vinetur

Bottle sales generate 60% of France’s wine tourism revenue, Winalist finds

The study of 15,000 bookings found 75% of visitors left with bottles, lifting average producer revenue to 207 €.

Tuesday, October 6, 2026



Wine tourism in France is producing most of its revenue after the tour ends, with bottle sales accounting for 60% of the money generated by visits tracked by booking platform Winalist, according to the company’s 2026 observatory based on 15,000 bookings

made in France in 2025.

The study, which covers 654 wineries and distilleries listed on the platform, found that an average booking brought in 207 € for a producer through admission fees and, more importantly, wine bought on site after the tasting. Winalist said 75% of visitors left with bottles, and among those buyers the average wine purchase reached 164 €.

The figures point to a clear shift in how winery visits are functioning in France. Rather than relying mainly on ticket income, producers are using tours and tastings as a direct sales channel. For the wine business, and potentially for other beverage producers that depend on visitor traffic, the data suggests that cellar-door experiences can drive revenue well beyond the entry price, especially if operators can convert visits into on-site purchases.

The report also challenges a common assumption about who wine tourists are. Winalist said 50% of visitors were younger than 35, and adults ages 25 to 34 were the largest segment of the French wine tourism market at 33% of all visitors. That group was ahead of the 45 to 64 age bracket, which is more traditionally associated with wine consumption. Visitors age 65 and older remained a smaller segment overall, although Winalist said Americans were an exception, with older travelers more visible in that group.

Foreign visitors are also playing a significant role. According to the report, Dutch travelers were the largest international customer base in France, followed by Americans and Italians. International visitors spent more on admissions than French visitors, averaging about 33 € per adult compared with 25 € for domestic travelers, a difference of 33%.

Buying patterns varied by type of group. Families were the strongest wine buyers, with 79% purchasing bottles during or after their visit. Groups of coworkers produced the highest average booking value at 461 €, driven by larger purchases tied to company events. Solo travelers were the only group for which wine buying remained a minority behavior, with 53% making a purchase. Winalist said spending per adult was fairly stable across visit types, meaning higher totals came mostly from the size of the group rather than higher individual spending.

That makes organized groups especially important for producers looking to increase revenue per visit. In practice, the numbers suggest that a full group can be more valuable than a discounted experience aimed mainly at volume. For wineries, the commercial opportunity appears to be less about filling time slots and more about building visits that lead to stronger direct-to-consumer sales.

The study found that wine tourism in France is often part of a broader trip rather than a brief stop. Winalist said 55% of visitors extended their visit into a stay of two days or more, while the most common format was a short trip lasting two to three days, chosen by 33% of visitors. Fridays and Saturdays accounted for 45% of visits, and the season was concentrated between May and September, which represented 65% of all bookings in the sample.

Travelers coming from farther away also planned earlier. Winalist said long-haul visitors typically booked about one month in advance, while nearby European travelers and French visitors booked about 20 days ahead. That pattern could help wineries, distilleries, and other beverage tourism operators adjust staffing, inventory, and event planning around the different lead times of domestic and international demand.

Across France, Winalist said the market now spans 14 wine regions, from Champagne to Corsica. Experience prices ranged from 24 € in the Southwest to 83 € in Cognac. Bordeaux stood out as the country’s largest market by supply, with 367 experiences listed on the platform. Winalist said Bordeaux was the top destination for American and British visitors and remained relatively affordable, with an average price of 29 € per adult for an experience.

In Bordeaux, the platform reported average spending of 24 € per adult and an average booking value of 66 € for a group, which Winalist said was typically made up of about three people. The region also had a heavily international profile. According to the study, 67% of wine tourists in Bordeaux were foreign visitors. The top five nationalities were from the United States, Britain, Italy, Spain, and Germany.

Winalist said France remains one of the more accessible wine tourism markets in Europe on price. The average minimum price for an experience was 23 €, compared with 30 € in Italy and 35 € in Portugal. The company described France as the core of

the European market because of both the scale of demand and the breadth of the offer, with many travelers beginning their wine tourism trips there before visiting other countries.

The observatory’s behavioral data, including wine purchases, trip length, and travel type, came from post-visit reviews completed by visitors. Winalist said the transactional data was drawn from actual bookings rather than from stated-intention surveys. That gives producers a clearer picture of what visitors are doing and spending in real settings, at a time when wineries are under pressure to strengthen direct sales and tailor offers to younger consumers and higher-spending international guests.