ITALY LEADS EUROPEAN WINE TOURISM SPENDING



Italy has the highest average spend per booking for wine tourism in Europe with an average of 107 Euros, 26% more than France and higher than both Portugal and Spain, according to a new study.

The study focused on the perception of Italy by German-speaking and French travelers. Data was collected through over 2,000 interviews, sentiment analysis from online reviews and 15,000 real bookings.

Food and wine is the key factor for Italy. **55% of German, Austrian and Swiss respondents associated Italy with food and wine as their first thought compared to art and landmarks.** 34% of French travelers did.

The decision to visit Italy is heavily influenced by the overall wine experience. The countryside received high scores with 83% of German-speaking and 88% of French travelers scoring this a 7-10/10. Local authentic restaurants were also an important factor, with 70% of German-speaking and 81% of French travelers saying this was important.

Overall, wine tourism tends to be part of a bigger holiday. 59% of German, Austrian and Swiss travelers visited 1 or 2 wineries. On the other hand, French travelers tended to have a more intense itinerary, with 40% visiting 3 or more. There is also a growing interest in non-traditional areas, Mount Etna in Sicily is now just as popular as Chianti with 40%, compared to 39%.

Interestingly, a third of winery visitors in Germany do not primarily visit a region for the wine. Instead, they visit as part of a trip focusing on the landscape, food and nature. This shows that wine tourism works best when it is part of an overall local identity.

Data also shows the importance of selling directly to consumers. 60% of the average booking value in Italy is spent on buying wine from the winery. Over 4 in 10 wine tourists are under 35 years old showing it is becoming more popular with younger travelers.

Overall Italy performed well. Germany is the most important international market after Italy with the highest number of reviews from Italian regions. All markets had satisfaction scores of over 85/100.

"Overall, the major challenge is making sure that wine is part of the competitiveness of the destination. **International tourists are looking for beautiful landscapes, culture, food, authentic experiences and something that really represents the identity of the place they are visiting**," said Roberta Garibaldi, professor at the University of Bergamo and president of the Italian Food and Wine Tourism Association.

"In order to make this potential a real value we need to work more closely with destination management organizations, consortia, institutions, businesses and local communities. Wine should be part of a collective strategy for the destination and everyone knows what their role is."

Date: 2026-11-16

Article link:
https://www.tourism-review.com/wine-tourism-in-italy-remains-popular-among-younger-visitors-news15721