



9-13 MARCH 2026

18th edition

The Bourgogne wine event at the heart of our terroirs

International meetings exclusively for trade professionals

A HIGHLY SUCCESSFUL 18TH EDITION

True to their mission, Les Grands Jours de Bourgogne brought together numerous wine industry stakeholders over the course of five days through 13 tasting events. These stakeholders remain strongly committed to the event, as these figures demonstrate:

- 2 314 visitors, 51 % of whom were first-time visitors
- 10 571 total visits across 10 tasting venues
- 1 069 exhibitors
- 95 % trade professionals and 5 % journalists / influencers
- 42 % French visitors and 58 % international visitors
- 57 countries represented



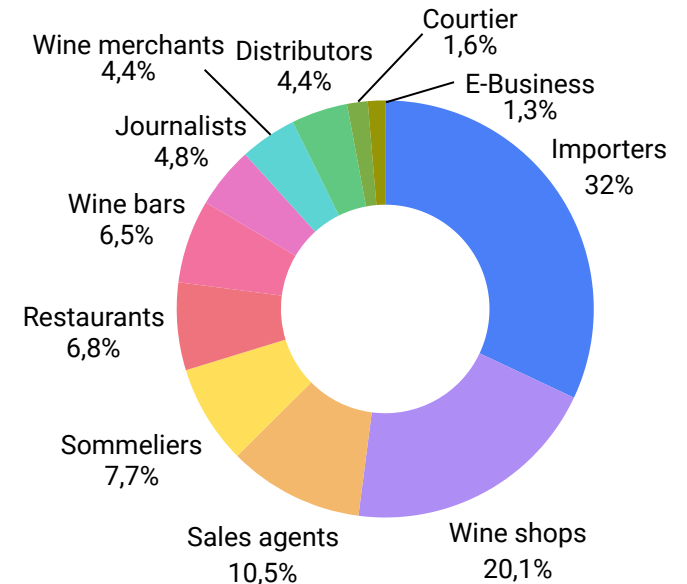
WHO ARE THE VISITORS ?

This year's event welcomed 2,314 wine trade professionals. On average, they attended **4.6 events** and stayed in Bourgogne for **4.5 nights**.

The event once again attracted a majority of international visitors. The most represented foreign countries were **Italy** (8.6 %), **Belgium** (5 %), **USA** (3.9 %), **Germany** (3.3 %), and **China** (3.2 %).

The breakdown by professional category was similar to that of the 2024 edition, with a majority of **importers** (32 %) and **wine shops** (20.1 %).

Breakdown by professional category



PRESS RECEPTION

110 journalists participated in the 2026 edition. While there, they received a personalized reception in the **press rooms** set up each day of the week. A **press conference** was also held on Wednesday at the Palais des Congrès in Beaune to discuss a variety of topics related to the latest news in the Bourgogne wine industry.



VISITOR REVIEWS

- Their main goals attending the event: to find new suppliers (74 %), to discover new vintages (72 %), and to expand their wine selection (65 %).
- **97 %** of visitors are satisfied or very satisfied with the overall organization of the event, despite a schedule that was sometimes considered very intense.
- The most appreciated services: the welcome by hostesses and security guards (98 %), the layout of reception areas (94 %), the website (92 %), the badges that could be printed in advance or on-site (98 %).
- **85 %** of visitors have already placed an order or plan to do so soon.
- **92 %** of visitors are satisfied with their visit, and **99 %** plan to attend the 2028 edition.

**Results from the "Visitors" satisfaction survey - response rate of 14.6%*



EXHIBITORS REVIEWS

- Their main objectives for participating in the event: to seek out new business (78 %), to promote their business (72 %), and to build loyalty among their existing customers (65 %).
- The most appreciated services: the welcome provided by hostesses (98 %) and security guards (100 %), the layout of reception areas (98 %), glasses (98 %), signage (96 %), and shuttle buses (96 %).
- **81 %** are satisfied with the attendance and **85 %** are satisfied with the contacts made during the event; however, some would like it to be easier to access visitors' contact information.
- **89 %** of exhibitors are satisfied with the current format of Les Grands Jours, and **97 %** plan to participate in the 2028 edition.

**Results from the "Exhibitors" satisfaction survey - response rate of 28,7 %*

SUSTAINABILITY

Les Grands Jours de Bourgogne has implemented measures to **reduce their carbon footprint**. A system to **offset** travel-related emissions and a **carpooling platform** were introduced. Emphasis was placed on **reusing** materials and, at certain venues, wine bottles. **73 %** of visitors and **76 %** of exhibitors were receptive to these initiatives.

Revisit the 2026 event in the **Photo Gallery** section

Les Grands Jours de Bourgogne look forward to seeing you in

2028

Stay informed by checking our website grands-jours-bourgogne.fr

Contact us

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