



BORDEAUX PRESS KIT 2023

CONTENTS

BORDEAUX, A CITY OF GOOD VIBES... **04**

BORDEAUX, NOWHERE ELSE..... 06

EMBRACING RESPONSIBLE TOURISM
..... **08**

INSPIRING «THIRD PLACES»..... 10

AN EVOLVING HERITAGE..... **12**

ARTY BORDEAUX..... 14

THE CITÉ DU VIN, NEW GENERATION
CULTURAL CENTRE..... **16**

**AN AUTHENTIC, COMMITTED, INNOVATIVE
VINEYARD..... 18**

FOR THE FOOD LOVERS..... **20**

LET'S PARTY 22

THE CITY OF 1001 NIGHTS.... **24**

TAKE THE GREEN LINE..... 26

UN AIR DE BORDEAUX : TRAVEL
HERE..... **28**

BORDEAUX AS A PORT..... 30

GATEAWAY TO THE SOUTHWEST
FRANCE..... **32**

KEY FIGURES / PRESS CONTACTS

BORDEAUX, A CITY OF GOOD VIBES

A historic city famous for its beautiful stone façades and fine wines, Bordeaux also attracts visitors with its dynamic urban environment, its gastronomy and lively cultural scene. A destination where a gentler way of life and eco-responsibility permeates every facet of the city. Far from resting on its laurels, Bordeaux is constantly renewing itself and brims with a benign energy that delights inhabitants and visitors alike. Whether you are an art lover, a history buff, a gourmet, a hiker or a slow tourist, Bordeaux has something for everyone!

AN EASY-GOING YET VIBRANT DESTINATION

Authentic yet dynamic, urban yet natural, historic yet alternative, Bordeaux has plenty to offer! It rises to the challenge of combining dynamism and tranquillity. This elegant balance is attracting increasing numbers of visitors. The city's awe-inspiring historical heritage is full of surprises, along with numerous tree-lined spaces and contemporary structures creating a beautiful, harmonious urban landscape. There is no shortage of neighbourhoods to explore, each with its own character and architectural style.

LAID-BACK STYLE

Inspiring and positive, Bordeaux gives free rein to creative energy. The result is an abundance of cultural events and activities, with a rich museum programme, regular festivals, and even the walls of the city itself, which serve as a canvas for Bordeaux's flourishing graffiti artists. New districts are emerging, such as the Bassins à Flot, a former dockyard, offering a vibrant urban culture with a cosmopolitan, eclectic feel. This laid-back style is also expressed in the city's enthusiasm for the world of skateboarding and surfing, thanks to its proximity to the Atlantic coast.

WINE AND GASTROBISTRO CAPITAL

Do you want fine food or fine wine? Here, we choose not to choose! A capital of wine and bistro-style fine dining, Bordeaux is a paradise for epicureans, with an exceptionally high concentration of restaurants per capita! For fans of local products and culinary fusion, there is an abundance of open-air and covered markets and creative restaurants. This eclectic gastronomic scene is a perfect match for the tremendous diversity of Bordeaux's wines. Enjoy them with a meal, or directly at the property. The city is surrounded by vineyards: with 65 appellations d'origine contrôlée, 5,300 winegrowers and nearly 110,000 hectares of vines, the Bordeaux wine region offers a vast playground for wine enthusiasts! The Gironde is the leading department in France in terms of organic vineyards and is firmly committed to responsible winegrowing. Many winegrowers open their properties to visitors and offer innovative wine tourism activities that are an opportunity not only to learn about wine culture but also to meet the winegrowers themselves.

THE SPIRIT OF THE SOUTH

Between land and ocean, Bordeaux lies at a crossroads of influences. Open to all, the city offers a way of life inspired by conviviality and simplicity. It is also the gateway to South West France, a region full of destinations with multiple charms and attractions. Enjoy a breath of sea air and the scent of the pine trees, climb the highest dune in Europe, or try your hand at surfing: a wide range of trips and activities are available in Arcachon Bay, on the beaches along the Atlantic coast, or in the Landes forest and the Basque Country!

HERE WE COME 2023

BORDEAUX, A MAJOR VENUE

The next few years will see several international events coming to Bordeaux such as the Robocup in July, the biggest robotics and artificial intelligence competition in the world. In September, the Matmut Atlantique stadium is hosting five Rugby World Cup matches, while the Tour de France will be passing through Bordeaux on 8 July. In 2024, the Olympic Games arrive, with the Olympic torch relay in spring, and seven matches in the men's and women's football tournaments.

www.bordeaux-tourism.co.uk/agenda/major-sporting-events

NEW PERMANENT TOUR AT LA CITÉ DU VIN

The Cité du Vin offers a unique museum environment that explores wine's cultural, civilizational, heritage and universal dimensions. 2023 will see some exciting new features in the Permanent Exhibition, which has been extensively redesigned and modified to include new staging, digital equipment and multimedia content. History, viticulture, oenology, the art of living... wine can be discovered in its many facets in 18 different themed areas. In April, a new sensory exhibit called the Via Sensoria will be launched, focusing on tasting.

www.laciteduvin.com/en

DALÍ AND GAUDÍ AT LES BASSINS DES LUMIÈRES

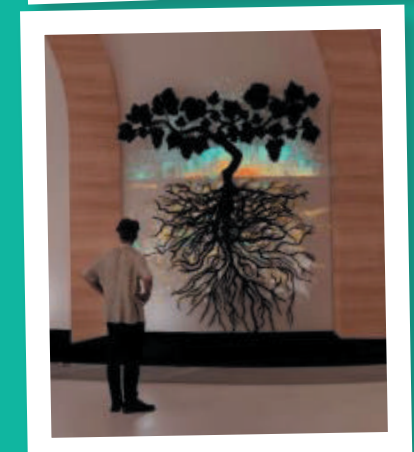
Open since 2020 inside Bordeaux's former submarine base, the Bassins de Lumières presents immersive light show exhibitions celebrating the works of great artists. A thrilling audio and visual experience is created through the projection of images in this extraordinary location. From 4 February, two new exhibitions will be opening based on the works of Dalí (long programme) and Gaudí (short programme).

www.bassins-lumieres.com/en

BORDEAUX FÊTE LE VIN, NOW EVERY YEAR!

Bordeaux Fête le Vin, the wine tourism festival par excellence, returns with a preview period from 15 June in restaurants and cultural venues all over the city, and then from 22 to 25 June on the banks of the Garonne. Previously biennial, this popular, convivial event will now be held every year, promoting Bordeaux as a destination through its wines, especially those embracing an environmentally-friendly approach, its local, artisanal products and the city's heritage. The 2023 edition will be focused on tasting, inviting the public to explore the region's wines, with a range of entertaining activities, and of course, the opportunity to meet the winegrowers themselves. The programme will include pavilions for the Bordeaux and regional appellations, numerous cultural, entertaining and festive events, concerts, exhibitions, food stalls offering local specialities, and beautiful tall ships along the quay that are open to the public. In keeping with the destination's commitment to sustainable tourism and events, the festival integrates eco-responsible organisation, which enabled the 2021 edition of Bordeaux Fête le Vin to obtain ISO 20121 certification.

www.bordeaux-wine-festival.com



BORDEAUX, NOWHERE ELSE

A multi-faceted destination, Bordeaux surprises, amazes, captivates. Here is an overview of the places and experiences that make it unique!

A MAJESTIC WATER MIRROR

It's one of the emblems of the city, proudly standing on the banks of the Garonne: with its 3,450m², the water mirror amazes young and old alike. This spectacular work by Michel Corajoud alternates extraordinary effects of mirror and fog.

THE LARGEST ORGANIC AOC VINEYARD IN FRANCE

Focused on responsible viticulture, the Gironde is the premier department in terms of area for organic vines in France. With its 65 controlled designations of origin, 5,300 winegrowers and 110,000 hectares of vines, the Bordeaux wine-growing region offers a vast playground for wine lovers!



IMMERSIVE EXHIBITIONS INSIDE A BUNKER

Since 2020, the digital exhibitions of the Bassins des Lumières cultural centre have been combined with the monumental architecture of the Bordeaux submarine base. With 13,000 m² of total area and some 3,000 m² of space for wandering around, that makes it the largest digital art centre in the world!

A UNIQUE ECOSYSTEM

To really get a feel for the alternative spirit of the city, head for Darwin Ecosystem, a place designed using an ethical, responsible approach. Out of the ordinary, this former barracks houses whole sections of walls dedicated to street-art, a skate-park, a restaurant and organic grocery store, urban farm, co-working spaces, a business incubator, places for associations, a roller-derby club and field...

A BENCHMARK WINE TOURISM FESTIVAL

Every June, Bordeaux becomes more than ever the world wine capital, hosting Bordeaux Fête le Vin, a popular, festive, committed event that takes visitors on a four-day programme of tastings, interactions with women and men involved with wine, entertainment and concerts.

1,2 KMS OF SHOPPING STREET

No shopping lover can resist it! Entirely pedestrianised, Rue Sainte-Catherine is 1,2 km long, offering almost 3 km of shop windows.

AN EXCEPTIONAL HISTORICAL HERITAGE

Listed as a UNESCO World Heritage Site since 2007, Bordeaux is the largest urban area thus distinguished, covering some 1,810 hectares - almost half the area of the city!

A CITY THAT BREATHES

In Bordeaux, you see the sun. And not just because it shines nearly 200 days a year, or because it reflects off the pale stone of historic buildings! The buildings of this Gironde city are relatively low, like the many boutiques that can be found throughout the city, those typical houses built on one level. Bordeaux, an open city!

AN IMPRESSIVE WINE CELLAR

14,000 bottles of wine, 800 references from 70 countries: the circular cellar of the Cité du Vin makes you dizzy! Aptly baptised Latitude 20, it's a journey in itself.

A NATURAL DESTINATION

The natural, agricultural and forest areas of the Bordeaux metropolis represent 51% of its area. A great richness and landscape diversity highlighted by the GR Bordeaux Métropole hiking route, inaugurated in 2019. 160 km long, this metropolitan GR (a first in France) covers 17 of the agglomeration's towns, and passes through urban and landscaped areas..

EMBRACING A RESPONSIBLE TOURISM



As a destination, Bordeaux has been taking action for many years to promote tourism with a positive impact for its inhabitants, visitors and environment. Convinced that tourist activity inevitably leads to living together harmoniously, stakeholders are working hard to make Bordeaux a recognised, accessible, inclusive and well-balanced sustainable destination!

BUILDING A RESPONSIBLE TOURISM DESTINATION TOGETHER

In 2021, Bordeaux Tourism and Conventions and Bordeaux Métropole embarked on a participatory approach aimed at defining and co-constructing a tourist strategy for the Bordeaux metropolis. For a year, 200 local stakeholders - residents, associations, tourism and events professionals, elected officials, representatives of institutions - gathered around workshops, allowing them to exchange their ideas to think about the tourism and events of tomorrow. This open reflection, called Agora Tourisme Bordeaux, helped collectively build the roadmap for tourism in the metropolis 2022-2026. Divided into 4 strategic axes and 32 actions, the action plan rethinks tourist

activity in the Bordeaux metropolitan area to ensure sustainable economic development, reduce its environmental footprint and promote harmonious living together between residents, professionals and visitors. A course firmly focused on more virtuous, respectful tourism which will guide the actions and development of activity in the region.

Action plan available here :

agora-tourism-bordeaux.com/the-launch-of-the-roadmap/

WORLDWIDE RECOGNITION

The destination's innovative, sustainable tourism practices have been recognised several times, through the award of distinctions that stretch beyond national borders. In 2022, the title European Capital of Smart Tourism, a prize set up by the European Union, recognised the city's exemplary achievements in tourism in four areas: accessibility, sustainable development, digitisation and cultural heritage and creativity.

Since its first took part in the Global Destination Sustainability Index (GDS-Index) in 2019, Bordeaux has continued to make progress. This benchmark international barometer analyses the responsible performance of some sixty destinations around the world. In 2022, the destination achieved a score of 85.1%, positioning it 5th in the world, among 65 destinations inspected.

BORDEAUX TOURISM AND CONVENTIONS' COMMITMENT

Working for the benefit of visitors, and alongside Bordeaux's tourism stakeholders, Bordeaux Tourism and Conventions is on the front line in promoting the destination's commitment.



Towards leisure visitors: the teams and tools (brochures, websites) strive to guide tourists and future visitors towards virtuous stays for all. Planning a stay in Bordeaux opens up the possibility of getting around, finding accommodation and taking part in activities in a sustainable way..



Towards business visitors and event organisers: the Bordeaux Convention Bureau helps organise events with a positive impact on the Bordeaux region, both socially and environmentally, in particular with the roll-out this year of Bordeaux Bienvenue, a global system aiming to offer a quality, sustainable welcome to organisers and participants.



Towards tourism and events management professionals: Bordeaux Tourism and Conventions supports professionals in their transition to a more sustainable activity. Among the target objectives: to ensure that 50% of professionals who are members of the tourist office take a responsible approach by 2024 and 80% in 2026, compared with 30% to date.

HAVE YOUR SAY

As an extension of participatory governance, a new form of consultation has been launched which focuses on the feelings of residents, leisure or business visitors, who are invited to transmit their ideas and opinions on: www.agora-tourism-bordeaux.com

INSPIRING «THIRD PLACES»



Bordeaux has a few surprises in store for those who think it's (too) bland. Alternative culture permeates the city, through many works of street art, alternative places that flourish in the urban wastelands of the city, and the emergence of places of solidarity. Culture is an undertone, inspired by its proximity to the Atlantic coast, and is expressed everywhere, giving a cool, gentle feel to Bordeaux.

URBAN REBIRTH

Doing more with less. This is the essence of the Darwin Ecosystem, a genuine ecosystem, a kind of laboratory for transition and the development of citizen and solidarity alternatives. People come here to eat, work, read a book, skateboard, or simply admire. New: an organic micro-winery was created in 2021, near "Origines", the first chocolate factory (also organic) that offers tours for the general public.

A few minutes from Darwin, the Pola factory was created by and for communities of artists in the region. The "factory" accommodates a score of resident artists and is open to the public for exhibitions, courses, conferences, art workshop and cultural experiences... On the other side of the Chaban-Delmas bridge, Les Vivres de l'Art is an artist's workshop that has been set up in the former Naval supplies stores, which hosts exhibitions, concerts, festivals, and artists in residence, orchestrated by the sculptor Jean-François Buisson.

Not far for there, Le Garage Moderne is a non-profit collaborative and cultural garage. Members come to repair their vehicles with the assistance of professional mechanics. The place is open to the public, showcasing art in all its form: exhibitions, small concerts and performances. L'Artichaut is a multi-creative place open to all forms of art and culture, a third place for exchange and sharing, with workshops, an art gallery and co-working space. And even a pantry! In Bègles, the Boucle (Loop) lives up to its name! Both a place of recycling, repair area, participatory workshops and cafe canteen, it means everyone can switch to more sustainable consumption and forge social ties.

STREET ART EVERYWHERE

Street art has been flourishing on Bordeaux's walls for about twenty years, with some local artists gaining international renown. We can see street art all over the city: in Bassins à Flot district, Belcier district, Chartrons district, but also on the right river at the alternative ecosystem Darwin... Cultural centres such as the Submarine Base and the Bernard Magrez Cultural Institute have also host numerous street art exhibitions.

URBAN CULTURE

For several years now, Bordeaux has embraced the world of skateboards, BMX bikes, scooters and rollerblading. Bordeaux has established itself as one of the skateboarding capitals of Europe. It has to be said that the city makes a perfect playground with its long streets, vast squares and few hills. This popular sport brings together a growing community of around 35,000 people. There are two skate parks, each covering more than 2,000m²: one in the Darwin centre and the other on the Quais des Chartrons, completely renovated in 2022. This will be an official preparation centre for the Paris 2024 Olympic Games, and could potentially host training sessions for teams from all over the world.

A FESTIVAL DEDICATED TO URBAN CULTURES

Every July, the town of Pessac comes alive to the beat of Urban Vibrations, a friendly festival that puts street cultures in the spotlight. Many activities, demonstrations, performances and competitions are available around board sports, music, dance and street-art, always within a spirit of sharing. And all year round, the QR20 artistic route lets you discover works of street-art produced since the first edition of the festival.

AN EVOLVING HERITAGE

With its history and dynamism, Bordeaux is a city with a rich heritage, with many sites and monuments, historical and modern. Strolling around UNESCO Bordeaux or in its various districts, discovering its sites and monuments by bike, visiting its museums, enjoying the different atmospheres of its districts... The only risk is not being able to do everything, and wanting to come back !

AN EXCEPTIONAL HERITAGE

It is easy to explore the various districts in the heart of the city along the Garonne River, with areas reserved for trams and bicycles.

To the north, the Chartrons, former hub of the wine trade, is now the place to find antique, curio, and design shops. Then, here is the vast Place des Quinconces. The Grands Hommes district, set among plane trees, pays homage to great French thinkers, from Montaigne to Diderot. The « Triangle » is also known, for its luxury boutiques, elegant architecture, and the majestic Grand Theatre, a masterpiece designed by Victor Louis. A right turn and head for Rue Sainte Catherine, the longest pedestrian shopping street in Europe!

Not far away lies old Bordeaux: the historic and trendy neighbourhood of Saint Pierre with its delicious food, outdoor tables, beautiful squares and winding little streets; don't forget to look up at the Bordeaux «mascarons» - wonderful carved stone faces that adorn the buildings. The Place de la Bourse with its majestic eighteenth century façades is popular with visitors, providing the perfect backdrop for a Bordeaux selfie. Opposite is the Miroir d'Eau («Water Mirror») with its entertaining cycle of mist and water. Place Pey Berland is not far away, with its three UNESCO monuments: Pey Berland tower, offering magnificent views over the city, next to Saint-André cathedral, and Palais Rohan, now the City Hall. To the south, Porte Cailhau and the



Grosse Cloche lead the way to Saint-Michel: this cosmopolitan district features spicy aromas, the lively Capucins market, and many curious shops. The outdoor cafés and bars around Place de la Victoire are the students' favourite place to be.

Finally, we'll head to the right bank, over the Pont de Pierre bridge: this leafy district includes the Botanical Garden and a waterfront park with an unforgettable view of the river and the historical façades on the opposite side. There are some surprises, too: a blue lion on Place Stalingrad, Caserne Niel, and Chaban-Delmas bridge.

THE NEW BORDEAUX

Bordeaux also loves contemporary architecture. New districts are redefining the city's contours and creating concentrations of economic, cultural,



artistic, tourist and gastronomic activity. To the north, a few tram stops from the city centre, the Bassins à Flot, a former industrial and port centre, is reinventing itself as a lively, cosmopolitan district. To the south, Euratlantique, a Global Development Operation, extends over 738 hectares around the station and the towns of Bègles and Floirac, and sees the emergence of around twenty mixed neighbourhoods that respect their heritage by giving more space to nature in the city, a business centre, shops, hotels, a campus, green spaces and green corridors... The spectacular MÉCA (Creative and Cultural Economy Centre in New Aquitaine), a vast arch designed by Bjarke Ingels, is one of its emblems. In 2024, the Simone Veil Bridge will link the two banks. On the right bank, Brazza plans to be an urban district where people live, work and put the world to rights. In particular, there will be a giga multi-sport complex there.

A ROUTE TO DISCOVER THE HISTORIC CENTRE

Inaugurated in 2021, the “Bordeaux Port de la Lune – World Heritage” route is a valuable tool for discovering the richness and diversity of Bordeaux’s heritage. 3.6 km long, the route, labelled *Tourisme & Handicaps*, leads to 27 sites and monuments in Bordeaux, both iconic and unknown, and is marked out on the ground by 275 bronze nails. The walk is completed independently, at your own pace, with the help of a map available at the tourist office, or the Cirkwi app.

www.cirkwi.com/fr/circuit/41330-parcours-decouverte-bordeaux-unesco

ARTY CITY

Thirsty for cultural outings in Bordeaux and want to dive behind the scenes of the whole variety of monuments in the city? The destination has so much to offer and so many stories to tell. Very varied, the culture on offer will satisfy everyone's curiosity.

A PASSION FOR HISTORY

The Musée d'Aquitaine (Aquitaine Museum) presents the history of Bordeaux and the surrounding region, from prehistoric times up to the present.

Located in a superb mansion on the Place de la Bourse, the National Customs Museum reveals the secrets of this littleknown institution in varied displays.

Natural history enthusiasts should not miss the Museum of Bordeaux and its collections representing the incredible diversity of nature. These collections raise awareness of the fragility of biodiversity and of humans' place in nature.

Another venue that younger visitors should like: Cap Sciences explores science and industry through exhibitions, workshops, events and talks.

New figurehead in the Bassins à Flot district, the Musée Mer Marine (Museum of the sea and navy) is a place of sharing and enhancement of the world's maritime heritage. In the Chartrons, the Museum of Maritime History presents the history of Bordeaux as a port, through the collections of many of Bordeaux's old families. Not far away, at the Musée du Vin et du Négoce (Wine and Wine Trade Museum) you can embark on a historical journey and learn about the fascinating world of the great wines of Bordeaux

A PASSION FOR THE ARTS

The Fine Arts Museum of Bordeaux has collections of paintings, sculptures, prints and drawings known



worldwide. The permanent collections cover a significant panorama of European art from the 15th to the 20th century. This encyclopaedic vision is coupled with a strong regional identity. Nearby, the Gallery of Fine Arts houses the museum's temporary exhibitions.

A PASSION FOR CONTEMPORARY ART

The CAPC, Contemporary Art Museum, located in the Entrepôts Lainé, a former warehouse, has one of the richest permanent collections in

France, from the late 60s to current trends. On the waterfront, the FRAC Nouvelle-Aquitaine (Regional Fund for Contemporary Art), has recently moved into 4,600m² premises in the MECA.

In a former magnificent town house, the Bernard Magrez Cultural Institute is a cultural centre with regular exhibitions of modern and contemporary art.

A journey into the past, the Submarine Base is one of the five bases built on the Atlantic coast by the Germans during the Second World War. Today, this “underground” space has been converted into an unusual arts facility with a wide-ranging cultural programme. Part of the place was transformed into Bassins des Lumières.

GALLERIES

Bordeaux’s streets contain numerous commercial galleries, with a range of exhibitions, such as the stylish Galerie D.X, the Carré d’Artistes which presents contemporary works by French and international artists, the Cox Gallery specialising in urban art, Mauvaise Réputation for lovers of literature and contemporary art, Bakery Art Gallery, that mixes contemporary art gallery with organic bakery.



The CityPass allows you to visit most of Bordeaux and its metropolitan area (museums, monuments), to use public transport, and to explore the surrounding area (Saint Emilion, Blaye...). As example, access to la Cité du Vin, the Bassins des Lumières is included. A Junior pass is available. Prices: 24-hour pass: €34/ 48-hour: €44 / 72-hour: €50.

www.bordeauxcitypass.com

MAAD AND MUSÉE DE LA CRÉATION FRANCHE GET A MAKEOVER

Closed until 2026, the Museum of Decorative Arts and Design is starting a major restructuring, restoration and rehabilitation project. It will continue its mission by offering an extramural programme in the city and across the region during its closure through exhibitions, meetings with schoolchildren and students, conferences etc., and digitally.

In Bègles, The Musée de la Création Franche, labeled «Musée de France» at the start of 2023, is getting a facelift to inaugurate new adapted premises in 2024 to his collection of 20,000 works.



THE CITÉ DU VIN, NEW GENERATION

CULTURAL CENTRE

4th museum the most frequented in France (except for Ile-de-France) the Cité du Vin is a new generation cultural centre, unique in the world both in terms of its spectacular architecture and its cultural programme, which presents the enormous wealth and diversity of the world of wine.

The Cité du Vin has opened in 2016. Its glass and iridescent aluminium envelope designed by Anouk Legendre and Nicolas Desmazières of XTU architects. It honours the vineyards of the whole world through their cultural, civilisational, heritage and universal dimensions. Visitors from all walks of life (beginners, wine lovers, professionals, families and young people, companies, French and international...), are invited on a spectacular journey around the world, across the ages, in all cultures!

INTO THE HEART OF WINE CIVILIZATION

At the heart of the Cité du Vin experience, the 3,000 m² permanent exhibition (that has been partially renewed in 2023) uses digital and interactive technologies to bring to life the great adventure of wine through the ages and across the continents. The visitor, alternately active or a spectator, seated or standing, experiences a multitude of individual and collective experiences which are educational, fun, immersive, multisensory, and each more surprising than the last, with the help of the essential "Digital exhibition guide", a device that

triggers animations and plays commentary in a choice of eight languages.

The average tour duration is around 2 hours but enthusiasts will easily spend half a day there and will want to come back!

2 themed tours are also offered to guide certain audiences more specifically in their discovery: the Feast your Eyes tour, focused on seated collective experiences, and the Junior tour.

At the end of the tour, the Belvedere allows visitors to enjoy a unique view of Bordeaux and its surroundings while enjoying a glass of wine from a world vineyard.

A NEW IMMERSIVE TASTING JOURNEY

The Via Sensoria is a sensory journey in which visitors are invited to experience a unique tutored tasting by strolling through 4 immersive and dreamlike spaces, combining visual, audio and poetic creations. On the way, participants are encouraged to question the sensations and emotions they feel when tasting wines from around the world or non-alcoholic drinks. To be discovered from 7 April to 5 November 2023.

A LIVELY PLACE

There are three places to eat : Latitude20, which includes a snack bar, a brasserie / wine bar and a world wine cellar. Le 7 is the panoramic restaurant at the Cité du Vin, located on the 7th floor. On the ground floor, the Boutique has more than 1,500 items on sale from the entire world of wine, to offer as a gift or to treat yourself! Wine service accessories, books, gourmet food, decoration, beauty & well-being, fashion and arts & crafts items are to be discovered in a new, completely refurbished area of 250m², with free access to all, or online in the e-boutique.

www.laciteduvin.com/en

RESPONSIBLE EMOTION

Certified "Tourisme & Handicap" since its opening, "Sustainable Entertainment" in 2022, and "NF environment - Visitor sites" in 2021, the Cité du Vin took a new step in 2022 by obtaining the Sustainable Entertainment CSR label, awarded by Syndicat National des Espaces de Loisirs, d'Attractions et Culturels. A dual distinction that recognises the commitment of the Cité du Vin to the reduction of its ecological footprint and its approach to continuous improvement in terms of corporate social responsibility.

BORDEAUX 360 WORKSHOP

This new workshop offers an original and unprecedented one-hour journey to discover Bordeaux and its vineyards, and the wide diversity of its wines. On the programme: tasting of 4 Bordeaux wines with total immersion in 4 different landscapes thanks to spectacular 360° images, in a carefully designed sound and music environment!



AN AUTHENTIC, COMMITTED, INNOVATIVE VINEYARD

Deeply committed to respecting the environment, the Gironde has more organic vineyards than any other department in France. Divided into 65 appellations d'origine contrôlée covering 110,000 hectares, Bordeaux's red, white, rosé, claret, sweet and sparkling wines are prized by wine lovers all over the world. Winegrowers in this exceptional region are always happy to welcome visitors to their vineyards, where you can be sure of an unforgettable experience.

BORDEAUX GATEWAY TO THE VINEYARDS PORTE DU VIGNOBLE

Vines in the city! The greater urban area includes more than 20 wine-producing properties, some of them are easily accessible from Bordeaux center using public transportation. In town, wine can be appreciated in the numerous wine bars and wine cellars. And to learn more about the traces of wine in the city : let's explore the city on a history, fun and flavour-filled two-hour walk (approximately). Each stage of this route reveals the sometimes unsuspected winegrowing soul of the town Travel across the city from the Bordeaux Wine Council (CIVB) to the Cité du Vin, finding out along the way how wine production and the wine trade have shaped the city known as 'The Port of the Moon' for centuries.



GRAVES AND SAUTERNES

To the south lie the origins of the Bordeaux vineyards, with Pessac-Léognan, Graves, Sauternes, Barsac, etc. The appellation on the left bank of the Garonne River produce wine in three colours: red, white, and gold. Give it a try: the unusual, instructive «In vino» tasting at Château Jouvente, which lets you discover wine in a different way and taste it while it's fermenting or maturing, directly from the vat or barrel.

MEDOC

With their many vineyards and châteaux specialising in Grands Crus, the 14 towns of Médoc will delight wine tourism enthusiasts. Médoc wines are renowned for their aromas of red fruit and exceptional ageing potential. Among the essential stops: Château Carménère, a family estate in the region which is one of the few French wine estates to cultivate Carménère, a forgotten grape variety that has disappeared from Europe.

SAINT-EMILION, POMEROL, FRONSAC

This vineyard is famous for its great names and the spectacular medieval town of Saint-Émilion.



In 1999, its vineyard was the first to be listed as a UNESCO World Heritage Site. Congratulations: the commitment and quality of wine tourism activities at Château Fleur de Lisse were awarded two prizes at Best of Wine Tourism 2023: Gold in the «Promoting Wine Tourism in Environmental Practices» category, coupled with a Best of International.

BLAYE AND BOURG

Just across the estuary, on the right bank, the Côtes de Blaye and Bourg and its family properties. Extraordinary views over the estuary, Romanesque churches, Gallo-Roman archaeological sites, and even picturesque little harbours! Our favourite: Clos de l’Echauguette, one of Bordeaux’s smallest vineyards. In the heart of the citadel of Blaye, on a plot classified as World Heritage by UNESCO, the 15 ha of organic vines are ploughed by horse and harvested by hand.

ENTRE-DEUX-MERS

On foot, by bike or aboard a small train, everything is there for exploring the wider area of the Bordeaux vineyards. “Bordeaux Tuscany” stretches out between the Garonne and Dordogne rivers. You’ll love: exploring the vineyards of Château Réaut by electric bike, and ending the experience with a meal

on the terrace with a panoramic view of the hills and the Garonne.

For further information, “Bordeaux Wine Trip, Irrésistible Vignoble” is a flagbearer showcasing the vineyard’s community and services.

www.bordeauxwinetrip.fr

THE COLLECTIVE CSR APPROACH OF BORDEAUX WINES

To accelerate and recognise the profound changes observed and underway in their businesses, Bordeaux winegrowers and merchants are creating an innovative approach adapted to all requirements: Bordeaux Cultivons Demain (Bordeaux Growing Tomorrow). This initiative supports Bordeaux’s cooperative winegrowers, merchants and cellars in structuring and implementing a CSR strategy within their business. By 2023, the sector’s objective is to achieve 30% of volumes marketed bearing the label Bordeaux Cultivons Demain.

FOR THE FOOD LOVERS

Rich and creative, representing cuisines from all over the world, Bordeaux's restaurant scene has flourished in recent years, making it an increasingly popular gastronomic destination. From temples of gastronomy to trendy new restaurants, vegetarian cuisine, food courts, and outdoor terraces where you can enjoy tapas with a glass of wine. The art of enjoying the good things in life is actively cultivated in Bordeaux!

ON THE FOOD MARKETS

The stands at the Marché des Capucins covered market -called the stomach of Bordeaux- offer a wide range of delicious food to eat in or take away. On Sundays, take a stroll along the quays to the open-air Chartrons market. New Halles open their doors these last years: Halles Bacalan and Halles de Talence. There are perfect places to taste local specialities : lamprey à la Bordelaise, oysters, tricandilles (chitterlings), grenier médocain (a local variety of andouille sausage), dune blanche pastries, and macaroons, to name but a few! But the star of Bordeaux, apart of course from the wine, is undeniably the canelé: these sweet little vanilla and rum-flavoured pastries, crunchy on the outside with a melt-in-your mouth interior, can be sampled at La Toque Cuivrée, Baillardran or Cassonade.

A LOOK AT WHAT'S NEW

On the Rue Saint Rémi, known as «the restaurant street», there is the trendy new Ganache with two floors featuring rattan cages and other stylish design elements. Its neighbour, Kama, offers a Balinese-themed décor and a popular brunch menu. The Merci Marcel group's first venue in France, French House, has been designed as an «urban house» open from morning to night, for eating, drinking or



snacking in a 650m² interior with a 70s Parisian drug store vibe. Open all day, the Clémenceau brasserie in the Place Gambetta remains as popular as ever, offering traditional cuisine and seafood. And now there are two: Café Joyeux is opening a second location on the riverfront. This café-restaurant prioritizes providing employment for workers with disabilities. A new concept, Les Récoltants combines a

canteen and a grocery shop, supplied by a farm just 20 km away. For gourmet, environmentally-friendly dishes made with local organic products! Opening in the second half of the year, Atelier des Citernes will offer a covered market-style space with 900 m2 of culinary counters, central bar and stage space to organise events.

RESTAURANTS THAT ARE GOOD FOR YOU

For a veggie lunch, make a beeline for La Soupe au Caillou, for inventive family cuisine in a simple, colourful setting. The locally sourced vegetarian food truck the Green Cantine runs between Talence and Floirac. There's an organic, locally sourced trend at Casa Gaia or Les Vaillants. Bordeaux has the largest organic restaurant in France: Le Magasin Général. Green Food Label has certified five eco-responsible restaurants in Bordeaux: Le Prince Noir, the first Michelin-starred restaurant with the label in France, Café Utopia, Blandice, Chemins de Tables and Gauta!

YOUNG SHOOTS SPRINGING UP

Many talented young chefs are choosing Bordeaux to set up their kitchens. At the foot of the Saint-Michel Spire, you can enjoy dishes to share with international flavours on offer at La Gigi, and its bistronomic street-food concept, delivered by Arthur Vonderheyden, who took part in Top Chef. At 585, Chef Adrien Pinot offers gourmet bistro cuisine featuring regional products, in a

refined, inviting atmosphere. Dedicated to the winners of The Fork Awards, Alexandre Bru and his restaurant Sens are committed to helping people discover new flavours and innovative techniques. The pairing of Julien Borie (in the kitchen) and Pauline (in the bakery) are in charge of the bakery restaurant Baston. Taking a seat at Lil'home means discovering the cuisine of Lilian Douchet, Top Chef contestant, through a short, creative menu.

TABLES TO TRY

Recently set up in the Gambetta district, Zephyrine follows the concept of an urban inn, with Romain Corbière, twice-starred chef in the past, in charge. Don't miss: Cromagnon, deliciously orchestrated by chef Oxana Ramat. Another real gem: Bô-tannique, a discreet eatery nestled in Place Saint Projet, which provides a real adventure through its plates. Seafood lovers take note: Merci is the place to go, with the bonus of a beautiful view of the Garonne. Since 2009, the Ferme de Bruges, a family restaurant with an enchanting garden, has been charming customers. And for those who want an XXL choice, head for La Boca foodcourt, which brings together about fifteen food stalls.

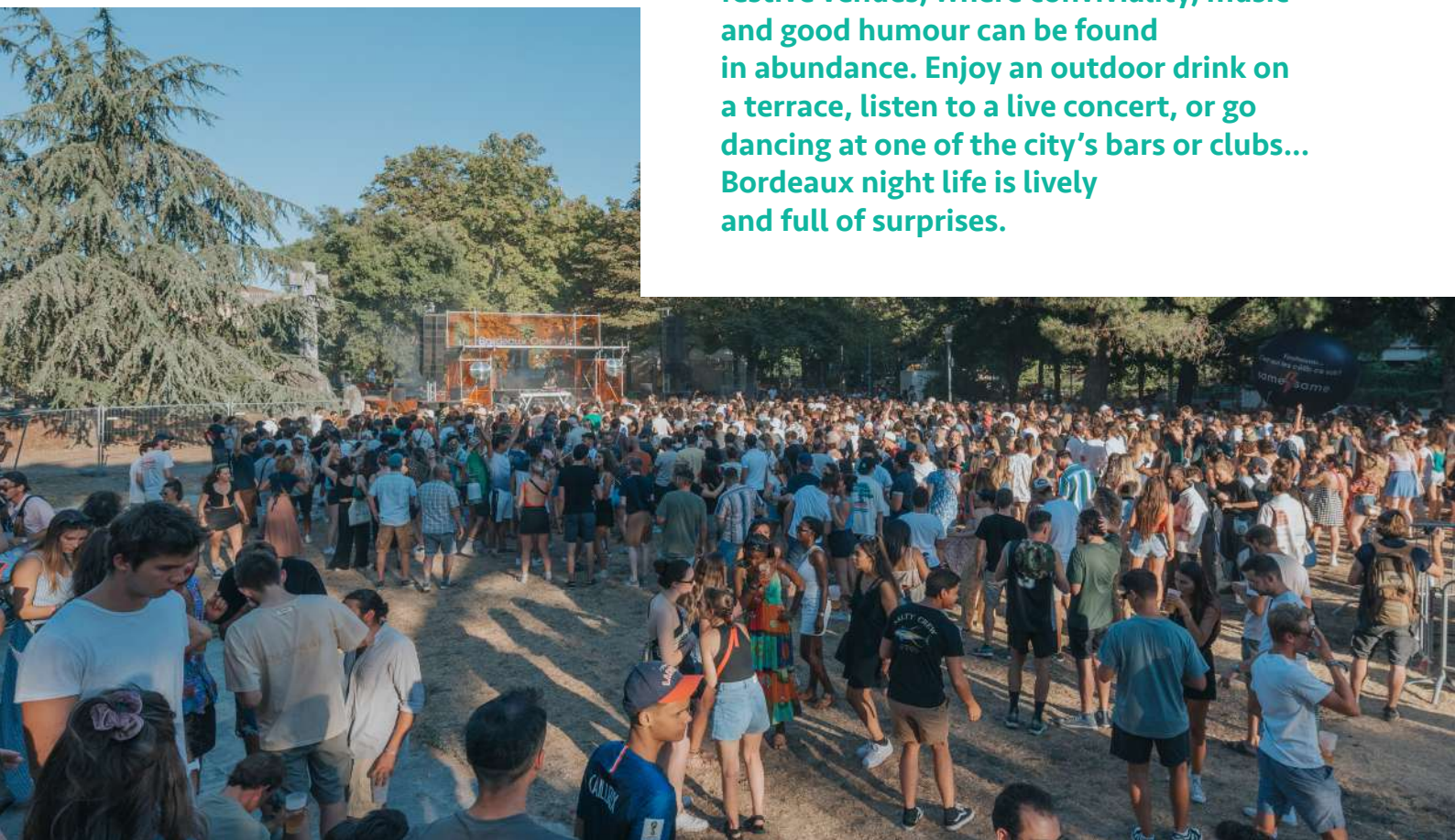
STARRED CUISINE

The Michelin guide gives Bordeaux 11 starred tables: La Table d'hôtes du Quatrième Mur*, Maison Nouvelle*, Pressoir d'Argent Gordon Ramsay**, Ressources*, the Pavillon des Boulevards*, Soléna *, L'Oiseau Bleu*, Tentazioni*, L'Observatoire du Gabriel*, the Saint James* in Bouliac and Le Prince Noir* in Lormont.



LET'S PARTY

Lively by day and night, the streets and squares of Bordeaux boast numerous festive venues, where conviviality, music and good humour can be found in abundance. Enjoy an outdoor drink on a terrace, listen to a live concert, or go dancing at one of the city's bars or clubs... Bordeaux night life is lively and full of surprises.



LIVELY PLACES

In Bordeaux, there is a huge “afterwork” culture. The three squares of Parlement, St. Pierre and Camille Jullian form a festive triangle, in which numerous bistros and cafés offer friendly terraces or cosy rooms where you can enjoy a drink. On the other side of the Garonne, the Chantiers de la Garonne has a dining room and a sandy open-air terrace with a fantastic view over the river. In the summer, crowds flock to the neighbouring Chez Alriq for its relaxed, outdoor setting and music from around the world.

To enjoy superb wines from Bordeaux head for one of the city's many wine bars: the iconic Bar à Vin to discover the great diversity of Bordeaux wines,

Maison Julien in the charming Bouffard street, Yarra to discover a French wine bar with Australian accents or Furies Douces specialized in wines made by women. Blind is a wine bar specialized in offering blind tastings. Among the oldest cave cellars of the city, Cousin & Compagnie welcomes visitors who want to sample or buy organic or natural wines.

Time to party! To continue into the night, nightclubs and lively restaurants open their doors such as la Table du B11 in Mérignac, La Dame, a barge in the Bassins à Flot, the Bourbon or The Base. The centre of town also has several popular nightclubs, such as the Cercle, the 21,

the Black Diamond, the Intercontinental's very chic private club and the Monseigneur, the oldest club in Bordeaux, or The Ultra Klubs, gay-friendly venue. Students meet on the Quai de Paludate at La Plage.

MUSIQUE MAESTRO !

In the city centre, enjoy live music sessions at Café Brun. If lively Latin rhythms are more your style, then you should feel at home at Central Do Brazil, in the Saint Michel district, or Calle Ocho. For a more electro-rock vibe, popular venues include the Antidote and the Fiacre. Thélonious is perfect to enjoy a jazzy ambiance. Cabaret lovers meet at Lieu Chéri or Alcazar for an evening show in a Roaring Twenties type of setting. Bordeaux also boasts several concert venues such as the Rocher de Palmer in Cenon, Rock School Barbey, the long-standing Krakato, le Pin galant, or the Arkea Arena.

FOLLOW THE USHER

Dance, theatre, opera... Bordeaux and its metropolis offer demanding, popular, even historic concert halls. To appreciate opera, ballet, symphony orchestra, as well as cinema concerts, head for the Opéra de Bordeaux, nestled inside the Grand Théâtre. Inside and outside the walls, the program is intended to be open and accessible to all, through participatory concerts, costume balls, film concerts, musical awakening dedicated to young audiences... A contemporary space, the Auditorium houses the largest orchestra pit in Europe. Since 1990, three halls and four rehearsal studios have made TNBA an essential drama centre with a dynamic, popular programme. . An Italian-style theatre, La Fémina hosts French and international artists for shows of all kinds. With its 75 seats, the L'Inox theatre offers an intimate stage. At La Pergola, you can enjoy classical plays, Molière, Beaumarchais and even Feydeau. Renaissance in sight: after being closed for 14 years, Château Descas will reopen in 2023 as a performance hall dedicated to the arts in the broadest sense.

3RD HALF!!

Many Bordeaux establishments will be playing ball during the Rugby World Cup, with 5 matches scheduled in Bordeaux in September. Steeped in sports culture, The Connemara Irish Club, the Blarney Stone or The Houses of Parliament will offer the warmest welcome to supporters. A restaurant run by a former French rugby player, Jérôme Fillol, La Belle Saison offers carefully prepared dishes and a nice setting on the edge of the Garonne. To watch the matches live, go to Café Oz or Moxxy, or even the Halles de Bacalan. And of course, the club house of the local team: the UBB (for Union Bordeaux Bègles)!



THE CITY OF 1001 NIGHTS



Luxury and privately-owned hotels, concept hotels, guest houses, friendly youth hostels, furnished flats... There is a very wide range of accommodation on offer in the Bordeaux, catering for all tastes and budgets.

WHAT'S NEW

Bordeaux has accommodation for all tastes and all budgets! At the end of 2022, Jost opened its doors in the station area, with dormitories, shared and single rooms. The facilities at this unusual new venue include a rooftop pool and a cabaret. Since January, First Name reveals its new 4* hotel in the heart of the Mériadeck district, offering a Feel Good philosophy that is evident in the rooms as well as in the restaurant and speakeasy bar. A 128-room Hampton by Hilton is planned in the same area for 2024. In the Chartrons district, the Mondrian les Carmes 5* hotel, designed by Philippe Starck, will open next summer on the site of some 19th century wine cellars, with a restaurant, XXL bar, and a Spa. At the airport (soon to be served by the extension of the A-line tram), a 4* Sheraton hotel is installed in the new "45ème Parallèle" convention centre. Finally, out in Bordeaux's vineyards, Château de Léognan is creating additional accommodation, offering a bucolic escape from the city.



LUXURY HOTELS WITH HIGHLIGHTS

Beautiful hotels in the city centre complement their luxurious environments with spa facilities such as the Intercontinental Bordeaux - Le Grand Hôtel, Hôtel de Sèze, Le Palais Gallien, with a heated swimming pool or Hotel Zoologie, with a spa, bar, restaurant and a vast, lush interior garden.

Inside beautiful historic buildings, these addresses look like hidden gems: the 5* Villas Foch with 20 rooms of a highly authentic character, thanks to numerous period features or the Hotel de Tourny with an elegant décor. Maison Pavlov offers luxurious accommodation in a beautiful chartreuse with 8 rooms and suites. The private, luxurious, 5-star Yndo is having an extension.

MODERN AND FUTURISTIC ADDRESSES

Opposite the Cité du Vin, the Marriott group recently opens two hotels: a 3* Moxy with 133 rooms whose decoration pays tribute to the district's industrial past, and a 4* Renaissance hotel with 150 rooms accessed via spectacular former industrial silos. Bonus: a swimming pool with a panoramic view of the entire area. On the quays, the Seeko'o makes an impression on visitors with its futuristic facade. At the south of the city, the Hilton Garden Inn offers an amazing view over the Garonne river, a green concept-store and a restaurant. In the city center, the Mama Shelter designed by Philippe Starck keeps doing with hitting its mark.

EASY ON THE WALLET

Several establishments offer friendly service that extends all the way to the bill. The Central Hoste and Whoo Hostel youth hostels recently opened with studios and dormitories. Close to the train station, the Meininger hotel, is part of the «Accueil Vélo» (“Cyclists Welcome”) net-work, and is halfway between a hotel and a youth hostel, with colourful, pop-art decor. On the right bank, Eklo - halfway between a hostel and a hotel - is the 5th place in the ranking of the most eco-friendly hotels in France. On the other side of the river, across the Pont de Pierre, the Hotel des Voyageurs offers rooms from 75 euros. Right to la Place de la Bourse, the Bleu de Mer has a great location.

CHARMING BED AND BREAKFASTS

Beautiful town houses and former private residences offer guests a taste of the luxurious Bordeaux lifestyle, such as the Casa Blanca with its authentic elegance, les Séraphines, Domaine de Garat and its “Clef Verte” label or charming and eco-friendly Maison Fernand. For an experience into a chateau: Pape Clément. In Le Taillan-Médoc, Gato Verde is a peaceful place in the countryside.

FOR A SPECIAL NIGHT

The Pessac zoo has opened some news lodges at the heart of the park. Guests can relax in the Nordic baths and enjoy their dinner while admiring the white tigers and jaguars through the immense bay windows that look out over their enclosure. A small 5-star hotel, the Hotel des Quinconces is located in a 19th century residence that used to be the US Consulate. Guests can reserve the Noyer room, where the consul held conferences and major decisions were taken. If you want to reach for the stars, head to La Course: this luxury guest house has a spectacular 85 m² glass-roofed suite with a private terrace and swimming pool overlooking the roofs of Bordeaux. At the Domaine de Raba in Talence, guests are welcomed in four comfortable, elegant lodges in a lush park, for an enchanted getaway!



TAKE THE GREEN LINE

With numerous gardens, parks, hillsides, forests and nature reserves, hundred of kilometers of cycle paths, and 160 km of signposted GR® hiking trails, Bordeaux offers a gateway to a host of adventures.

A CYCLIST'S PARADISE

The Gironde capital is located at the crossroads of major cycling routes such as the Vélodyssée (on the Atlantic coast, which passes near Bordeaux), the Scandibérique (from Norway to Spain), the Canal des 2 Mers (from the Mediterranean to the Atlantic), the Bordeaux – Lacanau route or the Roger Lapébie route (Entre-deux-Mers).

Bordeaux is surrounded by relatively flat terrain (with the exception of the Coteaux on the right bank) and is ideal for cycle tourism. The city has become a role model with 1,500km of cycling trails (this is the 12th cycle city in the world according to Global Bicycle Cities Index 2022).

Looking for a bike? 2,000 VCub bikes are available at 190 self-service pickup points throughout the urban area. The VCub Facile app makes it easy to sign up to the service, check the list of pickup points with bikes available.

Sunday cyclist or riding enthusiast, everyone is catered for. To stock up on ideas, the Super Bike Rides list suggested routes from 1hr to 5hr to take in heritage, nature, vineyards and the river. The more athletics can take one of the 7 Gravel and Mountain Bike routes available on the Onpiste app.

OUTSTANDING NATURAL HERITAGE

Romantic strolls, jogging circuits, walks with children, leisurely picnics: there are plenty of opportunities for these and more in Bordeaux's green spaces! Along the river front, the Jardin des Lumières and the Parc aux Angéliques provide beautiful tree-lined corridors.



Near the city centre: the Parc Bordelais and the beautiful Jardin Public are always a pleasure to visit. A few tram stops, and you are at the ecological reserve in Barails, with its Parc Floral, the Bois de Bordeaux and the surrounding wetlands. To the north of Bordeaux, in Blanquefort, the artificial caves of the Parc de Majolan are well worth visiting. Not far away is the Ligne Verte, a new 3km pedestrian and cycle route along a former railway line. Covering 6,000 hectares to the north of Bordeaux, the Parc des Jalles is a protected natural area that can be explored with the help of the guide available at Bordeaux's tourist office. To the south, on foot or by bike, follow the valley of the Eau Bourde, alongside the river, which goes through the commune of Gradignan for 6 km, passing by the majestic Cayac Priory and the mill in Montgaillard. In Pessac, there is the Forêt du Bourgaillh, a unique nature reserve dedicated to the environment and sustainable development.

On the right bank, head for the Botanical Gardens, an outstanding feature of the Bastide district, and the superb views over the city from the viewpoints in the Parc de l'Ermitage (a former quarry), Parc Palmer, and the Parc du Cypressat.



Places to walk, some of these spaces also become places to grow. Vegetable gardens at the Botanical Garden and Public Gardens, circular orchard in Parc Bordelais and, soon, shared gardens next to Brazza: Bordeaux is developing food-growing spaces, with the idea of increasing the production of fruits and vegetables in the city, and making local consumption easier.

A GEOCACHING CONCEPT

Terra Aventura is a treasure hunt in which participants search for the heritage jewels of Nouvelle-Aquitaine. Available in Lormont, Gradignan, Cenon, Floirac, Pessac, Eysines (new) and Saint Médard-en-Jalles (new), users are invited, via a mobile app to set off on a discovery trail of the town's secrets, solving riddles and finding treasure. This free game is available in French and English.

www.terra-aventura.fr

BORDEAUX MÉTROPOLE HAS ITS GR®

It's the first metropolitan GR® in France! The approximately 160 km of route crossing 17 communes unveil marked trails, through woods and forests, along rivers or at the turn of numerous heritage and ecological sites, showing all the landscape diversity of the Bordeaux agglomeration.

bit.ly/2J5yBuj

UN AIR DE BORDEAUX, TRAVEL HERE

This way for bucolic walks, interesting activities, unusual places and tips on what to do from the locals! The website **Un air de Bordeaux** is for residents and visitors who want to (re)discover the Bordeaux metropolis, with its beautiful landscapes, rich culture, and its hidden gems. A selection of ideas for travel in the area and experiencing something different!

EXPLORING LOCAL ENVIRONMENT

Parks, forests, water meadows, nature reserves... plus a flourishing artistic and cultural scene... it has to be said that Bordeaux and its 27 surrounding communes have plenty to keep you busy, including some surprises. With **Un air de Bordeaux**, finding an idea for an outing, a vegetarian restaurant, a flea market, or a tea room in your neighbourhood has never been so easy.

Set off on a geocaching treasure hunt, take tram for an unusual trip, or go for a bike ride in the surrounding hills with superb views of Bordeaux... There is a wide range of ideas for interesting outings and activities that are accessible to everyone! Bordeaux is a great place to adopt the «local travel» option, particularly in an age when reducing our carbon footprint is becoming increasingly important. Exploring the surrounding region is gaining popularity; it could even be described as a lifestyle.

A TEAM ON THE GROUND

Throughout the year, a team of external writers are tasked with seeking out hidden gems, meeting inhabitants and organizers, trying out



activities, walks and tours, keeping track of the markets being held and revealing the creative potential of the entire urban area. Sent weekly, a newsletter contains the “best of” outings and events, for a top weekend in the metropolis. The monthly «Kids news», offers ideas for family activities. The Facebook page caters for those interested in exploring the local area and discovering “micro-adventures” not far from the city.

www.unairdebordeaux.fr (in French)

THE AMBASSADOR CARD

Recognising the importance of considering residents as an audience group in their own right, having a role to play as speaking on behalf of our appeal as a tourist destination, Bordeaux Tourism is launching a new system in early 2023: the Ambassador card. The



reasoning behind it: there are lots of residents who welcome friends and family throughout the year, and these shared moments are often an occasion for cultural outings and tourist discoveries in their broadest sense. The idea: involve the inhabitants and give them an active role in promoting our region with the friends and family they host. The principle: the Ambassador card, sold for 10 euros, means residents can enjoy free access to partner sites on condition they are accompanied by 2 adults* paying for their entry at full price.

*residents outside the Bordeaux metropolitan area.

LOCAL GATEWAYS : THE GUIDED OFFER

Since last year, the programme of guided tours offered by Bordeaux Tourism includes an offer specially designed for local customers with commented walks within the metropolis, mixing built and natural heritage, in Bègles, Lormont, Talence, Gradignan and Merignac. An approach that will continue in 2023.

BORDEAUX AS A PORT



The redeveloped quays have become a popular recreational area, while the new landing stages offer numerous river and maritime cruises, and a range of river-based activities. The Garonne is full of life, not only providing a beautiful setting for river tourism and boating, but also services for the transport of passengers and goods.

The history of Bordeaux is intimately linked to the Garonne river. Nourishing the population for centuries, it was also one of the main reasons for the city's prosperity. As it wends its way from the

Euratlantique district to the Bassins à Flot, the river takes on the shape of a semi-circle like a crescent moon, which is how Bordeaux came to be known as the «Port of the Moon».

ALONG THE QUAYS

A great place to stroll and daydream, the quays of Bordeaux are really lively at any hour of the day and evening. Morning jogging, a short break at a children's play area, a picnic at sunset: both the right and the left bank are full of life. Heading towards the Cité du Vin, Bord'eau Village mixes outlet shops, big brands, new concepts (Deus ex Machina, Boardriders and Echoppe de la Lune, to name but a few), leisure areas, terraces and

restaurants. Very popular with locals and visitors alike, the loop of the two bridges, linking the stone bridge to the Chaban-Delmas bridge, offers 7 kilometres of walks along historic facades, past cultural sites and numerous green spaces, with various artworks along the way: the blue lion by Xavier Veilhan and the Well by Suzanne Treister. On the left bank, a monument bearing the effigy of Modeste Testas was inaugurated in 2019 to mark the national day to commemorate slavery, the slave trade, and their abolition.

A DAY IN THE RIVER

There are 76 km between Bordeaux and the tip of the Gironde estuary, providing several cruise companies with the perfect setting for cruises and excursions that can last from an hour and a half to the whole day. See Bordeaux, with its harmonious 18th century facades, and the beautifully restored Quais des Chartrons, from a different angle.

Continuing downstream, the rich architectural diversity of the city is revealed, before giving way once more to a wild landscape of trees and greenery. The river cruise companies offer a wide range of possibilities. Cruises through the Port of the Moon, and further down the Garonne River and the estuary, an aperitif accompanied by the winegrowers who produced the wine you are drinking, or dinner cruises. Even an afternoon on the river with a fisherman!

AN ALTERNATIVE RIVER EXPERIENCE

The path from the bridge stone to the Chaban-Delmas bridge is very popular to have a beautiful walk. On the left bank, the Bord'eau Village blends outlet shops, famous brands, restaurants, new concepts (Deus ex Machina, Boardriders, Echoppe de la Lune ...).

Bordeaux residents and visitors can take the "Batcub" river shuttles, with five stops at Place Stalingrad (Bastide), Place des Quinconces, the Hangars, the Cité du Vin, and Lormont, at the base of the Pont d'Aquitaine, the French equivalent of the Golden Gate Bridge. A cable car project is currently under consideration, and would provide a link between Lormont, Cenon and Achard-Cité du Vin by 2028.

From April to October, you can also take a guided tour of the Garonne by jet-ski, canoes and stand-up paddles .

TOWARDS A VIRTUOUS RIVER ACTIVITY

Just launched, "Sirius" is the latest addition to the Bâteaux Bordelais fleet, the first boat company to join the ATD (Players for Sustainable Tourism). Made in a naval construction site in Franche-Comté, it's a new-generation tour boat that can accommodate 150 able-bodied or reduced-mobility passengers on a boat ride in total comfort.



GATEWAY TO THE SOUTHWEST FRANCE



Bordeaux is the capital of the largest region of France, and boasts an outstanding natural, architectural and cultural heritage. From Poitou to the Pyrenees, there's something for everyone!

BREAK AROUND BORDEAUX

Only a short drive away, the Gironde estuary is a world of its own, with secret islands, the Vauban fortifications, and eccentric looking fishermen's cabins perched on stilts along the banks - a fascinating region that can be explored by car, or for a really authentic experience, take a cruise from Bordeaux.

Arcachon is barely an hour away: the seaside town still has a Belle Epoque style (some of the old villas are listed buildings); nearby is the famous Pilat sand dune, a string of little oyster ports and Cap-Ferret on the other side of the bay. If you want crashing waves, open spaces, endless beaches and fragrant pine trees, head for the Médoc Atlantic coast and the lakes and ocean beaches at Lacanau, Soulac and Montalivet.

TO THE NORTH, CHARENTE AND POITOU

An hour and a half north of Bordeaux, the Charente reveals its famous houses in Cognac, and Saintes, a city founded by the Romans, who left some vestiges there. On the other side of the Gironde estuary lies Royan, a city of art and history, with a mixture of modern Bauhaus architecture and 1920s style villas. Out to sea, the Cordouan lighthouse can be visited depending on the tide.

Two hours away is the old port of La Rochelle, with its three monumental towers and arcades in the historic centre. The city's aquarium is one of the largest in Europe. Between land and sea, explore the wonders of the islands with a trip to Ile de Ré, Madame, or Oléron. Two and a half

hours away, towards Poitiers, the Vallée des Singes is home to more than 450 monkeys who live in complete freedom. A few more kilometres and you reach Futuroscope. Mid-way between Poitiers and Bordeaux stands Angoulême, France's "capital of comic books", as illustrated by its numerous facades painted in the comic-book style

TO THE EAST, LIMOUSIN, PÉRIGORD & LOT-ET-GARONNE

Head to the east in Limoges, where the National Adrien Débouché Museum presents machines and tools related to the porcelain skills that have made the town famous. An hour and a half further to the east, Aubusson is home to The International Tapestry Museum.

Coming down the Dordogne valley, you come across some stunningly beautiful villages such as Collonges-la-Rouge and Rocamadour.

Further south, we dive into a land of delights, the Périgord: proud castles, gourmet markets of Sarlat and Périgueux, Bergerac wines and the Centre International de l'Art Pariétal which houses a full-scale replica of the original Lascaux caves.

Heading south-east towards the department of the Lot-et-Garonne, the 13th century fortified royal town of Villereal has been declared one of the most beautiful village in France. On the way, visit Agen, the departmental capital, and then Nérac with Henri IV's beautiful château-museum.

Returning to Bordeaux, pass through Marmande which welcomes every June for its Garorock music festival.

TO THE SOUTH, THE LANDES AND BASQUE COUNTRY

To the south of Bordeaux, enter the Landes forest, the largest area of maritime pines in Europe. Bordered by 100km of spectacular ocean beaches with excellent surfing, this is a region famed for its gastronomy and good-living, with férias in Dax, Mont-de-Marsan, and all the villages in the Chalosse. Don't miss the Marquèzes Ecomuseum in Sabres for immersion in the Landes de Gascogne way of life in the 19th century!

There is a dramatic change in the landscape as you enter the Basque country, with its vibrant villages, Biarritz and its surfing beaches, and Saint-Jean-de-Luz and its port. In the commune of Sare, the "Petit train de la Rhune", an authentic vintage rack railway takes visitors to the summit of the Rhune, at an altitude of 905 metres, for an exceptional panoramic view of the entire Atlantic coast and the Pyrenees.

More inland, in the neighbouring region of Béarn, the birthplace of Henri IV, lies Pau, with its British charm, offering unspoilt valleys, hiking trails and ski resorts.

A NEW HIKING ROUTE FROM THE ATLANTIC OCEAN TO THE CAUSSES DU QUERCY

The signposted Chemin d'Amadour route follows the path that Zacchaeus, a disciple of Jesus, would have taken, beginning in Soulac-sur-Mer and ending in Rocamadour. Through a 500 km route (21 stages, including several accessible by train) which passes through 4 departments, it takes in a variety of landscapes: Atlantic coast, estuary, UNESCO Bordeaux, the Bordeaux and Côtes-de-Duras vineyards, fortified towns, regional park...



CALENDAR

BORDEAUX OFFERS A HUGE VARIETY OF SPECIAL EVENTS ALL YEAR LONG! SO, BE SURE TO TAKE ADVANTAGE OF YOUR TRIP TO THE CITY TO GO TO EXHIBITIONS, CONCERTS, FESTIVALS, FAIRS, ETC. THERE IS SOMETHING FOR EVERYONE, ADULTS AND CHILDREN ALIKE: CULTURAL EVENTS, ENTERTAINMENT, CONCERTS, PLAYS, ETC. THE CITY OFFERS A HOST OF PLEASURES.

ANNUAL CALENDAR:

www.bordeaux-tourism.co.uk/media-center

KEY FIGURES

BORDEAUX MÉTROPOLE

6th METROPOLITAN CITY OF FRANCE AND CAPITAL OF THE NOUVELLE-AQUITAINE
(largest region of France)

820,000

INHABITANTS IN BORDEAUX METROPOLIS (28 CITIES),
of which 256 000 for Bordeaux city

LARGEST URBAN AREA CLASSIFIED ON THE UNESCO LIST WITH

1,810 HECTARES

182 ACCOMODATION IN BORDEAUX METROPOLIS

11 MICHELIN STARRED RESTAURANTS



450,000
VISITORS WELCOMED
at the tourist office



6,4 million
TAXED NIGHTS



20,600
JOBS DIRECTLY LINKED
TO THE PRESENCE OF
TOURISTS IN THE URBAN
UNIT OF BORDEAUX
(11,673 in Bordeaux)
Source INSEE CRTNA

TOURISM FIGURES IN 2022



2,500
PROFESSIONAL EVENTS

More figures available here :
www.bordeaux-tourisme.com/barometre-touristique
www.insee.fr/fr/statistiques/6674571#

75% OF BORDEAUX'S
VINEYARDS HAVE SOME
FORM OF ENVIRONMENTAL
CERTIFICATION (Bio, HVE,
Terra Vitis, etc)

18
BOTTLES OF WINE FROM
BORDEAUX SOLD EVERY SECOND
IN THE WORLD

57% OF THE BORDEAUX WINES SOLD IN
FRANCE
43% IN THE WORLD

65
CONTROLLED DE SIGNATION
OF ORIGIN (AOC)
PRODUCED ON 108 000
HECTARES IN 2022



WINE

5,300
WINE-GROWERS

300
WINE-MERCHANTS

649 million
BOTTLES (AVERAGE PRODUCTION)
85% of red wines, 9% of dry white wines,
0,5% of sweet white wines, 5% of rosés
and 1,5% of Crémant (sparkling).

PRACTICAL INFORMATION

HOW TO GET THERE

By train: Bordeaux Saint-Jean train station (2 hours from Paris-Montparnasse)

Flight: Bordeaux-Mérignac airport : 52 destinations

Bus: Eurolines, FlixBus OUIBUS, Megabus ...

Car: via A10 (Nantes-Bordeaux : 3h50), A63 (Toulouse-Bordeaux : 2h15),

A63 (Bilbao-Bordeaux : 2h30), A89 (Lyon-Bordeaux : 6h30).



PRESS CONTACTS

Alaïs PERRET

PR Officer

Tél. +33 (0)5 56 00 66 15 / +33(0)7 64 80 15 69

Mail : a.perret@bordeaux-tourisme.com

Sophie GAILLARD

Wine tourism and communication manager

Tél. +33(0)5 56 00 66 25 / +33(0)6 82 93 07 64

Mail : s.gaillard@bordeaux-tourisme.com

Loïc GRANICZNY

Social media and Influence

Tél. +33(0)5 47 50 13 10 / +33(0)7 64 80 15 63

Mail : l.graniczny@bordeaux-tourisme.com



ACCESS TO OUR PHOTOLIBRARY

phototheque.bordeaux-tourisme.com

Please mention the photo credits.

Please send us a copy of the article after publication.

PRESS KITS (LEISURE AND BUSINESS) :

www.bordeaux-tourism.co.uk/media-center

PHOTO CREDITS

Cover: Vincent Bengold

Teddy Verneuil - @lezbroz, Bordeaux Métropole, Cité du Vin_Agence Clémence Farrell Ich & Kar The Mill,Ekaterina Pokrovsky - stock.adobe.com, Bridgeman Images © Salvador Dalí, Fundació Gala-Salvador Dalí, ADAGP 2022, Nicolas Duffaure, Gilles Avrine, Jean-Christophe Garcia, Mamie Boude Cité du Vin XTU Architects, Anaka Cité du Vin XTU Architects, château Marquis de Terme, Teddy Verneuil - @lezbroz, Rémy Martineau, TIM BSN;Timothée Buisson - illustrations Julianne Huon, Guillaume Roustaing - Tourisme TV, les Bateaux Bordelais, Sylvain Jolibois, David Remazeilles (Gironde Tourisme), Vincent Bengold.

BORDEAUX TOURISM AND CONGRESS

12 cours du 30 Juillet - 33000 Bordeaux

Tél. +33(0)5 56 00 66 00

The Tourist Office is certified «Qualité Tourisme, Accueil Vélo, Tourisme et Handicap, Destination Innovante Durable» and has the ISO 20121 «event sustainability management systems» certification.

www.bordeaux-tourisme.co.uk - www.visiter-bordeaux.com/en



@BORDEAUX TOURISME



VISIT BORDEAUX



BORDEAUX TOURISME



BORDEAUX TOURISME

#VISITBORDEAUX