

The Bourgogne wine event at the heart of their terroirs

21 - 25 March 2016 - 13th edition

2,322 visitors enjoyed a total immersion in the Bourgogne winegrowing region

The 2016 edition of Les Grands Jours de Bourgogne was another great success.

This unique gathering of Bourgogne winemakers in the heart of the terroir is still just as popular and is now a key event as shown by these figures:

- **2,322 visitors, including 36% first-timers**
- **More than 10,000 visits to 14 tasting sites**
- **1,020 exhibitors, up 7% on 2014**
- **92% trade and 8% journalists**
- **40% French visitors and 60% from outside France**
- **54 countries represented, including seven new ones, compared to 51 nationalities in 2014**

The visitors

For this 13th edition, **2,322** professionals made the trip to the Bourgogne winegrowing region. On average, they attended five events, and stayed for an average of four nights.

The **proportion of non-French visitors continues to grow, this year tipping 60%**, compared to 59% in 2014 and 58% in 2012. This underlines the international appeal of Bourgogne wines.

Among the different nationalities, there were many **Italians (7%)**, followed by **Belgians (6.5%)**, **Americans (5.6%)**, **Germans (4.1%)**, **Chinese (3.5%)**, **Japanese (3.3%)** and **British (3.3%)**.

Distribution by
geographic area

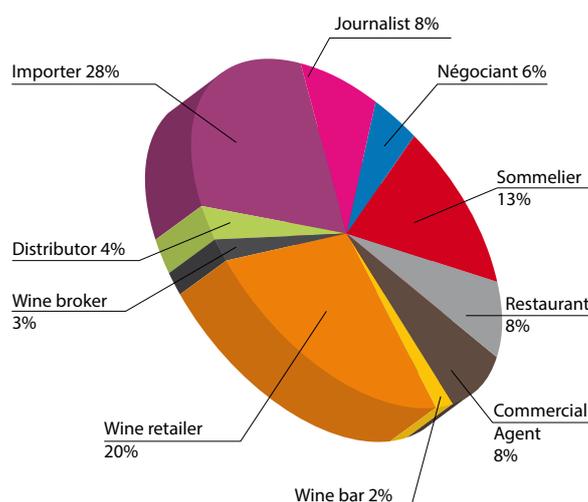


There was marked growth in the number of Asian visitors, **up 16%**, mainly from China, Japan, and South Korea.

In total, 54 nationalities were in attendance, with visitors from seven new countries, including **Estonia, Costa Rica, New Zealand, and Ethiopia**.

The proportion of visitors by professional category remains similar to the 2014 edition, with a majority of importers (**28%**) and wine stores (**20%**), while the number of sommeliers continues to grow (**13%**).

Overall distribution by
professional category



Why they came and **what they thought**

(These results come from our feedback survey sent out after the event, for which we had a good return rate of 28%)

71% of respondents came to Les Grands Jours de Bourgogne to **find new suppliers**, and 65% to **discover new vintages**. The commercial nature of this event is confirmed, with 82% **stating they had placed an order or intended to do so very soon**.

The overall organization was appreciated by 90% of visitors. In particular, they enjoyed being able to meet a large number of exhibitors for each appellation and could taste wines from different vintages in and around the region.

As for having the event divided into different tasting locations, 87% of respondents said they were satisfied. They thought this

was the best way to discover the Bourgogne winegrowing region and its terroirs, and that it was an effective way to promote the different winegrowing areas.

"Everything was organized to cover the entire Bourgogne winegrowing region in five days. That allowed you to explore further what you already knew and to discover what you didn't yet know." "The only place in France to offer such an event."

For this 13th edition of Les Grands Jours de Bourgogne, 92% of respondents said they were satisfied or very satisfied with their participation, and 98% said they would like to return in 2018.

The **press**

189 journalists attended Les Grands Jours de Bourgogne. This figure is stable compared to 2014 (192). The selection was more rigorous and those who hadn't previously attended were asked to supply examples of their work.

141 of these journalists went to one of the press rooms at least once. These were hosted in different locations throughout the week (Monday in Chablis, Tuesday in Nuits, Wednesday in Beaune, Thursday in Mercurey, and Friday in

Aloxe-Corton). This enabled us to welcome the press in person and encouraged better post-event follow-up for obtaining copies of articles written and offering further information and activities concerning Bourgogne wines.

To-date, we have gathered **113 articles**, around 30 of which were published outside of France. A letter will be sent out in September to all those who have yet to share their writings or videos with us.

Les Grands Jours on **social media**

During this edition, we noted a hike in social media activity and the strong involvement of professionals, mainly on Facebook, but also on Twitter, and to a lesser degree Instagram, with 569 publications.

The launch of a Facebook group dedicated to participants and exhibitors was very successful. The group now has around 330 members, and 200 posts were noted during the event.

Lastly, communication with the dedicated #BourgogneGJB hashtag was very promising, with 827 tweets in the space of a week.

The **exhibitors**

(These results come from our feedback survey sent out after the event, for which we had a good return rate of 44%)

The 2016 event counted 1,020 exhibitors spread over 14 tasting sites. The various companies involved had two clear aims: To promote their winery, estate, or co-op (76% of responses), and to find new clients (75% of responses).

75% of exhibitors were satisfied with the number of attendees and 80% with the quality of these attendees. 74% were happy with the contacts they made and 69% estimated that between one and five of these contacts would result in firm orders.

Just like the visitors, the exhibitors' perception of the current form of Les Grands Jours de Bourgogne was positive, with 70% satisfied with the arrangements.

Lastly, 96% of exhibitors who responded to the survey said they would like to take part again in 2018.

SEE YOU IN 2018 !

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