vinetur

French Wine Tourism Reaches Record 12 Million Visitors as International Interest Surges

Growth driven by immersive experiences and diverse offerings with British, Belgian and American tourists leading among foreign visitors

Friday, January 10, 2025



Wine tourism in France has seen significant growth over the past seven years, according to new data released by Atout France, the country's national tourism development agency. In 2023, French wine regions welcomed a record 12 million wine

tourists, marking a 20 percent increase since 2016. This growth highlights the rising appeal of wine-related travel experiences both for domestic and international visitors.

French tourists continue to make up the majority of wine tourism visitors, with 6.6 million people visiting wineries and related sites in 2023. This represents a 14 percent increase from 2016, when 5.8 million French tourists participated in wine tourism activities. However, the number of international visitors is growing at an even faster rate. In 2023, foreign tourists accounted for 5.4 million visits, up 29 percent from seven years earlier. Among these international guests, British travelers were the most numerous, followed by Belgians and Americans.

The region of Nouvelle-Aquitaine stands out as the most visited area for wine tourism in France. Last year, it attracted 2.5 million wine tourists. Atout France notes that this figure is partly due to systematic data collection from all wineries in the region, which may result in higher reported numbers compared to other regions where different survey methods are used.

Other leading regions include Occitanie and Provence-Alpes-Côte d’Azur, which together received 2.3 million wine tourists in 2023. The Grand Est region followed closely with 2 million visitors, while Bourgogne Franche-Comté welcomed around 1 million people to its wineries.

The study also reveals that most wine tourism takes place directly at wineries and trading houses, which together account for about 82 percent of all visits—approximately 10 million people in total. Cooperative cellars attracted another 1.41 million visitors, representing about 12 percent of the total. Museums and special events drew around 580,000 people (5 percent), while dedicated wine centers saw about 160,000 visitors (1 percent).

Atout France attributes this success to changing traveler preferences. The agency says that wine tourism aligns well with current demand for authentic experiences and immersive activities. The sector’s continued growth is also linked to a diverse range of offerings, including guided tours, nature-based accommodations, wellness experiences and cultural events. Regular investments by wineries and local authorities have helped keep the industry dynamic and attractive to new audiences.

The data suggests that French wine tourism is not only recovering from recent global challenges but is also expanding its reach among both local and international travelers seeking unique experiences in some of the world’s most renowned wine regions.