

MAR 2025



ABOUT WINE TOURISM

This profile summarizes information on the wine tourism sector in British Columbia.

Wine tourism, for the purpose of this profile, encompasses a range of activities including vineyard tours, wine tastings, wine and food pairings, educational experiences, and participation in local wine festivals and celebrations centered around the appreciation, tasting, and purchase of wine.



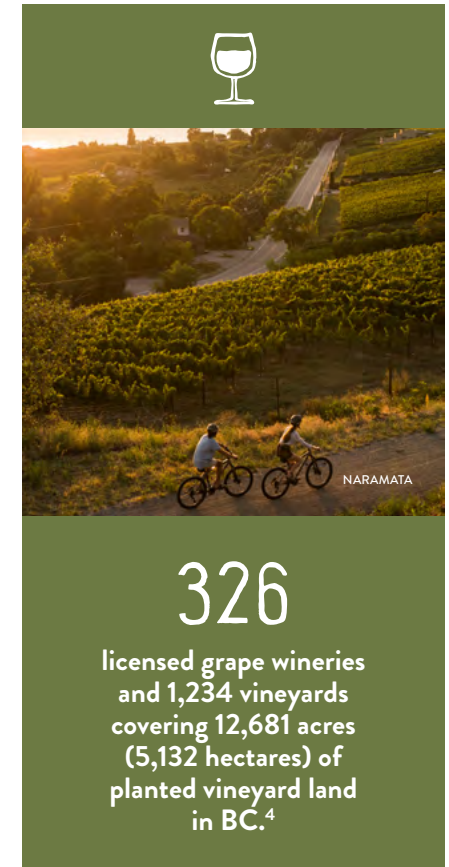
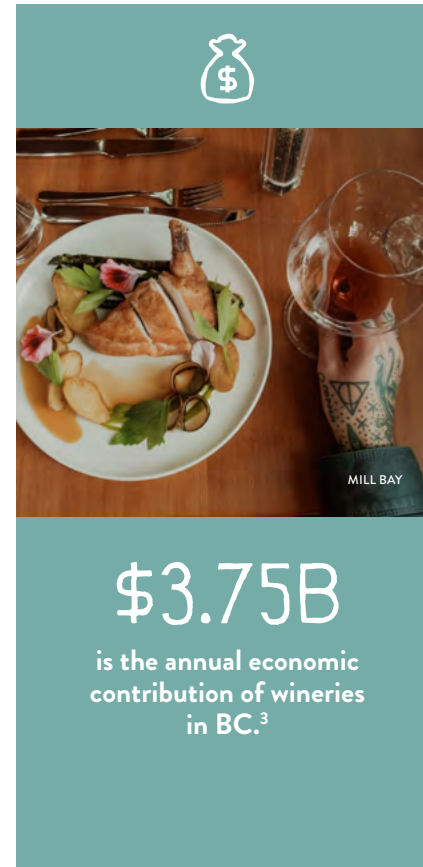
PRINCE GEORGE

Destination British Columbia acknowledges with gratitude the x̱m̱əθḵw̱əy̱əm (Musqueam Indian Band), S̱kw̱x̱w̱ú7mesẖ Úxwumixw (Squamish Nation), and sə̱lilwətaʔ (Tsleil-Waututh Nation) on whose shared territories we operate our main office.

We further recognize with gratitude that we carry out our work on the lands of First Nations throughout the province. We honour our ongoing relationships with Indigenous Peoples and First Nation communities around BC, and we commit to continuing to work together.

Leveraging its unique climate and geography, BC's wine tourism sector offers a compelling blend of scenic beauty, rich viticulture, and immersive experiences that generate economic, environmental, cultural, and social benefits for all people living in BC.

Wine Tourism at a Glance in British Columbia



¹Wine Growers British Columbia, Economic Impact Infographic 2019

²Wine Growers British Columbia, [press release April 2024](#)

³Wine Growers British Columbia, Economic Impact Infographic 2019, includes tourism and non-tourism related impacts

⁴Wine Growers British Columbia, BC Wine Industry Quick Facts, September 2024

Value of the Wine Industry in BC

WINE GROWERS BRITISH COLUMBIA REPORTED IN 2019

\$3.75B

GENERATED IN WINE-RELATED ECONOMIC ACTIVITY

The sum of all economic activity in BC related directly or indirectly to wine was \$3.75 B. This is a 35.5% increase over 2015 (\$2.77 billion) and an 86.7% increase over 2011 (\$2 billion).⁵

14K+

FULL-TIME WORKERS IN BC

In 2019, the estimated number of jobs in BC from all economic impacts totaled 14,272 full-time equivalent positions.

\$1=\$3.10

FOR EVERY \$1.00 SPENT ON CANADIAN WINE IN BC, \$3.10 IN BUSINESS REVENUE IS GENERATED

By comparison, for every \$1.00 spent on imported wine in BC, \$1.12 in economic impacts are generated across the province.

+64.5%

BETWEEN 2011 AND 2019, THE IMPACTS OF WINE RELATED TOURISM INCREASED BY 64.5%

contributing \$609 million in revenues to the BC economy in 2019, supporting 3,912 jobs and over \$174.73 million in wages specific to wine-related travel in Canada.

\$440M

IN TAX REVENUE

Wine-related activity in 2019 contributed over \$440 million in federal and provincial tax revenues.

100%

CANADIAN WINES CONTRIBUTED TO THE BC ECONOMY BUSINESS REVENUE

of over \$1.65 billion, tax revenues of \$231.12 million and wages of \$503.7 million, totaling \$2.38 billion of overall economic impact, an increase of nearly \$711.96 million since 2015.

\$908M+

INTERNATIONAL DOMESTIC BLEND (IDB) WINES CONTRIBUTED TO THE BC ECONOMY BUSINESS REVENUE

of over \$908.99 million, tax revenue of \$209.07 million and wages of \$250.11 million, totaling approximately \$1.36 billion of overall economic impact, an increase of over \$271.22 million since 2015.



According to Sustainable Winegrowing BC, beyond its economic benefits, wine tourism in BC offers notable environmental benefits. Many wineries in the province adopt sustainable practices, focusing on environmentally friendly methods such as organic farming, water conservation, and energy efficiency. The promotion of these practices through wine tourism encourages broader awareness and adoption of sustainable methods within the industry and once the visitor returns home.

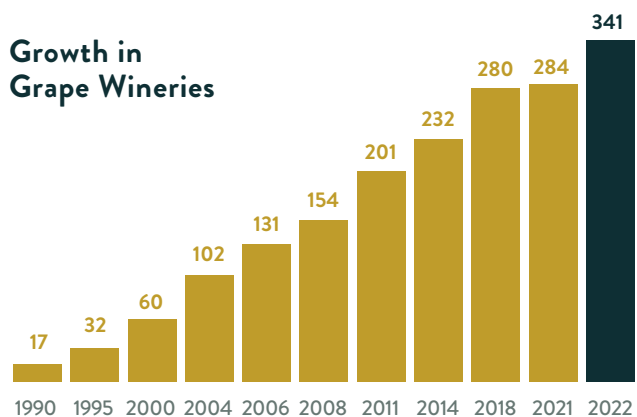
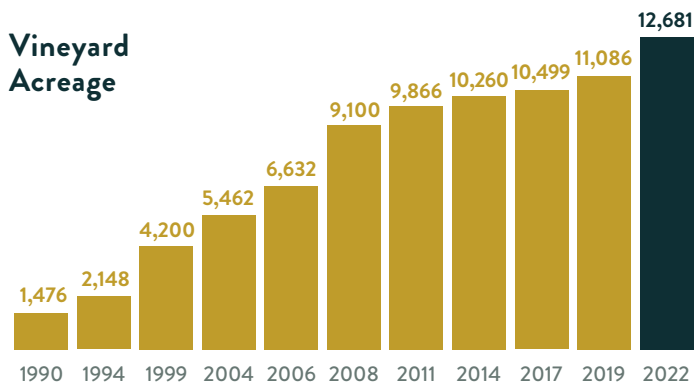
Additionally, wine tourism often emphasizes the preservation of natural landscapes and the promotion of local biodiversity. By showcasing the natural beauty of BC's wine regions, wine tourism can drive conservation efforts and create a greater appreciation for the environment.⁶

⁵ Wine Growers British Columbia, [British Columbia Wine and Grape Industry Economic Impact 2019 Fact Sheet](#). There are different methodologies used for BC and Canada figures.

⁶ Sustainable Wine Growing BC

Characteristics of the Wine Industry

The wine industry in BC has grown rapidly in terms of both vineyard acreage and wineries. The number of wineries in BC has grown from around 70 wineries⁷ in 2001 to over 320 in 2024.⁸ This compares to over 850 winery establishments in Canada in 2023.⁹



SOURCE: Wine Growers of British Columbia.

⁷ B.C. Government, [Factsheet: British Columbia's wine industry](#), April 17, 2017

⁸ Wine Growers of BC, [Quick Facts](#), August 12, 2024

⁹ Statistics Canada, [Summary—Canadian Industry Statistics, Wineries](#), 2023

According to Wine Growers BC, there are nine official wine regions in BC, including Okanagan Valley, Similkameen Valley, Fraser Valley, Vancouver Island, Gulf Islands, Thompson Valley, Shuswap, Lillooet, and Kootenays. The official name for a wine region in BC is a Geographical Indication (GI). There are nine GIs in the province, with twelve sub-GIs indicating unique terroir within the larger wine regions.

Geographical Indications of British Columbia



SOURCE: Wine Growers of British Columbia. For more detailed maps of BC wine regions visit WineBC.com.

Traveller Characteristics

A Destination BC survey on wine touring revealed the following insights.¹²



BC provides the second largest production of wine grapes and wine products in Canada, second to Ontario.¹⁰ Grape wine is Canada's highest value-added agricultural product, as the winemaking process encompasses multiple stages, including planting, growing, and harvesting grapes, along with crushing, fermenting, and aging.¹¹



29%

of BC residents have experienced wine touring in BC in the past two years.



25%

of Alberta residents have experienced wine touring in BC in the past two years.

31%

Planned wine tour was primary reason for trip

43%

Planned wine tour was part of the reason for the trip

11%

Planned wine tour was primary reason for trip

45%

Planned wine tour was part of the reason for the trip

24%

Unplanned wine tour

51%

Residents of BC are likely to experience wine touring in the next two years

40%

Residents of Alberta are likely to experience wine touring in the next two years.

43%

Unplanned wine tour

¹⁰ The [Economic Impact of the Wine and Grape Industry in Canada 2019](#), prepared by Economic Forensics and Analytics, Inc. for Wine Growers Canada

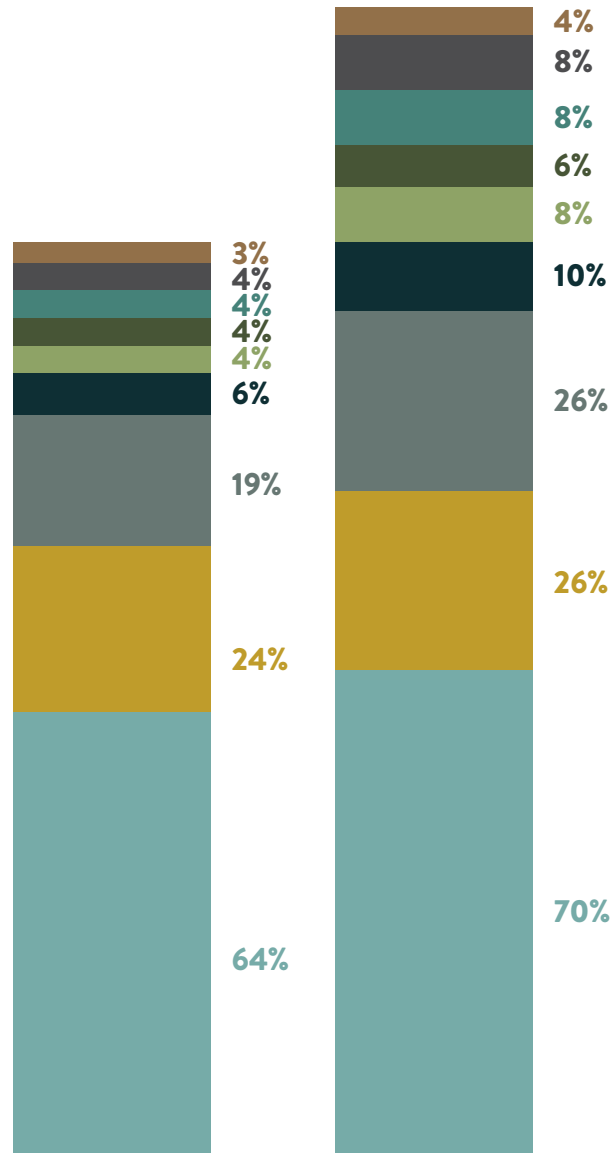
¹¹ The [Economic Impact of the Wine and Grape Industry in Canada 2019](#), prepared by Economic Forensics and Analytics, Inc. for Wine Growers Canada

¹² Destination BC Wine Touring Survey, November 2024, administered by Leger

Wine Touring by Region¹³



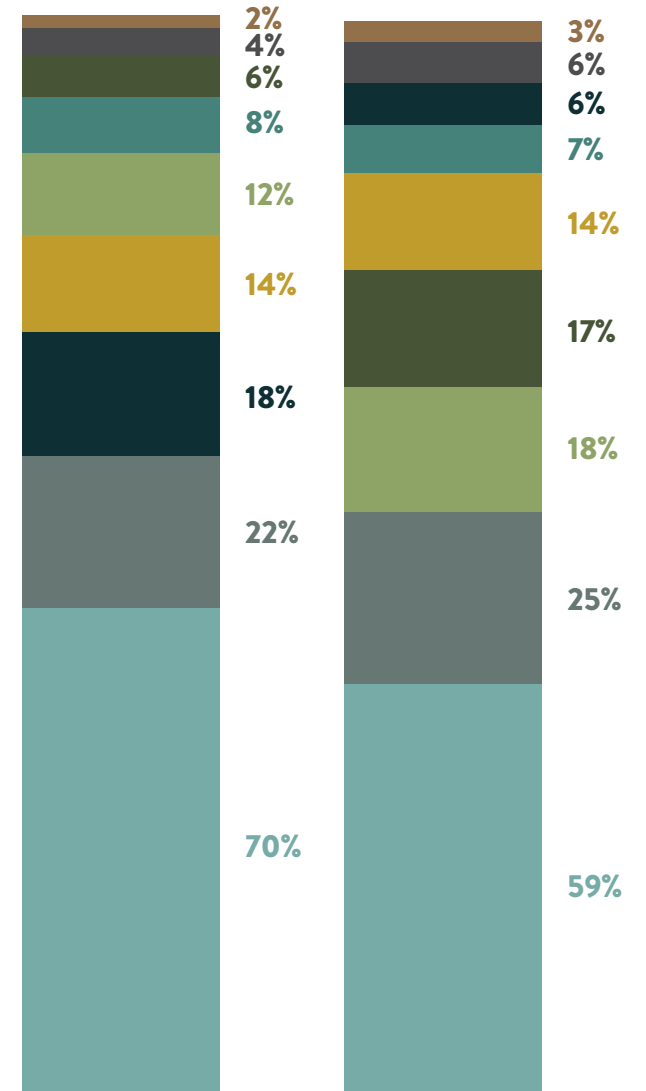
BRITISH COLUMBIANS



Wine touring,
by region, in the
LAST TWO YEARS

Wine touring,
by region, in the
NEXT TWO YEARS

ALBERTANS



Wine touring,
by region, in the
LAST TWO YEARS

Wine touring,
by region, in the
NEXT TWO YEARS

¹³ Destination BC Wine Touring Survey, November 2024, administered by Leger



The Profiles of the Segments in the BC Marketplace study, created for Wine Growers British Columbia, aimed to understand the attitudes, behaviours, and communication strategies with different wine drinkers across Canada. The study found:¹⁴

WINE DRINKERS



81%

of BC's adult
population (3.3M)



76%

of these are
monthly wine
drinkers (2.5M)







45%

of these are
weekly wine
drinkers (1.5M)

¹⁴ In 2022, Terroir Consulting partnered with Leger to develop an understanding of market segments.

The study also identified five segments of different wine drinkers to understand their experience, attitudes and behaviours, and how to better communicate with them:

				
BC Segment Size	Average monthly spend on wine	Learn about wine: visiting a winery	Likelihood to visit winery	
26%	\$131	36%	52%	SOCIAL SAMPLERS Young, open-minded, pay attention to marketing and promotion, spend more on wine than a typical drinker, and on social media and wine apps.
21%	\$122	57%	75%	ENGAGED EXPLORERS Drink the most wine, including BC wine. Wine type, origin, and quality assurance are important. Wine is social, they like to travel and visit wineries.
26%	\$84	40%	52%	COMFORTABLE CASUALS Older wine drinkers outside of Metro Vancouver. Less wine knowledge and consume less wine overall. More concerned with price and wine type, and less concerned with wine attributes and features. Do not like discovering new wines.
11%	\$182	58%	77%	PASSIONATE ADVOCATES Drink the most wine, spend the most on wine, and are concerned with wine attributes and features. Confident in their wine knowledge.
16%	\$71	35%	42%	VALUE SEEKERS Lowest overall wine spend and BC wine consumption. Are concerned most with price and wine type.



Trends in Wine Tourism

A variety of UN Tourism reports highlight some key trends in wine tourism globally that reflect a shift towards more personalized, sustainable, and immersive wine tourism experiences:¹⁵

EXPERIENTIAL TRAVEL

Growing demand for immersive, hands-on experiences such as vineyard tours, wine-making workshops, and tastings that go beyond traditional wine tasting.

SUSTAINABILITY FOCUS

Increased interest in eco-friendly and sustainable practices, including organic and biodynamic wine production, and sustainable vineyard management.

LOCAL AND AUTHENTIC EXPERIENCES

Visitors are seeking authentic, local experiences that connect them with the regional culture, history, and cuisine alongside wine.

LUXURY AND HIGH-END TOURISM

A rise in luxury wine tourism, with travellers seeking exclusive, high-end wine experiences, private tours, and premium accommodations.

CULINARY PAIRINGS

Growing popularity of wine and food pairing experiences, including gourmet dining, cooking classes, and collaborations with renowned chefs.

TECHNOLOGY INTEGRATION

Use of technology to enhance experiences, such as virtual tours, mobile apps for interactive vineyard experiences, and augmented reality features.

REGIONAL FOCUS

Increased interest in emerging wine regions and lesser-known wine destinations, diversifying from traditional wine-producing areas.

HEALTH AND WELLNESS

Integration of wellness elements, such as wine and spa experiences, relaxation retreats, and wine's potential health benefits.

CULTURAL EVENTS

Participation in wine-related festivals, harvest celebrations, and local cultural events that offer deeper engagement with the wine region.

EDUCATIONAL TOURISM

Growing interest in educational experiences related to viticulture, wine tasting techniques, and wine history, often through structured programs or workshops.

¹⁵ UN Tourism, [Gastronomy and Wine Tourism](#) webpages and reports



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Key Considerations for Growth

BC's wine tourism industry faces adverse climate events, inflation, regulatory challenges, declines in wine consumption, and growing competition from imported wines and other global wine tourism regions. Both wineries and growers have been working to adapt their businesses and vineyards to the long-lasting effects of climate change.

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