

**WINE
TOURISM**

in Greece

ORGANIZATION
& PROMOTION
OF WINE TOURISM

A close-up photograph of a woman's face as she smells a glass of red wine. She is holding the glass to her nose, and the wine is visible inside. The background is blurred, showing some greenery and a building. The image is framed by a white border with a small black square in the bottom right corner.

Wine tourism in Greece,
with its' ancient winemaking tradition
and rich geographical diversity,
is an experience that combines
local culture, gastronomy and natural
landscapes, offering wine enthusiasts
a unique and immersive journey.

There are over 1,300 wineries
in the country, as Greece emerges
as one of the most promising
and rapidly growing wine tourism
destinations worldwide.

WINE TOURISM EXPERIENCES

Winery Tours

These experiences include visits to vineyards, guided tours in production and aging areas and wine tastings.

Wine Tastings

Tastings range from basic to premium wines, often paired with local products such as cheese, honey and olive oil. Visitors receive guidance from winemakers and experts on wine pairing and selection.

Educational Seminars and Workshops

Seminars cover the history of wine, the winemaking process, and tasting techniques. Some wineries even offer visitors the opportunity to take part in the winemaking process.

Wine Routes

Designed itineraries featuring visits to multiple wineries, with stops at unique local attractions and natural landmarks. Some of them are themed around the history of winemaking or dedicated to specific grape varieties.

Events

Many regions in Greece host wine festivals, such as local “Wine Fests” or the annual event “Open Doors at Greek Wineries”, during which wineries welcome visitors for free tours and tastings.

Combinations with Other Tourist Activities

Gastronomy: Wine tastings paired with local meals in traditional taverns and restaurants.

Culture & History: Visits to archaeological sites, museums, and cultural festivals in the surrounding areas.



WINE TOURISM DESTINATIONS



Northern Greece (Thrace, Macedonia, Epirus)



Northern Greece, with the renowned vineyards of Macedonia, Thrace, and Epirus, hosts the wine tourism network of the eight winery routes “Wine Roads of North Greece,” which includes the member wineries of the association “Winemakers of North Greece”. An ideal destination all year-round, where visitors can enjoy high-quality wines, award-winning local gastronomy, and the region’s unique cultural heritage and breathtaking landscapes.

Thessaly



Thessaly, with its natural beauty and rich wine tradition, is becoming a top wine tourism destination. From Mount Olympus to Meteora and from the Agrafa hillsides to Pelion, wineries offer tastings, vineyard tours, and introductions to varieties such as Limniona, Roditis, Xinomavro, and Mavro Moschato. The ENOAThE (Winemakers of Thessaly Association) supports the region’s wine tourism development, highlighting the unique characteristics of the Thessalian vineyard.

Central Greece



The vineyard landscape of Central Greece offers unique wine tourism experiences, featuring both local and international varieties, along with many wineries open to visitors. ENOAKE (Wine Producers Association of Central Greece), since 2008, has promoted wine tourism and supported wineries through events such as “Open Doors” and tastings. Central Greece offers all year-round activities, from mountain excursions to coastal escapes and visits to historical landmarks.

Attica



The vineyards of Attica, the largest in Greece and the biggest suburban vineyard located just outside the capital, combine wine tourism with opportunities for cultural exploration. Among the world’s oldest vineyards, Attica is home to the Savatiano grape, used to produce high-quality wines such as the famous Retsina of Attica. ENOAA (Wine Producers Association of Attica) plays a key role in promoting and demonstrating Attica’s wines.

Peloponnese



Peloponnese, home to the highest number of wineries and wines in Greece, is a major wine tourism destination. The area combines stunning landscapes, archaeological sites, and exceptional local products such as world-wide known olive oil and olives. Wine tourism here is supported by ENOAP (Union of Peloponnese wine producers).

Ionian Islands

Wine tourism in the Ionian Islands offers a unique experience that blends the natural beauty of the islands with the region’s rich winemaking tradition. Kefalonia takes center stage, with visitors exploring its picturesque vineyards and charming wineries.

Aegean Islands



The Aegean Islands, famous for their landscapes, traditions and gastronomy, are excellent wine tourism destinations. Local winemaking, based on local varieties and eco-friendly methods, produces some of Greece’s most celebrated sweet wines. ENOANA (Association of Wine Growers of the Aegean Islands) promotes the islands’ wine tourism appeal.

Crete



Crete, with its centuries-old winemaking history, stands as a leading wine tourism destination. The island’s wine traditions are showcased through modern wineries organized under the “Wines of Crete” association. Exceptional Cretan cuisine, local products and hospitality, combined with stunning natural beauty, make Crete one of Greece’s top gastronomic and wine destinations.





INTERREGIONAL COOPERATION PROJECT: ORGANIZATION AND PROMOTION OF WINE TOURISM

The interregional cooperation project “Organization and Promotion of Wine Tourism” is funded under Measure 19 of the RDP 2014–2020: Support for local development through LEADER (CLLD - Community-Led Local Development), specifically Sub-measure 19.3 Support for the Preparation and Implementation of Interregional and Transnational Co-operation.

The project aims to connect wine production - through wineries open to visitors - with tourism and culture, promoting synergies with the hospitality sector and the food industry, contributing to the development of the participating regions.

A total of 22 Local Action Groups (LAGs) from across Greece participate in the project, coordinated by ANETH S.A. (Development Agency of Thessaloniki).

PROJECT OBJECTIVE

The main objective of the project is to turn wineries into “hubs”, connecting the primary production and agri-food processing sector with tourism and culture, while highlighting the potential of participating regions as wine tourism destinations, through a sustainable approach for the environment, economy and local communities.



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In collaboration with



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PROJECT PARTNERS BY WINE TOURISM REGION



NORTHERN GREECE (THRACE, MACEDONIA, EPIRUS)



THESSALY

CENTRAL GREECE

PELOPONNESE



AEGEAN ISLANDS

CRETE

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