



A fifth of wine industry sales generated by hospitality

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VERONA — Italy's wine estates are no longer just making wine. They are building businesses around the people who come to drink it.

The UniCredit-Nomisma Wine Monitor, unveiled on April 13 at Vinitaly in Verona, confirms that *enoturismo* (wine tourism) now accounts for 21 percent of total Italian wine sector turnover, generating 3.1 billion euro in 2025. That compares with an estimated 2.9 billion euro in 2024, a rise of approximately 7 percent year on year. Seventy-seven percent of producers invested in visitor infrastructure between 2022 and 2024, and winery visitor centres now receive 15 million guests annually.

"This is just the beginning, with the regions of Tuscany, Piedmont, Veneto and Trentino currently leading," Count Gelasio Gaetani d'Aragona Lovatelli, wine expert and international business consultant, told Italy Now. "The model is producing a new wave of wine resorts built on local collaboration."

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