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Wine Tourism Drives Economic Growth in France as International Visitors Surge

Sector generates billions in revenue, supports thousands of jobs, and cements its role in national and regional tourism strategies

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Wine tourism in France is showing strong growth, according to new studies released by consulting firm Deloitte. Commissioned by the French tourism agency Atout France and the wine industry association Vin & Société, the reports highlight the increasing

economic importance of wine tourism across the country. The sector now generates annual revenues of 5.4 billion euros and supports nearly 31,000 jobs.

Between 2016 and 2023, the share of wine tourists among all visitors to France rose steadily, reaching 12 percent last year. France welcomes about 100 million tourists each year. For 17 million of them, wine is one of the top three reasons for choosing their travel destination. In 2023, 12 million tourists combined their stay with visits to wineries, tastings, and vineyard tours.

The southern regions of France remain the most popular for wine tourism. Nearly 60 percent of wine tourists visited Nouvelle-Aquitaine, Occitanie, and Provence-Alpes-Côte d’Azur. These areas include some of the country’s most famous wine regions, such as Bordeaux, Languedoc-Roussillon, and the Rhône Valley.

International interest in French wine tourism is also on the rise. In 2023, 5.4 million wine tourists came from abroad, marking a 29 percent increase compared to 2016. The largest groups of international visitors came from the United Kingdom, followed by Belgium and the United States.

Samuel Montgermont, president of Vin & Société, emphasized the broader impact of wine tourism, stating that it is not just for enthusiasts but serves as an economic driver and a strategic pillar for regional development. France’s deputy tourism minister, Nathalie Delattre, expressed optimism about the country’s prospects, saying there is a strong opportunity for France to become Europe’s leading wine tourism destination by 2030. The studies underline how wine tourism is becoming a central part of France’s tourism strategy and regional economies.