



# **RIOJa**

## **ANNUAL REPORT**

QUALIFIED DESIGNATION  
OF ORIGIN RIOJA  
REGULATORY BOARD

# **2024**

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**EXECUTIVE SUMMARY**

# COMMITTED TO OUR ORIGINS, FOCUSED ON THE FUTURE

2024 has been a demanding year for all of us who form part of the Rioja Qualified Designation of Origin. The challenges carried over from previous years have been intensified by fresh global economic uncertainty, an unfavourable international landscape, and a continued decline in global wine consumption. Against this backdrop, Rioja has once again demonstrated its resilience, cohesion and ability to adapt. The sector has responded, once again, with work, strategic vision and commitment.

In what has been a turbulent year for the global wine industry, Rioja has retained both its market position and competitive edge. This has been possible thanks to enduring consumer confidence, the recognised quality of our wines, and the drive and determination of our winegrowers and winemakers. We have continued to do what we do best: protecting our origins, innovating while remaining true to our essence and building value around our brand. Together, we have reaffirmed our identity as a living, dynamic, and leading Designation of Origin with a clear and long-term commitment to the future.

During the year, we have developed and consolidated essential tools and systems to assure and enhance quality. Notable among these is the new sensory evaluation plan introduced by the Regulatory Board's Tasting Panel. At the same time, we have continued to improve the vineyard monitoring system.

These developments form part of a wider strategic plan that continues to shape our roadmap. Within this plan, wine tourism and sustainability remain key priorities. Rioja has set new records in visitor numbers and has been recognised as Spain's

leading region for wine tourism. Sustainability continues to underpin every aspect of our decision-making, with integrated projects addressing the environmental, social, and economic dimensions of our development model. We have also taken meaningful steps in revitalising the market and strengthening the value of our brand.

It is important to acknowledge the considerable effort required to meet today's challenges without compromising on quality or sustainable growth. The implementation of the Balance Plan and technical optimisations across the entire process are clear evidence of Rioja's ongoing commitment to excellence. We have also advanced in safeguarding our landscape and heritage, while continuing to consolidate the distinctive tools that differentiate us — Vinos de Zona, Vinos de Municipio, and Viñedos Singulares — enabling us to communicate the value of our origin to consumers.

All of these actions are driven by a shared objective: for Rioja to continue leading through knowledge, excellence, and authenticity. Our collective ambition is to build a Designation of Origin that is increasingly robust, diverse, recognised and respected.

This year carries special significance for me, as it marks the final full year of my tenure as President of the Rioja Regulatory Board. The Management Body will be renewed in the first half of 2025, concluding a personal and professional chapter that has been among the most challenging and rewarding of my life. It has been a time of significant learning, progress, and important decisions for the future of our Designation.

I am deeply proud of what we have accomplished and sincerely grateful to everyone who has contributed to ensuring that Rioja remains a benchmark of best practice and collaboration. Rioja has evolved without losing its essence. That is a collective achievement. To those who will take over, I wish every success, courage, and confidence.

TOGETHER, WE HAVE  
REAFFIRMED OUR IDENTITY  
AS A LIVING, DYNAMIC, AND  
LEADING DESIGNATION OF  
ORIGIN WITH A CLEAR AND  
LONG-TERM COMMITMENT  
TO THE FUTURE

Thank you all for your dedication, your commitment and your passion. As I prepare to step down, I do so with the certainty that Rioja will continue to stand for quality, origin and future. With gratitude and pride.



**FERNANDO EZQUERRO,**  
Chairman of the QDO Rioja  
Regulatory Board

## A HISTORIC AND INNOVATIVE DESIGNATION

**Q**uality and authenticity have always been the cornerstone of Rioja's identity. Thanks to sustained efforts to uphold excellence, its wines, protected by Spain's oldest Designation of Origin, have reached beyond national borders and gained wide recognition.

This achievement is the result of honest, thorough, and rigorous work, ensuring consumers receive a quality product consistently validated at competitions, events, and professional tastings both within Spain and internationally. Far from complacency,

the Designation remains committed to innovation, laying the groundwork for its future. In 2024, the 2021–2025 Strategic Plan continues to provide clear guidance to secure long-term viability and sustainability.

Rioja successfully combines a forward-looking approach with a deep respect for its land and traditions. A key source of pride lies in the diversity of its wines, alongside the recovery and protection of unique vineyards. Each year, the QDO Rioja reaffirms its distinguished position among Europe's elite historic designations of origin.

## THE DESIGNATION OF ORIGIN RIOJA, IN FIGURES (2024)

### VITICULTURE



**3**

PRODUCTION AREAS



**66,638**

HECTARES OF REGISTERED VINEYARDS

**144**  
MUNICIPALITIES



**118** LA RIOJA  
**18** ÁLAVA  
**8** NAVARRA

**14**

AUTHORISED  
GRAPE  
VARIETIES



**751**

REGISTERED  
WINERIES

**586**

WITH BOTTLING REGISTRATION



**13,078**

WINEGROWERS

**162**

UNIQUE  
VINEYARDS

**97** TITLES

**265** HECTARES



### SALES



Variation in  
TOTAL SALES  
compared to 2023:

**+0.63%**

**SPAIN**  
**-1.87%**  
in VOLUME

**EXPORTS**  
**+4.42%**  
in VOLUME

MARKET SHARE:

**26.8%**  
in volume\*



**30.5%**  
in value\*

\*Source: NielsenIQ. \*\* Source: Observatorio Español del Mercado del Vino.

### HARVEST

Rating: **GOOD**



From 21 August  
to 7 October

RED AND WHITE

Rating: **VERY GOOD**



**275,139,649**  
KILOGRAMMES OF ENDORSED GRAPES



**189,399,773**  
LITRES OF ENFORSALE WINES



**240,046,448**  
LITRES MARKETED



**328,461,466**  
BOTTLES MARKETED

**41.2%**  
OF SALES  
OUTSIDE OF  
SPAIN



**135**  
COUNTRIES  
TO WHICH IT  
EXPORTS

**TOP 5:**  
📍 United Kingdom  
📍 Germany  
📍 United States  
📍 Netherlands  
📍 Canada

SHARE of Spanish still wines with POD:

**39%**  
in volume\*\*



**41.5%**  
in value\*\*

# REGULATORY BOARD: SAFEGUARDING AUTHENTICITY

**T**he Regulatory Board is a public law corporation responsible for overseeing, safeguarding, and promoting the Qualified Designation of Origin Rioja (QDO). Its primary objective is to uphold the distinct characteristics and the quality of Rioja wines. The Regulatory Board comprises 32 members drawn from various associations representing wineries and winegrowers. Together, they constitute the Board of Directors of the Rioja Wine Interprofessional

Organisation, whose chair also serves as chairmanship of the Regulatory Board, in line with current legislation.

Representatives from the Ministry of Agriculture, Fisheries and Food (MAPA) and the autonomous administrations of La Rioja, the Basque Country and Navarra also participate in the Plenary with a voice, but without vote, by express invitation and under the auspices of the Ministry.

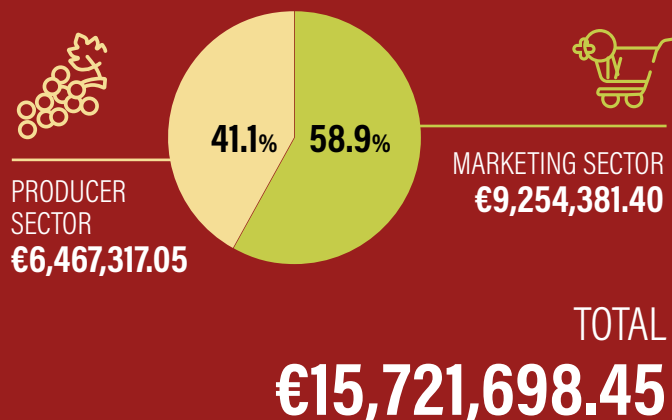
THE BOARD HELD  
**6 PLENARY  
SESSIONS**  
IN 2024



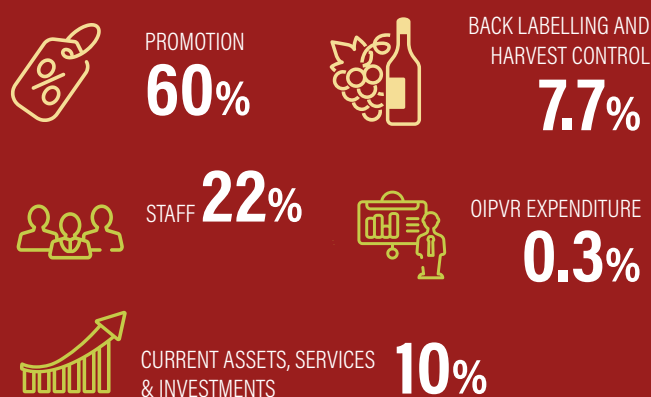
## Excellence through people

At the heart of the QDO Rioja is a dedicated and highly skilled team that underpins its continued success. In 2024, this group of 49 professionals played a key role in consolidating the prestige of Rioja wines both nationally and internationally. The Regulatory Board's team is structured across three core departments: Administration, Legal and Marketing and Communication, alongside the members of the Plenary and the General Management.

## DESIGNATION OF ORIGIN RIOJA - BUDGET (2024)



## ITEM BREAKDOWN



# QUALITY, UNIQUENESS AND SUSTAINABILITY

In 2024, the Designation has continued to strengthen its leadership within the wine sector, guided by the 2021–2025 Strategic Plan, a cornerstone in Rioja's positioning as one of the world's most respected wine regions for quality, character and sustainability. Rioja is built on a rich legacy, but it is equally focused on securing a future that delivers long-term prosperity for everyone who forms part of the Designation. In a complex global market, one of the key challenges is responding to

shifting consumption patterns while staying true to the values and identity that define the Designation. Rioja meets these challenges with responsibility and innovation, delivering institutional and promotional activity that highlights progress and strengthens its standing as an active contributor to society with a positive impact.

## Promotional Activity

Throughout 2024, promotional efforts were intensified to enhance brand value and

strengthen Rioja's visibility across both domestic and international markets. Rioja wines took centre stage at renowned events across three continents, from Madrid and Mexico City to Toronto and Shanghai. At the same time, wine tourism was actively promoted, reinforcing Rioja's reputation as a benchmark for sustainability and innovation, key priorities embedded in the Strategic Plan. This dual focus has helped attract new audiences while deepening the loyalty of the Designation's most committed supporters.

## National Campaigns

The Rioja promotion plan encompasses a wide range of activities designed to raise awareness among both professionals and consumers about the quality and diversity of Rioja wines. Some of the standout actions in 2024 included:

- Over a thousand professionals attended "Salón Blancos de Rioja" in Madrid and Valencia.
- "Rioja en las Grandes Mesas" tastings, featuring more than 60 sommeliers.
- A dedicated seminar for professionals at Madrid Fusión.
- Training sessions and tastings at leading hospitality schools.
- A master tasting at the "Peñín Salón de los Mejores Vinos de España".
- Rioja's participation in the Elle Gourmet Awards 2024.
- Official wine partner at the Esquire Men of the Year celebration.
- Sponsorship of the IWC Merchant Awards in Spain.
- Three culinary sessions with international chefs by In Residence by Rioja.
- The ongoing impact of the #PonmeOtroRioja campaign.

## International Campaigns

Beyond Spain, Rioja further intensified its global presence through initiatives across three continents, where the region's wines are increasingly recognised and appreciated. Highlights from the year included:

- "Rioja, 100 km of diversity" showcased in Edinburgh.
- A strong presence at the ProWein trade fairs in Germany and Shanghai.
- Rioja Wine Update sessions.
- Rioja salons held in Beijing, Guangzhou and Shanghai.
- A visit to Rioja by sommeliers and independent retailers from the UK and Ireland.
- Trade missions for buyers and distributors from the United States.
- A visit from the Ontario provincial alcohol monopoly.
- Press trips for specialist and lifestyle media from multiple countries.
- Master's students from Burgundy Business School completing part of their training in Rioja.
- Communication campaigns with leading media outlets in Mexico.



# KNOWLEDGE FOR ENTHUSIASTS AND PROFESSIONALS

**R**ioja Wine Academy is an online platform dedicated to training educators specialising in Rioja and fostering knowledge among wine enthusiasts. It has welcomed both national and international students, offering flexible learning formats tailored to individual interests. The platform delivers a comprehensive range of courses, from free online programmes for students and enthusiasts to advanced training designed for professionals.

In a sector where expertise is essential, this pioneering space has become a global benchmark for quality education, thanks to the breadth and rigour of its content. Upon completion of each course, students receive an official

diploma issued by the Regulatory Board, certifying their participation. One of the key developments in 2024 was the launch of the first edition of Rioja Camp, an educational project that gave 72 international professionals the opportunity to immerse themselves in the world of Rioja wine, supported by the collaboration of more than 80 wineries participating in this innovative campus.

As part of its ongoing training initiatives, the platform introduced a new online course, Rioja Tasting Essentials, which enables wine lovers to gain foundational tasting skills in just six hours. Since 2023, Rioja Wine Academy has been available in Spanish, English and Chinese, significantly broadening its international reach.

**RIOJA**

*Wine Academy*

**IN DATA**

EDUCATIONAL SERVICE

**7 PROGRAMMES**



REGISTRATIONS

**+28,000**

NATIONALITIES

**+140**



LANGUAGES **3**

OFFICIAL INSTRUCTORS

**+200**



## TOWARDS A LEADING ROLE IN SUSTAINABILITY

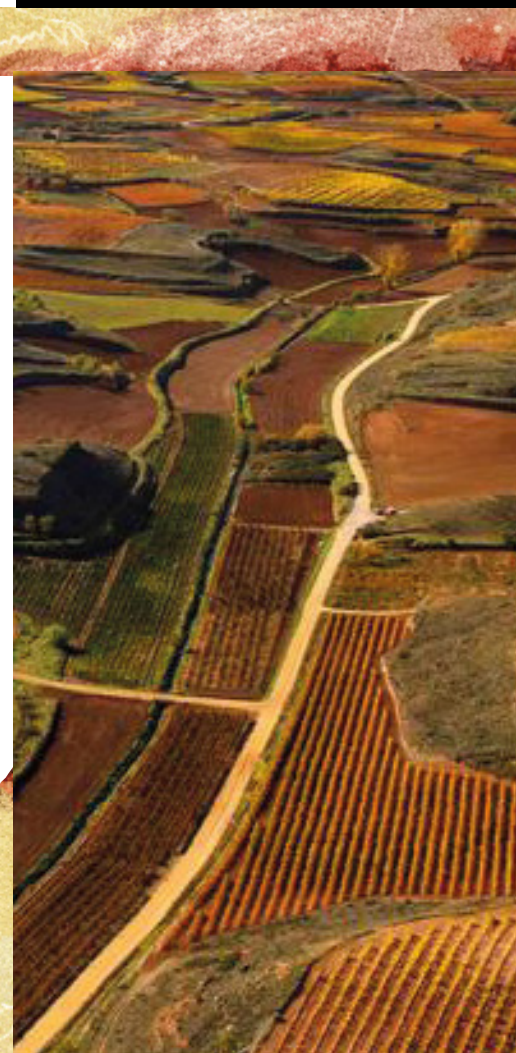
**T**he Designation, already recognised internationally as a benchmark for quality, is now striving to achieve the same leadership in sustainability, one of the core pillars of the 2021–2025 Strategic Plan, which outlines the path towards a viable, environmentally responsible production model. In 2024, this commitment gained renewed momentum with the introduction of a new law aimed at safeguarding soil for its agricultural value, while also promoting the protection and stewardship of the landscape, an objective championed by the Operational Group for the Protection of the Landscape and Vineyards.

Over the course of the year, Rioja advanced its sustainability agenda through two key drivers:

awareness and incentives. This dual approach was reflected in campaigns to engage winegrowers and winemakers in sustainable practices, alongside the rollout of incentive schemes and programmes designed to promote wine diversity, preserve the richness of Rioja's landscapes and safeguard its cultural and natural heritage for future generations.

### Activity Highlights

- Operational Group for the Protection of the Landscape and Vineyards.
- Sustainability Diagnosis Project.
- DATADOC Project for climate change monitoring.
- Sustainability Experts Committee.



# RIOJA: CELEBRATING DIVERSITY THROUGH WINE TOURISM

Rioja wine is a vital part of the region's culture, history, leisure and cuisine. Each year, its tourism offering, designed to highlight its unique landscapes, vineyards, and wineries, continues to grow in both diversity and quality. Rioja is the first wine Designation of Origin to establish its own observatory dedicated to the sector. The 2024 Wine Tourism Monitor of the Rioja Designation reports a record number of visits, nearing one million tourists. This growth has been driven by the engaging experiences offered by 214 wineries, which welcomed 912,438 visitors in 2024.

## Sector Consolidation

The data provided by the Monitor confirms the growing strength of wine tourism in Rioja, both at home and abroad.

- **International visits** rose to 36.37%, up 3.5 percentage points from 2023.
- **Average visitor spend in winery shops** also continued its upward trend, reaching €40.05, an increase of 5.70% year-on-year.
- **The economic impact of wine tourism in the region totalled €197,225,483** representing a 6.07% rise from 2023. This equates to an increase of €11.29 million.

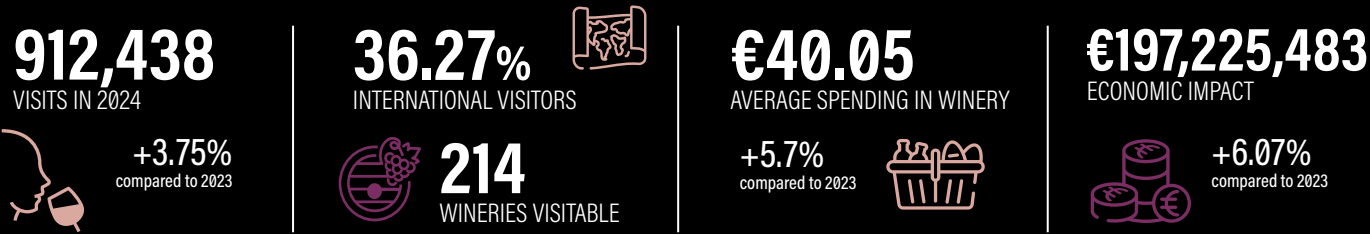
## Visitor Profiles and Favourite Experiences

79.27% of visitors are curious or amateur wine enthusiasts. They are followed by 'wine lovers' or connoisseurs, who represent 69.51% and demonstrate a deeper knowledge of the world of wine. The third key profile is the gastronomic tourist, driven by culinary interest with wine as a complement, identified by 40.24% of wineries. This varied audience finds an equally diverse offering. Special tastings are the most popular activity, provided by 61.46% of wineries, followed by culinary experiences (45.83%) and seasonal activities, such as grape harvests and grape treading (33.33%).

Wine tourism in the region, generating an economic impact of nearly €198 million, supporting Rioja's development



## 2024: A RECORD YEAR FOR VISITS





# RIOJa

## QUALIFIED DESIGNATION OF ORIGIN RIOJA REGULATORY BOARD

### HEADQUARTERS

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### SOCIAL NETWORKS

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OF THE REGULATORY BOARD AND  
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MARKETING STATISTICS

