


Millenium, 2(Edição Especial Nº19)



VINHO EUROPEU: DINÂMICA DO MERCADO, INFLUÊNCIA NO COMÉRCIO GLOBAL E EFEITOS NO DESENVOLVIMENTO DO TURISMO

EUROPEAN WINE: MARKET DYNAMICS, INFLUENCE ON GLOBAL TRADE AND EFFECTS ON TOURISM DEVELOPMENT

VINO EUROPEO: DINÁMICA DEL MERCADO, INFLUENCIA EN EL COMERCIO MUNDIAL Y EFECTOS EN EL DESARROLLO DEL TURISMO

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RECEIVED: 26th March, 2025

REVIEWED: 23rd June, 2025

ACCEPTED: 27th June, 2025

PUBLISHED: 22nd July, 2025

DOI: <https://doi.org/10.29352/mill0219e.41013>

RESUMO

Introdução: A Europa é o maior produtor e exportador de vinho do mundo e, nas últimas décadas, ambos aumentaram em volume e valor, impulsionados principalmente pela liberalização do comércio internacional. O aumento do valor das exportações de vinho indica que estão a ser produzidos melhores vinhos, o que ajuda a atrair os turistas vînicos. O enoturismo desempenha um papel importante no aumento da visibilidade e da reputação de uma região vinícola e na promoção do desenvolvimento económico.

Objetivo: O principal objetivo deste estudo é analisar de que forma a dinâmica da produção e das exportações de vinho dos países da UE8 pode influenciar o desenvolvimento do turismo, particularmente nas regiões rurais.

Métodos: Foi adotada uma abordagem quantitativa, baseada numa análise de séries temporais, para distinguir conjunturas e tendências em relação às exportações de vinho. Paralelamente, foram analisadas bases de dados sobre viagens e atividades turísticas para identificar padrões e relevância económica destas atividades e possíveis relações com a indústria do vinho.

Resultados: Os resultados sugerem que pode haver uma correlação entre a produção e as exportações de vinho e o desenvolvimento do turismo nestes países, uma vez que os principais produtores de vinho são também os que registam maiores chegadas de turistas internacionais e receitas de turismo internacional. Do mesmo modo, os cinco principais países produtores e exportadores de vinho encontram-se no Top 10 do Travel & Tourism Development Index 2024.

Conclusão: A integração das indústrias do vinho e do turismo pode ser uma estratégia eficaz para aumentar a atratividade e a competitividade de uma região, tanto para os turistas como para os mercados de exportação de vinho.

Palavras-chave: mercado vînico; exportações de vinho; enoturismo; desenvolvimento das viagens e turismo; União Europeia

ABSTRACT

Introduction: Europe is the world's largest producer and exporter of wine, and in recent decades, both have increased in volume and value, driven mainly by the liberalization of international trade. The increasing value of wine exports suggests that higher-quality wines are being produced, which in turn helps attract wine tourists. Wine tourism plays a crucial role in enhancing the visibility and reputation of a wine region while also promoting economic development.

Objective: The primary objective of this study is to investigate how the dynamics of wine production and exports in EU8 countries influence tourism development, particularly in rural regions.

Methods: A quantitative approach was employed, based on time series analysis, to distinguish conjunctures and trends in wine exports. Parallely, databases on travel and tourism activities were analyzed to identify patterns and the economic relevance of these activities, as well as possible relationships with the wine industry.

Results: Results suggest that a correlation may exist between wine production, exports, and tourism development in these countries, as the leading wine-producing countries are also those with higher international tourist arrivals and international tourism receipts. Similarly, the top five wine-producing and exporting countries are among the top 10 in the Travel & Tourism Development Index 2024.

Conclusion: The integration of wine and tourism industries can be an effective strategy to increase the attractiveness and competitiveness of a region, both for tourists and wine export markets.

Keywords: wine market; wine exports; wine tourism; travel & tourism development; European Union

RESUMEN

Introducción: Europa es el mayor productor y exportador de vino del mundo, y en las últimas décadas ambos han aumentado en volumen y valor, impulsados sobre todo por la liberalización del comercio internacional. El aumento del valor de las exportaciones de vino indica que se están produciendo mejores vinos, lo que contribuye a atraer a los enoturistas. El enoturismo desempeña un papel importante en el aumento de la visibilidad y la reputación de una región vinícola y en el fomento del desarrollo económico.

Objetivo: El principal objetivo de este estudio es analizar cómo la dinámica de la producción y exportación de vino de los países de la UE8 puede influir en el desarrollo del turismo, especialmente en las regiones rurales.

Métodos Se siguió un enfoque cuantitativo, basado en un análisis de series temporales, para distinguir coyunturas y tendencias en relación con las exportaciones de vino. Paralelamente, se analizaron bases de datos sobre viajes y actividades turísticas para identificar patrones y relevancia económica de estas actividades y posibles relaciones con la industria vitivinícola.

Resultados: Los resultados sugieren que puede existir una correlación entre la producción y exportación de vino y el desarrollo del turismo en estos países, ya que los principales países productores de vino son también los que registran mayores llegadas de turistas internacionales e ingresos por turismo internacional. Del mismo modo, los cinco principales países productores y exportadores de vino se encuentran entre los 10 primeros del Travel & Tourism Development Index 2024.

Conclusión: The integration of wine and tourism industries can be an effective strategy to increase the attractiveness and competitiveness of a region, both for tourists and wine export markets.

Palabras Clave: mercado del vino; exportaciones de vino; enoturismo; desarrollo de viajes y turismo; Unión Europea

INTRODUCTION

Wine production in Europe has a long history. From ancient Greece through the Roman Empire, the Romans expanded to various European countries, making it one of the most significant European productions, leading the world in terms of production and exports. Although European countries were responsible for 58% of the world's wine production in 2022, the European market share decreased by nearly 10% from 1960, in favor of "New World" countries, such as the USA, Chile, Argentina, South Africa, or Australia. Nevertheless, global wine production in volume has increased over the last six decades, with European wines leading the world market. Associated with the wine industry, wine tourism is a specialized segment of the tourism industry, attracting visitors to wine-producing regions for experiences such as wine tasting, vineyard tours, and cultural activities. It plays a crucial role in economic and social development, particularly in rural areas, by stimulating local economies, fostering business cooperation, and enhancing regional competitiveness. Wine tourism plays a crucial role in promoting wine exports by enhancing the visibility and reputation of a region's wines. The positive experiences of tourists can lead to increased demand for these wines in their countries of origin, creating a virtuous circle of promotion and export, particularly relevant to Mediterranean countries. Export is increasingly integrated into tourist promotion and product development activities (Hall et al., 2000; Tsetsckhladze & Osadze, 2024). Wine tourism also contributes to cultural sustainability by preserving and promoting local wine-related heritage, enhancing the attractiveness of destinations, and stimulating wine sales. It also aligns with principles of sustainable development through its integration with both rural and mass tourism, supporting the conservation of environmental and cultural resources. By delivering authentic, experience-based offerings, wine tourism elevates visitor satisfaction and strengthens the overall image of the destination. Furthermore, its relations with other tourism segments foster diversification, facilitate job creation, and support long-term economic resilience (Vázquez Vicente et al., 2021; Serra-Cantallops et al., 2021; Martínez-Falcó et al., 2023).

The central question addressed in this study is how wine production and exports have evolved in the EU and globally, and how these dynamics may influence tourism development. To answer that question, it is first necessary to develop a set of procedures with the following specific objectives:

1. To analyze the evolution of wine exports from EU8 countries over time, in terms of volume and value, and their importance to national wine production and European wine exports (represented by the EU8 aggregate);
2. To analyze the evolution of international tourist arrivals, International Tourism Receipts, and the weight of Travel & Tourism GDP in global GDP for each of the EU8 countries;
3. To assess the relation between wine production, exports, and tourism development in EU8 countries, in line with previous studies, such as Fischer & Gil-Alana (2009) or Ramos et al. (2018).

A quantitative approach will be employed, utilizing time series analysis to distinguish conjunctures and trends concerning wine exports from various EU countries, both in individual and aggregate terms. Parallely, tourism indicators will be retrieved from World Bank, OECD, WTO, and World Economic Forum data to analyze Travel & Tourism development, and, finally, both wine and tourism indicators are compared to identify common patterns and relations.

The main conclusions can be helpful to both the wine and tourism industries and for public actors in these areas, promoting the integration of these industries as an effective strategy for increasing the attractiveness and competitiveness of a region, employment levels, and heritage preservation.

This study is divided into five sections, as follows: The first section presents a literature review on European wine production, market dynamics, and the influence on tourism development. Section 2 deals with methodological issues, data sources, and data collection. Section 3 presents the results of this study, and Section 4 discusses the findings. Finally, the main conclusions are presented.

1. LITERATURE REVIEW

European wine production and market dynamics

Europe is the world's largest producer and exporter of wine, and over the past few decades, exports have grown, driven by various factors, primarily the liberalization of international trade. This growth has been uneven, and Europe has lost market share to the so-called 'New World' producing countries (Lombardi et al., 2016; Ducman et al., 2023). Countries such as the United States of America, Chile, Argentina, South Africa, and Australia have become increasingly important in the global context of wine production and export, offering greater diversity and quantity from a consumer perspective while posing challenges to the main European producing countries that have traditionally controlled the market (Maia, 2022).

The evolution of wine regulation, trade, and production in Europe has been influenced by historical, regulatory, and economic factors (Ducman et al., 2023). Therefore, alignment between the different European producing countries and a high degree of synchronization of their exports can help mitigate the effects of asymmetric shocks and facilitate the negotiation of free trade agreements (Correia et al., 2019).

Finally, other factors, such as socio-economic factors or the effects of climate change, can also influence European wine production and exports. Regarding the former, they are positively influenced by labor, capital, and wine exports and negatively by interest

DOI: <https://doi.org/10.29352/mill0219e.41013>

rates (Behmiri et al., 2019). Contractionary monetary policies aimed at controlling inflation in recent years have affected households' disposable income, which necessarily penalizes the consumption of goods considered non-essential, such as wine products. Regarding the latter, warming trends in most European wine-growing regions have impacted the phenological cycle of grapes, resulting in earlier events and shorter intervals between them, which inevitably affect the quality, quantity, and production costs of the European wine industry. Particularly in the Iberian Peninsula, temperatures are projected to rise by 1.4 to 5.5 °C in annual mean, which can affect grape ripening and wine quality. Warmer temperatures may lead to earlier harvests and changes in grape composition. Other challenges in these wine countries are reduced precipitation, altered frost regimes, and soil moisture changes that require adaptive strategies such as improved irrigation, selection of suitable grape varieties, and modified cultivation techniques to ensure sustainable viticulture in the region (García-Martín, A. et al., 2021; Ojeda, G. et al., 2020).

Wine sector and tourism development

The wine sector has emerged as a significant driver of tourism development globally, offering a unique combination of cultural, economic, and environmental benefits (Martínez-Falcó et al., 2023; Sun & Drakeman, 2022). Wine production and tourism are distinct industries, but their integration creates a symbiotic relationship, offering a unique experience to tourists while fostering economic, social, and environmental growth in wine regions (Martínez-Falcó et al., 2023). The wine sector's influence on tourism development is profound and multifaceted. By generating economic revenue, fostering community support, increasing job creation, driving regional development, preserving cultural identity, responding to market trends, and promoting sustainability, the wine sector plays a vital role in shaping tourism.

Wine tourism lies at the crossroads of the wine production and tourism sectors (Gómez et al., 2019) and is defined as "visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors" (Hall et al., 2000, p. 3). Wine tourism encompasses a range of tourism products beyond wine, including gastronomy, history, and entertainment. Therefore, wine tourism is not simply wine tasting. Wine, food, and tourism collectively comprise the key elements of wine tourism, offering the lifestyle package that wine tourists desire and seek to experience. Tangible, intangible, and experiential elements are core elements in creating authentic wine tourism experiences, which can lead to tourist loyalty, repeat visits, and positive word-of-mouth promotion (Vrasida, 2023).

Wine tourism generates substantial earnings, contributing to local development and dynamizing labor markets and businesses. Investments in wineries and state initiatives to promote wine tourism have the power to transform regions into attractive destinations. At the same time, wine tourism can promote environmental friendliness. It contributes to sustainable rural development by supporting economic growth, preserving cultural heritage, and protecting natural resources. Additionally, by incorporating local gastronomy, history, and religious heritage, wine tourism offers tourists a comprehensive cultural experience.

Wine exports and tourism development are closely linked, with wine tourism serving as a significant driver of economic growth in wine-producing regions. The economic impacts of wine exports on tourism development can be observed through various dimensions.

2. METHODS

This study is based on a quantitative approach and relies on the analysis of time series to distinguish conjunctures and trends concerning wine exports from different EU countries, both in individual and aggregate terms. Parallely, concerning travel & tourism activities, databases were analyzed to understand and identify patterns and economic relevance of these activities, as well as to identify possible relations with the wine industry.

Following the methodology proposed by Correia et al. (2019), a literature review was first carried out and statistical data were collected from the reference database (Anderson & Pinilla, 2024) on the volume and value of wine production and exports for eight countries among the most prominent European wine exporters (Austria, France, Germany, Greece, Italy, the Netherlands, Portugal and Spain), and the EU8 aggregate was calculated, corresponding to the total exports of these eight countries for the period 1960-2022. The value of exports was determined in thousands of US dollars at constant 2015 prices for each of the eight countries and for the EU8 aggregate, considering the consumer price index for the period 1960-2022, as reported in AMECO. The same price index was used to determine the value of International Tourism Receipts in US dollars at constant 2015 prices.

Concerning travel & tourism activities, a literature review was also conducted, and World Bank (2024) and OECD (2024) databases were retrieved to assess international tourism receipts and the weight of those activities' GDP in countries' global GDP. World Tourism Organization (2024) and OECD's Travel & Tourism Development Index 2024 were consulted to obtain international tourist arrivals for each of the EU8 countries.

Finally, both wine and tourism indicators were analyzed and compared to identify common patterns and relations, in line with previous studies.

DOI: <https://doi.org/10.29352/mill0219e.41013>

3. RESULTS

Despite the fluctuations and transformations in the world wine market, an upward trend in production and exports was verified between 1960 and 2022, both in volume and value, with the EU remaining the world leader despite the growing weight of the so-called 'New World' countries. The global wine industry underwent significant transformations between 1960 and 2022, with changes in production trends reflecting the rise of 'New World' products alongside traditional producing regions. Over this period, global wine production increased by approximately 10.8% in volume, with European Union countries dominating the market.

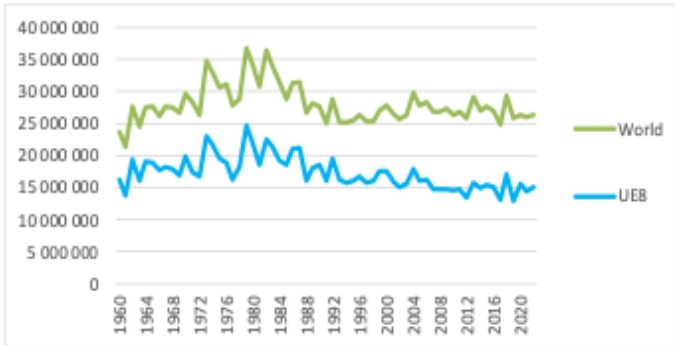


Figure 1 - Evolution of wine production by volume – KL

Source: authors’ own elaboration based on Anderson & Pinilla (2024)

Western and Southern European countries continue to dominate the wine sector, but New World producers have gained significant market share since the 1980s. The United States, Australia, South Africa, Argentina, and Chile, among others, have reshaped the global wine export landscape. According to the Anderson & Pinilla database (2024), the USA was the world's fourth-largest producer by volume in 2022, behind Italy, France, and Spain, followed by Australia, Chile, Argentina, and South Africa. Germany and Portugal are the top 10 producing countries.

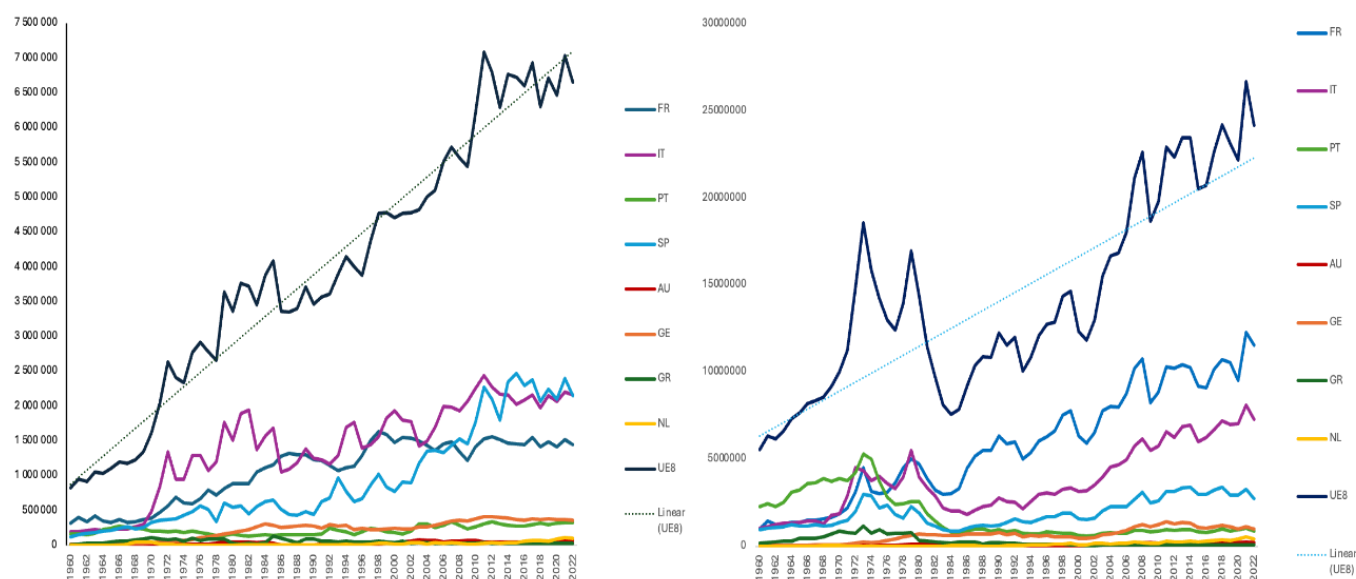
Table 1 - Top 10 Wine Producing Countries by Volume in 2022 – KL

Ranking	Country	Production by Volume
1	Italy	4 980 000
2	France	4 560 000
3	Spain	3 580 000
4	USA	2 240 000
5	Australia	1 310 000
6	Chile	1 240 000
7	Argentina	1 150 000
8	South Africa	1 030 000
9	Germany	890 000
10	Portugal	680 000

Source: authors’ own elaboration based on Anderson & Pinilla (2024)

Although the EU has maintained its leading position, it has lost market share, going from producing about 68.5% (EU8) of the world's wine in 1960 to 58% in 2022. The wine industry has undergone rapid globalization, with exports increasing significantly in both volume and value. The main economic areas influencing the international wine trade are the EU, USMCA, and MERCOSUR. These trade agreements have facilitated the growth of the international wine trade by influencing tariffs and market access for wine producers. The European Union dominates the world wine industry, producing, on average, around 61.6% of the world's wine between 1960 and 2022, establishing itself as the largest wine-producing region. The EU8 countries collectively account for around 95 percent of total EU wine exports, with Italy, France, and Spain leading the way. Together, these countries possess distinct strengths that complement the EU's competitive advantage in the global market. Wine exports, therefore, play a crucial role in the economies of the producing countries, with the EU being the world's largest exporter.

DOI: <https://doi.org/10.29352/mill0219e.41013>



Figures 2 and 3 - Wine Exports in Volume (KL) and Value 10³USD Pconst 2015

Source: authors' own elaboration based on Anderson & Pinilla (2024)

Over the last few decades, exports from the EU8 aggregate have accounted for an average of 24.42% of total wine production in volume terms, reflecting their economic importance. The observed trend is one of growth, albeit at varying rates across different countries. The volume of wine exports has fluctuated over the period, influenced not only by the dynamics of the world market but also by more cyclical economic factors. In general, the process of European integration coincided with an increase in the share of wine exports in production. Correia et al. (2019) identified six sub-periods during which different factors influenced wine exports. Since the creation of the EEC with the Treaty of Rome in 1957 and until the end of the 1960s, Germany, France, and Italy dominated wine exports; however, they had different policies, which necessitated an integrated European wine policy. However, favorable economic conditions resulting from GDP growth rates exceeding 10% contributed to significant increases in wine export volumes, demonstrating a dynamic export environment in the region. In the second phase, with the establishment of the Customs Union and the introduction of the Common Market Organization (CMO) for wine (until the end of the 1970s), there was high growth in exports of goods, with most countries increasing their wine exports. Later, an economic recession occurred, which had a negative impact on the growth of wine exports. However, the stability of the European Monetary System and the enlargement to the south, with the accession of Greece (1981) and Spain and Portugal (1986), led to the adoption of measures to combat production surpluses and counteract the decline in wine consumption. In the late 1990s, competition from 'New World' wine producers intensified, tariffs were reduced under the GATT agreements, and the creation of the WTO further liberalized trade. The new millennium brought the Economic and Monetary Union, the EU's eastward enlargement, and the liberalization of markets because of major CMO reforms, which contributed to economic expansion and an increase in wine exports. Following the 2008 subprime crisis and subsequent crises in several European wine-producing countries, including Portugal, Greece, and Spain, recessions and economic slowdowns have harmed wine export figures. More recently, since the end of the first decade of this century, the European wine market has seen a shift towards an increase in bottled wine exports, with Italy and Spain showing significant growth and an increase in value through the rise in premium wine exports, as in the case of France. The COVID-19 pandemic posed significant challenges, but it has also transformed distribution chains, with a notable increase in e-commerce and a gradual post-pandemic recovery. Regulation and sustainability are key factors that significantly influence the evolution of the market (Del Rey & Loose, 2023).

Regarding tourism activity, data available for the period 2015-2022 indicate an increasing trend in international tourist arrivals across all EU8 countries. Despite the COVID-19 pandemic's travel restrictions, which significantly impacted arrivals in 2020-2021, most countries had nearly recovered or surpassed their pre-pandemic levels. Data for subsequent years confirm this recovery pattern, with increasing numbers of international tourist arrivals in these countries.

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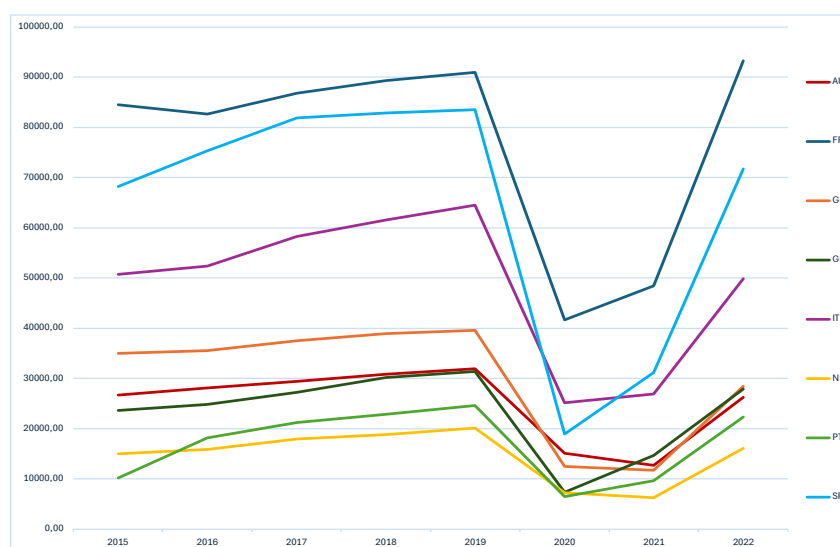


Figure 4 - International tourist arrivals (thousands)

Source: authors' own elaboration based on Travel & Tourism Development Index 2024 and WTO

This tourist flow has a significant impact on local economies. In terms of international tourism receipts from inbound tourism, all countries show an increasing trend interrupted by the COVID-19 pandemic. However, data from 2022 already evidence a strong recovery at this level. Spain, France, and Italy lead this group of countries in terms of higher levels of international tourism receipts, followed by Germany, Austria, Portugal, the Netherlands, and, finally, Greece.

Table 2 – International Tourism Receipts (Constant Prices 2015 in 10⁶US\$)

Country	2015	2016	2017	2018	2019	2020	2021	2022
Austria	20422,0	20778,00	21770,87	24202,86	24296,16	14210,92	10824,48	18515,75
France	66441,0	63430,14	66914,03	70337,54	67923,22	34343,84	42170,89	60633,04
Germany	50669,0	51974,13	54656,86	57269,75	55434,00	21101,52	20899,72	27668,39
Greece	17547,0	16946,57	19081,75	21401,39	22730,24	6199,20	13595,45	18565,37
Italy	41415,0	42465,47	46210,68	50441,84	50447,04	19901,75	24395,42	42165,05
Netherlands	17558,0	19363,71	21479,55	23132,59	22338,89	10163,91	14002,72	24598,85
Portugal	16007,0	17243,54	21162,75	23656,31	23806,39	10185,87	13316,44	23605,50
Spain	62449,0	67116,23	74637,17	78502,42	78088,51	17829,48	32244,63	62837,07

Source: authors' own elaboration based on World Bank and OECD data

To gain a clearer perspective on the economic relevance of the Travel & Tourism Industry to each of these countries, Table 3 shows the weight of these activities' GDP in total GDP. Data available, excluding pandemic years 2020 and 2021, indicate that the economies of Portugal, France, Greece, Spain, and Italy have more significant contributions from that industry to their GDPs. From another perspective, the more a country's economy depends on a particular sector of activity, the more vulnerable it becomes to volatility or crisis in that sector. Thus, risks arise in times of crisis, as evidenced by data from recent pandemic years.

Table 3 - GDP from Travel & Tourism Industry as a share of total GDP - in %

Country	2015	2016	2017	2018	2019	2020	2021
Austria	5,34	5,34	5,38	5,2	5,33	3,36	2,66
France	7,32	7,1	7,22	7,33	4,03	3,19	3,0
Germany	4,06	3,99	3,99	3,98	3,99	2,37	1,92
Greece	6,54	6,14	6,54	6,93	7,34	4,4	5,65
Italy	5,41	n.a.	5,5	n.a.	5,71	n.a	3,0
Netherlands	3,95	4,17	4,3	4,4	4,39	2,3	2,5
Portugal	6,68	6,9	7,70	8,0	8,1	4,4	5,7
Spain	11,05	6,5	6,60	6,7	6,8	5,4	2,2

Note: n.a.: data not available

Source: authors' own elaboration based on World Bank and OECD data

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From a broader perspective, to assess how these activities impact and contribute to a country's overall development, the World Economic Forum has published biannual Travel & Tourism indexes since 2007. The Travel & Tourism Development Index (TTDI), which evolved from the Travel & Tourism Competitiveness Index (TTCI), evaluates, for 119 economies, the factors and policies that promote the sustainable and resilient expansion of this sector, thereby contributing to a country's overall development (World Economic Forum, 2024). This index comprises five dimensions (*Enabling Environment, T&T Policy and Enabling Conditions, Infrastructure and Services, Travel & Tourism Resources, and Travel & Tourism Sustainability*), 17 pillars, and 102 individual indicators. TTDI supports policy formulation and investment decisions by enabling cross-country comparisons and tracking progress in key tourism drivers. It highlights, as well, strengths and areas for improvement to promote long-term growth in the sector and, in addition, provides a comprehensive perspective on tourism economies, integrating internal and external drivers, and encourages collaboration among stakeholders to develop effective policies and strategies at multiple levels, such as local, national, regional and global.

Table 4 presents the evolution of EU8 countries' performance in these indexes. As can be observed, among the 119 analyzed economies, these eight countries are among the top 21, and major wine production/export countries such as Spain, France, and Italy are among the leading 10. Spain is in second place, only behind the USA, followed by Japan and France in fourth position. Germany ranks in sixth position, ahead of Italy, which ranks in ninth position. Portugal is in 12th position, Austria (15th) and the Netherlands (16th) are ranked among the top 20 economies, with Greece in 21st place. Therefore, countries with a relevant wine industry and wine tourism activities are ranked best and lead the Travel & Tourism Development Index. For most of these countries, a positive trend is observed in this index.

Table 4 - Travel & Tourism Development Index evolution

Country	Score 2019	Rank 2019	Score 2021	Rank 2021	Score 2024	Rank 2024
Austria	4,67	15	4,71	14	4,65	15
France	5,03	6	5,04	4	5,07	4
Germany	5,04	5	4,96	5	5,00	6
Greece	4,40	26	4,40	27	4,52	21
Italy	4,79	12	4,84	10	4,90	9
Netherlands	4,63	17	4,66	16	4,64	16
Portugal	4,78	13	4,70	15	4,78	12
Spain	5,13	2	5,12	3	5,18	2

Source: authors' own elaboration based on The Travel & Tourism Competitiveness Report 2019, Travel & Tourism Development Index 2021 and Travel & Tourism Development Index 2024

4. DISCUSSION

Between 1960 and 2022, world wine production increased by around 10.8% in volume. The world market was dominated by European Union countries, despite a decreasing market share, from around 68.5% (EU8) of world wine production in 1960 to 58% in 2022. The globalization of the wine industry has been rapid, with significant increases in both the volume and value of exports. This process has had a substantial impact on the European wine sector. Those increases in wine exports suggest that better wines were produced, and that promotes the attraction of wine tourists. Wine tourism plays a crucial role in increasing the visibility and reputation of a wine region or country. Tourists who taste high-quality wines may purchase and promote them in their home countries, leading to an increase in wine exports, which could have a lasting impact (Serra-Cantalops et al., 2021; Fischer & Gil-Alana, 2009). As seen above, the three leading producer and exporter countries, Italy, France, and Spain, are also those with the most international arrivals and lead in terms of international tourism receipts. The leading producing countries are better ranked in the Travel & Tourism Development Index, and the leading wine exporters are in the top 12 in terms of volume and value. This may suggest a relationship between wine production, exports, and tourism development, particularly in rural areas. Wine tourism can promote regional economic development through synergies with gastronomic and rural tourism, thus promoting wine sales and exports in the medium to long term (Serra-Cantalops et al., 2021; Vázquez Vicente et al., 2021). Ultimately, the integration of the wine and tourism industries can be a highly effective strategy for enhancing the attractiveness and competitiveness of a region, both for tourists and for wine export markets (Hall et al., 2000). Furthermore, wine tourism, driven by wine and its accompanying products, is a leading economic development tool in wine-producing countries, with state support and marketing events playing a significant role in the success (Tsetsckhladze & Osadze, 2024). Therefore, public policies can play a crucial role in developing and promoting rural tourism strategies. In EU countries, public policies supported by local, national, or EU funding have expanded rural tourism supply, improved infrastructure, and promoted cultural, food-related, and wine itineraries (Tejada-Moyano et al., 2021). As an example, it can be highlighted that the "European Wine City," an annual competition first launched in 2012 by Recevin - European Network of Wine Cities, aims to promote and safeguard the identity of wine-producing territories and their cultural relation to viticulture at the European level. It serves as a strategic platform for recognizing and disseminating the

DOI: <https://doi.org/10.29352/mill0219e.41013>

cultural, economic, and social significance of wine regions, providing a unique opportunity for wine-producing cities, local producers, and wine tourism stakeholders to promote their visibility and enhance collaboration across the sector (Recevin, n.d.).

CONCLUSION

The study found that between 1960 and 2022, world wine production increased by approximately 10.8 percent in volume terms. The world market was dominated by European Union countries, which lost market share from about 68.5 percent (EU8) of world wine production in 1960 to 58 percent in 2022. The globalization of the wine industry has been rapid, with significant increases in both the volume and value of exports. This process has had a substantial impact on the European wine sector. The increase in the weight of wine exports in relation to production is correlated with the process of European integration, and there have been fluctuations in the growth of wine exports, marked by periods of rapid growth and decline. Wine tourism is a specialized segment of the Travel & Tourism sector that both benefits from and influences wine exports. Wine exports provide an opportunity for international tourists to continue their wine experiences in their home countries, with previous studies indicating that this can have a lasting impact.

On the other hand, a first wine experience with imported wines in their own countries can lead tourists to visit these wine regions, thereby promoting tourism activities in wine-producing countries. The main European wine-producing and exporting countries are also those with the highest international arrivals and tourism receipts. They are also better ranked in the Travel & Tourism Development Index. This may suggest a correlation between wine production, wine exports, and tourism development, particularly in rural areas, where wine tourism can stimulate regional economic growth through synergies with gastronomic and rural tourism, ultimately promoting wine sales and exports in the medium to long term. Both public and private actors can enhance a region's attractiveness and competitiveness through a strategy that integrates the wine and tourism industries. Climate change, shifting consumer preferences, or political and socio-economic factors could influence wine production, export behavior, and wine tourism experiences in the future, potentially altering the current paradigm.

LIMITATIONS

This study has some limitations regarding the availability of data on tourism activities in recent years, which hinders the verification of the evolution of these indicators after the pandemic. At the same time, consistent data for periods prior to 2015, dating back to 1960, would provide an extended time series of tourism activities, enabling more robust comparisons and facilitating a deeper examination of potential correlations between wine production, wine exports, and tourism activities over time.

AUTHORS' CONTRIBUTION

Conceptualization, E.P. and C.F.; data curation, E.P.; formal analysis, E.P. and C.F.; investigation, E.P. and C.F.; methodology, E.P. and C.F.; project administration, E.P. and C.F.; resources, E.P. and C.F.; software, E.P.; supervision, E.P. and C.F.; validation, E.P. and C.F.; visualization, E.P. and C.F.; writing – original draft, E.P. and C.F.; writing-review and editing, E.P. and C.F.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

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