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**ABSTRACT**

The red wine industry currently maintains a growth and importance due to its large-scale marketing, innovation, and technology. The traditional nations where wine is produced, France, Italy, Spain, or Chile and other regions such as Napa and Sonoma in California, USA, have a privileged climate, soil, and humidity conditions. These geographical areas have been joined by other regions with similar characteristics, identified by the strong presence of production houses, the quality of their wine products and the breadth of growing markets. This is the case of Valle de Guadalupe, Baja California, Mexico, known as -The Mexican Wine Route-, which is positioned as a worldwide wine and tourism reference region.

**Keywords:**

Red wine, tourism, economic impact.

**RESUMEN**

La industria del vino tinto mantiene actualmente un crecimiento e importancia debido a su marketing, innovación y tecnología a gran escala. Las naciones tradicionales donde se produce vino, Francia, Italia, España o Chile y otras regiones como Napa y Sonoma en California, EE.UU., tienen unas condiciones de clima, suelo y humedad privilegiadas. A estas áreas geográficas se han sumado otras regiones con características similares, identificadas por la fuerte presencia de casas productoras, la calidad de sus productos vitivinícolas y la amplitud de mercados en crecimiento. Este es el caso del Valle de Guadalupe, Baja California, México, conocido como -La Ruta del Vino Mexicano-, que se posiciona como una región de referencia enoturística y vitivinícola a nivel mundial.

**Palabras clave:**

Vino tinto, turismo, impacto económico.

## INTRODUCTION

The development of wine tourism has key factors based in the European region, where four nations are the main destinations: France, Italy, Spain and Portugal, the first three being the largest wine producers and exporters, exposing their strong vocation for wine, and wine tourism. France, Italy and Spain produced more than 114.6 million hectoliters of wine in 2023. The development of these activities has been thanks to initiatives sponsored by local governments.

For example, in Spain one way of tourism is through its Wine Routes, 33 in total, which offer enotecas and correlated commercial services that in 2021 attracted more than 2.5 million visitors. In France, its wine tourism offers 80 specialized museums in the Bordeaux region. In Italy, there are more than 55 of them. Between the three countries, there are more than 10 million visitors, mainly foreign tourists. The United States is a leader in wine production and consumption levels, a market in which its wine producers actively participate in wine tourism with average revenues of 15 billion dollars annually. 78% of wineries offer activities for tourism (Orús, 2024).

According to United Nations World Tourism Organization (2024), at a global level, this growth that goes hand in hand with the increase of tourism to pre-pandemic levels, equally, has been favored by intersectoral policies that foster its growth, seeking to attract more tourism in strategic alliances that include: 1. Agribusiness policies to increase investments, improve quality and accessibility; 2. Innovation through customer relations and use of technology; 3. Sustainable development through decisions for the future, sustainable tourism and social sustainability; 4. Governance, intersectoral public-social-private cooperation, and networking; 5. Gastronomy with improvement of the value chain and discovery of new territories; and 6. Data analysis, through the construction of indicators, statistical architecture, data mining and exports under international cooperation.

Wine production in Mexico dates at the end of the 16th century. The country is considered the cradle of red wine in North America and it is defined by regions, among which the following states stand out: Baja California with 70% of the wine production, Sonora with 80% of the grape production, and Coahuila, Querétaro, Guanajuato and Zacatecas states. Each region maintains special characteristics defined by its history, traditions, climate, soil, and forms of production.

The red wine market competes with tequila and beer as two differentiated consumer segments; The increase in red wine consumption in Mexico is due to a new oenological culture derived from various market strategies that include fine cheese, baking, and wine tourism industries. Mexican wine prices have high costs due to tax burdens (VAT & PSST) and its low production

volume compared, for example, with California, USA, or other leading nations such France, Spain, or Italy, which represent disadvantages compared to these nations, that offer their products with prices 35% lower on average and similar quality. Two great challenges for the Mexican wine industry are to increase its production capacity and diversify markets.

In Mexico, the wine industry and wine tourism have a growing relationship. In this nation, diverse grape varieties are grown and high-quality wines are produced thanks to the present climatic and soil conditions. According to the Mexican Wine Council (CMV), Mexico has 14 regions, including zones in Baja California, Aguascalientes, Coahuila, Querétaro and Zacatecas States. The largest production is generated in the state of Baja California, in the Valle de Guadalupe region, with 90% of the national total. In Mexico as of 2022 there were 400 producers and a production of more than 80 varieties of grapes, of which 50% are used for wine production (Consejo Mexicano Vitivinícola, 2024).

Among the most significant impacts of the wine tourism activity in Mexico is that in 2022, 10 routes were offered for the development of wine tourism in Baja California, Aguascalientes, Coahuila, Guanajuato and Querétaro (México. Secretaría de Turismo, 2022). The Gross Domestic Product (GDP) of this economic sector in 2022 reached more than 28 billion pesos, income that compared to data at the beginning of the pandemic in 2020 exceeds 4% growth, strengthening national wine tourism activities (México. Instituto Nacional de Estadística y Geografía, 2024).

To put into context the level of wine consumption in Mexico, it is important to point out that the world market for alcoholic beverages can be broken down into five main markets: beer, wine, spirits, ciders and ready-to-drink beverages (RTD's). Of these markets, the most important is the beer market, accounting for 77.76% of the total alcoholic beverages sold worldwide in 2018. The second most important market is wine, accounting for 11.06%, followed by spirits, premixed beverages and spirits. (Centro de Investigación y Asistencia en Tecnología y Diseño del Estado de Jalisco, 2022).

Currently, only 35% of the wine consumed in Mexico is of domestic origin with an average consumption of one liter per year, while in the USA consumption amounts to approximately 7.5 liters and in France to more than 50 liters per year (Consejo Mexicano Vitivinícola, 2024). During the last decade, producing companies in Mexico in the northern area of the State of Baja California (Valle de Guadalupe, Ensenada) increased from around 50 to more than 180, which offer tastings, fairs, and harvests in conjunction with various combinations of hotels, restaurants and tours (Uncork Mexico, 2023); these

wine tourism activities trigger production-distribution-consumption economic circuits with regional and national relevance.

In México, national production of grapes for wine production has maintained constant increases. In 2010, the cultivated area was 7,500 hectares, with a value of more than 361 million pesos. For the year 2021, the planted area amounted to 36,000 hectares, while the amount of production exceeded 881 million pesos (Gobierno de México, 2023), which reveals the economic importance of the added value that the wine industry maintains in México and its impact in conjunction with wine tourism activity and the increase the red wine consumption culture in Mexico.

Mexican wine production estimates for 2021 stood at 4 million cases annually, which is equivalent to almost 36 million liters of wine (Consejo Mexicano Vitivinícola, 2024). Mexico produces 18 varieties of grapes and offers more than 12 thousand brands of Mexican wines which it generates 500 thousand direct and indirect jobs.

To understand the term enotourism in greater depth is to refer to a series of activities within a tourist space for recreational, leisure or leisure activities, focused on discovering the cultural and gastronomic value of wine consumption, the experience in vineyards, visits to wineries, appreciation of local gastronomy, admiration of the landscape and overnight stays in vineyards (Ravenscroft & Van Westering, 2001).

The evolution of wine tourism is a reality and is due to changes in the orientations and tastes of traditional tourism, which have mutated their appreciation for other options such as nature, cultural and sports tourism, or in this case, wine tourism. These changes were perceived with greater intensity after the Covid 19 pandemic, which reconfigured tourist destinations and preferences, becoming an alternative to sun and beach tourism.

In Mexico, the development of wine tourism continues its growth positively and with favorable forecasts, mainly due to the fact that Federal, State and Municipal Governments have decided to promote productive investment in this agro-industrial sector, a process to which investors have joined by creating vast extensions of land in vineyards, which in the end result in regions suitable for wine tourism by incorporating tourist equipment and infrastructure such as hotels, restaurants, communications, services and attractions.

The policies of the Mexican Wine Council (CMV) lead these strategic actions in favor of Mexican wine by: 1. Promoting and developing viticulture and the industrialization and trade of grapevine products; 2. To be the organ of consultation and collaboration between the productive chain and the different governmental actors; 4; To participate in the design of public policies and socioeconomic strategies for the wine industry; and 5. To

be the coordinating body of the National Wine Industry (Consejo Mexicano Vitivinícola, 2024).

Under the above premises, one of the positive characteristics of wine tourism is that it is an activity that combines the three economic sectors to link production-distribution-consumption economic circuits along rural production chains (vineyards, grape harvests), industrial (wine factories) and services related to tourism (hotels, gastronomy and transportation), among others. Wine tourism, under this chain, produces positive effects by complementing these productive factors, allowing economic diversification, job creation, productive and economic redistribution and tax collection (Millan et al., 2024).

The effects of wine tourism in Mexico, and especially in Valle de Guadalupe, have led to the creation of new wineries. By 2023, there was more than 8,000 acres of vineyards in the region where more than 50 grape varieties are grown, offering approximately 180 wineries, around 1,500 labels, more than 3.5 million cases (each with 12 bottles) of annual production with 75% red wine and 25% white wine, which are exported to the USA (55%), Japan (33%) and Canada (5%) (Hernández, 2023).

Grape production and winemaking have been recorded in Mexico since 1593, when the first commercial winery was established in the city of Parras, Coahuila (Centro de Investigación y Asistencia en Tecnología y Diseño del Estado de Jalisco, 2022). Wine tourism in Mexico and especially in Valle de Guadalupe dates back to 1830 when missionaries of the Jesuit order arrived in the region and established the Mission of Nuestra Señora de Guadalupe, and since then the area has been known as Valle de Guadalupe. Subsequently, under the favorable climatic and soil conditions, Spanish immigrants began to cultivate grapevines.

The first winery was Bodegas Santo Tomás in 1888 and its initial success was due in part to the increased demand for wine caused by the Prohibition Act in the United States at that time (Contreras & Ortega, 2005). In the early 1900s, groups of Russian immigrants arrived in the region taking advantage of the laws that at that time allowed the sale and use of land in Baja California, establishing Casa Monte Xanic, which laid the foundations for the region's wine development by producing the first premium quality wines that gave recognition to the wines of Valle de Guadalupe. It was from 1930 when the region began its modern development with the arrival of various winemaking houses such as Baron Balché, L.A. Chetto, Domecq, Mogor, Norte 32 or Santo Tomás (Quiñonez et al., 2018).

In Valle de Guadalupe, the creation and development of the most important wine route in Mexico has triggered the design of differentiated market products to meet the growing tourist demand, placing Mexican wine

within international markets and favorably impacting the economy of that region. The Valle de Guadalupe Wine Route extends for more than 75 km. and is made up of the Tecate, Guadalupe, Ojos Negros Valleys, Santo Tomás and San Vicente Valleys.

The economic importance of wine production in Valle de Guadalupe has been highlighted for more than a decade. In 2008, the Valle de Guadalupe region produced 90% of Mexican red wine, with domestic sales of more than 12.7 million of 750 ml bottles each, and international sales for approximately 700,000 units, which generated an economic benefit of more than 42 million dollars.

The sales contribute more than 11 million in taxes. The wines of Valle de Guadalupe have received more than 300 international recognitions for their quality and at the national level they have been awarded more than 1,500. Currently, Nowadays, Valle de Guadalupe offers to its visitors, great options of wine houses that produce more than 25 million bottles a year, nearly 100 hotels, 63 restaurants and more than 260 grape producers (Gobierno de México, 2023).

The State of Baja California Norte, located in the northwestern part of Mexico and bordering California, USA, has maintained a constant growth during the last decade that has positioned it both nationally and internationally as a region that produces the best table wines. Currently, it produces more than 70% of the national wine through a highly specialized agro-industrial ecosystem involving governments, producers, distributors, restaurants, consumers and, of course, tourism. These coordinated actions have allowed the development and consolidation of the Valle de Guadalupe area, municipality of Ensenada, Baja California, Mexico (Consejo Mexicano Vitivinícola, 2024).

Every weekend the flow of border tourism increases substantially strengthening the economic spillover in the region and consolidating it as the largest Wine Route in Mexico thanks to the more than 850 thousand annual visitors it receives from the southwestern USA (San Diego, Los Angeles), or from the cities of Guadalajara, Monterrey or Hermosillo, Mexico.

Valle de Guadalupe, Baja California, is located 140 kilometers south of the border city of Tijuana, and 160 kilometers from San Diego, California, these three cities are connected by a modern scenic highway that runs along the coast of the Pacific Ocean. The city of Mexicali, B. C. Mexico, adds to the connectivity of these cities to the States of California and Arizona in the United States (USA), which allows Valle de Guadalupe to maintain a constant flow of tourism coming from those states and other regions of the USA (Zárate & Barragán, 2018) (Figure 1).



Figure 1. Tijuana-Ensenada location, and micro-location of Valle de Guadalupe.

Source: Google Maps (2023).

Valle de Guadalupe is the flagship region at the national level due to the volume and relevance of its wine production. The region is located approximately 25 km north of Ensenada and 85 km from the city of Tecate, Baja California. To specify the territorial space that includes Valle de Guadalupe it is necessary to refer that the region integrates three geographical areas, one is known as rural areas El Porvenir, Francisco Zarco that includes Valle de Guadalupe, the last one integrates San Antonio de Las Minas that is located to the south.

The region by itself maintains natural conditions in soils, climate, altitude and humidity to stablish its productive specialization and tourist vocation. The municipality of Ensenada has a territorial extension of 52 thousand square kilometers. It borders the municipalities of Playas de Rosarito, Tijuana and Mexicali. Its climate is temperate-humid in mountainous areas and semi-dry in the plains, its precipitations are scarce and occur from November to February, the annual average temperature is 14 degrees Celsius with maximums of 22 degrees in summer.

The region between Tijuana and Ensenada has the Tijuana-Rosarito-Ensenada Coastal Corridor, known as COCOTREN, which is a modern scenic toll highway covering an extension of 140 kilometers between the two cities. This corridor offers tourist diversity such as the offer for residential tourism in Playas de Rosarito, restaurants, surfing areas, sport fishing and a variety of attractions related to the wine tourism industry (Quiñonez et al., 2018). The COCOTREN route is the main access route to Valle de Guadalupe from San Diego or Los Angeles, California.

Created in 2004 by the Federal Ministry of Tourism as a strategy for the promotion of tourism, the Guadalupe Valley Wine Route included in its objectives the attraction of tourism to the region, under a context in which the exhaustion of the traditional model of sun, sand and beach tourism, reconfigured the design of new destinations to offer different alternatives to traditional tourism. To achieve this objective, both governments and businessmen sought to diversify and strengthen the existing economic regions of Mexico, providing them with new models for

the development of tourism under their own identity by integrating natural and cultural tourism resources.

In Mexico, Valle de Guadalupe is not the only area producing high quality wines. Other regions are located in the State of Querétaro, in the center of the country, where the Art, cheese and wine route generates more than 700 thousand visitors per year to the 10 municipalities that make up this wine region, which today offers its visitors more than 30 wine producing houses that produce approximately 3 million bottles in 500 hectares of vineyards.

Coahuila, San Miguel Allende in Guanajuato and Aguascalientes are three other regions with potential development for the wine and tourism industry, known as enotourism or wine tourism (México. Secretaría de Turismo, 2022), terms that refer to groups of travelers seeking wine production areas associated with a taste for gastronomy, culture, history or art, within a regional ecosystem inserted in a historical or cultural region, involving producers, governments and service providers related to tourism that integrate a value chain around the wine tourism activity of high regional impact (Meraz & Maldonado, 2016). The Royal Spanish Academy (RAE) defines the term as tourism in wine growing and production areas, with visits to vineyards and wineries, and tasting of their wines.

When referring to the tourism industry and wine consumption, it is undeniable to talk about the tourism product generated by the interrelation between geographic space, natural and cultural attractions and tourism. In the case of the Valle de Guadalupe region, the project from its conception has been oriented towards the integration and consolidation of a chain of marking directed towards a specialized market segment with a taste for moderate wine consumption, together with a gastronomy focused on the consumption of regional food, sausages, cheeses, high quality bakery products and appreciation for the local culture.

Wine tourism activity has maintained a vital importance for the economic development of the Valle de Guadalupe region. One of the fundamental factors for this economic growth is its proximity to the State of California, whose productive value is similar to that of the most powerful nations in the world. In addition to this variable of high consumption potential via tourists, the area offers diverse natural and cultural attractions in more than 500 kms. of beaches, both along the Pacific coast and the Gulf of Mexico, desert areas and mountainous landscapes.

Under these motivations for travel, consumption and the search for new experiences, it is necessary to establish that travel has different origins, so the development of this type of tourism, wine tourism, should be complemented with a diversified variety of tourist offerings to meet the needs of the visitor and enhance local and regional development (Callizo, 1991). The wine tourism industry is one of the

segments that has maintained the greatest growth in recent years. In the case of the Valle de Guadalupe Wine Route, this phenomenon has been consolidated by the support of various public, private and social sectors that have integrated a chain of high productive value. These conditions have triggered tourism activity in the region and unleashed a series of multisectoral productive processes.

Economic dynamics of the Valle de Guadalupe wine route

In Baja California state, tourism activity has presented variations since 2000, especially in the Valle de Guadalupe region, due to the sectoral change from the prevailing activities focused on second home tourism in Tijuana beaches and regional gastronomic tourism in Ensenada, towards agro-industrial activities related to grape and wine production in wine growing areas. This productive change gradually generated an increase in the number of visitors to the region, making it the most important area for wine tourism in the country. The region's regional productive specialization led it to be considered the Mexican Wine Capital due to its production levels, above other states such as Zacatecas, Guanajuato or Querétaro.

The economic relevance of the region led it in 2022 to host the World Congress of Vineyards and Wine, an event that consolidated the wines of Valle de Guadalupe in the world for its quality levels. The region has received diverse recognitions that each year attract more visitors, detonating its growth. Twenty years ago, Valle de Guadalupe had less than 20 wineries, today it offers more than 180 wineries (Hernández, 2023). The level of consumption since 2019 has increased to reach a volume of more than 62 billion pesos in 2022 (Figure 2).

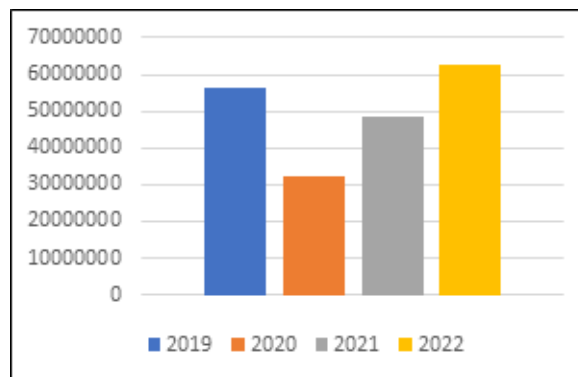


Figure 2. Tourism Consumption in Baja California 2019-2021.

In terms of wine tourism routes, in the Valle de Guadalupe region there are 4 recognized wine tourism routes with transportation services, restaurants, handicrafts, regional food and tourism support services. This infrastructure allows domestic and foreign tourists to enjoy tours of vineyards and winemaking houses connected by rural routes that offer unique experiences. Table 1 shows the infrastructure available in Valle de Guadalupe.

Table 1. Valle de Guadalupe Wine Tourism Routes.

Name of the wine tourism route	Support services offered	Locations
Valle de Guadalupe	Transportation, tasting, workshops, food, assistance	Valle Guadalupe, San Antonio de Las Minas, Francisco Zarco y Porvenir
Win and cheese	Transportation, tasting, workshops, food, assistance	Valle de Ojos Negros
Old Wine Route	Transportation, tasting, workshops, food, assistance	Valle de la Grulla, Valle Santo Tomás, Valle San Vicente

Understanding the economic impact of wine tourism in Valle de Guadalupe involves analyzing various activities related to this agribusiness activity, including direct support services for tourism such as hotels, restaurants and related services. Among the most important services are those that support this tertiary activity (Mitchell & Hall, 2006).

In Valle de Guadalupe, the creation and development of the most important wine route in Mexico has triggered the design of differentiated market products to meet the growing tourist demand, placing Mexican wine in international markets and favorably impacting the region's economy. The Wine Route in Valle de Guadalupe extends over 75 kilometers and is composed of the Tijuana Valley, Tecate Valley, Guadalupe Valley, Tule Valley, Ojos Negros Valley, Uruapan Valley, Santo Tomás Valley and San Vicente Valley.

A modern highway connects the 140 km long Tijuana-Ensenada tourist corridor, which is part of the route known as the "transpeninsular highway or COCOTREN" that reaches Los Cabos, Baja California Sur. This same route is famous for the annual Baja 1000 race that attracts hundreds of tourists from the U.S., Mexico and other countries to travel through deserts along the route between Tijuana and Los Cabos, which is 1,700 kilometers long. Los Cabos is the third most visited beach destination in Mexico after Cancun and Puerto Vallarta.

The economic importance of wine production in Valle de Guadalupe has stood out for more than a decade. In 2008 the region produced 90% of Mexican red wine, with sales of more than 12.7 million 750 ml. bottles, and approximately 700 thousand internationally, which generated an economic flow of more than 42 million dollars and contributed more than 11 million in taxes.

Valle de Guadalupe wines have received more than 300 international awards for their quality and more than 1,500 national awards (México. Fondo Nacional para el Desarrollo del Turismo, 2008). Currently, the

Ensenada-Valle de Guadalupe region offers its visitors more than 180 wineries that produce 40 million bottles per year, more than 100 hotels, 63 restaurants and 260 grape producers (Hernández, 2023).

To understand more accurately the economic impact derived from the wine tourism industry in Valle de Guadalupe, it is necessary to refer to the chain of activities that maintain the productive chain in wine regions, which according to (Mitchell & Hall, 2006) are concentrated in grape producing areas, hotels, restaurants and support services. According to observations in the region, most of the services described are distributed along the Ensenada-Valle de Guadalupe tourism corridor. Table 2 shows a list of activities related to tourism along the Valle de Guadalupe wine route.

Table 2. Types of tourism establishments in Valle de Guadalupe in 2022.

Tipe	Units
Winegrowers	180
Hotels	35
Private lodging establishments	58
Restaurants	63
Wine producing houses	260

According to estimates by the Secretary of Tourism of the State of Baja California, one out of every four visitors is to Valle de Guadalupe. The growth trend is positive, during 1992 more than 1.9 million tourists arrived to the region, and by 2022 the figure will rise to 4.4 million visitors. Graph 2, shows the volume of visitors to Baja California. According to information provided by the Baja California Ministry of Tourism, Valle de Guadalupe was visited in 2018 by more than 600 thousand tourists. During the year 2022 Valle de Guadalupe received 878 thousand visitors. As of July 2023 it had received more than 512 thousand visitors (Figure 3).

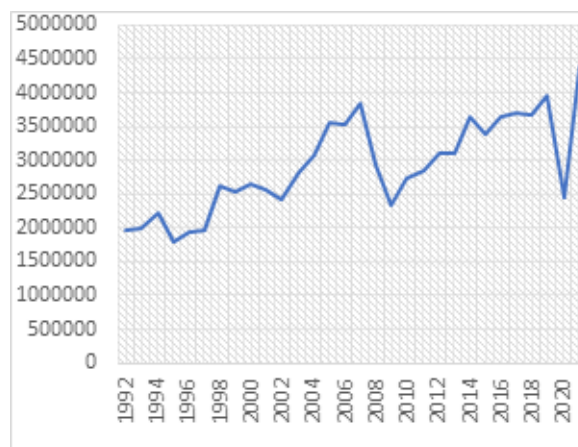


Figure 3. Number of tourists to the State of Baja California 1992-2021.

Regarding tourism in Valle de Guadalupe, 65% is of national origin and 35% comes from cities in California, Nevada and New York. In terms of tourist spending, during 2023 it reached an average of 250 USD dollars per day, with an average stay of 4.5 nights per tourist, which generates an economic spillover of close to one billion dollars annually, which is distributed among hotels, restaurants, service providers such as internal transportation, car rental, restaurants, bars and especially wine houses, thus contributing to the economic impact that wine tourism in Valle de Guadalupe maintains in its value chain and production-distribution-consumption, generating more than 500,000 direct and indirect formal jobs. Table 3 shows more details about profile visitors.

**Table 3. Visitor profile for Valle de Guadalupe 2023.**

Average Stay	4.5 nights	
Economic Spill	1 billion US dollars	
Country of origin	State of origin	
USA 34.8%	California	63.7%
	Nevada	6.5%
	Nueva York	6.0%
México 61.5%	Sonora	18.6%
	BC	16.7%
	Jalisco	9.1%
Others 3.7%	Colombia	28.0%
	España	21.3%
	Argentina	12.3%

The Ensenada-Valle de Guadalupe tourist corridor is a destination that offers the largest number of wine routes along 70 kilometers of rural roads in which you can find, in addition to wine houses, hotels, cabins and restaurants, infrastructure that contributes to the constant increases in tourists to the region. The joint efforts of wine entrepreneurs, service providers, government and educational institutions reaffirm the tourist vocation of the Valle de Guadalupe region. The annual economic benefit of wine tourism in Valle de Guadalupe is approximately one billion dollars.

The economic importance of wine production in Valle de Guadalupe has been highlighted for more than a decade. In 2008, the Valle de Guadalupe region produced 90% of Mexican red wine, with domestic sales of more than 12.7 million of 750 ml bottles each, and international sales by approximately 700,000 units, which generated an economic benefit of more than 42 million dollars. The sales contribute more than 11 million in taxes. The wines of Valle de Guadalupe have received more than 300 international recognitions for their quality and at the national level they have been awarded more than 1,500. Currently, Valle de Guadalupe offers to its visitors 190

wine houses that produce more than 25 million bottles a year, nearly 100 hotels, 63 restaurants and more than has 260 grape producers.

By 2023, with approximately 900,000 visitors, the economic impact in Valle de Guadalupe was 1 billion dollars. This economic benefit is product of the average expenditure of each tourist of 250 USD per day, to pay for hotel nights, services such as transportation or car rentals, food consumption, wine purchase and recreational activities.

The evolution of tourism from its most traditional forms to new alternatives for rest and recreation has contributed to the redesign of new ways of traveling, among which is wine tourism stands out. This type of non-traditional sun and beach tourism combines experiences between culture, gastronomy, art, natural and intangible heritage. Wine tourism bases its essence on a new culture for wine, and contributes to regional and local development through various benefits that positively impact both society and the economy. The creation of business models around the wine industry and the jobs it requires help solidify these benefits.

### Conclusion

Among the areas of opportunity presented by the Valle de Guadalupe region, we can distinguish the need to promote comprehensive local development of each of the elements that make up the tourist product of the Valle de Guadalupe Wine Route, made up of cultural and natural attractions, roads, infrastructure and support services, with the aim of more equitably improving the living conditions of local inhabitants through a redistribution of the economic flow that offers better infrastructure and urban services such as education, health and security. In this sense, the production of crafts, local music, regional dances, cuisine or culture may be incorporated into the routes to offer benefits to social groups outside the circuits around wine tourism.

Other important issues lie in the environment of the area, which has been affected by the consumption of water for the vineyards. In this sense, it is necessary to adapt urban planning plans so that they adapt to the conditions of existing tourist resources, considering elements such as the tourist carrying capacity of the region. Topic of vital importance for future studies.

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