vinetur

France Adds Wine Tourism to EU-Backed Aid for Its Wine Sector

The decree folds oenotourism into France’s CAP plan, giving wineries a clearer path to support tied to tastings, visits, regional promotion

Thursday, October 29, 2026



France has formally added wine tourism promotion to the support measures available to the wine sector under its National Strategic Plan for the European Union’s Common Agricultural Policy, after a decree published on Thursday, October 29, set the change in motion.

The measure gives French authorities a legal basis to support tourism-related activities as part of wine-sector aid financed through the CAP framework. Agra Presse reported that the decree allows oenotourism to be integrated into the French National Strategic Plan, known as the PSN, opening the way for tourism promotion within existing wine support programs.

The text published in the Official Journal, Decree No. 2026-1005 of Monday, October 26, amends parts of France’s rural and maritime fishing code that govern interventions in the wine sector. According to the decree’s notice on Légifrance, the changes are meant to integrate measures that support the wine industry and, in particular, add backing for oenotourism as a policy tool for economic development and the promotion of French wine.

In practical terms, the change is aimed at wine estates and other producers that receive visitors and build business around tastings, cellar visits and related tourism activity. Agra Presse said the goal is to support vineyards by giving greater value to visitor reception and by encouraging the development of wine-tourism activities. The move also reflects broader official recognition of the economic role of a business that combines agricultural production with tourism.

French officials said the new intervention is designed to fit within European rules that govern CAP spending. The decree sets out the application framework so national and regional bodies can organize the policy and the financing attached to it. The Official Journal notice also said the revised measures are intended to strengthen the competitiveness of companies in the wine industry and encourage initiatives that make wine-growing regions more attractive to visitors.

The decree does more than create a symbolic category. By placing wine tourism inside the PSN, France gives the sector access to a clearer policy channel for public support. That could matter for wineries looking for additional sources of income at a time when many producers are seeking to rely less exclusively on bottle sales. It could also support the joint promotion of wine regions, with possible spillover benefits for restaurants, local hospitality businesses and other beverage producers tied to regional tourism.

The Official Journal notice said the wine-sector interventions also cover farm modernization and the promotion of vine products. It added that the updated provisions are meant to fit within a broader approach focused on sustainability, quality and current environmental and social issues. The texts available on Thursday, October 29, did not spell out funding amounts or a timetable for specific calls for projects.

The inclusion of oenotourism in France’s CAP planning framework marks a policy shift for a sector that has long argued that wine production and tourism should be treated as linked economic activities. For the drinks industry, the decision potentially opens a new route for public backing of diversification strategies, especially in wine regions where visitor spending can help producers spread risk and raise the profile of local brands beyond traditional retail channels.