



21-25 March 2022

16th EDITION



The Bourgogne wine event at the heart of our terroirs

International meetings - Trade only

A really successful reunion

The Grands Jours de Bourgogne 2022 was a success.

This unique gathering of Bourgogne winemakers, in the very heart of the terroir still has a real draw and remains a key event in the professional calendar, as demonstrated by the following figures:

- **1,700 visitors, 44% of whom were first timers**
- **Nearly 7,700 total admissions to 12 tasting venues**
- **950 exhibitors**
- **94% trade and 6% press**
- **48% French nationals and 52% foreign visitors**
- **48 countries represented**

The visitors

For this, the 16th edition of the event, some **1,700 professionals** made the trip. On average, they participated in 4.5 events, each with an average stay of 4.6 nights.

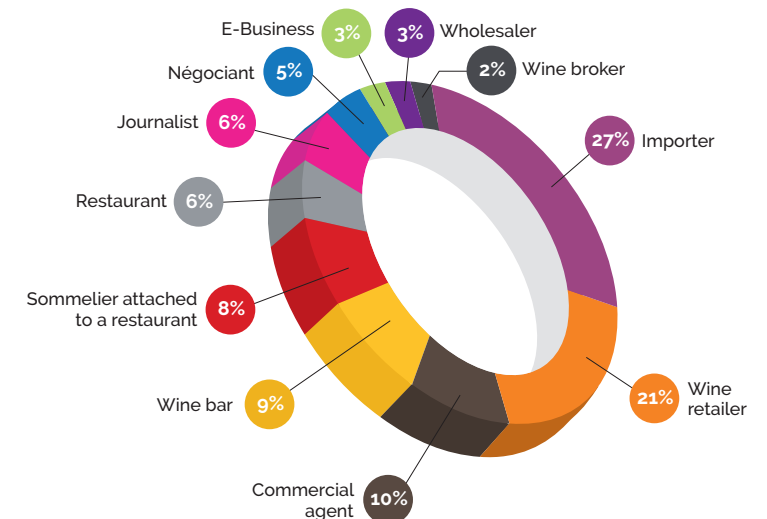
This year, 52% of visitors came from abroad. This shows the international draw of Bourgogne wines, despite the lingering effects of COVID-19.

Among foreign nationalities, Italians were the leaders with 9.3%, followed by Belgium (6%), the USA (5.1%), Germany (3.1%), the UK (2.6%), and the Czech Republic (also on 2.6%). In total, **48 nationalities** were represented.

Visitor breakdown by professional category remains similar to the 2018 edition, with a majority of importers (27%) and wine merchants/specialty stores (21%).



Global breakdown by professional category



Reasons for attending and feedback

Some 73.5% of respondents said they came to the Grands Jours de Bourgogne to find new suppliers and 64.3% to discover new vintages. The commercial nature of this event was confirmed with 86.8% of participants saying they have placed orders or intend to place one very soon.

The overall organization was praised by 87% of participants. They particularly appreciated the possibility of meeting a large number of exhibitors for each appellation, along with the quality and diversity of the wines presented.

Respondents also approved of the services offered, such as the new website (87%), the welcome by hosts and security guards (93%), new badges that can be printed in advance or at the event (91%), and the individual spittoons that were provided (90%).

Only the app for tasting notes that replaced tasting notebooks did not receive unanimous approval and did not satisfy 22% of respondents.

However, the shuttle service was very popular and was used by 27% of respondents.

In conclusion, 89.6% of visitors surveyed were satisfied or very satisfied with the event, and 99.1% said they would like to return in 2024.

Results from the satisfaction survey "Visitors" sent after les Grands Jours de Bourgogne - with a response rate of 25.4%.

Feedback from the press corps

Around 100 journalists attended the Grands Jours de Bourgogne 2022. The selection remains strict, and published articles were requested from journalists who had not previously attended.

Journalists were given a personalized welcome in the press rooms that were set up on each day of the event (Monday in Chablis, Tuesday in Gilly-lès-Cîteaux, Wednesday and Friday in Beaune, and Thursday in Mercurey).

Press kits were available from the press room, along with computers, an internet connection, and daily newspapers. Coffee and pastries were also provided.

This year, a phigital press conference was organized on the Wednesday at the Palais des Congrès in Beaune, to welcome both journalists in attendance and those who were unable to be there physically.

What exhibitors thought

For the 16th edition of the event, 950 exhibitors were in attendance across the 12 tasting venues. Local businesses had two main objectives for participating this year: To retain their existing customer base (69% of respondents) and to promote their wine house, estate or cooperative (67%). Some 87% of exhibitors who responded were satisfied with the number of visitors and 90% with the quality of the visitors. 83% were satisfied with the contacts made and 67% estimated that between 1-5 of these contacts would result in firm orders.

The general organization of the event was praised by 87% of the exhibitors who responded to the survey, in particular the online information about wines and producers (93%), the reception infrastructure (furniture, hosts, decoration, etc.) (95%), and the documentation kits and wine service items provided to each stand (87%).

The tasting notes app remains an area for improvement for 19% of exhibitors who responded to the survey.

Like visitors to the event, exhibitors' perceptions of the current form of the Grands Jours de Bourgogne were positive, with 92% of respondents saying they were satisfied with the current configuration.

And lastly, 96% of exhibitors who responded to the survey said they would like to take part in the 2024 edition.

Results from the satisfaction survey "Exhibitors" sent after les Grands Jours de Bourgogne - with a response rate of 32.5%.

See you in 2024

Take a look back at some pictures in the section **Photo Gallery**



Contact: Christine Labioche
Association Les Grands Jours de Bourgogne
Tel: +33 (0)3 80 25 95 73 – christine.labioche@bivb.com

