

## WINE TOURISM THRIVES IN THE LOIRE VALLEY WINE COUNTRY HIGHLIGHTS FROM THE LOIRE WINE TOURISM OBSERVATORY 2023

### A GROWING ARRAY OF WINE TOURISM EXPERIENCES ALONG THE LOIRE RIVER.

The Loire offers visitors a variety of experiences centred around its scenic landscapes, which can be explored through green touring options like biking and walking, as well as its gastronomy and food and wine pairing events. Visitors can enjoy fun activities such as escape games in troglodyte caves, treasure hunts and hot air balloon flights, as well as varied and sometimes unusual accommodations like a night in a cabin shaped like a wine barrel.

The region boasts over 1,000 estates offering direct sales, and **350 of these wineries have earned the "Caves Touristiques des Vins de Loire" label, with 95 achieving the prestigious "Excellence" award.**

The Loire also contributes to the national wine tourism scene with **four territories labelled "Vignobles et Découvertes"** (Muscadet Loire Océan, Anjou-Saumur Val de Loire, Chinon/Bourgueil/Azay and Vallée du Loir), **positioning the Loire as a leading winegrowing area known for its world-class hospitality.**

For over 20 years, nearly **10,000 people have gathered annually on the first weekend of September for an immersive and convivial wine tourism event catering to both first-timers and seasoned enthusiasts.** Visitors come from around the world to experience this flagship event, featuring touring options, excellent food and wine tastings in the vineyards stretching from Nantes to the Loire Valley, including stops in Anjou and Touraine.

### WINE TOURISM FLOURISHES ALONG THE LOIRE

With annual tourist attendance of **1.9 million visitors**, the 350 tourist wine cellars of the Loire achieved record-breaking revenue of **94 million euros in 2023.** These impressive figures highlight the flourishing growth for winegrowers, as reported by the Loire Wine Tourism Observatory.



The 350 certified Vins de Loire wineries are dedicated to providing top-quality hospitality for tourists.

InterLoire, along with the Loire's institutional tourism stakeholders (CRT, ADT and Territoire Vignobles et Découvertes), have established a common charter to enhance this tradition of hospitality, complemented by innovative tourist initiatives.

Welcoming visitors, sharing knowledge, showcasing the vineyards, demonstrating their craft, and, of course, offering tastings of Loire wines—all while ensuring a delightful experience—are the missions that drive these certified wineries and estates.

## 2023 HIGHLIGHTS FROM THE LOIRE WINE TOURISM OBSERVATORY

Created and run by InterLoire, this observatory is the only one of its kind in France overseen by a wine trade organization. Its mission is to collect, produce, analyse and share data about visitor numbers at the Loire Valley's tourist wine cellars, including revenue, average spending per visitor, seasonality, and more.

**+1.9 million visitors with 1/4 international visitors in the 2023 season**

Attendance stabilized in 2023, following the record-breaking year of 2022.

The tourism season is getting longer due to holiday periods and extended weekends facilitated by remote work.

### Spring: No. 1 season

Thanks to the long weekends in May 2023 and open house events organized during this period.

### Summer: 1/4 foreign customers, with:

**Germany, No. 1 for the first time**

**United Kingdom, No. 2**  
**United States, No. 3**

#### KEY TRENDS:

**August** remains the busiest month, with a gradual shift over to July.

**December**, 5<sup>th</sup> best month in terms of value, thanks to holiday purchases and open house events.

**€103 per purchase**  
**Average basket up +4% versus 2022**

In 2023, the average basket increased by +4% in the 4 main winegrowing regions.

Over the past 2 years, there has been a notable increase in spending in the Nantes wine country, attributed to the promotion of the Muscadet "crus".

**+ 16% vs 2019**

#### KEY TRENDS:

The basket at wineries receiving fewer than 3,000 visitors/year is 2 times higher than at wineries receiving more than 20,000 visitors/year.

**The key to purchasing appeal: a region with all colours of wine!**

37% White  
29% Rosé  
18% Red  
16% Sparkling

**Record-breaking revenue: 94 million euros revenue in 2023**

Tourist wineries in the Loire Valley earned record-breaking revenue in 2023!

**+ 2 million in revenue in 2023**

in terms of growth versus 2022 for winegrowers:

#### KEY TRENDS:

**7/10 tourist wineries** saw a significant increase in revenue in 2023.

In terms of production, for the entire winegrowing area (tourist and non-tourist wineries):

**Key figures for Loire Wines:**

**267 million bottles** sold on average/year  
That's more than 8 bottles per second

**80% in France:**  
200 million bottles

**20% export sales:**  
50 million bottles

## "LES ÉCHAPPÉES EN LOIRE" THE PREMIER EVENT FOR LOIRE WINES IN 2024

In 2024, the popular event "**Vignes, Vins, Randos**" will become "**Les Échappées en Loire**" and will take the form of a pre-harvest festival on the first weekend of September (Saturday August 31 and Sunday September 1, 2024), where everyone from first-timers to seasoned enthusiasts can explore the Loire wine country, including the vineyards of **Anjou Saumur, Touraine, Nantes** and **Haut Poitou**. Set amidst the vineyards, this event will feature conversations with Loire winegrowers who will offer insights into the unique terroirs and picturesque landscapes of their grape varieties.

The event "**Les Échappées en Loire**" will boast an enhanced program, aiming to attract newcomers, boost attendance in the host villages and deliver memorable experiences focused on the eco-friendly practices embraced by all Loire Wine professionals.



**For more information about InterLoire and Vins de Loire, visit [www.vinsdeloire.fr](http://www.vinsdeloire.fr)**

In the third-largest wine region in France for protected designation of origin wines, the trade association for Loire Valley wines brings together 3,000 operators, including winegrowers, trading houses and cooperatives, representing 80% of the wine volumes in the region.

The trade association for Loire Valley wines represents 34 appellations and denominations from the Nantes, Anjou-Saumur and Touraine regions, as well as the PGI Val de Loire, which spans 42,000 hectares and 14 departments from Vendée to Puy-de-Dôme.

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