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Béziers Méditerranée Reports a Tourism Rebound for 2026

The destination says overnight stays will reach 7.1 million, driven by longer visits, summer crowds and new cultural projects

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Béziers Méditerranée is reporting a strong rebound in tourism for 2026, with 7.1 million overnight stays a year and 2.8 million of them concentrated in July and August, according to figures released by the local tourism office in its new press dossier. The destination says it now has 90,000 tourist beds and that 78% of visitors stay more than three days, a sign that the area is drawing longer visits rather than short stopovers.

The profile of those visitors reflects the territory’s position on the Mediterranean coast and near the Spanish border. Foreign travelers account for 44% of overnight stays, families make up 46% of the clientele, and 47% of French visitors come from Occitanie. Germans are the leading foreign market, followed by Dutch and Swiss travelers, the office said.

The tourism office is using those numbers to support a broader strategy built around heritage, beaches, wine tourism and new cultural projects. It manages major sites including the Neuf Écluses de Fonseranes, the ports of Valras-Plage, Sérignan and Béziers, and it says it supports more than 50 events each year across the agglomeration. The office also presents itself as a driver of local economic activity, not just an information desk for visitors.

Several projects are scheduled to reshape the visitor experience in and around Béziers this year. The Théâtre des Variétés reopened on Jan. 24 after a restoration aimed at bringing back cabaret, musicals and revue performances to a venue that once hosted some of France’s biggest stars. The Théâtre du Minotaure is set to reopen in September after being bought in 2020 by Benoît Bénichou, who wants to revive the historic stage for contemporary performances. In Cers, Alma Cersius is building a new winery complex of more than 8,000 square meters, with completion planned for September and a design meant to modernize production while improving wine quality.

The city itself is also changing around transport and public space. Béziers completed a major overhaul of its train station in January, adding a panoramic pedestrian bridge, redesigned parking areas and improved links between the historic center and the Canal du Midi. Nearby, the Quai Port Neuf has been transformed from an old loading dock into a promenade for walkers, cyclists and boaters, with a new houseboat reception point due to open in spring 2026. Another rehabilitation project is underway at Quai Port Notre-Dame, where local officials want to create new tourism-related businesses tied to regional know-how.

The dossier places equal weight on heritage sites that remain central to the destination’s identity. The Cathédrale Saint-Nazaire et Saint-Celse continues to anchor the skyline above the Orb river plain. The Maison natale de Jean Moulin offers an

immersive visit into the childhood home of the French Resistance figure. The Plateau des Poètes remains one of the city's main green spaces, while the Cimetière vieux has become a draw for visitors interested in sculpture and 19th-century funerary art.

Food and wine are also part of the pitch. Béziers Méditerranée highlights restaurants such as Alter/Native, where chef Gilles Goujon focuses on local produce and sustainable cooking, and Le Calice, which has gained attention for plant-based cuisine. In Valras-Plage, seafood counters and beachside dining remain part of the summer offer, while in Béziers the Halles restored market continues to serve as both a food hall and a tourist attraction after being named France's most beautiful market in 2025.

The region's wine tourism network is being promoted under the renewed "Vignobles & Découvertes" label for 2025-2027. The program brings together wineries and hospitality providers under the "Vignobles de Béziers: Thongue, Ensérune & Pays d'Oc" brand. Among the featured properties are Domaine de la Baume in Servian, Les Gîtes de Monte Blanco in Montblanc, Château de Raissac near Béziers and Domaine de Ribaute in Lieuran-lès-Béziers.

Summer remains the busiest season by far. The office's calendar includes Les Jeudis de Béziers from July 2 to Aug. 27 on the Allées Paul Riquet; illuminated evening displays on Place Jean Jaurès from late June through mid-September; Jazz sous les étoiles at the Maison des Orpellières; and major crowd-pullers such as the Féria de Béziers around Aug. 15 and Truck and Beer at Fonseranes on June 7 and Oct. 4. Valras-Plage will again host Saint-Pierre festivities at the end of June and its Valras en Live program throughout summer.

The tourism office says it is also investing in digital promotion through video content and social media campaigns aimed at showing visitors how to move between beaches, vineyards, canals and historic neighborhoods within a compact territory that can be explored by car, bike or boat.