

# CONSUMER RESEARCH ON PERCEPTIONS OF CHAMPAGNE REGION AS A DESTINATION...

## ... AMONGST FRENCH AND INTERNATIONAL TOURISTS

Survey conducted amongst 2885 people:



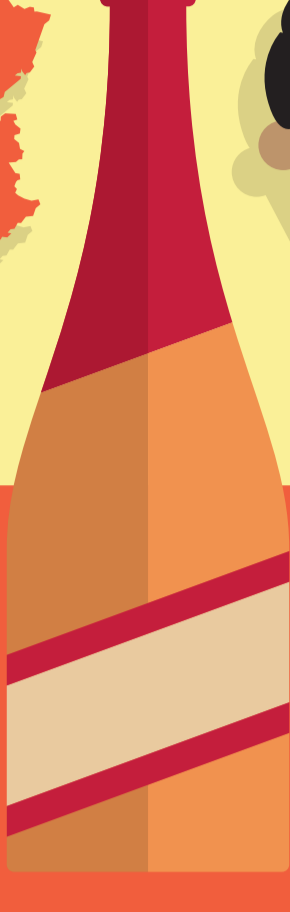
Who have visited, or are intending to visit to France

Who have visited, or are intending to visit to Europe

### CHAMPAGNE, A REGION THAT IS KNOWN AND RENOWNED FOR ITS WINE PRODUCTION

**91%**

know the Champagne region, **55%** of whom see which wine-producing region it refers to



**97%**

have a good opinion of it, **38%** have a very good opinion of it

Precise knowledge of the region by country:

**68%**

**73%**

**48%**

**42%**

**39%**

Very good opinion of the region by country:

**38%**

**42%**

**43%**

**38%**

**30%**

**2<sup>ND</sup>**

... and thus make it the second most reputed French wine-producing destination, after Bordeaux and ahead of Burgundy



### THE CHAMPAGNE REGION'S NUMBER

**1 ASSET :**

**CHAMPAGNE**

**88%**



Because, for those who know it, Champagne is above all a region that...

Produces renowned wines

**65%**



Has vineyards you can visit

**61%**



Is upmarket

**48%**



But is also festive

**31%**



### CHAMPAGNE REGION: PART VINEYARDS, PART WINES, PART CULTURE AND PART OPEN SPACES...

The fact that the Champagne Hillsides, Houses and Cellars are listed as UNESCO World Heritage sites makes **74%** of respondents want to visit the region.



**74%**

**91%**

WOULD LIKE TO EXPERIENCE TOURIST ACTIVITIES LINKED TO CHAMPAGNE WINE



Tour in the vineyards and villages, and following "the Champagne wine route"

**48%**



Visit the local producers' cellars

**48%**



Get an introduction to Champagne tasting

**35%**



Would like to visit the towns and their monuments

**29%**



Relax there and take advantage of the open spaces

**26%**

### ... ACTIVITIES THAT MEET THESE TOURISTS' EXPECTATIONS REGARDING THEIR HOLIDAYS

**57%**



seek culture, and visits to sites, museums and galleries

**48%**



possibilities for making the most of the gastronomy, wine and way of life on offer...

### 75% ARE INTERESTED IN WINE TOURISM

#### ... ACTIVITIES EXPECTED



Wine tasting

**75%**



Cellar visits

**56%**



Visits to the vineyards

**45%**



Being able to buy was requested by only

**43%**

Survey conducted online from 19 to 28 January 2016 by "opinionway"

on behalf of the following: Agence de développement & de réservation touristique de l'Aisne (Aisne Tourist Bookings & Development); Comité départemental du tourisme de l'Aube (Aube Regional Tourism Board); Agence de développement touristique de la Marne (Marne Tourist Development Agency); Maison du tourisme de Haute-Marne (Haute-Marne Tourist Office); Comité départemental du tourisme de Seine-et-Marne (Seine-et-Marne Regional Tourism Board); Comité régional du tourisme de Champagne-Ardenne (Champagne-Ardenne Regional Tourism Board); DIRECCTE Alsace Champagne-Ardenne Lorraine, and Comité Champagne, amongst a sample of 2,885 people aged 18 and over, who visited France\* / Europe\*\* in the last 5 years or are intending to do so in the next 2 years and who do not reject the idea of wine tourism.

The people interviewed break down as follows: 860 French // 502 British\* // 510 Belgian\* // 500 Chinese\*\* // 513 Japanese\*\* The margins for error are: 1-2 points for a sample of 3,000 respondents; 1-3 points for a sample of 900 respondents, and 2-5 points for a sample of 500 respondents.

Computer graphics: Allan AUBRY.