

EN

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Answer given by Mr Tzitzikostas
on behalf of the European Commission
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Development of rural areas is one of the specific objectives of the EU's Common Agricultural Policy (CAP). It includes various tools which can help wine tourism. Under Rural Development interventions the CAP provides support to individual producers and organisations, and also through community-led activities like LEADER. Interventions could include investments, information actions, cooperation activities, knowledge exchange or training. Furthermore, Member States can support actions undertaken by certain organisations to promote wine tourism in production regions, and the Commission has recently proposed¹ that producer groups managing geographical indications, which are deeply embedded in their communities, can also benefit from this measure, creating opportunities for local employment and growth.

In line with the Communication on the EU's long-term vision for rural areas² and the Vision for Agriculture and Food³, the Rural Pact made available for local and regional authorities a community platform made of more than 3,000 members across Europe and a dedicated community group on rural tourism for exchanging good practices⁴.

The Guide on EU Funding for Tourism⁵ may help to identify all potential opportunities for wineries as well as other actors.

For example, under the 2021-2027 Cohesion Policy, Greece has allocated EUR 564 million to support projects and actions in the sectors of culture and tourism as part of measures that strengthen the resilience and sustainability of the sectors and their role in socioeconomic and territorial development. The Creative Europe Programme also support Europe's living heritage as wine tourism, notably through the European Heritage Label, enhancing their recognition and preservation.

¹ The 2025 'Wine Package': <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:52025PC0137>.

² Communication on the Long-term Vision for the EU's rural areas: https://eur-lex.europa.eu/resource.html?uri=cellar:6c924246-da52-11eb-895a-01aa75ed71a1.0003.02/DOC_1&format=PDF.

³ Communication on A Vision for Agriculture and Food. Shaping together an attractive farming and agri-food sector for future generations: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52025DC0075>.

⁴ https://ruralpact.rural-vision.europa.eu/groups/rural-tourism_en.

⁵ https://transport.ec.europa.eu/tourism/eu-funding-and-businesses/guide-eu-funding-tourism_en.