

Wine Tourism - March 2017

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“Wine tourism, the practice of tourism that includes visiting vineyards, wineries, wine festivals and events, and tasting and consuming wine while experiencing the attributes of a wine-growing region, has been enjoying considerable growth over the past few years. It has become increasingly important to the wine industry as a means of diversification beyond wine production.”

- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- What is the history and definition of wine tourism around the world?
- What is the state of the global wine industry and how does wine tourism contribute to the industry?
- What are the main wine-tourism concepts?
- Who is the wine tourist?
- What does the future hold for wine tourism?

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Wine Tourism

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