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## **Wine tourism in Ukraine: status and prospects**

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**Abstract.** The article examines the current state and prospects for developing wine tourism in Ukraine in the context of growing interest in gastronomic travel. The features of the spatial location of wineries are determined, their tourist offers are analyzed, and the degree of digital presence is analyzed. Based on the collected empirical data, the author's structuring of the wine regions of Ukraine is carried out. The role of the winery brand as a factor in forming an authentic tourist experience is emphasized. Modern challenges, particularly the impact of martial law, are outlined, and proposals for further development of enogastronomic tourism in Ukraine are made.

**Keywords.** wine tourism, enotourism, Ukraine, gastronomic tourism, tourist, wine

### **Introduction**

Wine tourism, as a specialized type of tourism within the modern tourist paradigm, is a relatively new activity in Ukraine, despite the long history of winemaking.

Wine tourism is increasingly being established as a form of alternative leisure, an effective means of popularizing local gastronomic culture, and an essential factor in the sustainable socio-economic development of regions. The growing interest in this type of tourism is confirmed by a sociological survey conducted by the State Agency for Tourism Development of Ukraine in 2024, which showed that 21.8% of respondents preferred enotourism [1]. In the modern discourse, wine tourism is viewed not only as an economically promising industry but also as a culturally significant phenomenon that contributes to the formation of an authentic tourist experience through the direct integration of visitors into the local environment, winemaking traditions, and culinary heritage.

This article aims to provide a comprehensive analysis of the current state of wine tourism in Ukraine, assess the degree of its development, and outline potential areas for further effective functioning of the industry in the context of growing interest in gastronomic tourism.

### **Literature review**

Several scientific works have been devoted to analyzing and studying the potential of wine tourism in Ukraine. The issues of wine tourism were covered in their works: O. Mykhailiuk and E. Mykhailiuk (2013) [2] analyzed the development of wine tourism and the prospects for creating wine tourism clusters in the South of Ukraine, proposing mechanisms, elements and components of future wine tourism clusters; S. Nizdoymynov (2014) [3] focused

on the study of the recreational potential of wineries mainly in the southern regions of Ukraine; V. Matveev (2015) [4] considered wine tourism as an advertising tool. In his research, he relied on the world's leading practices, but the analysis of national cases is generalized and limited to the geography of Transcarpathia, the South of Ukraine and the Crimean Peninsula (since 2014 temporarily occupied); V. Patiychuk (2017) [5] examined the peculiarities of development, organization, functions and level of organization of gastronomic tourism in Ukraine, through a study of the main centers of gastronomic tourism in Ukraine and the world; L. Gorshkova (2018) [6] analyzed approaches to defining the concept of "wine tourism" as a specialized form of tourism activity, focusing mainly on international experience, but did not consider in detail the proposals of Ukrainian travel agencies; H. Chorna (2022) [7] analyzed the existing routes, forms of popularization of wine tourism, and the most famous wineries of Ukraine, but did not make a quantitative inventory of wineries operating at the time of the study, and did not indicate which of them carry out tourist activities; I. Bezhenar (2024) [8] substantiated the prospects for the development of regional wine tourism, focusing mainly on the South of Ukraine and partially outlining the possibilities of the Central region; Pechko V, Kovaleva I., Mulyukina N., Lyashenko G., Belous I. [9] studied the impact of climate change on the development of wine tourism through its innovative provision by using several new resistant varieties, on the example of the Odesa region.

In international scientific cooperation, wine tourism in Ukraine is attracting foreign researchers' attention in partnership with Ukrainian colleagues. Thus, N. Kudla and Y. Moroz (2020) [10] focused their research interest on the Transcarpathian region, assessing wineries of different levels of popularity among tourists. In turn, O. Ganchukova, N. Velikova, and O. Motuzhenko (2024) [11] analyzed the impact of the Russian-Ukrainian war on the perception of Ukrainian wine by American consumers, pointing to the potential effect of this dynamic to stimulate tourist interest in Ukraine in the future.

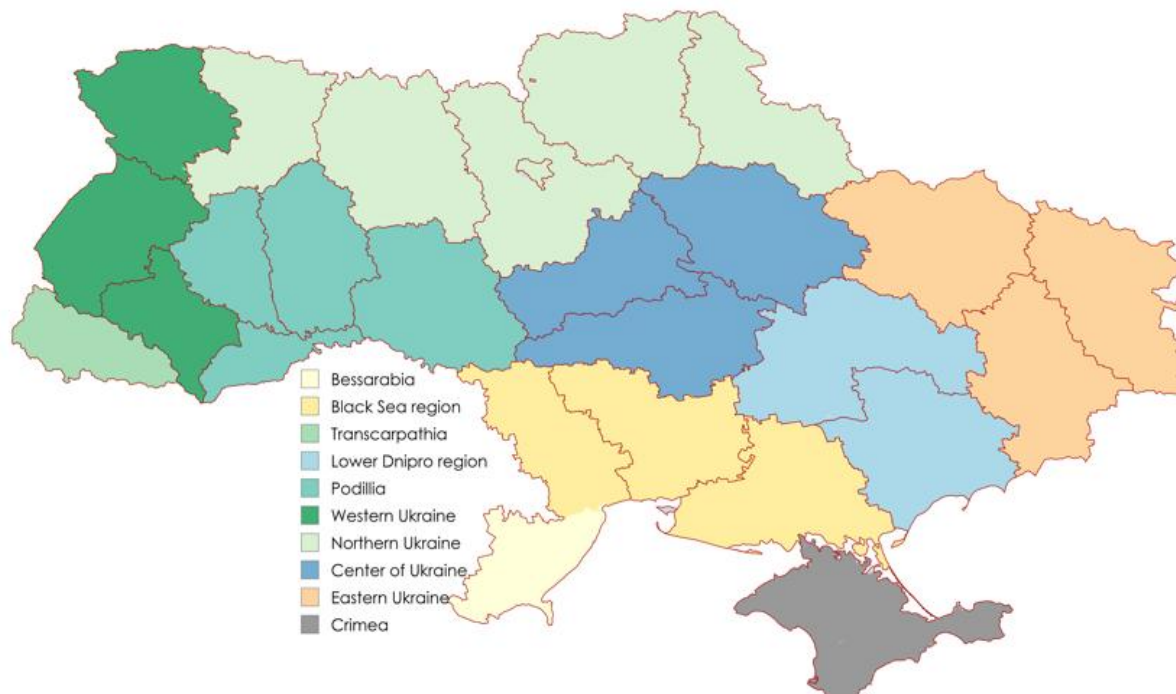
Despite the availability of a significant number of publications, there is a lack of systematic analytical research in the current scientific discourse on the current state of wine tourism and an assessment of its development prospects, particularly under martial law.

## **Method**

Search and quantitative methods were used to achieve the goals set in the study, which involved the targeted collection, systematization, analysis, and generalization of information from various sources.

Today, Ukraine does not have an officially established division of the territory into wine regions, sometimes also called wine areas, which would be geographically delineated, regulated, and legally defined. During the Soviet period, six wine regions were distinguished on the territory of Ukraine: Black Sea (Odesa, Mykolaiv and Kherson regions), Bessarabia (southern part of Odesa region), Zakarpattia (Zakarpattia region), Zaporizhzhia (Zaporizhzhia region) and Crimean region (the Autonomous Republic of Crimea, which has been under temporary occupation by the Russian Federation since 2014) [12]. The current Law of Ukraine "On Grapes and Grape Wine" (2005), Article 1, paragraph 10, defines only the concept of "viticulture zone" as a geographical area with appropriate agro-ecological conditions for growing grapes [13]. At the same time, as shown in Table 1, viticulture and winemaking activities in Ukraine today are not limited to strict territorial boundaries. In this regard, taking into account current climate change, the emergence of winemaking initiatives in regions that were previously considered unsuitable for viticulture, as well as political transformations,

terroir features, and historical and cultural context, we offer our version of the modern regionalization of winemaking in Ukraine.



Analyzing the wine map of Ukraine, we can conclude that, despite the complex external and internal conditions, the domestic wine industry demonstrates a stable development trend. This is evidenced by the expansion of winemaking geography to the north of the country, the growing diversity of the wine range, both from international varieties and varieties of Ukrainian selection (in particular, Odesa Black, Sukholimansky), as well as autochthonous varieties such as Telti-Kuruk. These varieties successfully represent regional terroir characteristics and are increasingly gaining recognition at the national and international levels. For example, in 2022, Beykush Winery received a gold award at the prestigious international tasting competition Decanter World Wine Awards, and in 2025, confirmed its high quality by winning gold, silver, and two bronze awards [14]

To gain an in-depth understanding of the current state of wine tourism in Ukraine, an analysis of the development of the wine industry was carried out by searching and counting wineries, the results of which are presented in Table 1.

The table was compiled using protocols of wine competitions, information from thematic resources promoting wine tourism, online news publications, official websites of wineries, and empirical data collected by the authors during participation in wine festivals and tasting events.

**Table 1.**

**Ukrainian wineries as of June 2025**

№	Region	Quantity	Name	Suggestions for events
1	Vinnytska	5	GIGI winery (ex - Wine House Gigineishvili)	Production tours with tastings (groups of 5 to 25 people)
			Author's wine by Georgy Samsonyuk <i>Some vineyards</i>	There is no information about excursions.

			<i>in the Kherson region were destroyed as a result of the Russian-Ukrainian war.</i>	
			TM Negotsiant	Official web resources and excursion information were not found online during the study.
			ShevWinery	
			Yuzvin	
2	Dnipropetrovsk	3	Igor Zaika's winery	Tastings (groups of 2 to 12 people)
			Driukove wines	A variety of tastings will be offered according to the group's wishes. Online tasting is available.
			Sheremet's Winery	Official web resources and excursion information were not found online during the study.
3	Donetsk	1	<i>Artwinery At the moment, it has been moved to the Odesa region.</i>	Until 2022, the company offered excursions.
4	Zhytomyr	3	Winery Lowkowo	Unfortunately, there are no offers. Started selling wine in 2024.
			Family winery Mon Crafto	Production tours with tastings (groups of 5 to 12 people).
			Arnauts Wines	Official web resources and excursion information were not found online during the study.
5	Transcarpathian	17	Chateau Pauk winery	Tasting without a guided tour (groups from 8 to 46 people)
			Craft winery Wines of Kovacs	Tastings occur in the family's restaurant, Komitat Ung, or as part of tours organized by travel agencies in Kovacs' cellars.
			Čopak wine winery	A variety of tastings will be offered according to the group's wishes.
			Leanka Agrofirma	Guided tours of the company with tasting in two tasting rooms for up to 40 and 100 people, respectively.
			TerroiR	Excursions with tasting for 5 to 100 people. There is a winemaking museum, which is included in the tour.
			Muska Wine winery	There is no information about excursions on official resources.

			Chateau Chizay	Various excursions with tastings according to the group and wishes, by appointment only. <i>Participant in the project “Roads of Wine and Taste of Transcarpathia”.</i>
			Family winery Nota Bene	There are excursions. There is a tasting room.
			Karl Schosch Winery	Excursion with tasting for groups from 8 to 48 people. The price varies depending on the number of people in the group and the day of the tour (holidays).
			Bereczky Winery	Excursion with tasting by prior reservation.
			Cotnar	A variety of tours with tastings according to the group and wishes.
			Stakhovsky Wines Winery	Tours with tasting for groups of up to 20 people.
			Varga winery	Tastings without a guided tour.
			Kohanovska Winery	There are no offers—a young winemaking project.
			KRITSKI	Official web resources and excursion information were not found online during the study.
			Derenus Wine UzNU	The information is posted on the university's website. As part of a tour of the university.
			Shtyfko Wine Manufactory	Official web resources and excursion information were not found online during the study.
6	Zaporizhzhya	3	Graevo	Tastings outside the production facilities. A tour of the production will be held by prior arrangement.
			Villa del vino Craft winery	Tastings by appointment. Within the hotel and restaurant complex.
			Cossack Qvevri	There is no information about excursions on official resources.
7	Ivano-Frankivsk	2	Chara & Garra	There are no offers—a young winemaking project.

			BISLA	Official web resources and excursion information were not found online during the study.
8	Kyiv	13	WineIdea Craft winery <i>During the Russian-Ukrainian war, some of the vineyards were destroyed.</i>	Excursions with tasting. There is an eco-park and an amphora museum on the territory.
			Family winery Cassia Wine	Excursion with tasting for 2 to 30 people and walking around the territory.
			Vinifera winery	There are no offers—a young winemaking project.
			Biologist Craft Winery	Excursions include tasting and dinner by appointment for groups of 10 to 20.
			The Village Wine Craft Winery	The winery has its own hotel and restaurant complex. Excursions and tastings.
			Kulinichenko Winery	Tour of the production and vineyards with tasting in the greenhouse. For small groups.
			Vino Demidi	Tour of the winery and tasting.
			Adama Wine	Free tasting by appointment (without tours and stories). Wine sales began in 2024. Only Cabernet is available.
			Pilot's Wines	There are no offers—a young winemaking project..
			Narovylo Winery	Official web resources and excursion information were not found online during the study.
			Berezhnyi Winery	There are no offers—a young winemaking project.
			Author's wines by Kudryavchenko ARTELAYA	Official web resources and excursion information were not found online during the study.
9	Kirovohrad	2	Family winery Korus Wine <i>With the beginning of the Russian-Ukrainian war, the winery moved to the Khmelnytskyi region and in 2023 was transformed by joining the efforts of two winemakers into Bakota Bay</i>	
			Wine & Kom	Official web resources and excursion information were not found online during the study.
			Yousovinita	There is no information about excursions on official resources.

10	Lviv	8	Vitaliy Malanchuk winery	There is no information about excursions on official resources.
			Petervine Winery	Excursion with tasting in an equipped room for groups of up to 30 people by appointment.
			Axis Wine Winery	There is no information about excursions on official resources.
			Family winery Rakovetska Loza	Tour of the vineyards with tasting by appointment.
			Edem Resort Winery	The winery is on the territory of the hotel and palace complex, Edem Resort Medical & SPA. Guided tours with tastings are available. A wine cellar with a tasting room is under construction.
			Family winery Yanchynski hills	There is no information about excursions on official resources.
			Dmitrus Your vineyard	Official web resources and excursion information were not found online during the study.
11	Mykolaiivska	6	Koblevo	Tours with tastings according to the chosen option for 10 to 30 people. By appointment.
			Beykush winery	Guided tours with tasting for groups of up to 16 people. By prior reservation.
			Olvia Nouveau Winery	Excursion with tasting by appointment for groups of 10 people or more.
			Steppe Wines (ex-Slivino Village)	Guided tour, picnics with wine and local cheeses tasting for groups of 10 or more. By appointment.
			Home Wine From Boris	<i>It is temporarily closed.</i>
			Babchuk Winery Craft Winery	Excursion with tasting for small groups by appointment.
12	Odesa	28	Odesos Winery	There is no information about excursions on official resources.
			Don Alejandro Winery	Guided tours with tastings according to the chosen option for groups of 6 people or more.

		Shevchenkiv Winery	Tours with tasting by appointment.
		Tairov Institute of Viticulture and Winemaking	Tours with tastings by appointment. The tour includes visiting the museum, wine cellar, and arboretum.
		Manzul Winehouse	Guided tours with tasting are available for groups of up to 15 people. Tours with tasting are by appointment only.
		Grande Vallée	Excursions are temporarily closed.
		Family Winery Guliyev Wines	There is no information about excursions on official resources.
		Inkerman Ukraine <i>Some of the vineyards are located in the occupied territory of the Kherson region.</i>	Excursions are temporarily closed.
		Chateau Lacarin	Tours with tasting for groups of two to 60 people. <i>Participant in the project “The Road of Wine and Taste of Ukrainian Bessarabia”.</i>
		Shabo	Variations of the tour with and without tastings, according to the wishes, by appointment. <i>Participant in the project “The Road of Wine and Taste of Ukrainian Bessarabia”.</i>
		Ophiuchus Winery	There are no offers—a young winemaking project.
		Leleka Wines	The site is under development. There are no offers on other official pages.
		Tiras Winery / TM My Wine	There is no information about excursions on official resources.
		Family winery Frumushyka-Nova	Excursions with tastings by appointment from 2 people. <i>Participant in the project “The Road of Wine and Taste of Ukrainian Bessarabia”.</i>

		V.Petrov Craft Winery	Guided tours with tastings by appointment. <i>Participant in the project “The Road of Wine and Taste of Ukrainian Bessarabia”.</i>
		Kirnichki winery	There is no information about excursions on official resources.
		Vinaria	The tour and tasting are held in the wine cellar. The tasting includes local snacks. By appointment for small groups. <i>Participant in the project “The Road of Wine and Taste of Ukrainian Bessarabia”.</i>
		Chateau Pinot Craft Winery	A guided tour with tasting for groups of up to 20 people by appointment. It offers snacks of its own production.
		Family winery Kolonist	The tour with tasting lasts 9 hours and is available by appointment. <i>Participant in the project “The Road of Wine and Taste of Ukrainian Bessarabia”.</i>
		Vinopion	Official web resources and excursion information were not found online during the study.
		Villa Tinta	Guided tours with tastings by appointment. <i>Participant in the project “The Road of Wine and Taste of Ukrainian Bessarabia”.</i>
		TM Bolgrad Winery	Excursions with and without product tastings. According to the age and wishes of the participants. So that you know, it is by appointment only. <i>Participant in the project “The Road of Wine and Taste of Ukrainian Bessarabia”.</i>
		46 Parallel	There is no information about excursions on official resources.

			PETROPOL	Official web resources and excursion information were not found online during the study.
			Prestige LTD	There is no information about excursions on official resources.
			V&V	Official web resources and excursion information were not found online during the study.
			Maxim Krylov	
			Wine Star	
13	Poltava	3	Ivan Gorobets	Official web resources and excursion information were not found online during the study.
			Siaivo	
			Wine Wings	
14	Sumy	3	Enko Winery	There are no offers—a young winemaking project.
			RB Winery	Official web resources and excursion information were not found online during the study.
			Krolevets Winery	
15	Ternopil	3	Fathers Wine	There is no information about excursions on official resources.
			Galician Hills	
			Andriyivska Distillery	
16	Kharkiv	2	Drunk Master	There are no offers—a young winemaking project.
			Family winery RESHETKO	Official web resources and excursion information were not found online during the study.
17	Kherson	4	Clara Marsala. <i>The winery is located in the temporarily occupied territories.</i>	
			Family winery Château Kurin <i>During the Russian-Ukrainian war, the Chateau Kurin winery was partially destroyed. There are no excursions. Temporarily closed.</i>	
			Stoik Winery Dnipro Hills (ex - Chateau Trubetskoy) <i>During the Russian-Ukrainian war, the winery was partially destroyed. It is currently undergoing restoration. Excursions are temporarily not available.</i>	
			Askano Valley Winery. <i>The winery is located in the temporarily occupied territories.</i>	
18	Khmelnyska	7	Old Town Winery	At the moment, the winery does not accept visitors.
			Family-run winery in Zelenica	Guided tours with tastings by appointment.
			Bakota Bay Winery	Guided tasting tours are available by pre-registration via Google Forms. Variety of formats (on the ferry, outdoors, in the hall).

			The Onishchuks' grape estate	Guided tasting tours with snacks from our production for groups of up to 30 people by appointment.
			Kalyus Winery	Excursions with tasting for groups of up to 8 people by appointment.
			Bohdan's Winery	Guided tours with a lecture from the owner and wine tasting are held by appointment for small groups of up to 14 people.
			Falcon's nest	Official web resources and excursion information were not found online during the study.
19	Cherkasy	5	Sergius Vinum	There is no information about excursions on the official website.
			Slavia Winery	
			Yar Winery	
			Uman Winery	There are no official web resources on the Internet—a tasting lecture for small groups of visitors.
			House of KSV (ex-Sherwood winery)	There is no information about excursions on the official website.
20	Chernihiv	1	Vinoman Winery	Excursion with tasting and snacks of our production by appointment two weeks in advance for 8 to 14 people.

Source: compiled by the authors on the basis of [13,14, 15,16,17,18,19,20,21]

## Results

The data analysis in the table shows that 116 wineries are registered in Ukraine in 20 of the 24 regions, producing high-quality and diverse wine products. The number of wineries established as a result of the search and collection of information may not correspond to the actual figures due to small producers who produce wine mainly for their consumption or sale within the locality without proper public representation. Only 53 out of 116 enterprises provide tourist services, including excursions, tasting programs, and walking routes, which is less than half of the total number and indicates that the potential of wine tourism in Ukraine is not fully utilized.

Of the analyzed wineries, 53 (46% of the total) are engaged in tourism activities, including excursions, organizing tasting programs, walking routes, and providing their locations for special events. One of the factors promoting wine tourism is travel agencies that develop and sell specialized tours to wineries, as well as trips to wine festivals and holidays. As of September 2024, 19,232 business entities operating in the tourism sector were registered in Ukraine [22]. These entities may include persons engaged in excursion activities without their

own web resource or social media presence. At the same time, the results of the monitoring showed that only 26 travel agencies and guides offer wine tours and excursions.

Wine tours can be divided into two categories according to duration and content. The first category includes short excursions lasting a few hours or one day. Such tours usually include visits to wineries, vineyards, and wine cellars, and can also be combined with other elements of the tourist program, such as photo shoots in lavender fields, walks in parks, or visits to historical sites such as fortresses. Within this category, travel agencies most often offer both visits to famous wineries and facilities located close to their operations, allowing them to vary their offers according to the needs of the target audience.

The same category includes an innovative format of wine tourism - online tastings, particularly from the *UKRAINE Travel.lab* initiative, which have become especially popular under martial law. The format involves the participation of groups of 5 to 100 people, tasting five samples of Ukrainian wines with the involvement of a professional sommelier [23]. Among the offers of one-day tours, the route offered by the Odesa travel agency *Veздеhodim* stands out. It includes a photo session in lavender fields, traditionally associated with French Provence, and a visit to the Chateau Lacarin winery, where the owner, Christophe Lacarin, a French citizen, personally conducts the tour [24].

The second category includes wine tours lasting from two to seven days, which are comprehensive, recreational, and educational. Such tours include visits to historical and cultural sites, museums, landscape parks, architectural monuments, monasteries, cheese factories, and farms, with a winery being only one element of the tour.

This format includes the two-day tour “Danube, Vilково and Kolonist Winery,” implemented in cooperation with the Fireworks of Dreams travel agency (Poltava) and the Kyiv-based *KrainaUa* agency. The program of this tour has a distinct recreational, cultural, and visual component. It includes a walk along the Danube River, a tasting of local wines, a visit to the village of Vilково, known as “Ukrainian Venice,” and an excursion to the Kartal Eco-Park, where water buffaloes are kept. The final stage of the tour is a tour and tasting at the Kolonist winery [25], which this year was awarded a gold medal at the *Decanter World Wine Awards*.

The main channels for informing potential tourists about the activities of wineries at the present stage include personal contacts, recommendations from friends, advertising campaigns, and independent search for information on the Internet, which emphasizes the growing importance of online presence in promoting wine tourism. For clarity, the degree of presence of wineries in the digital space was color-coded in the table below: **green** - the company has a functional website and actively communicates on social media; **blue** - represented exclusively on social media; **orange** - only the website is functioning; **red** - no representation in the online space. The analysis of quantitative indicators allowed us to identify the following structure of the digital presence of wineries: 41 entities have both an official website and active pages on social networks; another 41 are represented exclusively on social networks; 6 enterprises are limited to a website, while 28 have no digital representation at the time of the study. This situation indicates the need to strengthen digital communication. For Ukrainian consumers, digital reviews and ratings significantly impact the perception of the quality of national wine and purchase decisions, directly affecting sales.

In addition, online reputation is one of the key factors of competitiveness in the field of winemaking and not only contributes to the formation of a relevant authentic brand, which is of particular importance, performing not only a labeling function, but also facilitates the search for a winery, allows you to book and evaluate a winery as a potential location to visit. Through visual, gustatory, sensory, and behavioral impressions, a holistic view of the destination is

created, which enhances its authenticity and increases visitor confidence. A clear brand identity, consistent communication of values, and authentic experience help to strengthen the emotional connection with tourists, form sustainable associations, and motivate them to return to the destination [26, p. 204-205]. As a result, a well-established winery brand increases consumer engagement and creates a competitive advantage for the tourist region.

The popularization of wine tourism in Ukraine is facilitated by introducing wine routes (wine routes / enogastronomic routes) that combine winemaking, gastronomy, and travel within individual regions. For example, in 2019, the first national enogastronomic initiative, the Bessarabia Wine and Taste Roads, was launched as part of the European Union's project "Support for Geographical Indications in Ukraine" [8]. As part of this initiative, eight wineries in the Odesa region participated in the Bessarabia Road, and one winery in the Zakarpattia region became part of the Zakarpattia Road. This is indicated in Table 1.

The Vodafone Ukraine project Find&Follow [27] significantly contributes to the popularization of domestic tourism. It offers thematic tourist routes, an interactive map describing locations, opening hours of objects of interest, and information on discounts from accommodation facilities and local businesses.

The study revealed an interesting trend: the most significant number of tourist visits to Ukraine is recorded from countries that import Ukrainian wine. Among them: Romania, Moldova, Poland, Israel, the United States, and the United Kingdom. [28; 29]. This correlation may indicate the potential of Ukrainian wine brands to influence the international image of the country, as well as the relationship between export presence and tourist interest.

It is advisable to consider the creation of blends based on European grape varieties, which may be more recognizable to foreign consumers while maintaining regional identity. Wine tourism in Ukraine is showing dynamic development, but further strengthening the wineries' presence and branding of wine. An effective combination of tourist products, online communication, and regional initiatives contributes to the formation of a competitive tourist environment, in particular by borrowing the experience of European wineries that invite tourists not only to tours and tastings but also to participate in harvesting.

The wine industry in Ukraine faces several systemic challenges beyond martial law's impact. In particular, one of the key problems is the complicated and lengthy procedure for obtaining a wine license. Despite adopting legislative changes that industry representatives characterize as "revolutionary", implementing these norms remains ineffective. Bureaucratic obstacles complicate market access for new producers, hinder the development of small and medium-sized wineries, and reduce the investment attractiveness of the sector.

An additional barrier to development is the absence of customs duties on imports of wine products, which creates unequal conditions for competition. As a result, imported wines, which are often subsidized at the production stage in their countries of origin, have a price advantage over Ukrainian wines. This situation weakens the position of national producers in the domestic market and complicates forming a sustainable model for the industry.

In the context of Ukraine's integration aspirations, there is a need to develop a more balanced regulatory policy that considers both the needs of the domestic market and the strategic interests of national producers in the face of global competition.

At the same time, the prospects for developing wine tourism in Ukraine remain incredibly favorable. Still, their implementation requires coordinated efforts on the part of both government institutions and wine business entities.

## **Conclusions**

The study showed that wine tourism in Ukraine is at the active development stage. Despite external challenges, including the conditions of a full-scale war, the industry demonstrates resilience and growing potential.

The main development factors include regional identity, digital presence of wineries, integration with cultural and gastronomic practices, and support from national and international initiatives.

For the further effective development of wine tourism in Ukraine, it is necessary to strengthen the promotion of wine regions, develop infrastructure, and implement marketing strategies based on authenticity and sustainable approaches.

In the long term, wine tourism can become essential for shaping Ukraine's image as a gastronomic destination on the global tourism map.

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