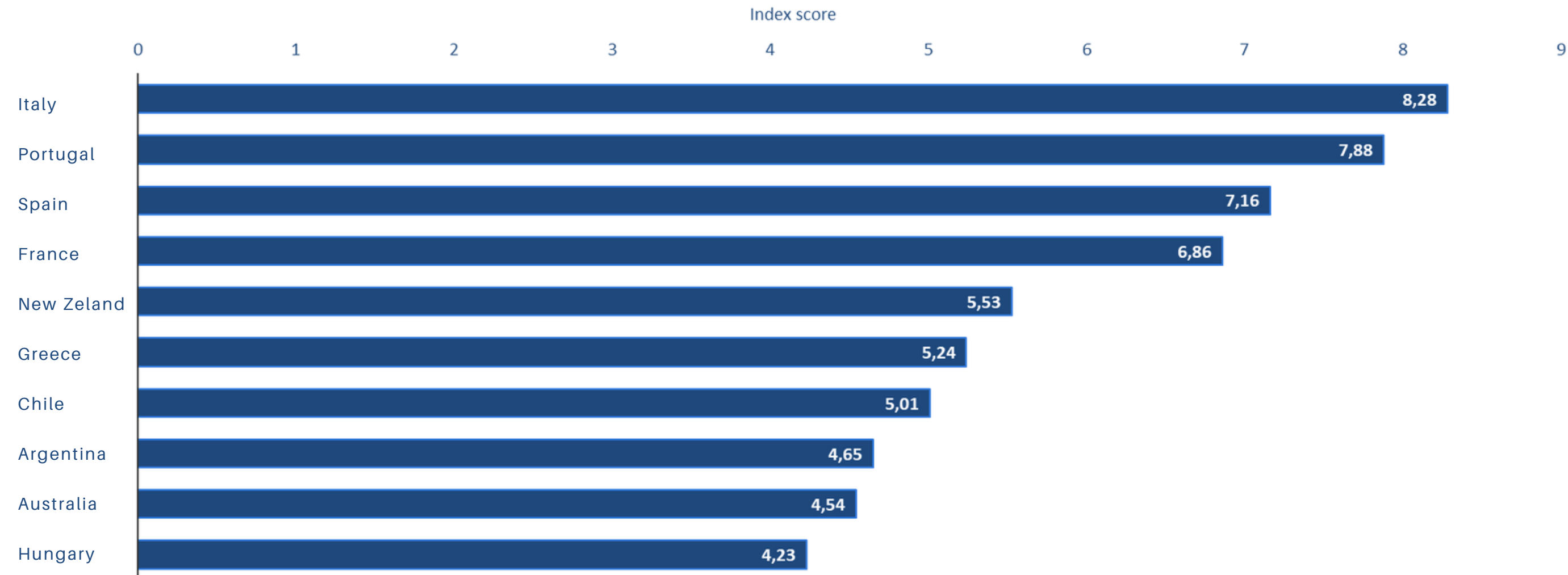
# Financial dimension of the world market of wine tourism in 2020 and designed for 2030



It is estimated that the global market and wine tourism will have generated revenues close to **nine billion dollars in 2020**, even if heavily hit by the pandemic. In 2030, it may represent almost four times more, approaching thirty billion dollars. This is a frankly favorable outlook for companies developing projects in this area of activity in the coming years.

Source: Statista

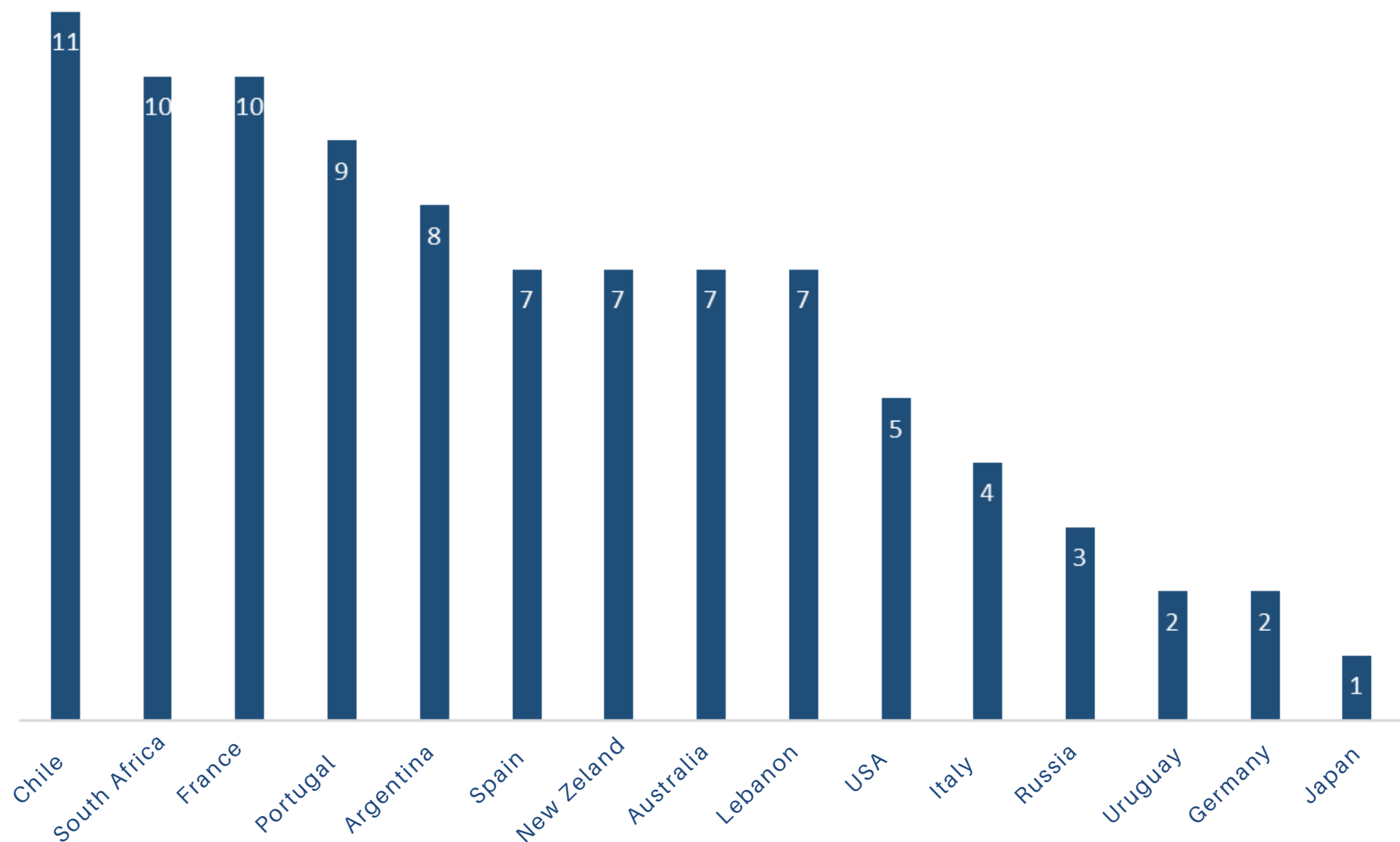
## World's top wine tourism destinations, 2021 (index score)



Source: Statista; usebounce.com

Applied the Index score developed by Statista to the main world destinations of wine tourism, Portugal takes the second position in this world Top-10, only surpassed by Italy and ahead of two other major world powers in wine production, such as Spain and France. It is evident an absolute leadership of the southern European countries, with five destinations in the top six places, as opposed to destinations of the so-called "new world" such as Australia, New Zealand, the United States and Argentina.

## Ranking of the world's leading wineries (2021/country)



Source: Statista; World Best Vineyards, 2021

Fonte: Statista

The World Best Vineyards annually ranks the best wineries around the world. In 2021, Portugal was the fourth country with more wineries nominated, 9 among the top 100 and 7 among the top 50, namely: Quinta do Crasto (16th), Quinta da Avelleda (19th), Soalheiro (27th), Quinta do Noval (29th), Quinta do Bonfim (38th), Quinta do Vallado (49th) and Quinta do Infantado (50th).

**World Best  
Vineyards  
Ranking | 2021**

*Wine Tourism projects in  
Portugal positioned in the  
TOP-50 worldwide*

**16th** Quinta do Crasto



**19th**

Quinta da Aveleda



**38th**

Quinta do Bonfim



**27th**

Quinta de Soalheiro



**49th**

Quinta do Vallado



**29th**

Quinta do Noval

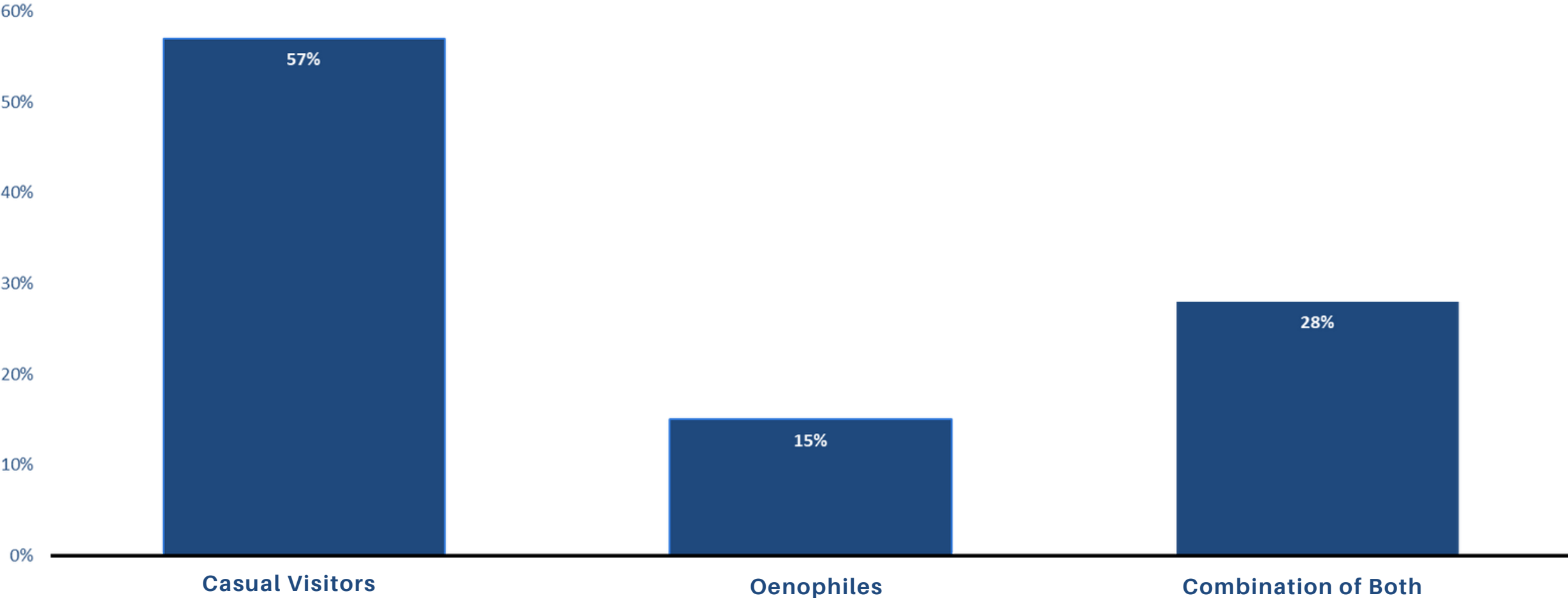


**50th**

Quinta do Infantado



# Profile of cellar visitors (world | 2020)

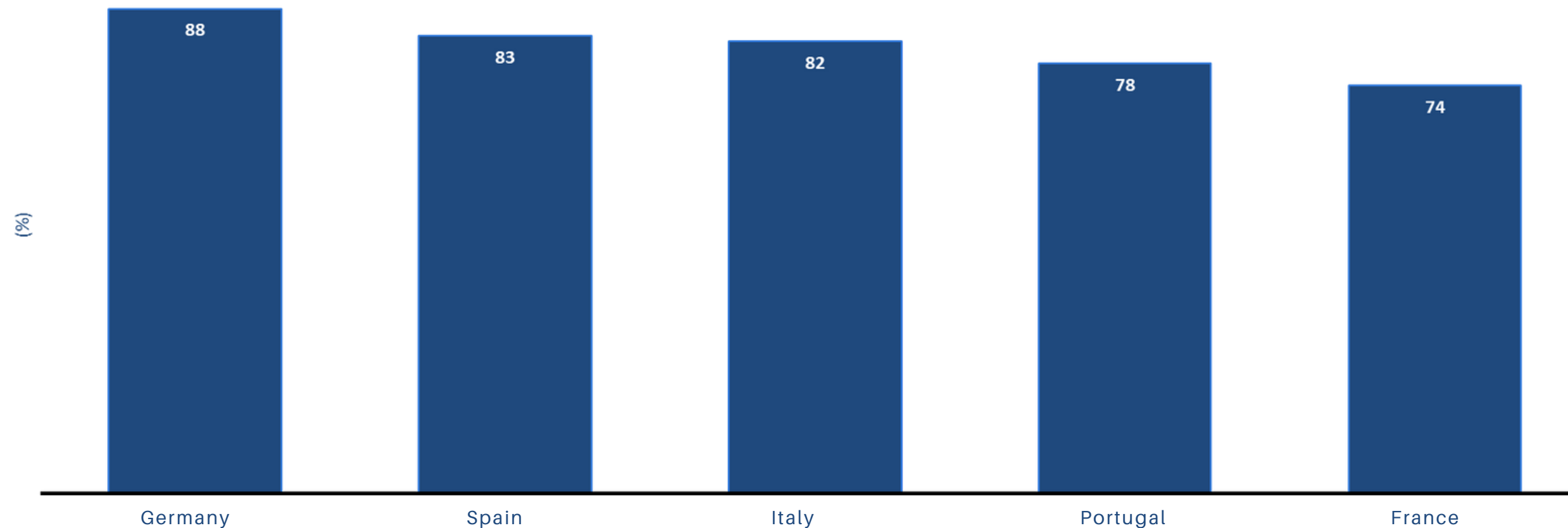


Source: Statista

According to Statista data, at wineries around the world there is a clear majority of non-specialist visitors, often tourists visiting the surrounding regions and taking the opportunity to benefit from an extra tourist experience. The more specific public of wine connoisseurs represents only a small part of less than 20%. This is undoubtedly a fact to be duly considered by the marketing managers of wine tourism companies.



## % of European wineries that expect wine tourism growth in the next decade



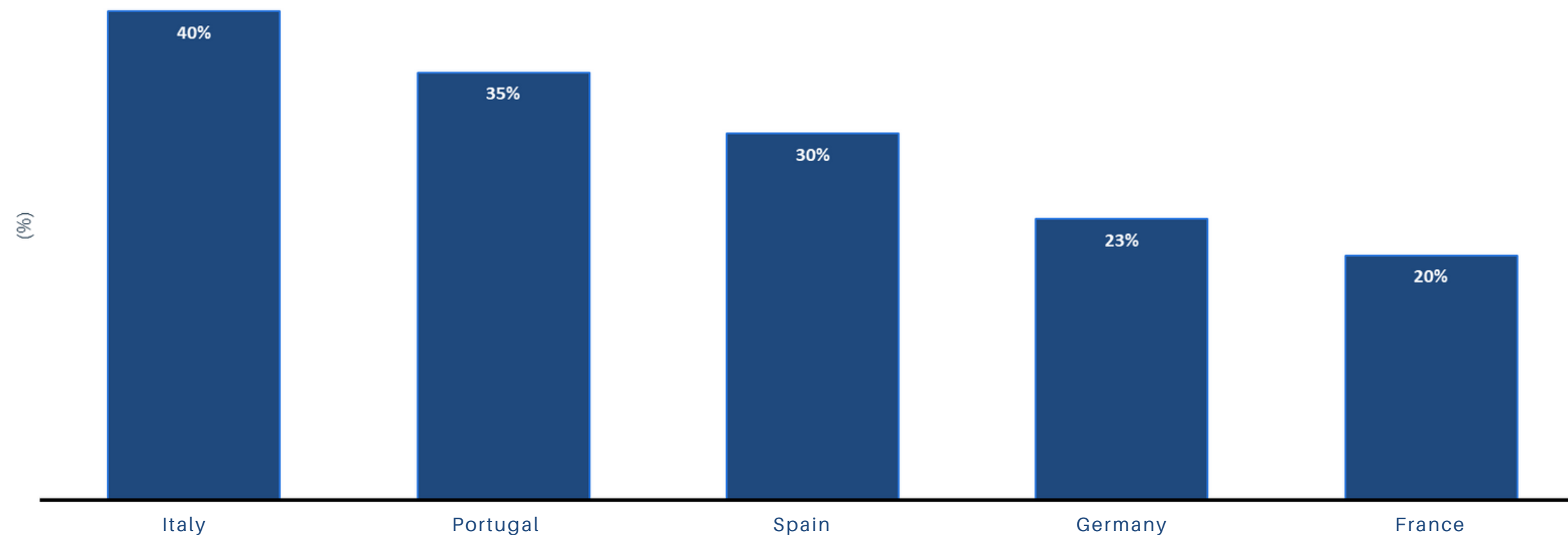
Source: Statista

The growth perspective of this activity is confirmed by the sense of the answer that wineries gave when asked about the possibility to continue growing the business in the next 10 years. In fact, among the wineries of the five largest European wine tourism destinations, a high percentage foresees an optimistic scenario for the evolution of the activity.





## % of European wineries intending to make new investments in wine tourism, 2020



Source: Statista

Despite the enormous difficulties that most companies faced as a result of the Covid-19 pandemic, the scenario of recovery seems evident, as noted above. In this sense, an important part of the European companies, between 20% and 40%, see the possibility of making new investments in wine tourism. The Portuguese companies surveyed are among the most willing to make new investments, with 35%.

# Europe's Largest Wine Museums



WOW, Vila Nova de Gaia



WiMu, Barolo



La Cité du Vin, Bordeaux



Kotsoyannopoulos Wine Museum, Mykonos



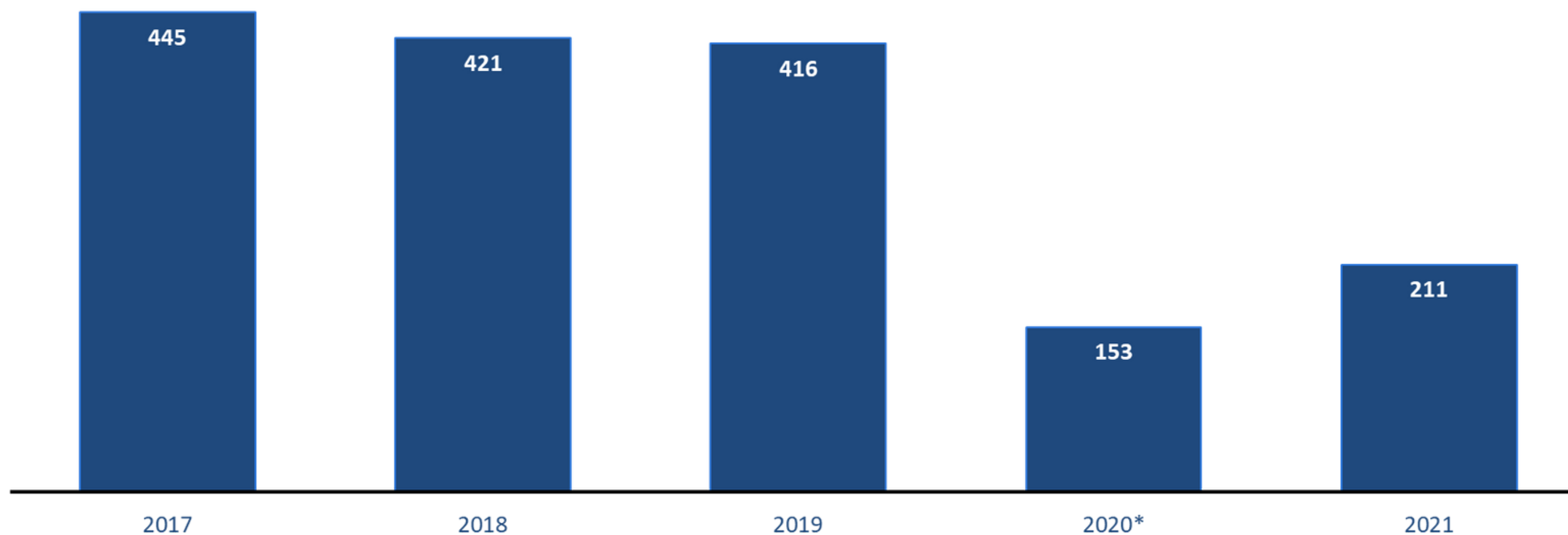
Pleven Wine Museum, Pleven



Vivanco Museum, Rioja

**Cité du Vin** Bordeaux, France

Number of visitors between 2017 and 2021 (in thousands)



Source: Statista; Cité du Vin



## **WOW** V.N. de Gaia, Portugal

WoW is the most recent international project in the area of musealization and valorization of the wine theme. Located in the historic area of Vila Nova de Gaia it benefits from an excellent location, a close connection to an exclusive product, such as port wine and a strong media coverage. As a result, in 2021, between May and December, it received over 500,000 visitors, and it is estimated that in the coming years it may double these numbers.



## Technical Data Sheet:

**Property:** Turismo de Portugal, IP

**Author:** Direção de Gestão do Conhecimento

**Sources:** Statista, *Wine tourism in Europe - statistics & facts*

**Information Classification:** External Use

**Date:** June 2022

**Contact:** [conhecimento@turismodeportugal.pt](mailto:conhecimento@turismodeportugal.pt)