



## The Bourgogne wine event at the heart of our terroirs International meetings. Trade only

12 - 16 March 2018 - 14<sup>th</sup> edition

2,311 visitors enjoyed a total immersion in the Bourgogne winegrowing region

The 2018 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:

- 2,311 visitors, including 51% first-timers
- More than 10,000 visits to 14 tasting sites
- 1,088 exhibitors, up 6.6% on 2016
- 93% trade and 7% journalists
- 43% French visitors and 57% from outside France
- 49 countries represented

### The visitors

For this 14th edition, 2,311 professionals made the trip to the Bourgogne winegrowing region. On average, they attended 4.4 events, and stayed for an average of 4.6 nights.

This year 57% of the visitors came from abroad. This underlines the international appeal of Bourgogne wines.

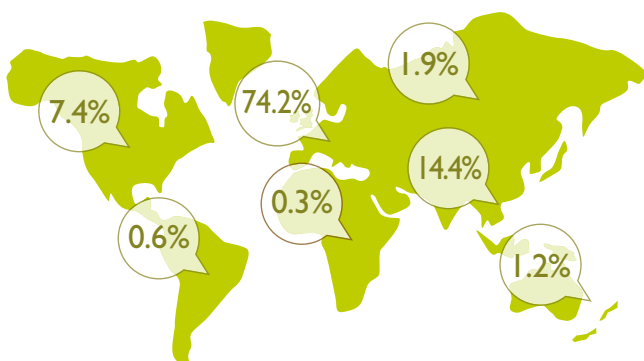
Among the different nationalities, there were many

Americans (5.5%), followed by Italians (5.3%), Belgians (5.1%), Chinese (4.1%), Germans (3.9%) and Japanese (3.8%).

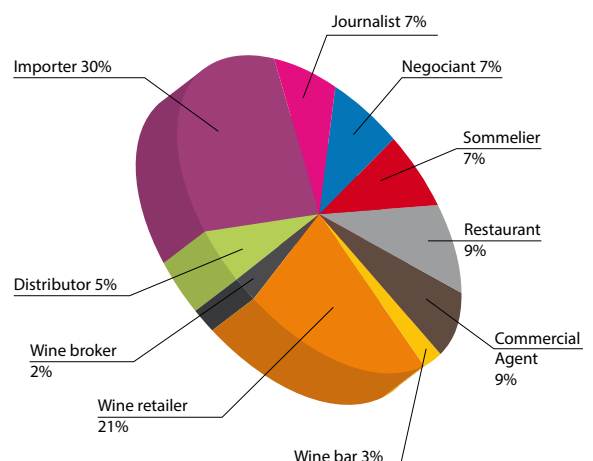
In total, 49 nationalities were in attendance.

The proportion of visitors by professional category remains similar to the 2016 edition, with a majority of importers (30%) and wine stores (21%).

Distribution by geographic area



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 27.2%)*

70.7% of respondents came to Les Grands Jours de Bourgogne to **find new suppliers**, and 64.6% to **discover new vintages**. The commercial nature of this event is confirmed, with 82.8% **stating they had placed an order or intended to do so very soon**.

The overall organization was appreciated by 88% 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, 92.2% 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 14th edition of Les Grands Jours de Bourgogne, 90.4% of respondents said they were satisfied or very satisfied with their participation, and 99.3% said they would like to return in 2020.**

## The **press**

**163 journalists** attended Les Grands Jours de Bourgogne. The selection remains rigorous and those who hadn’t previously attended were asked to supply examples of their work. **126 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 and Wednesday in Beaune, Thursday in Mercurey, and Friday in Gevrey-Chambertin). 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 **125 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**

Attendance was high for this edition, in particular in terms of sharing favorite wines, tasting notes, and particularly enjoyable moments of Bourgogne-style conviviality across social media. In terms of all platforms, notably Facebook, Twitter, and Instagram, the hashtag #BourgogneGJB was very popular. On Twitter, it was mentioned in around 750

tweets during the course of the week, and on Instagram, included with more than 300 images. On Facebook, a group for participants and exhibitors was joined by more than 230 people, and around 50 messages were published during the event on this forum for exchange and discussion.

## The **exhibitors**

*(These results come from our feedback survey sent out after the event, for which we had a good return rate of 41%)*

The 2018 event counted 1,088 exhibitors spread over 14 tasting sites. The various companies involved had two clear aims: To find new clients (76% of responses) and to promote their winery, estate, or co-op (72% of responses). 86% of exhibitors were satisfied with the number of attendees and 88% with the quality of these attendees. 78% were happy with the contacts they made and 73%

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 90% satisfied with the arrangements.

**Lastly, 97% of exhibitors who responded to the survey said they would like to take part again in 2020.**

**SEE YOU IN 2020!**

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