



18-22 MARCH 2024

17th EDITION



The Bourgogne wine event at the heart of our terroirs

International meetings -Trade only

A real success for this new edition

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:

- 2,390 visitors, 37 % of whom were first timers
- Nearly 11,300 total admissions to 10 tasting venues
- 970 exhibitors
- 95 % trade and 5 % press
- 40 % French nationals and 60 % foreign visitors
- 58 countries represented

The visitors

For this, the 17th edition of the event, some 2,390 professionals made the trip. On average, they participated in 4.7 events, each with an average stay of 4.1 nights.

This year, 60% of visitors came from abroad. This shows the international draw of Bourgogne wines.

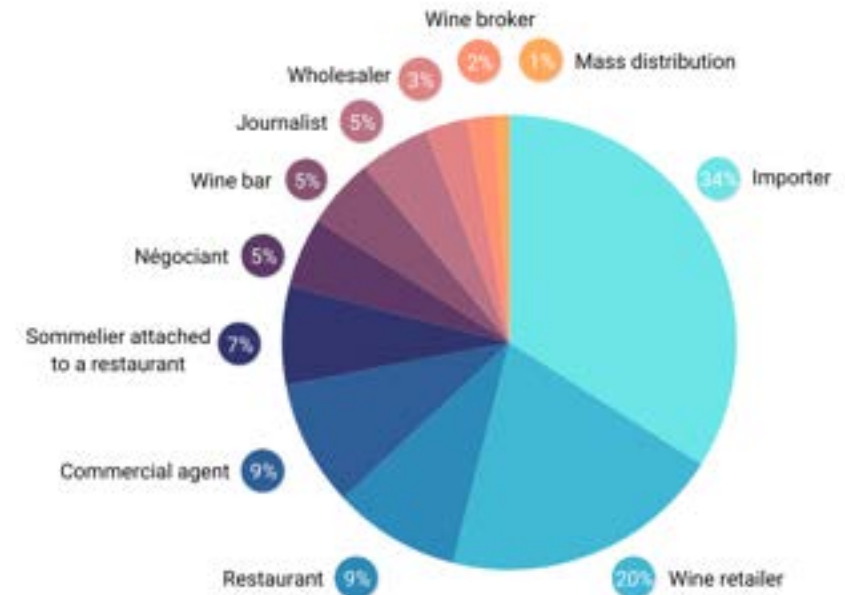
Among foreign nationalities, Italians were the leaders with 9.2 %, followed by Belgium (6.1 %), the USA (5.6 %), Germany (4.6 %), China (2.8 %) and the UK (2.5 %).

In total, **58 nationalities** were represented.

Visitor breakdown by professional category remains similar to the 2022 edition, with a majority of importers (34 %) and wine merchants/specialty stores (20 %).



Global breakdown by professional category



Reasons for attending and feedback

Some 77.5 % of respondents said they came to the Grands Jours de Bourgogne to discover new vintages and 76 % to find new suppliers. The commercial nature of this event was confirmed with 87 % of participants saying they have placed orders or intend to place one very soon.

The overall organization was praised by 95 % 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 website (89 %), the welcome by hosts and security guards (98 %), badges that can be printed in advance or at the event (96 %), and the individual spittoons that were provided (86 %).

Only the app for tasting notes that replaced tasting notebooks did not receive unanimous approval and did not satisfy 29 % of respondents.

However, the shuttle service was very popular and was used by 36 % of respondents.

In conclusion, 93,5 % of visitors surveyed were satisfied or very satisfied with the event, and 99.3 % said they would like to return in 2026.

Results from the satisfaction survey "Visitors" sent after les Grands Jours de Bourgogne - with a response rate of 11.5 %

Feedback from the press corps

120 journalists attended the Grands Jours de Bourgogne 2024.

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

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 press conference was organized on the Wednesday at the Palais des Congrès in Beaune, to welcome both present and remote journalists.

What exhibitors thought

This year, the event counted 970 exhibitors across the 10 tasting venues. Local businesses had two main objectives for participating this year : to promote their wine house, estate or cooperative (81 % of respondents) and to prospect for new business (81 %). Some 89 % of exhibitors who responded were satisfied with the number and the quality of visitors. 91 % were satisfied with the contacts made and 75 % estimated that between 1-5 of these contacts would result in firm orders.

The general organization of the event was praised by 93 % of the exhibitors who responded to the survey, in particular the online information about wines and producers (96 %), the reception infrastructure (furniture, hosts, decoration,etc.) (97 %), and the documentation kits and wine service items

provided to each stand (91 %). The tasting notes app remains an area for improvement for 23 % 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 89 % of respondents saying they were satisfied with the current configuration.

And lastly, 98 % of exhibitors who responded to the survey said they would like to take part in the 2026 edition.

Results from the satisfaction survey "Exhibitors" sent after les Grands Jours de Bourgogne - with a response rate of 24.8 %

See you in **2026**

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



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