

# WINE TOURISM BRINGS 15.20% GREATER REVENUE TO SPAIN



The volume of business generated by wineries and museums forming part of the Wine Routes of Spain has reached 49 million euros, representing an increase of 15.20%. These are the findings of the 2015 wine tourism report on visits to wineries associated with the Routes released by the Spanish Association of Wine Cities (ACEVIN). These visits are showing an increase of 5.59% over the previous year, exceeding 2.2 million.

The Association recently released its eighth annual report on visits to wineries and wine museums that are part of its Wine Routes of Spain product club. **The new report shows an increase in the total number of visitors recorded by the wineries of the Routes.** The total figure amounts to 2.2 million visitors, representing an increase of 5.59%.

## Positive Year for Wine Tourism

The 2015 wine tourism report also includes, for the second year, the cost parameters of the standard tour and the average spending per visitor to wineries, museums and wine interpretation centers.

Again in this case, the figures are positive, showing that the volume of business generated at wineries and wine museums on the Routes amounts to 49 million euros, 15.20% more than in the previous year.

The average price of the standard winery tour (guided tour + tasting) is 7.01 euros and the average spending per visitor to the winery (in store, excluding the entrance fee) is 18.03 euros. In the case of wine museums, the average cost of the standard tour is 3.38 euros and the average spending per visitor to museums is 5.02 euros.

Spending at wineries and spending at museums have increased significantly compared to the previous study, the former by 13% and the latter by 69%.

One of the findings of the new study is that 2015 was overall a positive year for Spanish wine tourism. The report states that "although the current economic situation is still not generating an environment of trust, in the case of wine tourism the data show significant growth."

As reflected in the analysis of each destination in the Wine Routes of Spain, in 2015 the number of visitors increased on practically all routes, which shows, according to the report, "the consolidation of wine tourism as an important addition to the Spanish tourism supply."

## Penedes and Jerez Most Visited

The report once again puts the Wine and Cava Route of Enoturisme Penedès and the Wine and Brandy Routes in the Marco de Jerez region at the top of the rankings of the most visited, with 464,825 and 449,326 visits respectively.

Other routes that have received good numbers and are again leading in the rankings are Ribera del Duero, Rioja Alta, Rioja Alavesa, Rias Baixas and Empordà. Empordà is also showing one of the most outstanding increases compared to the previous data. Other destinations with significant increases

are Bierzo, Bullas, Montilla-Moriles and Ronda, with above 30% growth compared to the previous year's data

**With regard to seasonal distribution throughout the year, fall and spring are again the most favorite seasons for wine tourism.**

The months of October (284,659 visits) and September (243,884 visits) are the most thriving in visitor arrivals, followed very closely by May (231,761) and April (229,024).

The summer months of June, July and August, as well as March recorded positive and significantly higher figures than in the previous years, with all four surpassing the 170,000 visitor mark.

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