



64.5 per cent of Italian tourists have chosen at least one wine experience in the last three years.



Source: ENIT Research Department, based on data from the Ismea Report on Wine Tourism in Italy

The most dominant age group is those **aged between 45 and 65**, although visitors aged between 25 and 44 are also well represented.

Source: ENIT Research Department, based on data from the Ismea Report on Wine Tourism in Italy



98 per cent of wine tourists say they are interested in having new wine-related experiences within the next 2–3 years.
Italy is by far the preferred destination in 85 per cent of cases, followed by France (65 per cent).

Source: ENIT Research Department, based on data from the UniCredit-Nomisma Wine Monitor 2025



18 million Italians expect to be ‘wine tourists’ in 2026, an increase of 4.5 million compared with 2024.

Source: ENIT Research Department, based on data from the UniCredit-Nomisma Wine Monitor 2025

Wine tourism in Italy is estimated to be worth **3.1 billion euros** in turnover.



€ 3.1 billions in turnover

Source: ENIT Research Department, based on data from the UniCredit-Nomisma Wine Monitor 2025

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