



BORDEAUX
PRESS KIT
2022



BORDEAUX 2022



CONTENTS

MOODBOARD	03
BORDEAUX, AN ELEGANT, VIBRANT CITY	04
EMBRACING RESPONSIBLE TOURISM	06

BORDEAUX DREAMIN'

INSPIRING "THIRD PLACES"	08
--------------------------	----

AN EVOLVING HERITAGE	10
----------------------	----

ARTY BORDEAUX	12
---------------	----

THE CITÉ DU VIN, A WORLD OF CULTURES	14
---	----

AN AUTHENTIC, COMMITTED, INNOVATIVE VINEYARD	16
---	----

FOR THE FOOD LOVERS	18
---------------------	----

LET'S PARTY	20
-------------	----

THE CITY OF 1001 NIGHTS	22
-------------------------	----

FROM ADVENTURE TO AVENTURE

TAKE THE GREEN LINE	24
---------------------	----

UN AIR DE BORDEAUX, THE WEBSITE TO TRAVEL LOCAL	26
--	----

BORDEAUX AS A PORT	28
--------------------	----

BORDEAUX GATEWAY TO SOUTHWEST FRANCE	30
--------------------------------------	----

RENDEZ-VOUS IN BORDEAUX

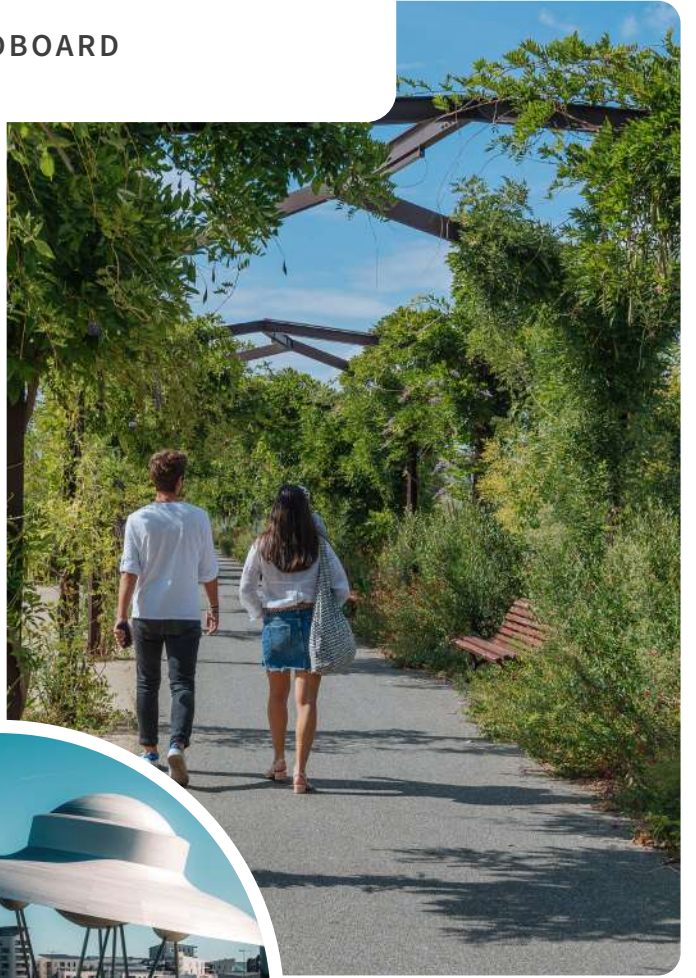
AN ATTRACTIVE, COMMITTED BUSINESS DESTINATION	32
--	----

AN EPICENTRE OF INNOVATION	34
----------------------------	----

CALENDAR	36
----------	----

KEY FIGURES	40
Press contacts	

MOODBOARD



Bordeaux, and elegant, vibrant city

A historic city famous for its beautiful stone façades and fine wines, Bordeaux also attracts visitors with its dynamic urban environment, its gastronomy and vibrant cultural life. A destination where a gentler way of life and eco-responsibility permeates every facet of the city. Far from resting on its laurels, Bordeaux, which has just been named European capital of smart tourism 2022, is constantly renewing itself and brims with a benign energy that delights inhabitants and visitors alike.

AN OPEN-AIR POSTCARD

Thanks to its exceptional, harmonious architecture, Bordeaux is the largest urban area to be given UNESCO World heritage status. It also has the most protected buildings of any French city, apart from Paris. And as if this remarkable historical heritage were not enough, Bordeaux also likes to surprise visitors with its modernity and contemporary architectural works.



INTERNATIONAL CAPITAL OF WINE

The oldest and largest area in the world that produces fine wines, Bordeaux includes 65 appellations and covers 110,000 hectares. Hundreds of wine-producing properties, or châteaux, open their doors to visitors and are happy to reveal the secrets of how they make their wines. An opportunity to experience a powerful heritage and strong characters, and to taste the resulting wines!

ECO-FRIENDLY BORDEAUX

Bordeaux is committed to the preservation of our shared environments and to a sustainable development approach. Whether it applies to transport, accommodation, or leisure, sustainability permeates all of the city's tourism infrastructure. Explore the historic centre of Bordeaux with its numerous pedestrian areas and little squares linked by narrow streets. Take a break into a local restaurant. Take a bike to cross the Pont de Pierre to visit the Darwin "ecosystem" and the Parc aux Angéliques on the other side of the river. Take a walk in one of the city's many green spaces or along the beautifully landscaped river front: Bordeaux offers a wide range of relaxing settings and opportunities for walks. The city also has its own network of GR® hiking trails with 160 km of paths through 17 communes around Bordeaux through woods, into forests and along the banks of rivers, with numerous heritage sites on the way. A pleasant change of scenery!

BETWEEN LAND AND OCEAN

Bordeaux is a capital city. By train, by boat, by plane, it can be reached by all means. It is also the gateway to the whole of the South-West region of France, and there are some charming destinations nearby with lots to see and do. Take a deep breath of sea air, breathe in the scent of the pine trees, climb the highest sand dune in Europe, taste some delicious food... there are so many places to visit in Arcachon Bay, on the beaches of the Atlantic Ocean, the forest of the Landes and the Basque Country!

BORDEAUX IN 2022

Les Bassins de Lumières

This amazing new venue is devoted to immersive digital exhibitions, consisting of sound and visual projections inside a former World War II German submarine base. Until January 2023 visitors could contemplate 2 exhibitions: a long programme, "Venice, La Serenissima" and a short programme, "Sorolla, Promenades Beside the Sea".

www.bassins-lumieres.com/en

A great exhibition at the Cité du Vin

The Cité du Vin is a unique cultural place dedicated to wine culture. It is creating the unmissable event of spring 2022 in Bordeaux, devoting a major exhibition to one of the most important artists of the 20th century: Pablo Picasso. "Picasso, the effervescence of shapes," running from 15 April to 28 August, explores the place of wine and popular spirits in the work of Pablo Picasso, through a wide variety of media (paintings, drawings, ceramics, films, etc.).

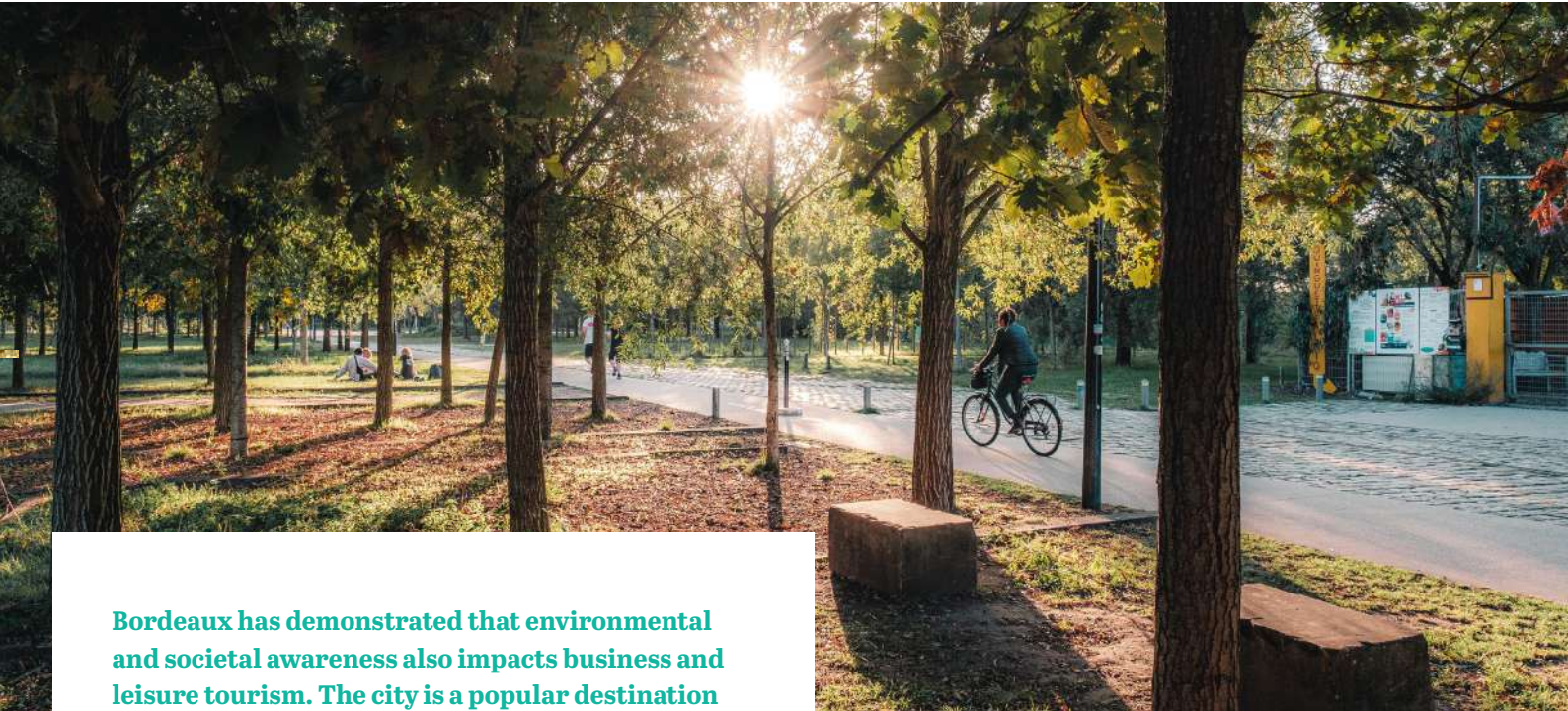
www.laciteduvin.com/en

Bordeaux Fête le Vin, ask for the programme!

Bordeaux Fête le Vin is back, better than ever. The festival is returning in style with popular features from past years and some great new ones. Enjoy the iconic riverside wine trail with winegrowers and merchants offering tastings of wines from Bordeaux and the Nouvelle-Aquitaine region for four days from 23 to 26 June. As usual, a delicious, varied range of food will be available in an open-air setting contributing to the convivial atmosphere. The emphasis will be on local products, and wines from organic vineyards and vineyards with environmentally-friendly certification. Numerous initiatives will be implemented to ensure that the festival is a sustainable event. The festival will be launched from 16 June in the city's restaurants and wine stores, and with musical events. The region's winegrowers and producers will also be present offering tastings at various outdoor venues. Finally, as the history of Bordeaux's wines is inseparable from its role as port, some magnificent tall ships will be docking along the riverfront during the festival. Describe Bordeaux Fête le Vin in a few words? Conviviality, sharing, and respect for the environment. www.bordeaux-fete-le-vin.com



Embracing responsible tourism



Bordeaux has demonstrated that environmental and societal awareness also impacts business and leisure tourism. The city is a popular destination with eco-travellers and is actively committed to sustainable tourism.

AN EXEMPLARY DESTINATION

One of the city's objectives over the next few years is to make the Bordeaux metropolis **an exemplary destination recognized for sustainable tourism**. The Bordeaux Metropole Tourism and Conventions Office has obtained **the ISO 20121 certification** for its "responsible management system applied to event organization activity" and is participating in a pilot study group of French destinations alongside Biarritz, Metz, Cannes, Deauville, Nantes, Rennes, Marseille and Nancy. 2021 ended with very encouraging news for the continuation of this approach: Bordeaux **scored highly in the 2021 Global Destination Sustainability Index**, the leading programme for comparing destinations' sustainability strategies. The city's overall score rose from 72% to 78% in one year. This approach has been made possible thanks to a solid base of places and actors already committed to sustainable tourism, whether in terms of social, environmental or ethical aspects.

FROM THE PRODUCER TO THE PLATE

The wave of restaurants favouring short supply chains and organic products continues to swell in Bordeaux and has been accompanied by the opening of **"direct consumer" establishments**, which offer locally-sourced products, usually sold in bulk, such as the **Copains des Champs** farm shop just opened in Eysines, or the **Tista** and **Le Local** grocery stores. Bulk sale is also a speciality at **La Recharge**, **Terre de Vrac** and **Lady Bird** which is dedicated to zero waste. **Un Jour Vert** takes the approach one step further, with an all-vegan concept store, offering groceries, cosmetics and fashion items.

To sample local Bordeaux cheeses, head for Saint Michel, where the founders of the **Burdigala Dairy**, which produces organic mozzarella, have opened a factory-style store. In Blanquefort, **La Vacherie** urban farm is equipped with a processing facility, a maturing room, and a sales area. Over in Villenave d'Ornon, **Baugé farm** sells milk, yoghurts and goat's cheese produced on site.

IN THE VINEYARD TOO

Well aware of environmental issues, the Bordeaux wine industry has been committed to responsible, sustainable winegrowing for more than 20 years. **75% of Bordeaux's vineyards now have some form of environmental certification.** Increasing numbers of châteaux are raising visitors' awareness of environmental issues as part of their wine tourism activities.

EMBRACING SOLIDARITY

There is no shortage of solidarity-based establishments and initiatives in Bordeaux. In the Saint-Michel district, the Wanted Community created on Facebook gave birth to a physical address: the **Wanted Café**, a restauration place but also exhibitions, concerts, conferences, associations meetings, collections ... Cafés / dishes hanging and transfer of the funds to associations are at the heart of this atypical space. The **SAME no-waste canteen** offers home-made dishes at low prices every day, made from products that the

Food Bank cannot distribute. The fight against waste is also the motivation for the **Chainon Manquant** (the "Missing Link"), which collects and redistributes surplus food from professionals (collective and event catering) to those in need. **Le Jardin Pêcheur and Le Café Joyeux** restaurants are committed to integrating disabled workers and have a large number of employees with disabled status. At **Resto Chut**, customers are invited to place their orders using sign language, as most of the staff are deaf.

Other initiatives: **Alternatives Urbaines** offers guided tours of the metropolis (in the Bastide-Benauge, Belcier, Bacalan, and Sainte-Croix districts) by people in job integration programmes, with a view to providing a springboard back into employment.



BORDEAUX, EUROPEAN CAPITAL OF SMART TOURISM 2022

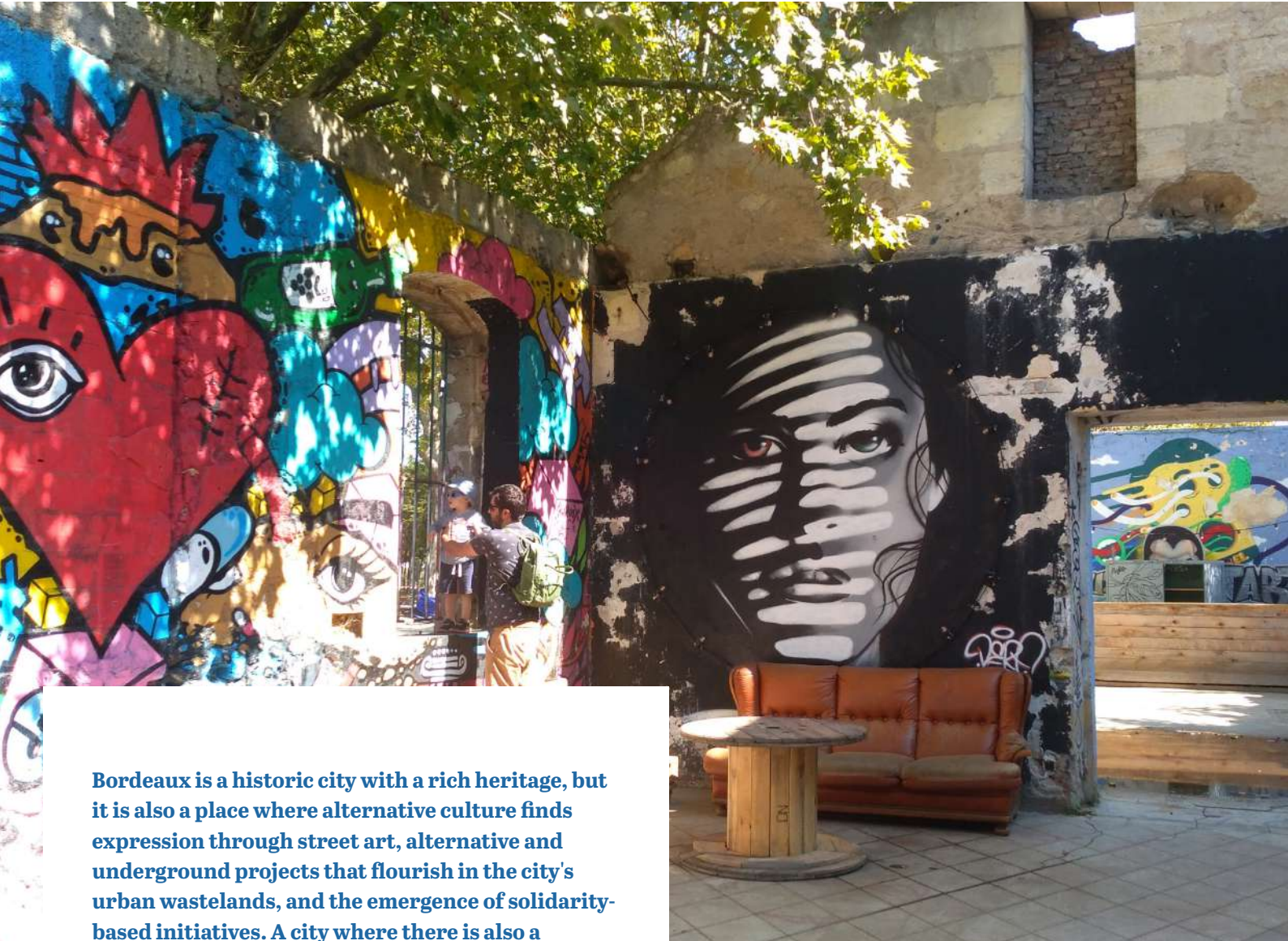
Bordeaux has been designated European Capital of Smart Tourism 2022, together with Valencia (Spain). Created at the initiative of the European Union, the award aims to promote a network of attractive, ingenious European cities that share best practices for more virtuous tourism. It rewards cities for exemplary achievements in tourism in four areas: accessibility, sustainable development, digitisation, and cultural heritage and creativity.

AGORA: A FORUM FOR TOURISM

Launched last September, the Agora website for tourism in Bordeaux Metropole is part of the desire to carry out a shared, open reflection on the long-term challenges of the city's tourism and events activity. It enables all residents of the Bordeaux metropolis and visitors to participate and contribute new ideas. The objective is to construct the future of tourism and events in the region incorporating the views of as many people as possible, and to collectively convey the objectives of a recognized sustainable destination.

agora-tourisme-bordeaux.com

INSPIRING “THIRD PLACES”



Bordeaux is a historic city with a rich heritage, but it is also a place where alternative culture finds expression through street art, alternative and underground projects that flourish in the city's urban wastelands, and the emergence of solidarity-based initiatives. A city where there is also a skateboard/surf culture, inspired by its proximity to the Atlantic coast.

URBAN REBIRTH

Doing more with less. This is the essence of the **Darwin Ecosystem**, that aims to offer a model for an ideal city based on a green economy. This former military barracks on the right bank now consists of an urban farm, skateparks, an open-air gallery for graffiti artists from all over the world, Le **Magasin Général** with an organic grocery store and the largest organic restaurant in France, co-working spaces, and a cycle-polo court... It is one of the most popular sites in Bordeaux. 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 workshops and cultural experiences...

In the heart of the Bastide district, **La Chiffone Rit** is an association of around forty artists, installed in a former garage that has been restored and transformed into seven workspaces with a metalwork shop, a rehearsal studio and a community bar.

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-Francois Buisson, the site is also home to the PIP "collaborative brewery" (which stands for Pression Imparfaitement Parfaite - "Perfectly Imperfect Draught Beer").

Non 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.

New: a third place called **Rado**, set up by the founders of the Wanted Café, has opened its doors in the Bassins à Flot. The focus is on art and culture, in the form of a collective economic solidarity experiment with the idea of creating social links in the neighbourhood. Coming this year: an artistic programme based on emerging cultures and local artists.

STREET-ART EVERYWHERE

Street art has been flourishing on Bordeaux's walls for about twenty years, with some local artists, such as Alber or Benjamin « Zarb » Serrano from the Fullcolor collective, 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. Supported by inspiring figures such as Léo Valls, a professional Bordeaux skateboarder with an international reputation, 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, which will be completely renovated in 2022 to create a "Street Plaza" and a beginner's bowl. 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 NEW WORKSHOP FOR ARTISTS AND ARTISANS

Last year, in a vast 500m² warehouse in the Bordeaux maritime district, a collaborative community space was created called the Berges de la Lune. Work spaces are available for artists, creators and local artisans covering all artistic genres, from tattoos to graphic design, upholstery, illustration, and sculpture. A community café-bar is open to all on Thursday and Friday evenings, and during event weekends.

www.lesbergesdelalune.fr

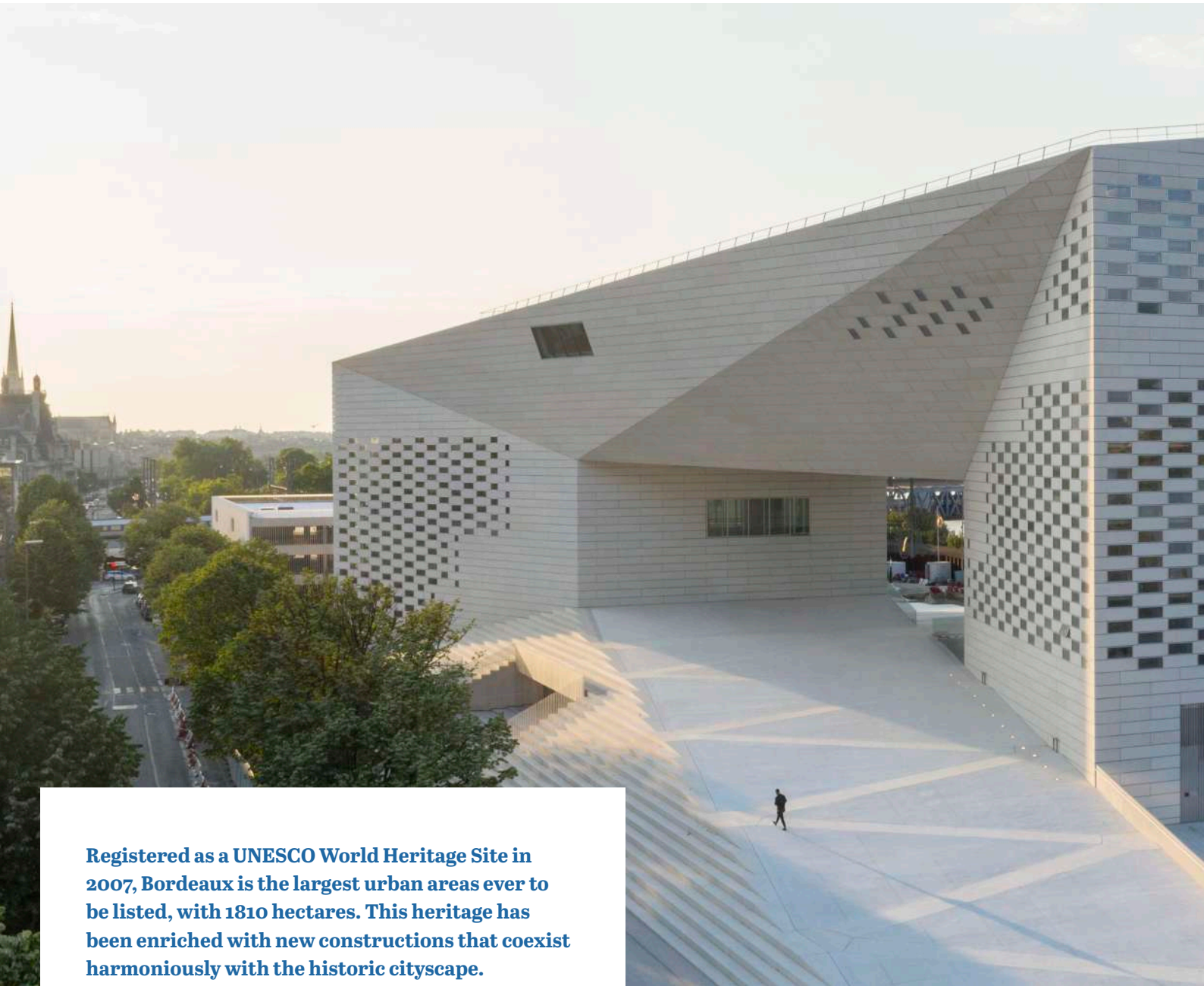


STREET-ART TOUR

On foot and by tram, this tour offers total immersion in the city's street art. From the Mériadeck district to the historic centre, guides Caroline and Emmanuelle retrace the birth of street art in Bordeaux and the stories of some of the most well-known artists. 2 hours - 12 euros

www.visiter-bordeaux.com/en

AN EVOLVING HERITAGE



Registered as a UNESCO World Heritage Site in 2007, Bordeaux is the largest urban areas ever to be listed, with 1810 hectares. This heritage has been enriched with new constructions that coexist harmoniously with the historic cityscape.

AN EXEPTIONAL 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! Serious shoppers need look no further.

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") - the largest in the world - 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** as demonstrated by its recent constructions, the Jacques Chaban-Delmas bridge, la Cité du Vin (XTU architects), the Matmut Atlantic Stadium by Herzog et de Meuron, the Arkéa Arena concert and event centre designed by Rudy Ricciotti, the MECA cultural centre by Bjarke Ingels, the County Court (Richard Rogers), the winery at Château Les Carmes Haut Brion designed by Starck... in Pessac, don't miss the Cité Frugès-Le Corbusier registered as a UNESCO site since 2016.

In terms of urban planning, **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 vast urban development project, covers 738 hectares around the station and the communes of Bègles and Floirac. In 2024, the Simone Veil Bridge will strengthen the link between the two sides of the river.

FOLLOW THE GUIDE !

To explore Bordeaux's heritage and hidden jewels, the Bordeaux tourist office offers a full range of guided tours, on foot, by mini electric train, double-decker bus, "tuk-tuk" open-air electric car, a variety of unusual vehicles (Citroën DS and 2CV, an English taxi, or even a motorcycle side car). Discover Bordeaux through a wide range of traditional and themed tours. For families, there are trails and treasure hunts. Equipped with a logbook, participants have fun solving riddles and following clues, at their own pace, on a totally independent basis.

www.visiter-bordeaux.com/en



BORDEAUX CITYPASS

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 de Lumières is included. A Junior pass is available. Prices: 24 hour pass: €31/ 48 hour: €41 / 72 hour: €48.

Available from the Tourist Office, TBM network ticket offices, and online on:

www.visiter-bordeaux.com/en

ARTY BORDEAUX



With a wide variety of venues and programmes, Bordeaux's rich cultural scene has something for everyone. The metropolis is an inspiring, positive environment, where creative energy is given free reign!

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 little-known 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.

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 a building of 13,000 m², the MMM treats both the world of the sea as a natural element, and the navy by the history of the relationship of men with the sea and the evolution of navigation. 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 expositions. The **Bordeaux Museum of Design and the Decorative Arts** is located inside a townhouse dating from the late 18th century. Take a look to furniture and decorative objects from the 17th, 18th and 19th centuries. The museum seeks out artists and designers who have a flair for sharing insights into the evolutions and upheavals affecting modern-day society.

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 4,600 m² 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 de Lumières" (see focus).

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 LARGEST DIGITAL ART CENTER IN THE WORLD

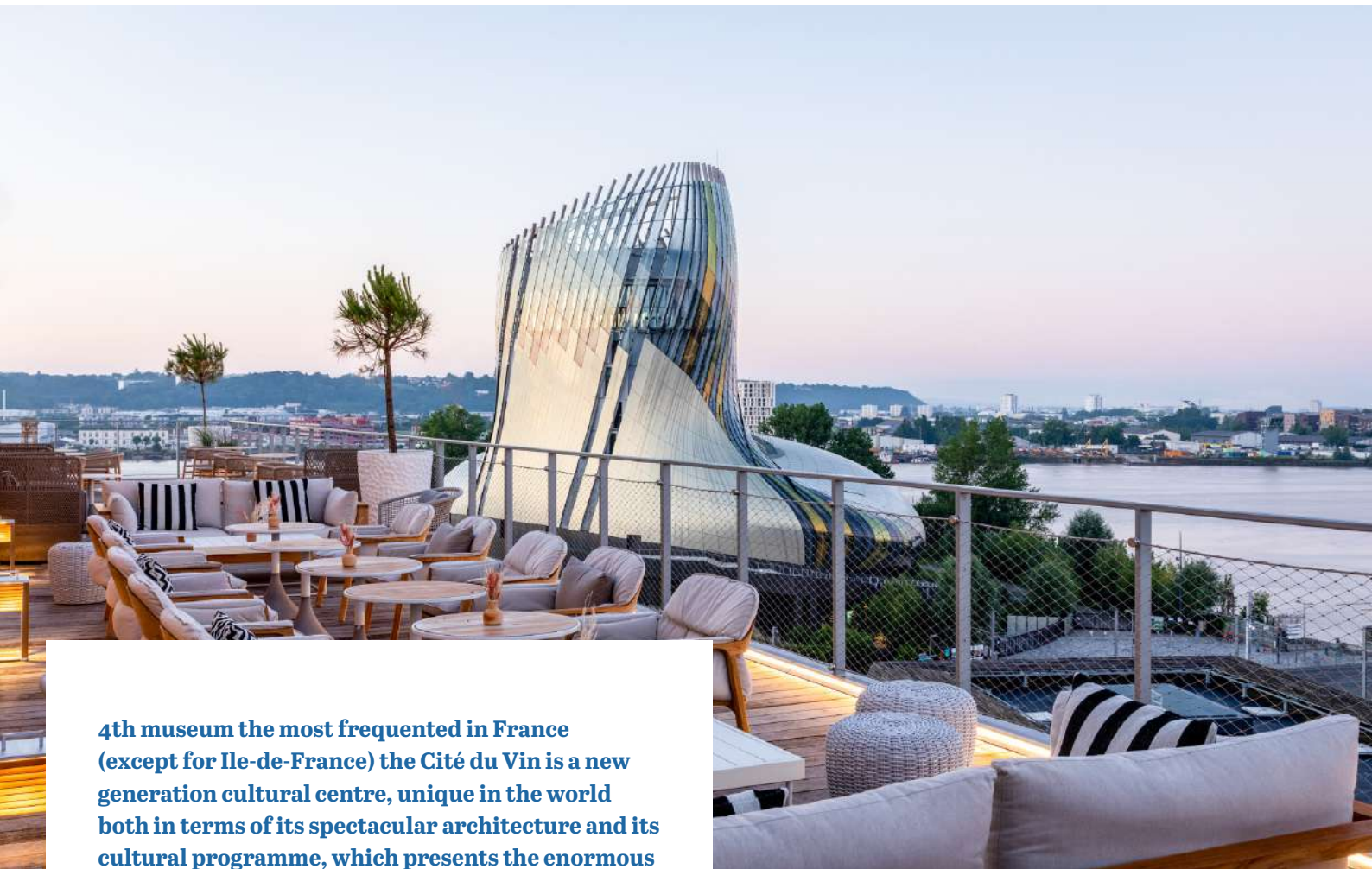
A spectacular installation in an extraordinary setting awaits visitors to the submarine base, since 2020. Culturespaces compagny presents an immersive digital exhibition consisting of sound and visual projections inside this former World War II German submarine base, and changes it into the largest digital art centre in the world: the Bassins de Lumières. To January, the immersive exhibitions take visitors on a journey of discovery of the artistic and architectural treasures of the city of Venice. The short programme is dedicated to Joaquín Sorolla, one of the leading Spanish painters of the twentieth century. www.bassins-lumieres.com/en/.



A VENUE DEDICATED TO YOUNGER VISITORS, BUT WITH SOMETHING FOR EVERYONE

One of the city's most popular cultural venues, Cap Sciences explores science and industry through exhibitions, workshops, events and talks. A destination that combines entertainment, science and culture! In 2022, the "Body and Sport" exhibition presents the inner workings of sports activities. www.cap-sciences.net

THE CITÉ DU VIN, A WORLD OF CULTURES



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, houses a new style of cultural facility that is the only one of its kind in the world. It is a new generation cultural centre, with a rich cultural programme presenting the enormous wealth and diversity of the world of wine.

INTO THE HEART OF WINE CIVILIZATION

The “museum” offers an **immersive experience with a sequence of 19 themed modules** laid out in a beautiful 3,000 m² exhibition area. Visitors are invited on a journey

through time and space, presenting wine through the ages and across the world, with experiences that involve all the senses. Among the themed spaces: a stunning flight over the greatest vineyards in the world, created using projections; a 50-seat boat equipped with a 220° screen for a journey back in time with a crew of wine merchants; a series of interactive globes to see how vines have spread across the planet... The tour usually lasts between two and three hours, but there is in fact ten hours of content available via more than 120 audiovisual displays! Note for the hurriest, the Cité du Vin has imagined themed tours of one hour.

The visit ends with a ride in a lift up to the eighth floor for a wine tasting in the aptly named Belvedere, which offers a 360° panoramic view of the city of Bordeaux and its river. **Entertaining educational workshops** are offered throughout the year. Our favourites: the introduction to wine tasting which includes sight, smell and taste, the Bordeaux wine workshop with a focus on local vineyards in terms of terroir, grape varieties and expertise, or the immersive world wine workshop for a tour of four continents with 360° images, sounds, music and scents!

A CELEBRATION OF ART AND CULTURE

Throughout the year, **many events** (conferences, meetings, tastings, screenings, etc.) are offered in the various areas of the Cité du Vin or online, to go still further in the discovery of wine culture and civilisations.

Each spring, the Foundation for wine culture and civilisations works with a guest curator to organise a major art exhibition around a specific theme related to wine. This year the Cité du Vin is creating the unmissable event of spring in Bordeaux, devoting a major exhibition to Picasso (see focus).

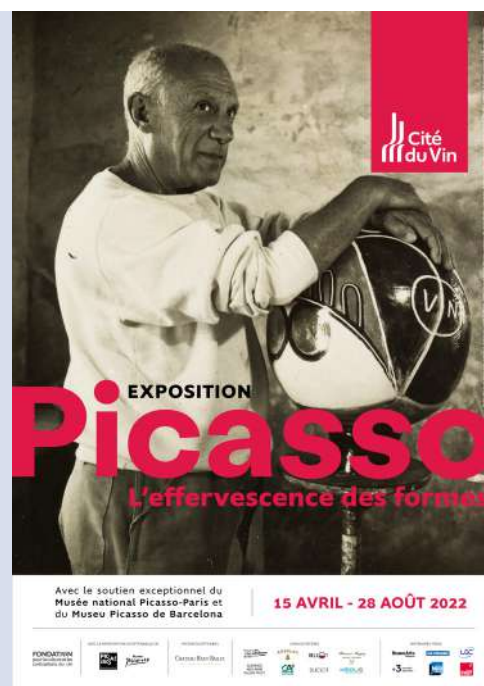
The media library on the website offers a wide range of wine-related content: videos of events that took place in the auditorium, podcasts, documentaries, broadcasts, etc. An online "Cité du Vin"!

A LIVELY PLACE

There are three places to eat : **Latitude20**, which includes a snack bar, a brasserie / wine bar and a world wine cellar. The **cellar** offers more than 14 000 bottles, 800 listings (300 French wines and 500 wines from around the world) from more than 70 wine regions. **Le 7** is the panoramic restaurant at the Cité du Vin, located on the 7th floor.

On the ground floor of the Cité du Vin, the Boutique has more than 1500 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



Boris Lipnitzky (1887-1971) - Studio Lipnitzki Pablo Picasso dans l'atelier Madoura, Vallauris, en 1948 Musée national Picasso - Paris

PICASSO, GUEST OF HONOUR !

The Cité du Vin is devoting a major exhibition to one of the most important artists of the 20th century: Pablo Picasso. "Picasso, the effervescence of shapes", running from 15 April to 28 August, explores the place of wine and popular spirits in the work of Pablo Picasso, through a wide variety of media (paintings, drawings, ceramics, films, etc.). Bringing together more than eighty works, the exhibition sheds new light on Pablo Picasso's works and reveals the effervescent creativity that inspired him throughout his life.

COMMITTED TO SUSTAINABLE AND INCLUSIVE TOURISM

Last year, the Cité du Vin obtained NF environment - Visitor sites certification, awarded by AFNOR Certification. A recognition of its daily commitment to reducing its ecological footprint. The Cité du Vin thus becomes the 1st certified site in the Gironde and the largest French site in terms of visitor numbers. In obtaining this certification, the Cité du Vin is confirming the environmental approach it has followed since its creation.

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

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.

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. **Congratulation** to Château Guiraud, which won the prestigious "International Best Of Wine Tourism Award", as well as a Gold "Best Of" in the 2022 "Promotion of Environmentally-friendly Practices" category. These awards are organized by the

the Great Wine Capitals global network, founded by Bordeaux.

MEDOC

Otherwise known as « the chateau trail », this 80 km trail through the Médoc vineyards, from Eysines to Saint-Vivien de Médoc, via Margaux, Pauillac, Saint-Julien, and Saint-Estèphe, offers views of the varied architecture of Bordeaux best-known wine estates. **Not to be missed**: for a biodynamic experience, visit Château Ferrière, with an educational tasting workshop and a presentation of biodynamic practices.

SAINT-EMILION, POMEROL, FRONSAC

This wine trail is popular not only because of its wines and its grands crus, but also for Saint Emilion, or as it also known, the hill with 1,000 châteaux. Its vineyard was the first to be listed as a UNESCO world heritage site in 1999. **One to try**: Château Troplong Mondot's restaurant Les Belles Perdrix has reopened after three years of refurbishment work..

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!

Unmissable: the bike ride to Château des Tourtes, which combines an audio-guided tour of the vineyards, wine tasting and a tour of the property. With picnic option!

ENTRE-DEUX-MERS

The largest winemaking region in Bordeaux, sometimes compared to Tuscany, is located between the Garonne and the Dordogne River and produces a multitude of red, rosé, and claret wines and a wide variety of white wines. The area also boasts many picturesque villages and historic abbeys.

Recommended: a visit to Château Roquefort with its undulating slopes of vines as far as the eye can see, and an excellent choice of activities that include a walk around the estate with an interactive tablet, cooking classes, and a guided tour of the flora and fauna with an ecologist.

For further information, “Bordeaux Wine Trip, Irrésistible Vignoble” is a flagbearer showcasing the vineyard's community and services locally, nationally and internationally with over 800 service providers who want visitors to have the best trip. www.bordeauxwinetrip.fr/

TWO NEW WINE TOURS

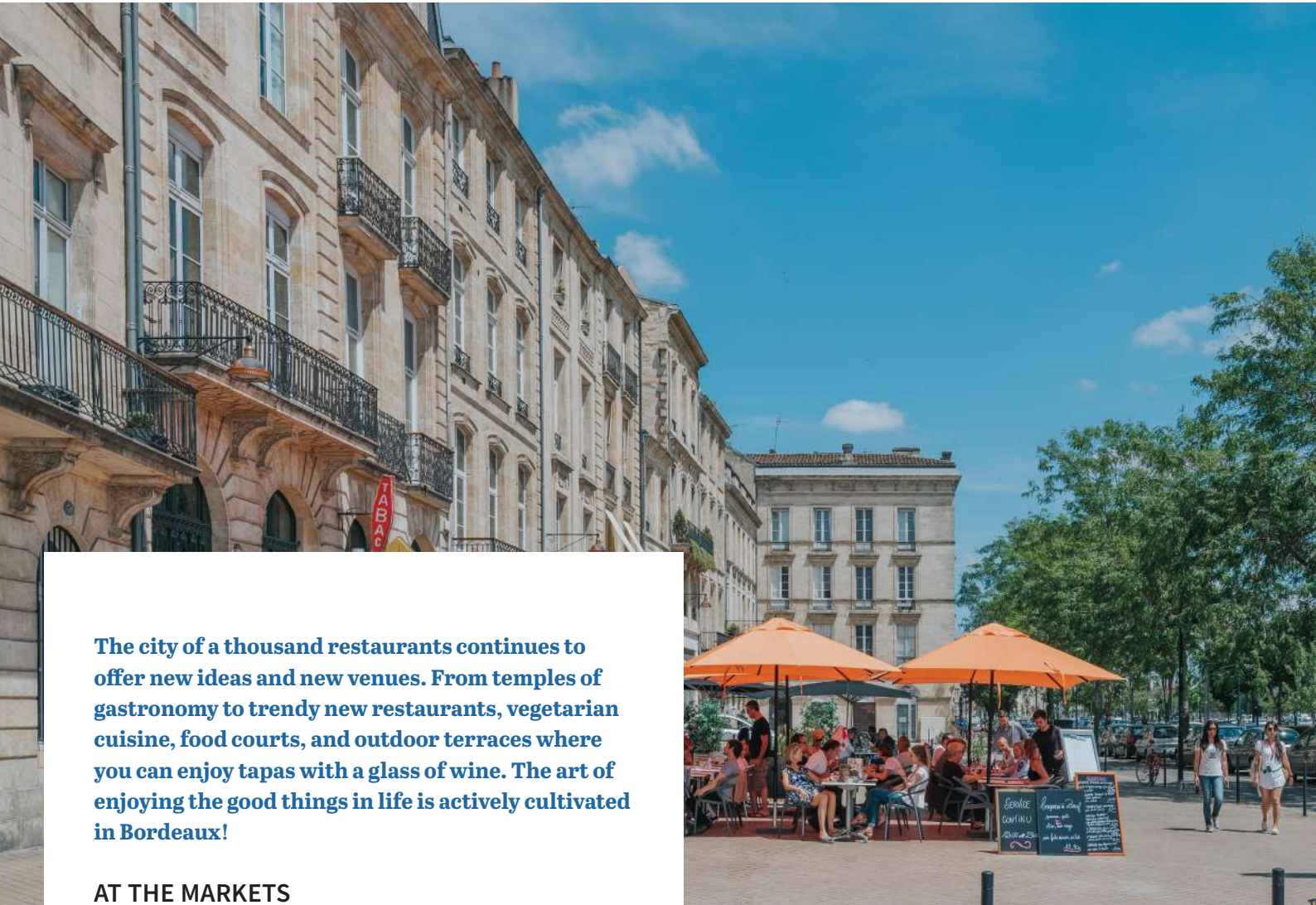
From the Place des Quinconces to the Cité du Vin, a new walking tour will be offered starting in the spring, inviting visitors to admire wine-related works of art, statues, buildings, architectural details and museums, with 24 points of interest. The 3km itinerary can be followed with the help of a collector edition map on sale at the tourist office, and immersive audio clips accessible by QR codes. Three cycling routes to the north of the city of 12, 22 and 30 km have also been devised, starting from Blanquefort, which include visits to wine properties.



EXCURSIONS IN THE VINEYARD

By the day or half-day, numerous excursions are available that leave from the Bordeaux tourist office. These trips out to the vineyards are an opportunity to meet winegrowers, who are always delighted to introduce visitors to the fascinating world of wine, with tours of family estates and prestigious châteaux, and explanations of the various stages of winemaking. Not forgetting a tasting at the end of the tour! Themes and formats vary and cater for all profiles, from wine novice to connoisseur. www.visiter-bordeaux.com/en

FOR THE FOOD LOVERS



The city of a thousand restaurants continues to offer new ideas and new venues. 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!

AT THE 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 macarons, 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 NEWS

Starred chef Vivien Durand has opened a new place in the Saint-Michel district: **Gauta**. Chef Jérôme Billot's second restaurant **Ginette** is dedicated to the rediscovery of traditional French cuisine. In Chartrons, French chef Philippe Etchebest has opened a second **Maison Nouvelle**. In the historic heart of the city, the bistronomic **Bistro Bon** has just opened its doors. Dedicated to gastronomy and chocolate, the trendy new **Ganache** has two floors, with very chic designer décor. **Blue Velvet** is an all-day brunch lover's paradise. In the Bassins à Flot, **Le 5è Quartier** restaurant specializes in meat and offal delicacies. In terms of cuisine, Italian remains as popular as ever at the **Gina restaurant**, on the rooftop of the brand new Renaissance hotel, at the

Palatino (Big mama) and at **Ida**, by chef Denny Imbroisie. We return to France, with the boutique-restaurant **Comptoir de Caviar de Neuvic**, which serves dishes based on local caviar produced in the Dordogne (which has just launched an organic range, the first in France). A newcomer to the Gambetta district, **Zephirine** follows the concept of an urban inn, with two-time Michelin-starred chef Romain Corbière at the helm.

PLACES TO TRY

In the majestic Place de la Bourse, the **Gabriel** offers a starred restaurant, a bistro and a bar. Don't miss: **Cromagnon**, deliciously orchestrated by chef Oxana Ramat. Chez **Mets Mots**, in the premises of a former printing works, offers bold culinary combinations. At **Chicoula Bistrot d'art**, the cuisine is inspired by the chef's travels. Led by Daniel Gallacher, **Racines** flirts with haute cuisine, and is sure to delight the taste buds of lovers of imaginative culinary combinations. Near the Public Gardens, **Cent33** has opened under the auspices of the ex-Michelin-starred Fabien Beaufour. **L'Avant Comptoir du Palais** is a revisited tapas restaurant-bar. The **Originel** restaurant proposes inventive house cuisine near the cathedral. On the Quai des Chartons, the trendy **Symbiose** will appeal to gourmets and cocktail lovers. **Pastel** takes great care in sourcing its ingredients and presenting them at their best.

And for those who like being spoilt for choice, head for **La Boca foodcourt** which has fifteen food counters around large convivial tables in the centre.

ORGANIC AND VEGGIE

Organic and vegetarian establishments continue to multiply in Bordeaux. For lunch, there is **Munchies**, or the **Buro des Possibles**. **Casa Gaia** aims to use short supply chains with local, organic ingredients, as does **Les Vaillant**. Bordeaux also boasts an exceptional gourmet vegetarian restaurant, **Rest'O**, and the largest organic restaurant in France: **Le Magasin Général**. Note: Green Food label has certified four eco-responsible restaurants in Bordeaux: **Le Prince Noir**, the first Michelin-starred restaurant to receive certification in France, **Café Utopia**, **Blandice**, **Chemins de Table** and au **Chaperon Rouge**.

INSTITUTIONS

Among the city's temples to fine dining, the **Chapon Fin** with its grotto-style interior is acknowledged to be the oldest restaurant in Bordeaux. If brasseries are more your style, the **Brasserie Bordelaise** resides as an institution in the heart of old Bordeaux. Tradition and regional dishes are the keyword of **La Tupina**.



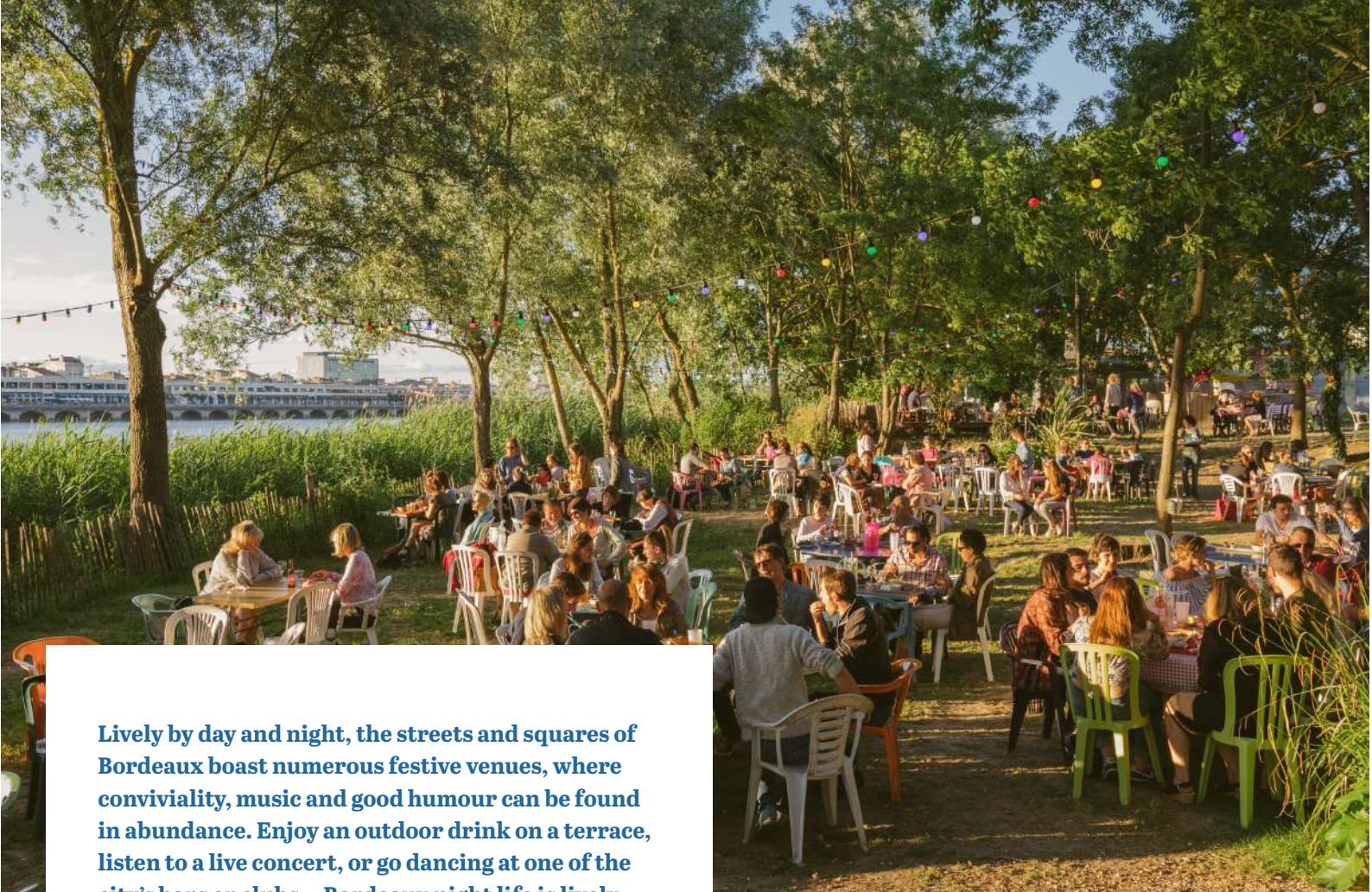
STARRED CUISINE

The Michelin guide gives Bordeaux 9 starred tables : La Table d'hôtes du Quatrième Mur (1 star), Maison Nouvel (1 star), Pressoir d'Argent Gordon Ramsay (2 stars), the Pavillon des Boulevards (1 star), Soléna (1 star), L'Oiseau Bleu (1 star), Tentazioni (1 star), L'Observatoire du Gabriel (1 star). In addition to these establishments in the city centre, there is the Saint James in Bouliac (1 star) and Le Prince Noir in Lormont (1 star).

A GOURMET STREET

The discreet Rue du Hâ is an epicurean paradise. It's packed with gourmet addresses: Orta, which offers plant-based cuisine; Lauza with inventive dishes that are thoughtfully created, down to the origin of the products; La Fine Bouche, characterized by simplicity and attention to detail; Baston, halfway between a restaurant and a bakery; Charabia, a delightful bistro; Ishikawa offering high-quality traditional Japanese cuisine; and Bibi's, which combines wines from sustainable vineyards with Vietnamese-style food.

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.

SOMETHING TO DRINK

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, such as **Le Café Brun**. Fans of fizz will appreciate **Le Secret des Initiés** champagne bar. The **Utopia**, a former church converted into an arts cinema, has its own restaurant and bar with outdoor seating. Near the Porte Cailhau, **Ambrosia** offers a selection of beers, wines, cocktails and snacks consisting of mainly local products. Head for the Place Fernand Lafargue, for a long-time favourite, the **Apollo Bar** or the legendary **Vintage Bar**. A hybrid venue, the **Dernier Bar avant la Fin du Monde** (“**Last Bar before the End of the World**”)

immerses its visitors in imaginary cultures. One venue, three possibilities: at **Frida's** you can have a meal, share tapas, or sip a glass of wine or a cocktail. The Place de la Victoire has numerous bars and pubs that are popular with students. With nightclubs and bars such as **Café Oz** and **La Joya**, the Bassins à Flot district has a reputation for late-night venues. 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** in the Allées de Tourny, the **Trois Pinardiers** in the Place Gambetta, **Chez Julo**, very convivial or **Vins Urbains** with an impressive wine list with 500 references. **Furies Douces** specializes in wines made by women. **Blind** is a wine bar specialized in offering blind tastings. **Raisin de Plus** is a vegan wine bar where you can sample 100% organic vegan and natural wines.

There are also venues created by the winegrowers themselves, such as the **Bistro Vignerons**, set up by the Tutiac Wine cooperative.

Bordeaux has also numerous cocktail bars: the new **Chez Simone** with its retro décor, the **Point Rouge** with a dizzying list of more than 100 cocktails! At **Madame Pang**, let's savor subtle cocktails with some dimsum. Discover the new **Hide Way** and its speak-easy concept. Cheers!

MUSIQUE MAESTRO !

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 **i.Boat barge**.

For music and food, try the **Café Mancuso**, France's first high-fidelity restaurant, **Le Grand Louis** brewery in Mérignac, **Thélonious** for a jazzy ambiance, or a musical brunch at **Vivres de l'Art**.

Bordeaux also boasts several concert venues such as the Rocher de Palmer in Cenon, Rock School Barbey, the long-standing Krakatoa in Mérignac, or the Antirouille in Talence.

CLUBBING

To continue into the night, head for **La Dame**, a barge in the Bassins à Flot, **le Théâtre** 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, near Quinconces and the youngest: **The Groove** and **Le Secteur** in Bègles. Students meet on the Quai de Paludate at **La Plage**.



BLONDE VENUS, CABARET OF CURIOSITIES

The IBOAT, a former ferry converted into a cultural venue with a concert/club space, a canteen and a terrace, has a little sister: Blonde Venus. This former floating ballroom has a convivial atmosphere and takes the form of a cabaret of curiosities in the autumn/winter and a modern open-air café-music venue in the summer! The programme for this unusual new site will include concerts, a film club, lottos, vintage markets, DIY workshops, etc...

www.facebook.com/blondevenusbordeaux

GAY-FRIENDLY VENUES

While Bordeaux does not have a specifically LGBTQ district, there are numerous gay-friendly bars and discos. Among the most popular are the Coco Loko, with its quiz nights, DJ sets and games to encourage social interaction. In the city centre, the Trou Duck is known for opening particularly early (from 2pm). The BB25 community bar welcomes neighbourhood regulars and people passing through in a spirit of tolerance and respect and offers a lively, eclectic music programme. To dance the night away, head for Ultra Klubs.

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 metropolis, catering for all tastes and budgets.

WHAT'S NEWS

A veritable symphony of hotel and tourist accommodation openings has been taking place in Bordeaux recently. Completely renovated, the historic building of the former Bordeaux Institute of Zoology has been transformed into a delightful 4* hotel with 40 rooms: the **Hotel Zoologie**, with a spa, bar, restaurant and a vast, lush interior garden. Near Quinconces, the 5* **Villas Foch** has 20 rooms of a highly authentic character, thanks to numerous period features. **Maison Pavlov** offers luxurious accommodation in a beautiful chartreuse with 8 rooms and suites. Opposite the Cité du Vin, the Marriott group is building 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. A **Whoo Hostel** with studios and dormitories is just next door. Close to the train station, the **Meininger** hotel, is part of the "Accueil Vélo" ("Cyclists Welcome") network, and is halfway between a hotel and a youth hostel, with colourful, pop-art decor.



IN THE CENTRE OF TOWN

Beautiful hotels in the city centre complement their luxurious environments with spa facilities such as the **Intercontinental Bordeaux - Le Grand Hôtel**, **Hôtel de Sèze** or **Le Palais Gallien**, with a heated swimming pool. Concept hotels also charm visitors, such as the **Seeko'o**, which paved the way with its futuristic design, followed by the **Boutique Hotel** (a hotel and wine bar), the **Mama Shelter** designed by Philippe Starck, the contemporary **Hotel de Tourny**, or its neighbor, the **Maison du Lierre**, receive its guests in a cocooning setting. 100 meters from the Opera, the **Best Western Bayonne Etche Ona** welcomes travelers in an arty and cabinet of curiosities atmosphere. The **Hôtel Konti** welcomes visitors in an arty decor. The private, luxurious **Yndo** displays 5 stars. The **Cardinal hotel** offers 10 elegant rooms near the cathedral.

ATTRACTIVE HOTEL CHAINS

With direct access to the city centre by tram, the hotel chains in Meriadeck, near the train station and Bordeaux Lac are no longer reserved for a business clientèle, and now attract tourists throughout the year. Beside the lake, in the north of Bordeaux, **Live Hotels** is opening a hotel, restaurant and living environment open to all. The **Radisson Blu** with its rooftop bar opened in 2018, offering excellent views of the Bassins à Flot and the nearby the Cité du Vin. To the south, close to the train station, the brand-new **Hilton Garden Inn** has 166 rooms. The **Golden Tulip** has 111 rooms near St Jean train station.

EASY ON THE WALLET

Several establishments in the heart of Bordeaux offer friendly service that extends all the way to the bill. The **Central Hostel** youth hostel recently opened in the centre of town, with a restaurant that is also open to the public. Near the Place de la Comédie, the **Hôtel du Théâtre** has 23 rooms decorated in a highly original style. Right to la Place de la Bourse, the **Bleu de Mer** has a great location. **La Tour Intendance and the Hotel Gambetta** offer modern comfort with the charm of an eighteenth century Bordeaux stone building. 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.

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, **La Maison Odeia**, the **Clos Labottière** with its 1920s décor, **Pape Clément** nestled in a château, or the recent, charming and eco-friendly **Maison Fernand**. 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!

STARS AMONG THE VINEYARD

In the heart of Château Smith Haut Lafitte's vineyard in Martillac, Les Sources de Caudalie was officially classified as a luxury hotel in 2016. The property also offers a Vinothérapie® spa, three dining options. Hotels offering starred cuisine can also be found in Bouliac (Relais & Châteaux St. James) and the Sauternes region, with Château Lafaurie-Peyraguey and its 5-star hotel-restaurant decorated by Lalique.



HOTEL PROJECTS

In the Chartrons district, the Hôtel des Carmes is scheduled to open in 2023. Located on the site of some 19th century wine cellars, it boasts 5-star accommodation, accompanied by a restaurant and spa. Built by the Pichet group and designed by Philippe Starck, the hotel will be part of the Mondrian brand (Accor).

Other projects: Hyatt is opening a high-end lifestyle hotel in the Mériadeck district in 2022. A Hampton by Hilton is planned in the same area, with 128 rooms, with construction starting in 2023.

TAKE THE GREEN LINE



With numerous gardens, parks, hillsides, forests and nature reserves, more than 200 km of cycle paths, a navigable river, and 160 km of signposted GR® hiking trails, Bordeaux offers a gateway to a host of adventures.

A CYCLIST'S PARADISE

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 1500km of cycling trails.

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. Indigo and Zoov also offer bikes to borrow wherever you want, without stations or locking docks.

Other alternatives: go green with Citeis 47, the electric shuttle which operates in the city centre, try an electric scooter or tuktuk.

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! Near the city centre: the

Parc Bordelais and the beautiful **Jardin Public** are always a pleasure to visit. Along the river front, the **Jardin des Lumières** and the **Parc aux Angéliques** provide beautiful tree-lined corridors. 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, which links Place Ravezies to Le Bouscat. 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 Bourgailh**, 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**.

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 and Pessac** (new), users are invited, via a mobile application, 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®

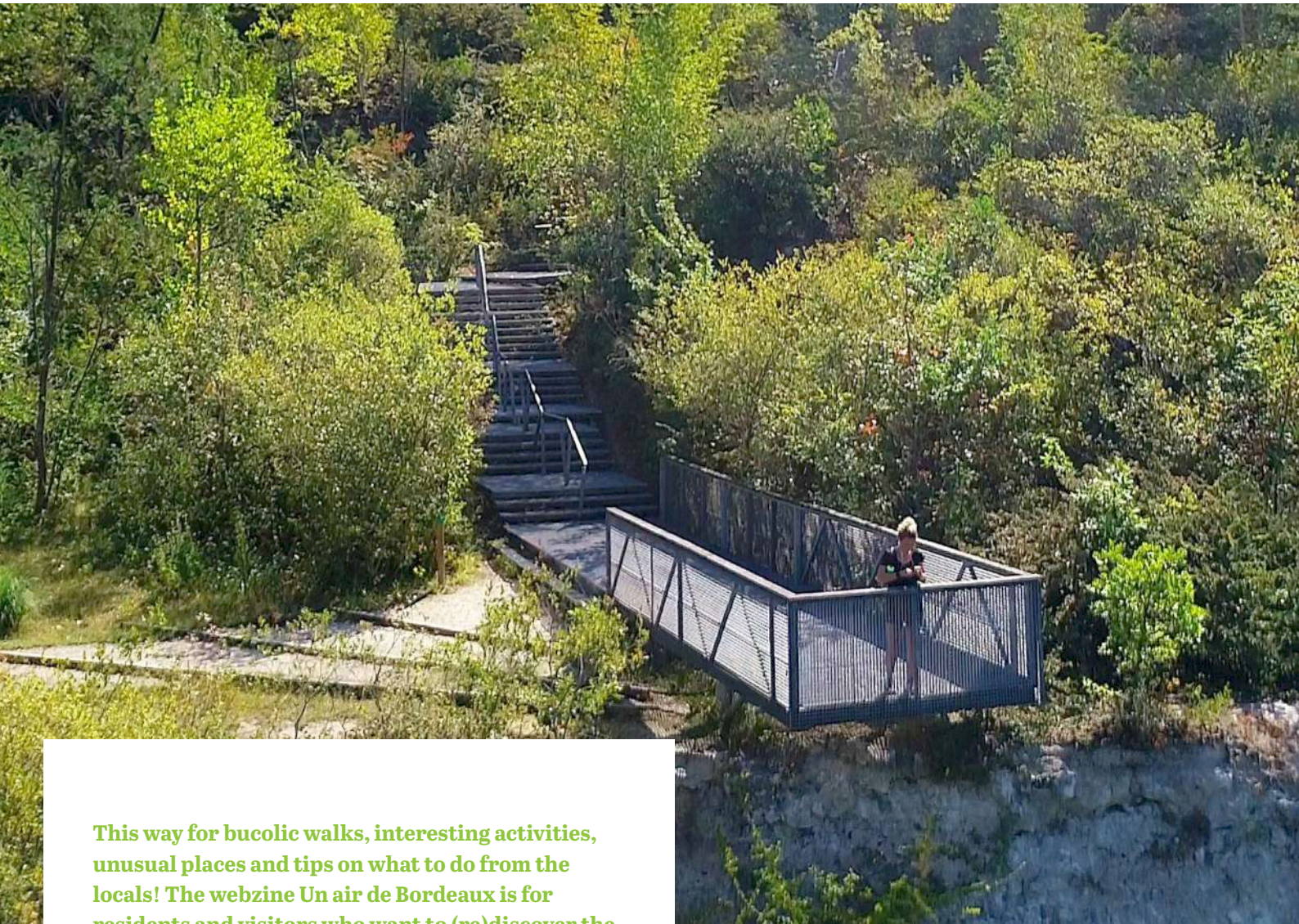
It's the first metropolitan GR® in France! The approximately 160 km of route crossing 17 communes unveil marked trails, through woods and forests, along rivers or at the turn of numerous heritage and ecological sites, showing all the landscape diversity of the Bordeaux agglomeration. bit.ly/2J5yBuj



"ON PISTE" BORDEAUX!

Last year, Bordeaux was included in the "On Piste" app with trails for running, Nordic walking, and cycling (road and mountain bike). Developed in partnership with Rossignol, the 18 itineraries cover Bordeaux city centre and the Gironde region, with trails to the south around Montesquieu and to the east in the Entre-Deux-Mers. The aim is to combine exploration of the region with a sports activity. The routes are available on the On Piste app.

UN AIR DE BORDEAUX, THE WEBSITE TO TRAVEL LOCAL



This way for bucolic walks, interesting activities, unusual places and tips on what to do from the locals! The webzine 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!

Since the launch of the « Un air de Bordeaux » site in November 2017, nearly 1,3 million unique visitors have confirmed the growing interest of Bordeaux's inhabitants, visitors and new arrivals in exploring local sites and activities in the wider urban area.

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.

EXPLORING LOCAL ENVIRONMENT

Set off on a geocaching treasure hunt, take tram or Bat3 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

With more than **500 articles** published since its launch and the active involvement of the 28 communes that make up "Bordeaux Metropole", Un air de Bordeaux now reaches a substantial audience. 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 Facebook page caters for those interested in exploring the local area and discovering "micro-adventures" not far from the city.

Every year, an activities guide is published and 40,000 copies are distributed in addition to the webzine content.

www.unairdebordeaux.fr

A BRAND NEW FORMULA

Following its enthusiastic reception, Un air de Bordeaux was given a makeover at the end of 2021! The magazine's graphic design has been restyled, new sections have been added, such as the monthly "Kids news", which offer ideas for family activities, a monthly focus on one of the metropolis's communes or a district in Bordeaux, and a selection of restaurants and places to visit, on a seasonal basis.



READY FOR A MICRO-AVENTURE?

Un air de Bordeaux has teamed up with the experts at Chilowé, pioneers in the creation of "street corner" adventures, to offer three self-guided tours covering hillsides, vineyards and the Parc des Jalles. From 13 to 90 km, these hiking trails promise a complete change of scenery, without the risk of suffering from jet lag!

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".

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 façades, 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, Bordeaux River Cruise, Croisières Burdigala, Croisière Marco Polo, Yacht de Bordeaux, Bordeaux Yachting and Bordeaux Be Boat 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. Boats propose a variety of themed services, such as the new floating luxury hotel the Péniche Tango that offers one-week cruises on the Garonne and the Dordogne.

AN ALTERNATIVE RIVER EXPERIENCE

Bordeaux residents and visitors can take the “**Batcub**” river shuttles, with five stops at Place Stalingrad (Bastide), Place des Quinconces, the Hangers, la 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 being studied, between the Bordeaux-Bacalan district and Cenon-Lormont, which would further facilitate the link between the Garonne’s left and right banks.

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

A POPULAR CRUISE DESTINATION

The former docks beside the Garonne receive **numerous sea cruise ships** a year, each one bringing between 80 and 950 passengers. Each visit is accompanied by the spectacular raising of the 117-metre middle section of the Chaban-Delmas bridge parallel to the water so that the ships can pass underneath. Bordeaux is now well established as « terminus » for companies specializing in cruises. CroisiEurope, Viking River Cruises, Uniworld, Scenic, Grand Circle Travel and AmaWaterways are among the cruise.



A WELLNESS BARGE

Come aboard a 1930s barge for some self-care and relaxation! Permanently moored on the right bank, Naturaflor is a wellness centre on the water. There are yoga and relaxation classes, body-care treatments, naturopathic treatments, introductory workshops and discoveries to be enjoyed in a unique setting, on the water or quayside!

naturaflor.fr

LANDING STAGES IN ELECTRICITY

Bordeaux’s docks are being equipped with electricity to supply cruise ships, thereby enabling them to turn off their engines. The Albert Londres landing stage is already operational, and three others are planned to be in service by 2024. Bordeaux also introduced a charter of good practices at the end of 2019, with a view to minimizing the impact of visiting cruise ships on the environment and on the quality of life of its inhabitants. More information:

www.bordeaux.fr/p139952

GATEWAY TO 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!!

BREAKS 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 façades painted in the comic-book style.

TO THE EAST, LIMOUSIN, PÉRIGORD AND

LOT-ET-GARONNE

Head to the east in **Limoges**, where the National Adrien Débouché Museum has been completely renovated and 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 100 km 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.



CORDOUAN LIGHT HOUSE RECOGNIZED BY UNESCO

In 2021, the Cordouan lighthouse was added to the UNESCO World Heritage List! Known variously as "the king of lighthouses, the lighthouse of kings" and "the Versailles of the Seas", Cordouan is the oldest lighthouse in Europe, the oldest French lighthouse in operation, and the only lighthouse at sea still open to the public. The site can be visited from April to October, on the dedicated ferry from Le Verdon-sur-Mer.

THE HERMIONE IN ANGLET

Delivered in 2014 after 18 years of construction, the Hermione is a replica of the frigate used by La Fayette in 1780, during his secret mission to the United States during the War of Independence. Major repairs of this legendary three-master that will take several months have begun in the port of Bayonne in Anglet. An exhibition on the quay traces the history of the frigate and its link with the Marquis de La Fayette, its reconstruction and its voyages. The exhibition continues with a tour of the Hermione. In 2023, the ship is scheduled for a voyage to England, Germany, the Netherlands and Belgium.

AN ATTRACTIVE, COMMITTED BUSINESS DESTINATION



Bordeaux is a major conference and corporate event destination and is strengthening its commitment to sustainable event organization in the long-term.

BIG VENUES

The entire professional event hosting chain: caterers, conference and exhibition centres, event venues, technical service providers, carriers, accommodation providers and restaurants, is mobilized to host all kind of events, from small meetings to huge congresses.

The Palais 2 l'Atlantique, inaugurated in May 2019, is a polymorphous space that can be adapted and modulated according to requirements. It consists of a multi-functional main hall that can accommodate different types of events: plenary sessions for up to 6,000 people, exhibitions, catering facilities, etc.

This hall is supplemented by a 1,000m² reception area, and 12 sub-committee rooms that can be modulated to accommodate 100 to 400 people. Several other distinctive venues are also suitable for large capacity events, for example in the vineyards at Château Giscours (2,000 people), at the Darwin centre for alternative style (1500 people), or the Bassins de Lumières with its monumental digital art projections (600 people).

Bordeaux is a genuinely multi-faceted destination that offers a wide range of unusual incentive and team building activities.

Located only an hour from the city centre, the Arcachon Basin offers a change of scenery with traditional sailing boat trips or a team building activity in a beautiful coastal setting.

The first wine properties can be reached within 15 minutes from the city centre, offering tasting workshops, entertaining wine-related activities, and tours of Grand Cru châteaux.

POSITIVE IMPACT EVENTS

Organizing an event with a positive impact for the Bordeaux region, on a social and environmental level, is possible thanks to the ongoing commitment of the Conventions Office and its partners. Nearly 200 professional partners have already committed to a sustainable approach (accommodation providers, venues, restaurant owners and caterers, stand operators and agencies), with, among other things, participation in a sustainable charter or "Clé Verte" ("Green Key") approval. It is also worth noting that although most Bordeaux wines are red, their production is green, with 75% of the vineyards having some form of environmental certification. Finally, Nouvelle-Aquitaine is also the region with the highest number of ISO20121 certified caterers.

The Bordeaux Convention Bureau (see focus) facilitates event organizers' access to professionals committed to a sustainable approach, with a "committed to a sustainable approach" filter available on the website, and the team is available to provide further information and advice by telephone or email.

The Bordeaux Convention Bureau plans to go even further, with the creation of links between event organizers and local associations from different sectors of activity, such as: Detrivores, which offers a professional service for raising awareness, collecting and composting organic waste produced by the catering industry and private individuals; the Bordeaux and Gironde food bank, which has created the MESA movement to collect food or financial donations from companies; and Chantiers Tramasset, which develops construction activities with a view to highlighting and preserving cultural heritage. Our support would allow them to develop their activities and to participate in professional events.

In this way, Bordeaux can assist professionals in the eco-responsible organization of large-scale events, and company incentive and team-building activities.

Numerous sustainable activities are available in the region: a cruise along the Garonne to explore the Patiras refuge, a team-building day in the heart of Underground Bordeaux at the Darwin centre, a team-building session to create eco-responsible wine, or a stroll along the "edible trail" in Capdevielle Traiteur's JIW garden!

A DEDICATED TEAM

The Bordeaux Convention Bureau provides free expertise to organisers of trade and corporate events: choice of venue, service providers, and activities. The team analyses event specifications and prepares proposals to ensure that Bordeaux becomes increasingly popular for trade events. The "Bordeaux Congress & Meeting Guide", a practical handbook for organisers of trade and corporate events: congres.bordeaux-tourisme.com



BORDEAUX RIVER CRUISE, COMMITTED TO GREENER TOURISM

The Sicambre, the only restaurant boat on the Garonne, offers lunches and dinners on the river with a maximum capacity of 250 people on board. As part of their sustainable tourism approach, Bordeaux River Cruise company has installed photovoltaic panels on the Sicambre and only uses local, seasonal products in their catering. In addition, in 2022, the boat will install a hybrid generator, enabling a reduction in fuel consumption and a "greener" ride!

AN EPICENTRE OF INNOVATION

Bordeaux offers a fertile environment for startups and high-tech industries, accompanied by a growing number of event organizers and conference facilities. The city is a platform for economic, industrial and scientific exchange, which relies on the region's outstanding resources.

A THRIVING ECONOMIC, INDUSTRIAL, AND SCIENTIFIC ENVIRONMENT

Developing business tourism in Bordeaux, means providing conference facilities that rely on its life blood, its economic dynamism, with : 11 centers of excellence and more than 60 clusters operating at an international level in the Nouvelle-Aquitaine region, with an aerospace and space industry; a leader in optical techniques and lasers, and a specialized expertise in nano and biotechnology, neuroscience, ICT Health, wood and sustainable construction. There are 180,000 students, 90,000 of which are in Bordeaux and 10,700 researchers at the regional level; one of the five “IDEX” (Initiative d’Excellence) universities in France (a state-funded programme that aims to develop R&D and internationalization).



A COMMITTED AMBASSORS NETWORK

In 2007, the Convention Bureau launched the Club des Ambassadeurs de Bordeaux to promote the city and attract more conferences. Its 350 members are Bordeaux personalities, including, scientists, engineers, and influential people from business, R&D, and industry. They are active members of networks and associations and facilitate the organization in Bordeaux of major conferences in their respective specialities. Through to 2024, 18 conferences initiated by these ambassadors have already been confirmed in Bordeaux, representing several tens of thousands of participants.

TOP 6 CONVENTION VENUES

In the city centre:

Palais de la Bourse: a modern Convention Centre, on one of the loveliest squares in the world, housed in a magnificent, 18th century palace. It is a unique, prestige venue with a capacity for over 1,000 persons.

La Cité Mondiale: on the waterfront in the city centre with a 300-seat auditorium.

Hangar 14: in the Chartrons, overlooking the Garonne River, with 5,400m² on 2 floors, for trade shows, public exhibitions, and product launches.

In Bordeaux-Lac site - accessible by tram from Saint Jean station and the city centre in 15 minutes (line C):

Convention Centre: a luminous structure designed by Jean-Michel Wilmotte, in a natural setting on the lakeside.

The Exhibition Centre: the second largest exhibition centre in France outside of Paris, after Lyon, with 80,000 m² of covered space, and four modular halls offering 30 hectares of facilities for international fairs.

New Hall, **Palais 2 l'Atlantique**, inaugurated in May 2019: with a total surface of 15,500m², offers a main hall up to 6,000 people in plenary, a 1,000m² reception hall and 12 meeting and commission rooms.

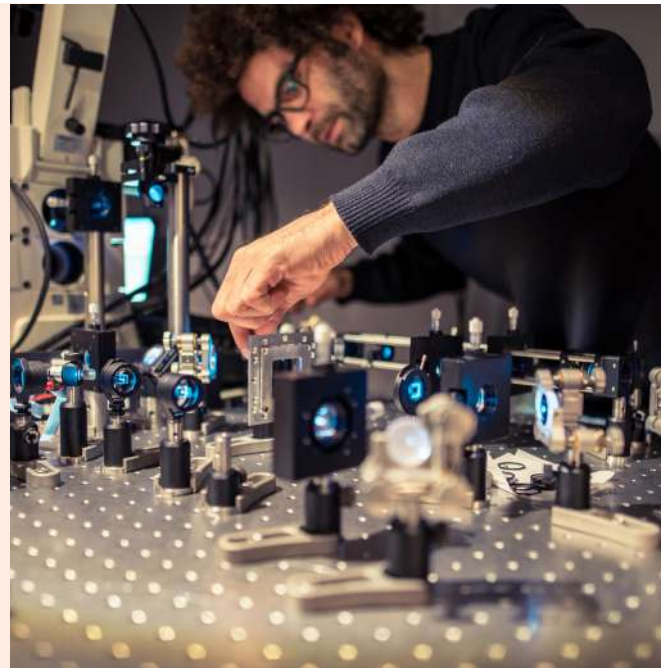
The Bordeaux Lac district is a major Bordeaux events venue and, with its natural green setting, is part of the city's lungs, as well as playing an important economic role. All the necessary infrastructure is assembled in one place to host large events: 1,400 rooms, 30-minute direct tram access from the station and city centre, restaurants, golf course, casino, etc. To support the district's economic and sustainable development initiatives, the Bordeaux Lac Resort association was created in 2021, enabling all the various entities to work and progress together.

In Mérignac – near the airport:

Le Pin Galant: a 1,410 seats auditorium, a Hall, a fully modular pavillon of 1,300m².

SECTOR OF EXCELLENCE THROUGH THE CAMERA

Every year, the Bordeaux Convention Bureau highlights the region's sectors of excellence through special reports, with the aim of supporting candidacy for major conferences. Combining a close-up look at innovations and professional interviews, these videos highlight the engineering and research capacities of local actors. The impetus provided by an ambassador for each sector has made Bordeaux a world-renowned research centre. In 2021, the Forestry-Wood and Robotics sectors were highlighted. This year, it is the turn of Oncology, Cardiology, Neuroscience and Optical Laser Photonics.



A CONSTANTLY EXPANDING HOTEL CAPACITY

Several new hotels are expected to open in 2022, adding 700 rooms to the city, while the iconic Le Burdigala hotel will be refurbished. Among these new projects, a 176-room Sheraton 4* hotel will open at the airport, while the Novotel Merignac Aéroport will be completely renovated. Finally, the former premises of the Allianz group, in the heart of the Mériadeck district, will be transformed to make way for a new hotel concept from the Hyatt group, scheduled for June 2022.

Calendar 2022

Some events presented above could be rescheduled or canceled. some dates are still to be confirmed.

CURRENT EVENTS

Until March, 27th : exhibition Fragile by David Selor, at the Cultural Institute Bernard Magrez
www.institut-bernard-magrez.com/

Until March, 27th : exhibition Miettes by Olu Ogunnaike, at the CAPC Contemporary Art Museum
www.capc-bordeaux.fr/

Until April, 16th : exhibition Le paradigme du cercle by Jennifer Caubet, at Frac-MECA
<https://fracnouvelleaquitaine-meca.fr/>

Until April, 30th : exhibition Ouvrage, at the City Frugès-Le Corbusier in Pessac

Until May, 1st : exhibition Mathissime, at Cap Sciences
www.cap-sciences.net/

Until May, 8th : exhibition Paysans designers, l'agriculture en mouvement, at the Museum of Decorative Arts and Design of Bordeaux
madd-bordeaux.fr/accueil

Until May, 22th : exhibition 100 millions d'années sous les Mers, at the Sea Marine Museum, an exceptional collection of fossils from marine animals that lived 100,000 millennia ago
www.mmmbordeaux.com/

Until June, 13th : exhibition Contes au Pays d'Arcadie, at the Museum of Fine Arts
www.musba-bordeaux.fr/

Until August, 20th : exhibition Nina Childress Body Body at the Frac-MECA
fracnouvelleaquitaine-meca.fr/

Until September, 4th : exhibition Corps et sport, at Cap Sciences
www.cap-sciences.net/

Until September, 4th : exhibition Collectionner la nature ?, at the Museum of Bordeaux
www.museum-bordeaux.fr

Until October, 23th : exhibition le Tour du jour en quatre-vingts mondes, at CAPC Contemporary Art Museum
www.capc-bordeaux.fr/

JANUARY

From the 20th to the 23th of January: Festival international du Documentaire Maritime (FIDOM), at the Sea Marine Museum
www.mmmbordeaux.com/

From the 18th of January to the 10th of February : Trente Trente Festival
www.trentetrente.com/

FEBRUARY

From the 11th of February to January 2023 : exhibitions dedicated to Venise and Joaquin Sorolla at the Bassins des Lumières
www.bassins-lumieres.com/

From the 11th of February to the 29th of May : exhibition Mon corps n'est pas une île by the Czech artist Eva Kot'átková, at the CAPC Contemporary Art Museum
www.capc-bordeaux.fr

From the 5th of February to the 29th of May : exhibition Lost in Space, still life photographs by Patrick Buschhorn, at the Museum of Bordeaux
www.museum-bordeaux.fr

MARCH

March, 5th : Carnaval des 2 rives, in Bordeaux
ww.carnavaldesdeuxrives.fr/

From the 5th to the 14th of March : exhibition Supplément d'âme by the artist SylC cour Mably

From the 9th to the 12th of March : Festival Bordeaux Rock
www.bordeauxrock.com/

From the 11th to the 22th of March : Festival de la musique de films Ciné Notes, at the Rocher de Palmer and the Auditorium
www.opera-bordeaux.com

From the 11th to the 13th of March : 1rst edition of the Salon made in France with an hundred exhibitors, at the Palais des Congrès of Bordeaux
www.mifexpo.fr/

From the 12th to the 13th of March : Salon du vintage, at the Hangar 14
www.salonduvintage.com/

From the 16th of March to the 25th of September : exhibition of the Bernard Magrez collection Never Give Up, at the Cultural Institute Bernard Magrez
www.institut-bernard-magrez.com

From the 25th to the 27th of March : festival de danse Swing Art, in Chartrons district

From the 30th of March to the 2nd of January 2023 : exhibition Nous et les autres about anthropology, biology, sociology and history, at the Museum of Bordeaux
www.museum-bordeaux.fr

Festival de la musique de films ciné notes à l'Opéra de Bordeaux et au Rocher de Palmer
www.opera-bordeaux.com

APRIL

From the 8th to the 10th of April : Escale du livre, in Bordeaux
escaledulivre.com/

From the 9th to the 10th of April : Tauzia fête les jardins, in Gradignan
www.tauzia.fr/

From the 13th of April to the 12th of June : exhibition Manolo Mesa, at the Cultural Institute Bernard Magrez
www.institut-bernard-magrez.com

From the 14th of April to the 9th of October : exhibition Hypernuît by the CAPC Contemporary Art Museum and the Frac-MECA from their two collections, at the submarine base

From the 15th of April to the 28th of August : exhibition Picasso, the effervescence of the shapes, at the Cité du Vin

www.laciteduvin.com/en/

From the 22th of April to the 8th of May : Brocante des Quinconces
www.bordeauxquinconces.com/

MAY

From the 7th of May : exhibition Gladiateur, at Cap Sciences

From the 7th of May to the 17th of September : exhibition by Christophe Doucet , at Frac-MECA
<https://fracnouvelleaquitaine-meca.fr/>

From the 9th to the 15th of May : concours et festival de quatuors à cordes Vibre !, at the Auditorium
www.opera-bordeaux.com

From the 18th of May to the 18th of September : exhibition Rosa Bonheur 1822 – 1899, at the Museum and at the Gallery of Fine Arts
www.musba-bordeaux.fr/

From the 21th to the 29th of May : Foire internationale de Bordeaux
www.foiredebordeaux.com/

Festival Big Bang, air and space festival, in Saint-Médard-en-Jalles
www.festival-bigbang.com/

European night of the museums
<https://nuitdesmusees.culture.gouv.fr/>

Tous à l'opéra
www.opera-bordeaux.com

JUNE

From the 8th to the 18th of June : Festival des arts de la parole
www.chahuts.net/

From the 12h of June to the 2nd of January 2022 : exhibition Disgusting Food Museum, bon appétit ?, at Cap Sciences

From the 16th to the 26th of June : la Bordeaux Wine Week initiated by the actors of the world of wine and local institutions (CIVB, OTCBM, Vinexposium), a major event dedicated to wines and spirits, which includes :

- From the 16th to the 19th of June : Week-end des Grands Crus to discover 120 Bordeaux Grands Crus through tastings, visits to the properties and dinners in the castles and in Bordeaux

- 20th and 21th of June : symposium « Act for Change » at the Cité du Vin around conferences on « Le vin en 2030" »

- 22th and 23th of June : WOW! Meetings, which will bring together French and foreign professionals around new business meetings dedicated to organic and certified wines in an environmental approach.

From the 23th to the 26th of June : Bordeaux Fête le Vin, which will highlight the tasting of wines from Bordeaux and the region, the meeting with the winemakers, and the discovery of local products. The Festival will also be held as a preview on Thursday 16th of in the Metropolis, in restaurants, in wine shops, in music with the partner concert halls but also in festive spaces in a guinguette spirit, created for the occasion

www.bordeaux-fete-le-vin.com/

From the 24th to the 25th of June : Fête de la morue à Bègles fetedelamorue.mairie-begles.fr/

From the 30th of June to the 3rd of July : festival Garorock in Marmande with PNL, Ninho, Orelsan, Izïa, Martin Garix, Stromae, Sean Paul, DJ Snake, M ...

<https://www.garorock.com/>

Les Epicuriales, open-air gastronomy festival www.epicuriales.com/fr/

Bordeaux Open Air, electronic music festival www.bordeauxopenair.fr/

Festival en bonnes voix, in Pessac www.pessac.fr/

JULY AND AUGUST

From the 1st to the 10th of July : Ballet Mythologies, at the Opéra de Bordeaux, bringing together the ex Daft punk Thomas Bangalter and the choreographer Angelin Preljocaj

www.opera-bordeaux.com/

July, 1st : Eysines goes soul, soul and rock festival

From the 7th of July to the 8th of January 2023 : exhibition Nanda Vigo, at the Museum of Decorative Arts and Design of Bordeaux

madd-bordeaux.fr/accueil

From the 7th of July to the 10th of July : Bordeaux Art Design, first edition of this international fair that will gather 70 international galleries

bad-bordeaux.com/en/

From the 16th of July to the 28th of August : Eté métropolitain with hundred of animations <https://etemetropolitain.bordeaux-metropole.fr>

From the 5th to the 7th of August : Reggae Sun Ska Festival, in Vertheuil (Médoc)

www.reggaesunska.com/

Dansons sur les quais, dance and music activities, on the Bordeaux quays

www.dansonssurlesquais.fr/

Quai des sports, sports events, in Saint Michel district quaidessports.bordeaux.fr/

SEPTEMBER

From the 8th to the 11th of September : Festival ODP à Talence, with Calogero, Murray head, Grand corps malade, Selah Sue... :

www.festival-odp.com/

September, 10th : marathon des châteaux du Médoc, on the theme of cinema

www.marathondumedoc.com/

From the 15th of September to the 25th of February : collective exhibition Et le reste du monde... as part of the Portugal Season, at Frac-MECA

Climax Festival at Darwin, for raising awareness of environmental issues

climaxfestival.fr/

OCTOBER

From the 1st to the 16th of October : FAB : Festival des Arts de Bordeaux Métropole

fab.festivalbordeaux.com/fr/

From the 13th to the 16th of October : le Fascinant Week-end with hundred animations in the vineyard
www.fascinant-weekend.fr/bordeaux/

Fifib : Festival International du Film Indépendant de Bordeaux
fifib.com/

Vibrations Urbaines, Festival of Urban Cultures, in Pessac
<http://vibrations-urbaines.net/>

Fête du vin nouveau et de la brocante, in the Chartrons district

NOVEMBER

Foire à la Brocante Quinconces
www.bordeauxquinconces.com/

Festival international du film d'histoire, in Pessac
www.cinema-histoire-pessac.com/

DECEMBER

From the 10th to the 11th of December : Bordeaux Tasting, Bordeaux Fine Wines Festival

2023

Rugby World Cup : Bordeaux will be host city and will host 4 pool matches at the Matmut Atlantic stadium

OLYMPIC GAMES 2024

Bordeaux will host 6 matches of the women's and men's football tournament at the Matmut Atlantic stadium



Key figures

TOURISM FIGURES IN 2019

Year of reference before Covid



6.35 M
TAXED NIGHTS



785 K
VISITORS WELCOMED
AT THE TOURIS OFFICE

DAY-CRUISES

123 000
CRUISE TOURISTS



180
CONGRESS

RIVER CRUISES

21 500
PASSENGERS

SEA CRUISES

42 000
PASSENGERS

WINE

65

DESIGNATED WINE PRODUCTION
AREA - **110 000 HECTARES** IN 2020

5 600

WINE-GROWERS

300

WINE-MERCHANTS

649 M

BOTTLES (AVERAGE PRODUCTION)

75% OF BORDEAUX'S VINEYARDS HAVE SOME

FORM OF ENVIRONMENTAL CERTIFICATION.

20

BOTTLES OF WINE FROM BORDEAUX SOLD
EVERY SECOND ALL OVER THE WORLD

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

BORDEAUX METROPOLIS

6^E

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

800 000

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

LARGEST URBAN AREA
CLASSIFIED UNESCO WITH

1 810 HECTARES

182 ACCOMODATION IN
BORDEAUX METROPOLIS

GOURMET CAPITAL WITH

**10 MICHELIN
STARRED
RESTAURANTS**

RANKING

2022

EUROPEAN CAPITAL OF SMART TOURISM

49TH POSITION AT THE « MOST LOVED
DESTINATIONS ON EARTH IN 2021 » OF
THE TOURISM SENTIMENT INDEX

2021

8TH POSITION AMONG THE GREAT
CITIES WHERE LIVING

Source : association "Villes et villages où il fait on vivre"

2017

BORDEAUX WAS CHOSEN AS LONELY
PLANET'S MOST ATTRACTIVE CITY

SINCE 2015

THE BEST FRENCH CITIES TO WORK

Source : Great Place to Work Institute

2016

2ND MAJOR DESTINATION OF THE
WORLD ACCORDING TO THE NEW YORK TIMES

2015

BORDEAUX NAMED EUROPEAN
BEST DESTINATION

Press contacts

Alais PERRET

Press officer

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

Mail : a.perret@bordeaux-tourisme.com

Sophie GAILLARD

Communication & wine tourism director

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

Mail : s.gaillard@bordeaux-tourisme.com

Loïc GRANICZNY

Influencers & bloggers requests

Social media & influence officer

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

Mail : l.graniczny@bordeaux-tourisme.com

BORDEAUX MÉTROPOLE TOURISM & CONVENTION BOARD

12 cours du XXX Juillet - CS 31366

F-33080 Bordeaux Cedex

Tél. +33(0)5 56 00 66 00

The Bordeaux tourist office is certified "Accueil Vélo"
and "Tourisme et Handicap".

www.bordeaux-tourisme.co.uk

COPYRIGHT

Cover Loïc Lagarde, Nicolas Duffaure

Nicolas Duffaure, Teddy Verneuil - @lezbroz, Sara Soullignac, Culturespaces - Anaka Photographie, Anaka, Lion RAW Photographie, Pascale Faure, Mélanie Tammeveski, Les Berges de la Lune, Laurian Ghnitoiu, Pierre Lefranc, Constant Formé-Bècherat, Gina restaurant Renaissance Bordeaux, Roger-Violet / Studio Lipnitzki, Succession Picasso 2022, RMN-Grand Palais (Musée national Picasso-Paris) / Mathieu Rabeau, FreeProd - stock.adobe.com, Sophie Duboscq, Un château en ville, Casa Blanca, Jérôme Mondière, Timothée Buisson, Guillaume Roustaing - Tourisme TV, Mathieu Anglada, Pierre Planchenault, Vincent Bengold, Naturaflo, David Remazeilles, David Manaud, Golf des Graves, Laurent (Pictarena) - stock.adobe.com, Artiste Associé Photographe, Sharpen.

ACCESS TO OUR ONLINE PHOTOLIBRARY

<https://phototheque.bordeaux-tourisme.com>

Please mention the photo credits.

Please send us a copy of the article after publication.

DIGITAL VERSION OF THE PRESS KIT

<https://www.bordeaux-tourisme.co.uk/media-center>

Created by L'Arche

Website : www.larche.team

Mail : flora@larche.team



@BORDEAUX TOURISME



VISIT BORDEAUX



BORDEAUX TOURISME



BORDEAUX TOURISME

#VISITBORDEAUX