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Alsace wine tourism thrives with summer festivals and tastings drawing thousands of visitors

Local winemakers host events celebrating regional wines, cuisine, and culture along the scenic Route des Vins d’Alsace

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Every summer, the Alsace region in eastern France becomes a major destination for wine tourism. Known for its scenic Route des Vins, Alsace attracts thousands of visitors eager to explore its vineyards and taste its wines. According to the SoWine 2025 barometer, Alsace is now the third most visited wine region in France, following Bordeaux and Burgundy. During the summer months, local winemakers organize a variety of events to showcase their terroirs and wines to tourists.

One of the most anticipated events is the Foire aux Vins d’Alsace in Colmar, which will take place from July 25 to August 3 this year. Now in its 76th edition, this festival has grown from a simple wine tasting fair into a major summer gathering. Visitors can enjoy tastings of local wines alongside food products from the region, while also attending concerts and other cultural activities. The event brings together winemakers, food producers, and music lovers in a festive atmosphere that highlights the diversity of Alsace’s offerings.

Another popular activity this season is the series of gourmet aperitifs hosted by independent winemakers across the region. Until August 15, several estates in towns such as Obernai, Ribeauvillé, and Mittelwihr are opening their doors for evening gatherings. These events feature pairings of Alsatian wines with local dishes, giving guests an opportunity to learn about food and wine matching directly from the producers. The evenings are designed to be informal and friendly, allowing visitors to meet winemakers, ask questions about their craft, and experience the daily life of an independent vineyard.

Throughout the summer, villages along the Route des Vins d’Alsace also hold their traditional wine festivals. From Eguisheim to Riquewihr and Bergheim, each village organizes celebrations where local winemakers open their cellars for tastings. These festivals often include concerts, parades, and dances, creating a lively atmosphere that draws both locals and tourists. The goal is to promote Alsatian wines and regional cuisine while fostering a sense of community among participants.

These events reflect the strong tradition of hospitality in Alsace’s wine country. They offer visitors a chance to discover not only the region’s famous white wines—such as Riesling and Gewurztraminer—but also its unique culture and landscapes. For many travelers, participating in these activities is an opportunity to deepen their understanding of French wine and gastronomy while enjoying the picturesque villages and rolling vineyards that define Alsace.

The summer season remains one of the best times to visit Alsace for those interested in wine tourism. With a full calendar of tastings, festivals, and culinary experiences, the region continues to attract both seasoned wine enthusiasts and newcomers looking for authentic encounters with local producers. As interest in oenotourism grows across

France, Alsace stands out as a welcoming destination where tradition and innovation come together in every glass.