

PRESS KIT

BORDEAUX TOURISM & CONVENTIONS

2018



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BORDEAUX: A VIBRANT CITY

Chosen as Lonely Planet's most attractive city in 2017, number two in the New York Times cities to visit in 2016, and «European Best Destination 2015"... over the course of the last ten years, Bordeaux has transformed itself, and revealed its rich personality. Boasting exceptional classical and modern architecture, and surrounded by the most famous vineyards in the world, it is a perfect symbol of the French "Art of Living". Bordeaux also has a lively cultural scene, with a new generation of young artists and musicians who have not hesitated to reinvent and create alternative versions of the "Port of the Moon" as it is fondly known - in reference to the crescent-shape followed by the Garonne river as it wends its way through the city.

THE CAPITAL OF NEW AQUITAINE

The region's wines travel as ambassadors all over the world, but Bordeaux is also happy to play the host and receives increasing numbers of visitors! The new high-speed train line that connects to Paris in just two hours, the cruise ships that dock in the city centre, and the numerous airlines offering direct flights, have created an accessibility that has propelled the city to its position of capital of Nouvelle Aquitaine, the largest region in the country, covering the entire South-West. The Bordeaux region is known for the Dune du Pilat, the oyster ports in Arcachon bay, the vines in Pessac-Léognan, the wild, unspoilt Atlantic coastline, the conviviality of the Basque country... and its vast preserved spaces that give it the feel of a «French California».

BORDEAUX: AN EFFERVESCENT, CREATIVE CITY

An endless source of inspiration, Bordeaux attracts numerous artists and cultural projects. The city has one of the liveliest music scenes in France, with unusual urban venues springing up in each neighbourhood, and a

flourishing street art community that takes pleasure in covering Bordeaux's walls.

GASTRONOMY AND THE FRENCH LIFESTYLE

Bordeaux encourages us to take the time to enjoy life, and savour its simple pleasures. A pleasant climate, UNESCO world heritage architecture that nonetheless remains on a human scale, numerous pedestrian streets and delightful little squares, welcoming cafés and bars, designer shops, a new guard of audacious young chefs offering exciting flavours and culinary combinations, a stroll in the beautifully laid out parks, or along the quay... The entire city's traffic flow system has been reorganized and complemented with a network of cycle paths. Here everyone can set their own pace, and enjoy the vibrant energy that pulses through the city.

BORDEAUX: THE INTERNATIONAL CAPITAL OF WINE

Once again this year, Bordeaux is celebrating wine with its spectacular biennial festival that attracts visitors from around the world. Bordeaux's wine producers and wine merchants offer this unique opportunity to taste wines, and discuss them with wine professionals. The region has been blessed with an incomparable variety of soil types that produce exquisite nectars every year. The oldest and largest area in the world that produces fine wines, Bordeaux includes 65 appellations and covers 111,000 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. There are many different ways to journey through this magical land: by boat, on horseback, on foot, in a group or a personal tour... An opportunity to experience a powerful heritage and strong characters, and to taste the resulting wines!



2018 HIGHLIGHTS

2018 is a big year for cultural and wine-related events in Bordeaux! June should be particularly memorable, with two major events that will attract visitors from all over the world: the twentieth anniversary edition of the Bordeaux Wine Festival and the pre-opening of the Marine and Maritime Museum.

FOCUS ON A NEW MUSEUM DEDICATED TO THE SEA

A new figurehead for the Bassins à Flot district, the Musée de la Mer et de la Marine (**Marine and Maritime Museum**) will experience a pre-opening session in June and will be dedicated to historical, scientific and cultural aspects of the maritime world. The project has been funded and developed by Norbert Fradin and will have three floors of exhibition space devoted to the **universal history of navigation**, current **discoveries in oceanography** and the **new scientific conquest** of the seas, with a focus on the Atlantic. Major themes include great discoveries and the figures associated with them (Christopher Columbus, Magellan etc.), great naval battles, and the secrets of the deep. Visitors will be plunged into the universal story of the exploration of the seven seas, with special consideration for Bordeaux's role.

Designed by the Bordeaux architect Olivier Brochet, the structure has **7 levels** representing a total area of 13,000 m², and evokes the shape of a boat, with a masterful use of space and light. In addition to the exhibition spaces, this ocean liner of a museum also has a **high-tech multimedia centre, a restaurant and café**, and an **auditorium**.

An exceptional opening exhibition and an exceptional inauguration! **41 masterpieces by Claude Monet will be exhibited until September** as part of a collaboration with the Marmottan Museum in Paris, entitled «Monet, between Land and Sea».

Exhibition opening on Friday, 15 June 2018, full museum opening this autumn.

www.museedelamerbordeaux.fr

THE BORDEAUX WINE FESTIVAL WELCOMES THE BIGGEST TALL SHIPS IN THE WORLD

The Bordeaux Wine Festival is the **biggest wine tourism event in Europe** dedicated to the wines of Bordeaux and Aquitaine, and will celebrate its twentieth anniversary this year from 14 to 18 June. Equipped with a Tasting Pass, visitors will be able to learn about and taste the region's wines, and talk to winegrowers, as they make their way along the **3 km wine trail set up on the quay beside the Garonne river**.

For this anniversary edition, Bordeaux will be welcoming a special guest: the **Tall Ships Regatta**, a magnificent event that brings together the biggest and most beautiful tall ships in the world. **The Belem, the Morgenster, the Arawak, and the Atyla** are just some of the ships already known to be participating, pending the final list that will be revealed in April. The boats will set sail from Liverpool and will stop off in Dublin before arriving in the Port of the Moon around 14 June. They will remain moored in Bordeaux for the four days of the Wine Festival, and will be open to the public for **visits on a daily basis**. There will be a **grand nautical parade** on Monday 18 June as the ships return to the high seas. Some inhabitants of Bordeaux will remember the last time such ships visited the city in 1990, on the occasion of the legendary Cutty Sark race, for which thousands of people lined the quays! Tasting Passes available from 15 March to 10 June at an early-bird price of €16, and then full price (€21) from 11 June.

www.bordeaux-wine-festival.com



BORDEAUX FROM RICH PAST TO MODERN LEGACY

Bordeaux was registered as a UNESCO World Heritage Site in 2007. 10 years later, this heritage has been enriched with new constructions that coexist harmoniously with the historic cityscape.

Bordeaux is the most extensive urban environment in the world to be honoured as a UNESCO World Heritage site. 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.

Not far away lies old Bordeaux: the young, 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 Gardens 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.

For Bordeaux is not averse to contemporary architecture, as demonstrated by its three most recent constructions, the Jacques Chaban-Delmas bridge, La Cité du Vin and Bordeaux Métropole Arena, that join other modern features of the city such as the County Court, the Mama Shelter hotel, the winery at Château Les Carmes Haut Brion, the new Matmut Atlantic Stadium...



BORDEAUX METROPOLE CITYPASS

The CityPass is a contactless card that 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 ...). Access to the exhibition Monet at the Musée de la Mer et de la Marine (from the opening in June) and La Cité du Vin is included. Prices: 24 hour pass: €29 / 48 hour: €39 / 72 hour: €46. Available from the Tourist Office, TBM network ticket offices, and online on

<http://bit.ly/2DmNYMY>



EXPLORING THE CITY'S MAGNIFICENT RESIDENCES AND COUNTRY HOUSES

The Bordeaux metropolitan area contains many superb examples of eighteenth century architecture, including some exquisite country houses nestled in the undulating landscape beside the Garonne, surrounded by vines. Over the course of a two-hour guided tour, participants visit and learn about the fascinating past of these architectural jewels. Guided tours in March.

<http://bit.ly/2FFREI2>



BORDEAUX: PORT AND GATEWAY TO THE WORLD

In the space of a few years, Bordeaux has established itself as a highly fashionable cruise destination, and is now the second most-visited port for cruise ships on the Atlantic coast.

Bordeaux, a port city. The city's past as a busy port is obvious today to anyone walking along the quays beside the Garonne. Serving as the backbone for trade, the river has shaped the city's growth from Gallo-Roman times through to the present day. The natural port formed by its meandering half-circle, from Paludate to Bacalan, like a crescent moon, gave rise to the city being baptised the "**Port of the Moon**". The moon symbol can be spotted discreetly incorporated into many Bordeaux coats of arms, and the municipality's logo consists of three interlinked crescents.

A DAY ON 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** and **Croisières Marco Polo**, 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, stopovers at beautiful châteaux and nature-reserve islands, or dinner cruises, that may even be accompanied by a jazz trio!

AN ALTERNATIVE RIVER EXPERIENCE

Instead of using traditional public transport services, Bordeaux residents and visitors can take the "**Batcub**" river shuttles, with five stops at Place Stalingrad (Bastide), Place des Quinconces, the Hangers, the Cité du Vin, and Lormont, at the base of the Pont d'Aquitaine, the French equivalent of the Golden Gate Bridge. It's a fun way to get to destinations on different sides of the river, for the same price as a tram ticket.

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

BORDEAUX, A POPULAR CRUISE DESTINATION

The 2017 was an excellent year for ocean liners, with **48 ships dropping anchor in the Garonne, corresponding to 30,000 visitors**. 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 companies that include Bordeaux in their programmes.

The website cruisebordeaux.com is the main communication tool for travel professionals, with detailed technical and tourist information for each stopover.



A NEW LANDING STAGE FOR LUXURY YACHTS

Five super-yachts visited Bordeaux this year (Skat, Lady M, Pélorus, SeaWalk, and Kisnet), arousing considerable interest from passers-by on the docks! Such visits are likely to increase in 2018, with the construction of a new landing stage by Bordeaux Metropole that can receive boats weighing up to 3,500 tons. This will enable the great sail boats participating in the Tall Ships Regatta to dock during the twentieth anniversary edition of the Bordeaux Wine Festival from 14 to 18 June 2018.



WASTE COLLECTED BY BOAT

A first in France! In 2017, the waste produced by the 80 cruise ships that docked in the Port of the Moon was collected by barges. The trial proved to be a resounding success with about 100 of the 200 tons of waste produced by the cruise ships being collected, thereby avoiding five trucks having to transport the waste through the city centre every day. The operation will be repeated in 2018, during the cruise liner peak season.



BORDEAUX VINEYARDS

Bordeaux has not one but five wine trails!
The Gironde is the leading fine-winegrowing area in France,
with 65 appellations, and Bordeaux wines are prized by
connoisseurs worldwide.

In Bordeaux as in 17 other French wine-producing areas, Atout France gives its **Vignobles et Découvertes®** wine tourism seal of approval to a hand-picked selection of establishments and services. Places to stay, restaurants, wine bars, wine properties, and approved sites make up the Bordeaux "Routes du Vin".

BORDEAUX GATEWAY TO THE VINEYARDS

Vines in the city! Château Les Carmes Haut-Brion - with its remarkable winery designed by Philippe Starck - is the only château that is located within Bordeaux itself. The greater urban area includes more than **20 wine-producing properties**. Bordeaux Metropole's Tourist Office offers a wide range of wine tourism activities that include introductions to tasting, visits to châteaux, harvest workshops, and evenings at wine-producing properties...

GRAVES AND SAUTERNES

To the south lie the origins of the Bordeaux vineyards, with **Pessac-Léognan, Graves, Sauternes, Barsac**, etc. The Graves and Sauternes appellation on the left bank of the Garonne River produce wine in three colours: red, white, and gold. **Must do:** Vinotherapie Spa at Les Sources de Caudalie in Martillac, for a heavenly, relaxing break (see focus).

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's best-known wine estates. In the heart of the Pauillac vineyards, the restored hamlet of Bages is a delightful place to stop, featuring Café Lavinal, a chic bistro, a bakery-gourmet food shop, and several boutiques. **Don't miss:** Château Marquis d'Alesme and its "Enchanted Interlude" tasting.

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! **New spot:** the Côtes de Bourg wine bar, a favourite with wine tourists and visiting cruise passengers, with its superb views over the Dordogne.

IN SAINT-EMILION-POMEROL- FRONSAC

Saint-Emilion, on the right bank of the Dordogne River, known as the «hill of 1,000 Châteaux», is famous for its fine, elegant wines, as well as its medieval village, UNESCO World Heritage vineyards and the largest monolithic church in Europe, carved out of solid rock.

Something to try: the blending workshop available every Sunday at Château Corneil-Figeac.

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.

And be sure to visit: Château de Reignac, crowned «International Best Of Wine Tourism 2018».



NEW ATTRACTIONS IN SAUTERNES

Things are moving fast in Sauternes! Château Guiraud is opening its new restaurant, La Chapelle de Guiraud, on 2 February. The menu will be based on local products, supporting organic, sustainable farming, and of course, some exquisite food and wine pairings!

A few rows of vines away, Château Lafaurie-Peyraguey will be opening a 13 room-hotel and a restaurant entirely decorated by Lalique in May 2018. Subsequent plans include a spa designed by Mario Botta.



A SUNDAY IN ST EMILION

Combine a cultural experience with wine tourism and a nature walk. This half-day excursion from Bordeaux takes visitors on a tour of some of Saint-Emilion's wine properties and their vineyards, with wine tastings, and a stroll through the village. A Sunday in Saint-Emilion: price per person €95 - reservations on

<http://bit.ly/2ITQOyR>



LA CITÉ DU VIN, A SYMBOL OF BORDEAUX

Described as the flagship of Bordeaux wine tourism and a symbol of the city itself, La Cité du Vin never fails to impress its visitors. No less than 450,000 people passed through the doors of this remarkable new building with its stunning modern architecture, and superb interactive exhibition space that reveals the richness and diversity of the world of wine. National Geographic ranked it seventh in its list of the best museums in the world!

The Cité du Vin took three years to build and opened on 31 May 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.

A JOURNEY 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... A tour usually lasts about two hours, but there is in fact ten hours of content available via more than 120 audiovisual displays!

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.

Three tasting areas are available to further develop your knowledge of wine, including a multi-sensory immersive space and educational workshops for younger visitors.

A CELEBRATION OF ART AND CULTURE

La Cité du Vin also celebrates the arts with two temporary exhibitions every year: the first begins on 23 March and is dedicated to wine and music (see focus). Then, from September to December, the wine-growing region of Oporto will be highlighted in the «Guest Wine Region» exhibition.

A lively programme is scheduled throughout the year in the Thomas Jefferson auditorium with shows, concerts, screenings, meetings and debates.

There are also three places to eat, including a panoramic restaurant, Le 7; a 250 m² concept store, a cellar with more than 14,000 bottles for sale, a reading room, and various reception areas.

2018 OPENING TIMES

1 January to 31 March: 10am to 6pm

1 April to 31 August: 10am to 7pm

Weekdays from 1 September to 31 December: 10am to 6pm

Weekends and school holidays from 1 September to 31 December: 10am to 7pm

On 15 and 16 June, during the Bordeaux Wine Festival, La Cité du Vin will be open until 11pm

Closed: 10, 17, 24, 31 January and 7 February 2018

Ticket price: € 20

www.laciteduvin.com/en



EXTEND THE VISIT TO THE BORDEAUX VINEYARDS

On the groundfloor, the teams of the space information "Routes du Vin" inform and guide visitors wishing to explore the largest and oldest vineyard of the world fine wines. Beyond the human aspect, they can be assisted in their choice by the Bordeaux Wine reference portal www.bordeauxwinetrip.com, which centralizes wine tourism information and can book tours and circuits in vineyard.

www.bordeauxwinetrip.com



«WINE AND MUSIC, HARMONY AND DISSONANCE» EXHIBITION

All through the ages, from taverns to banquets, at festivities of all kinds, wine has been associated with music. From 23 March to 24 June, the exhibition will explore this association through 140 artistic works and a selection of music, available via individual listening points and three group listening rooms with pieces from the sixteenth to the nineteenth century. The exhibition has been organized by Florence Gétreau, Director Emeritus of Research at the CNRS.



CULTURAL ATTRACTIONS IN BORDEAUX

What do Delacroix, Picasso, Bruegel, Monet, Rodin, Buren, Goya, and Jeff Koons have in common? They all have works exhibited in one of Bordeaux' fifteen museums. The Bordeaux museums offer an eclectic, exciting, year-round programme, to suit all tastes.

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. A new exhibit, «Bordeaux harbour, gateway to the world», inaugurated in 2014, introduces visitors to 19th- and early 20th-century Bordeaux.

www.musee-aquitaine-bordeaux.fr/en

Located in a superb mansion on the Place de la Bourse, the **Musée National des Douanes** (National Customs Museum) reveals the secrets of this little-known institution in varied displays.

<http://bit.ly/2kj7H6S>

A PASSION FOR THE ARTS

The **Museum of Fine Arts**, located behind the Palais Rohan, displays 330 paintings and sculptures, from Titian to Picasso. The animal paintings of Rosa Bonheur, a Bordeaux artist, are also noteworthy.

www.musba-bordeaux.fr/en

The **Museums of Decorative Arts and Design**, with its original furniture and decor, offers a remarkable glimpse of the lifestyle of the Bordeaux aristocracy at the time of the French Revolution. The delicious tearoom is not to be missed!

www.madd-bordeaux.fr/en

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.

www.capc-bordeaux.fr/en

The **Bernard Magrez Cultural Institute** was created by dynamic entrepreneur Bernard Magrez, who owns an impressive collection of wine properties. He converted this magnificent town house into a cultural centre with regular exhibitions of modern and contemporary art; it has quickly become a popular venue, in a similar style to the Palazzo Grassi in Venice, owned by François Pinault.

www.institut-bernard-magrez.com

Fans of unconventional art should head for the **Musée de la Création Franche** (Museum of Free Creation) in Bègles, with its collection of 16,000 works.

www.musee-creationfranche.com

MARITIME PASSION

Bordeaux will have its **Musée de la Mer et de la Marine** (Marine and Maritime Museum) in the Bassins à Flot area as of 15 June 2018.

www.museedelamerbordeaux.fr

The **Bordeaux Maritime History Museum** has also just opened its doors in the district of Chartrons. Through old maps, instruments, models of boats, and portraits of Bordeaux figures, Bordeaux's Port de la Lune's rich river and maritime past can be relived from the Roman era to modern times.

www.bordeaux-marinopole.fr



ART IN A CHÂTEAU SETTING

The Lescombes estate in Eysines includes a landscaped park, an educational vegetable garden, a 16th century pigeon tower (listed as an historic monument), a museum of gardening tools and a contemporary arts centre. In 2018, it will host an exhibition in a splendid seventeenth century building of works by the artists Eliz Barboza, Yvette de la Frémondrière, Emmanuelle Leblanc, Pierre de Berroeta and Hervé Télémaque.

<http://bit.ly/2CywVUJ>



THE CAPC CAFÉ

In keeping with the style of the museum, the CAPC café on the second floor offers a decidedly contemporary experience. Enjoy beautifully prepared food in an arty atmosphere, surrounded by works by Andrée Putman and Richard Long. The restaurant terrace, also designed by Andrée Putman, is a haven of peace.

www.capc-bordeaux.fr/en



THE OTHER BORDEAUX

Freedom is in the air! Over the last ten years, Bordeaux has seen a variety of alternative and “underground” projects emerge in abandoned areas of the city. Fresh activity gradually resumes, welcoming creative people from all walks of life. Musicians, graffiti artists, sculptors, designers, painters...

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... And every first Sunday of the month, the barracks hosts a gathering of classic cars. With more than 500,000 visitors a year it is one of the most popular sites in Bordeaux.

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. Many of the workshops and events are open to the public.

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").

BORDEAUX: CAPITAL OF STREET ART

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. In the Chartrons district, **M.U.R.**, organized by the Pôle Magnetic collective, creates ephemeral murals. Cultural centres, such as the COX Gallery, host street art exhibitions.

The latest edition of the **ShakeWell** international graffiti festival brought together 120 artists who were able to give full reign to their creative powers during the three-day event.

BORDEAUX'S NEW MUSIC SCENE

Thanks to the young generation that has followed in the footsteps of Noir Désir, Bordeaux has been and remains a leader in the world of contemporary rock music, providing fertile soil for **Bordeaux electro, rap, hip-hop, and pop-folk artists** such as Datcha Mandala (rock), I Am Stramgram (pop-rock), Bengal (electro-pop), Darius (house), Eiffel (rock), Tample (pop-rock), Smokey Joe & The Kid (electro-hip-hop), Odezenne (hip-hop-rap), Feyçal (rap), and JC Satan (metal).

Boosted by a lively **community association culture** and **dynamic labels** (such as Allez les Filles and Banzaï Lab), new bands are nourished by **city festivals** like Bordeaux Rock, Tremplin des 2 rives, Relache, Ocean Climax, Vibrations Urbaines and ODP in Talence.

Many events dedicated to the **electronic scene** such as the Hors-Bord Festival, Bordeaux Open Air, and Kamikaze Week, help to strengthen this musical diversity.



FABRIQUE POLA GETS NEW PREMISES

Dedicated to contemporary design and artistic production, the Fabrique Pola has existed in Bordeaux for 15 years; it is scheduled to move to new premises in the second half of 2018. Relocated in the old Pargade paint factory on the Quai de Brazza, the Fabrique Pola will accommodate twenty resident artists and be open to the public with workshops and arts facilities, a vast space (the Polarium) for exhibitions and events, a shop, and a socially responsible canteen.

www.pola.fr



A MADE IN BORDEAUX VIDEO

With a view to offering a taste of this creative energy, the Bordeaux Metropole Tourist Office has, for the second year, invited some of the city's artists to produce a video promoting Bordeaux as a tourist destination. With a soundtrack from local band Splendor in the Grass, the Umami animation studio presents Bordeaux through a combination of live action, 3D imaging and animation. A virtual reality experience, the video will be available in spring 2018 on

<http://bit.ly/2BtM5gr>



BORDEAUX BY NIGHT

Enjoy an outdoor drink on a roof-top terrace with a view over the city, and then continue 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

The three squares of Parlement, St. Pierre and Camille Jullian form a joyous triangle, in which numerous bistros and cafés offer friendly terraces where you can enjoy a drink. **La Comtesse** bar with its kitsch, curiosity shop décor, is renowned for its mojitos. In the same street, the **Alchemiste** serves cocktails in an American prohibition-style atmosphere. In Place Camille-Jullian (known to Bordeaux inhabitants as «Caju»), the **Utopia**, a former church converted into an arts cinema has its own restaurant and bar with outdoor seating. Or there is **Chez Fred** in the Place du Palais, the best spot for a drink with a view of the Porte Cailhau. Going up towards Place Fernand Lafargue, The **Apollo Bar** attracts an eclectic crowd, and then on the Rue des Boucheries, there is the Quebec-style pub Au **Nouveau Monde** where you can drink organic beers brewed on site.

If you fancy a roof top bar, then the **Mama Shelter** and the **InterContinental** offer great views of the city during the summer season. Those in the know will head for the terrace at the **Siman**, to enjoy the magnificent spectacle of the sun setting on the city's UNESCO world heritage façades.

LIVE MUSIC VENUES

For a lively atmosphere and some New Orleans jazz, head for the Gascon wine bar **Le Pèpère**, every first Tuesday of the month. The **Trois Coups**, a small theatre in the St. Michel district, hosts an eclectic mix of artists. The open-air venue **Chez Alrik** is packed from June to October. A little patch of green in the centre of town, the programme offers music from around the world, with some big names every season. Near the Botanical Garden, **Le Caillou** offers a cool jazz programme with open-air concerts throughout the summer.

For a more electro-rock vibe, popular venues include the **Antidote**, **Wunderbar**, **Quartier Libre** and the **i. Boat** barge in the Bassins à Flot. Latino music fans should head for **Calle Ocho**.

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. The centre of town also has several popular nightclubs, including the **Cercle** right in the centre, the **Black Diamond**, the InterContinental's very chic private club, and the **Monseigneur**, the oldest club in Bordeaux, near Quinconces. For drinking late into the night, the **community bars** on the Rue Bouquièrre open at 11pm. Students meet on the Quai de Paludate in the numerous late-night bars, pubs and discotheques such as **La Plage**.



CLIMAX: AN ENVIRONMENTALLY-FRIENDLY FESTIVAL

A success story for the founders of Darwin and the NGO Surfrider Foundation, who launched the Climax festival in 2015. The festival is based on a unique recipe that mixes rock-pop-electro concerts with free talks about environmental issues. True to its objective of raising awareness, the fourth edition will take place in early September at the Parc Palmer, with the sixth mass extinction as its theme. The 2017 festival attracted 33,000 people over four days, with 5,000 people attending talks on the theme of food. September.

<http://climaxfestival.fr>



MONUMENTS OF JAZZ AT THE OPERA

The Opera de Bordeaux Auditorium offers a programme which is as prestigious as it is eclectic, with some giants from the world of jazz. For the second part of the season, the state-of-the-art concert hall that boasts spectacular design and perfect acoustics will be hosting the Jazz at Lincoln Center Orchestra, in the great Big Band tradition, Youn Sun Nah, a leading figure in contemporary jazz, and Brad Mehldau, one of the most influential jazz musicians of the last twenty years, who was inspired by the genius of Bach to compose his Three Pieces after Bach.



BORDEAUX ET SES ACTIVITÉS INSOLITES

From unusual to hair-raising or simply amusing... Out-of-the-ordinary activities abound in Bordeaux! Here is a review of some favourites...

ARCHITECTURALLY INSPIRED SHELTERS

Since 2010, **ten rather curious looking shelters**, in the shape, for example, of a cloud, an owl, and a star, have appeared on **the walking trails in Bordeaux Metropole**. Their purpose? To enable walkers to circumnavigate the urban area. In 2017, the collection grew with the installation of **Neptunea**, a small shell-house on the edge of the Lac de Bordeaux. Designed by the artists Mrzyk & Moriceau, the construction evokes a giant gastropod, or an Italian-style ice-cream... or a Barbapapa character. Free online reservations.

<http://lesrefuges.bordeaux-metropole.fr>

LOOKING FOR SOMETHING A LITTLE DIFFERENT?

Bordeaux's streets are full of surprises! For somewhere interesting to eat, try the **Chapon Fin** with its grotto-style interior; the oldest restaurant in Bordeaux, it was once frequented by Sarah Bernhardt, Aristide Briand and King Alfonso XIII of Spain. At the **Wave Surf Café** you can have a drink and then go surfing... or the other way around! If you fancy a meal inside an old church, then head for the **Utopia Café**. Eat or watch a show? You can do both at the **Grande Poste**, a new arts centre with a bar and restaurant. Finally, **L'Autre Petit Bois**, with its full-size trees, garlands of lights and baroque décor offers a fairy-tale setting for a cup of tea, or a meal.

RETURN TO THE 1920s

The result of a meeting between the Bordeaux industrialist Henry Frugès and the architect Le Corbusier, the **Cité Frugès - Le Corbusier consists of 50 houses** that were built between 1924 and 1926 in Pessac, with a view to making high quality social housing more widely available. With its geometric shapes, different colours and use of materials, the housing project represented a complete break with Bordeaux's architecture at that time; it has since become a **landmark site for architecture enthusiasts**. It was listed as a UNESCO world heritage site in July 2016.

<http://bit.ly/2D7BYeP>

SAMPLE BORDEAUX WHISKY IN A WORLD WAR II BUNKER

Moon Harbour: the name of this new brand of whisky refers to the moon-like shape of the Garonne River as it wends its way through Bordeaux. The whisky has two unusual characteristics: the distillery is located in an old bunker in the Bassins à Flot, and the resulting nectar is finished in Sauternes oak casks for the 45.8% blended whisky, and in fine Bordeaux red wine casks for the peated malt whisky.

<http://moonharbour.fr/>



TOUR THE VINEYARDS AND THE CITY IN A MEDIA-GUIDED CAR

Memosine offers a new tourism experience: explore Bordeaux and its vineyards in special «media-guided» vehicles. Guided by a tablet, the user can drive a two-seat electric vehicle with a 360° view at their own pace through Bordeaux, or a convertible through the vineyards. The guide is triggered automatically along the route, offering a wealth of information and interesting stories.

<http://memosine.com/en/>



A GREEN LUNG IN THE CITY-CENTRE

Hidden in the heart of the Vieux Bordeaux district, Vinet Square is remarkable both in terms of its quietness and its appearance. Designed by the botanist Patrick Blanc, the 100 metre long vertical garden remains the longest such garden to have been created. It is also a children's playground.

www.bordeaux.fr/1907



THE ONLINE MAGAZINE OF A VIBRANT, GREEN AND CREATIVE CITY!

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

Visited by millions of people every year, Bordeaux is on a roll! **Exceptional modern and historic architecture, a gastronomic wonderland, the re-emergence of the river as part of the city's identity, and a thriving arts scene:** Bordeaux has it all! The 27 surrounding communes that make up the greater urban area of Bordeaux, known as Bordeaux Metropole, also offer a **range of attractions with incredibly diverse natural landscapes, dynamic cultural traditions and delightful local festivals.**

BACKGROUND AND OBJECTIVES

At a time when the city regularly features at the top of international rankings, it is essential to **watch over its natural and social ecosystem, and to preserve the balance between the well-being of residents and of visitors.** In order to manage the flow of visitors more efficiently and promote the metropolitan area as a whole, Bordeaux Metropole's Conference and Tourist Office has launched **Un Air de Bordeaux**, a webzine intended for the inhabitants of the urban area and visitors wishing to explore the region and its natural resources, off the beaten track. It promotes **community-oriented tourism**, i.e. tourism with a human face and a low environmental footprint, that shares local attractions in a way that **respects the location and its inhabitants**, all in a **process of identification and development.** It is an approach based on proximity, authenticity, sincerity, simplicity, sharing and open-mindedness.

CONCEPT

Through an **exclusively online** format, Un Air de Bordeaux highlights the **places, events, actors and activities** that make up the rich **landscape and cultural diversity of the Bordeaux metropolis.** It raises awareness of the region's resources and invites exploration of its hidden corners. A world of new experiences is at your fingertips!

CONTENT

The editorial line of Un Air de Bordeaux is to highlight and develop the themes that are embedded in the city's DNA. Sections such as **nature, culture, children, lifestyle, and sport**, are treated in various editorial formats: «Weekend escapades», "We tested...", top tens, interviews, portraits, all accompanied by music, with a carefully selected playlist of local artists. And of course, a calendar showing upcoming events.

www.unairdebordeaux.com



A SOCIAL, MOBILE SITE

Un Air de Bordeaux has been designed primarily for use on mobile phones. With a majority of short editorial formats, an emphasis on images and a relaxed, conversational style, the content is in tune with the habits and requirements of mobile phone users. Articles are regularly released via a newsletter and the Tourist Office on French social networks, renamed Un Air de Bordeaux.



UN AIR DE BORDEAUX MERCHANDISE

Designed by illustrator Chloé Kast, the webzine's graphics have been reproduced on a line of products, with Un Air de Bordeaux tote bags, mugs, pens, magnets, badges, postcards, T-shirts, and sugared almonds, available from the Bordeaux Metropole tourist office store. From € 1.50 € to € 28.



BORDEAUX GOES GREEN

Bordeaux is at the top of every French ranking of liveable cities. Why? The attractive living environment, its commitment to eco-friendly transport, and nearby unspoilt countryside!

A CYCLIST'S PARADISE

In 2016, Bordeaux has positioned itself as the **6th most cycle-friendly city in the world** – two ranks higher than in 2015 (source: Copenhagenize). The city has become a role model with 163 km of cycling trails. Seven routes (6.5 - 33 km) for exploring the city by bike.

<http://bit.ly/2mcR23E>

Looking for a bike? 1,800 VCub bikes are available at 177 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, and borrow one using your smartphone at one of the contactless VCub terminals.

www.vcub.fr

Another alternative: take Citeis 47, the eco-friendly electric shuttle bus that winds through the heart of the city or call a Happy-Moov cycle-taxi - the drivers are also a mine of useful addresses.

www.happymoov.com/transport

OUTSTANDING NATURAL HERITAGE

The Bordeaux Métropole area includes **29,000 hectares of natural vistas**: woods, hillsides, landscaped parks, pine forests, private gardens, agricultural areas and marshlands.

Bordeaux residents rediscover their parks: **Parc Bordelais** in Caudéran, **Jardin Public**, **Parc Palmer** in Cenon, and the **Jardin Botanique**, focal point of the Bastide district. The **Parc des Jalles**, to the North of Bordeaux, is the green lung of the Metropolitan area. This 4,500-hectare nature reserve is home to around fifteen protected species, including white stork and European mink. A 10-minute drive takes you to the artificial grottos at the **Parc de Majolan** in Blanquefort - a sight not to be missed.

To the south, the 6 km trail along the banks of the **Eau Bourde** stream in Gradignan is ideal for walking and cycling. Must see: historic Cayac priory and Montgaillard mill.



On the right bank, the **Parc des Coteaux**, running through Bassens, Lormont, Cenon, and Floirac, offers over 25 km of walking trails and amazing views over the Garonne River, as well as featuring musical hikes and botanical trails. The first few kilometres of the major «green thread» project, enhancing the walking trails through Floirac, were inaugurated in May 2015.



A ROMANTIC STROLL

Poetic and bucolic, Majolan Park in Blanquefort is an ideal place for a romantic stroll or a family outing. Thanks to its artificial caves, 4-hectare lake, bridges and rare trees, it has been officially acknowledged as one of France's «Remarkable Gardens».

<http://bit.ly/2gMXHjY>



THE GREEN BELT

The city of Bordeaux has also put in place a large collection of hiking routes: the Green Belt. This includes over 160 km of marked paths, with no drops, which are suited to both family walks and disciplined hikers. These routes go right through the heart of parks and nature.

<http://bit.ly/2dxwFxY>



FINE DINING IN BORDEAUX

From a tasty organic snack at the market, to simple or sophisticated traditional or vegetarian cuisine... Bordeaux has lots to offer gourmets, with Michelin-starred establishments and a new generation of young chefs that delight in the specialities of Southwest France.

AT THE MARKETS

The stands at the **Marché des Capucins** covered market offer a wide range of delicious food to eat in or take away. Order a seafood platter from Chez Jean-Mi, or enjoy a veggie brunch at Café Laiton. Take a stroll along the quays to the **open-air Chartrons market** where you can find oysters from Arcachon Bay, tricanilles (chitterlings), pork tripe cooked in garlic, or grenier médocain (a type of sausage), as you admire the view of the Garonne. And since November 2017, the **Halles Bacalan** has about thirty counters offering gourmet products, opposite the Cité du Vin, with locally sourced truffles, oysters, foie gras, organic produce and a vegetarian caterer... There is plenty to see and to taste!

TRADITIONAL

La Tupina (which means a cauldron in Basque) has upheld the colours and traditions of South-western gastronomy since 1968. It is the perfect embodiment of fireside hospitality. Chitterlings sizzle in the pan and soup simmers, while beef is grilled over glowing coals... Another Bordeaux gastronomic jewel, **L'Orleans** offers a perfect expression of the traditional French brasserie. Located in the heart of Bordeaux, **Le Noailles**, described as, "the most Parisian of Bordeaux's brasseries" - has been seducing palates for generations.

NEW CUISINE

Restaurants such as **Côté Rue**, **Le Hâ**, or **Garopapilles*** flirt with haute cuisine, and will delight lovers of imaginative culinary combinations. **Clos D'Augusta** offers original, modern flavours in an elegant, refined atmosphere. **Soléna** is another favourite, with a simple yet rigorous style that transcends the familiar.

Fusion cuisine is also well represented in Bordeaux, with **Miles**, that incorporates influences from all four corners of the world, and its little brother, **Mampuku**, or **Nama, Dan**, or **L'Exquis** with deliciously inspired Asian flavours.

NEW ON THE BLOCK

Some very imaginative and affordable restaurants have opened in recent years in Bordeaux, such as **L'Atelier des Faures**, in the Saint Michel district, which uses traditional French products in dishes inspired by Berber, Polish, Indian and Asian cuisine. Still in Saint Michel, **Le Taquin** delights with its simple style of cuisine and cocktails. On the Quai des Chartons the trendy and hidden-bar **Symbiose** was awarded «Best Original Bar 2017» by Le Fooding. **Belle Campagne** has earned widespread acclaim for its cuisine based on local products.

ORGANIC AND VEGGIE

Organic and vegetarian restaurants are flourishing in Bordeaux, successfully rising to the challenge of reinventing traditional cuisine to meet a growing demand. For lunch, head for the friendly **Cuisine de Johanna**, **Cosmopolis** or the inspired **Kitchen Garden**. Bordeaux also has a gourmet vegetarian restaurant in the form of **Rest'O** (O for organic) and the biggest organic restaurant of France : **Le Magasin Général**.



STARRED CUISINE

The last few years have seen the glittering arrival of several top chefs with Philippe Etchebest at the Quatrième Mur in 2015 (one-star rewarded by the Guide Michelin for its table d'hôte), British chef Gordon Ramsay at the Pressoir d'Argent (2 stars), and Pierre Gagnaire at the luxurious Grande Maison (2 stars). The Pavillon des Boulevards also has a 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).



CANELÉ LESSONS AT BAILLARDAN

Here is a fun way to discover one of Bordeaux's culinary delights: the canelé. The famous canelé producer, Baillardan, has teamed up with the Atelier des Chefs to open a canelé school! Over the course of two hours, a chef reveals the secrets of this little caramelized cake with its soft centre, flavoured with vanilla and rum. Accompanied by some delightful variations on the theme, with canelés featuring polenta, chicken with lemongrass and panna cotta! Yum!

www.atelierdeschefs.fr



ACCOMMODATION - A ROOM IN THE CITY

Luxury hotels, small private hotels, concept hotels, bed and breakfasts, furnished apartments... The city's hotel accommodation has been developed and energized in recent years by increasing demand, that now runs to millions of visitors every year.

IN THE CENTRE OF TOWN

Beautiful **4 and 5 star hotels** in the city centre complement their luxurious environments with spa facilities that have gained an international reputation (such as the **InterContinental Bordeaux - Le Grand Hôtel** and **L'Hotel de Sèze**). Concept hotels also charm visitors, such as the **Seek'oo**, 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 **Hôtel de Tourny** with its contemporary décor, the private, luxurious **Hotel des Quinconces** and the hotel **Yndo**. The new **Cardinal** hotel offers 10 elegant rooms near the cathedral. 100 metres from the Opera, the **Best Western Bayonne Etche Ona** hotel welcomes guests with an art deco-curiosity cabinet atmosphere.

30 MIN BY TRAM

With direct access to the city centre by tram, the hotel chains in **Mérignac and Bordeaux Lac** are no longer reserved for a business clientèle, and now attract tourists throughout the year, especially families who appreciate the services and amenities (swimming pools, proximity to the centre, etc.).

STARS AMONG THE VINEYARDS

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, including a two-star restaurant, and a wine bar. Hotels offering starred cuisine can also be found in Pauillac (Relais & Châteaux **Cordeillan-Bages**) and Bouliac (Relais & Châteaux **St. James**).

EASY ON THE WALLET

Several establishments in the heart of Bordeaux offer friendly service that extends all the way to the bill. Near the Place de la Comédie, the **Hôtel du Théâtre** has 23 rooms decorated in a highly original style. The **Hôtel Clémenceau** and the **Hôtel Gambetta** offer modern comfort with the charm of an eighteenth century Bordeaux stone building. On the other side of the river, across the Pont de Pierre, in the La Bastide district, the **Hotel des Voyageurs** offers rooms from 75 euros for two people. A **youth hostel** with nearly 100 beds is scheduled to open in Place Saint Project in June 2018.

BEAUTIFUL BED & BREAKFASTS

Superb town houses and "bourgeois" residences offer guests a taste of a privileged Bordeaux lifestyle, with establishments such as **La Casa Blanca** and **La Course, Une Chambre en Ville, L'Hôtel Particulier**, and the **Maison Fredon**. For fans of more unusual accommodation, Airbnb has some real gems among the 8,100 offers listed for Bordeaux on the site last year.



RADISSON GROUP COMES TO BORDEAUX

The Bordeaux Maritime Radisson Blu Hotel should be opening its doors in the first half of 2018 in the Bassins à Flot district. The four-star hotel will have 125 rooms, plus conference facilities, a panoramic restaurant, spa, gym, shops and a sky-bar with views of the docks and La Cité du Vin.



A CHARMING HOTEL IN THE OLD ZOOLOGY INSTITUTE

The Hôtel Zoologie will open in June 2018. Located in the former Institute of Zoology, in the rapidly developing district around Bordeaux's train station, this 4-star hotel will have 40 rooms, a restaurant, a spa and an indoor garden. Built in the early twentieth century, the Institute is a triumph of the academic architecture of the period, combining brick, stone and a metal structure with large windows in the roof. A precious heritage site that will be fully restored to its former glory.

www.hotelzoologie.com/en/



BORDEAUX AS A BUSINESS DESTINATION

Another success story! Bordeaux is a business destination in its own right, and hosts numerous conferences and corporate events every year.

2017: A RECORD YEAR FOR TRADE SHOWS & CONFERENCES

Bordeaux confirmed its place as an **international conference and exhibition destination**. **2017 was a record year** for national and international trade shows and conferences, exceeding 2015, when the city hosted the World Congress on Intelligent Transport Systems. **Two of the biggest national conferences were held in Bordeaux in autumn 2017:** in September, the APM Convention (Association of Progress Management) assembled 4,000 participants in the Place des Quinconces. In October, 5,000 people participated in the National Lawyers Convention.

Of the 75 events that took place in the city in 2017, **40 were international**. Overall, Bordeaux hosted **55,000 participants** representing 189,000 conference days. Attendees' spending and organization-related expenses were estimated to be **56.5 million euros**.

Note: Bordeaux is further strengthening its position as a business destination for **trade conferences at a national and international level** with the Incentive Mercedes Benz Italy in September 2017, the Bridgestone Convention in March 2018, the LCL Convention in February 2018, and the Aegid Domitis Seminar in March 2018.

A FERTILE ENVIRONMENT

Bordeaux's popularity as a business destination has been boosted with **new developments** such as La Cité du Vin, the **arrival of the high-speed train line**, bringing Bordeaux closer to Paris, and the Metropole's investment in a **new conference facility (an additional hall for the Exhibition Centre)**. 2018 should consolidate this position with the opening of the **Hôtel Radisson Blu** (125 rooms), a **Hilton Garden Inn** (164 rooms), and **the opening of more airline routes** (Riga, Warsaw, Hamburg, Frankfurt, Dusseldorf, etc.).

This effect is accentuated by several competitiveness clusters, an extensive aeronautics and space hub, a leading position in optics and lasers, and strong expertise in nano- and biotechnologies, neurosciences, Health ICT, wood, and sustainable construction. Another advantage is the potential represented by 88,000 students, 11,600 researchers, and the fact that Bordeaux University is one of 5 'IDEX' (Initiative d'Excellence) universities in France, which receive government support to develop R&D and international links.

COMING TO BORDEAUX IN 2018

The largest conference projects are **international**. These include the World Congress of French-speaking Nurses to be held in June (2,000 people), ISMP, the Symposium of the Mathematical Programming Society in July (1,500 people) and the 5th Systemic Sclerosis World Congress in February (1,200 people).



THE CLUB DES AMBASSADEURS DE BORDEAUX

In 2007, the Convention Bureau launched the Club des Ambassadeurs de Bordeaux to promote the city and attract more conferences. Its 220 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.

<http://bit.ly/2ilwKuU>



THE CONVENTION BUREAU, GATEWAY FOR ORGANISERS OF TRADE AND CORPORATE EVENTS

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.

Useful reading: The «Bordeaux Congress & Meeting Guide», a practical handbook for organisers of trade and corporate events.

<http://congress.bordeaux-tourism.co.uk>



BUSINESS TOURISM A FUTURE-ORIENTED METROPOLITAN AREA

The opening of La Cité du Vin and Euratlantique project, the arrival of the LGV high-speed rail link, redevelopment of the Bassins à Flot area, modernisation of the Exhibition Centre... by 2019, Bordeaux will have completed its transformation with more extensive, thoroughly modern infrastructures devoted to business tourism.

THE TOP 5 CONVENTION VENUES

In the city centre:

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

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.

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

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

Convention Centre: 1,850 seats in 3 auditoriums, including one seating 800, a luminous structure designed by Wilmotte, in a natural setting on the lakeside. Access to 1,400 hotel rooms, 15 restaurants, and a casino within a 5-minute radius.

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.

THE EXHIBITION CENTRE GETS A FACELIFT

The Exhibition Centre is a core feature of Bordeaux Métropole's infrastructure and is vitally important for the development of business tourism. To increase the capacity and quality of the facilities, a new hall will be built in place of the current Hall 2 (14,000 m²). It will increase the centre's overall capacity, complementing the existing Hall 1 (50,400 m²), Hall 3 (14,500 m²) and Hall 4 (6,000 m²).

With an area of 14,000 m², various spaces will be created in the new hall, including a 1000 m² reception area, 13 modular meeting and committee rooms, and a fully modular main hall. The latter, with an area of 7,400 m² can be divided into 3 sections, enabling the hosting of plenary meetings for 1,500 to 6,000 people, using a system of movable walls and tiered seating. These modules will also be dedicated to hosting exhibitions and the installation of food courts.

COMPREHENSIVE HOTEL OFFER

With a total of 1,320 hosting and 32,000 beds, Bordeaux Métropole has a diversified offer: business hotels close to centers of congress, to charm in vineyards, hosts' houses in city heart, and even a 4* campsite with 240 bungalow.

Over the next five years, nearly 600 new rooms will be added to Bordeaux's accommodation in the luxury hotel bracket. The number of 4-star hotel projects is on the increase with a Radisson Blu in the Bassins à Flot, a Hilton Garden Inn and a Golden Tulip next to the station, five-stars in Saint-Seurin area, an Angelys group hotel in the Victoire district, and two upmarket hotels near the Cité du Vin.



A WINE-BASED GAME

Proposed by In Vino Event, WINE OPOLY® invites teams to taste, buy and sell famous vineyards. WINE OPOLY® is a team-building activity that parodies a famous board game, in which all the senses used in wine tasting (eyes, nose and mouth) are involved. 10 to 100 people.

www.invino-event.com



FLOATING MEETING VENUES

Bordeaux River Cruise organizes customised cruises for conferences, gala dinners, incentive seminars, and team-building activities on its three river boats, with capacities of up to 280 passengers. It is possible to land on Île de Patiras, opposite Pauillac, in the middle of the Gironde Estuary, and hold private cocktail receptions for up to 150 guests in this idyllic natural spot surrounded by water, with its extraordinary views.

<http://bordeaux-river-cruise.com>

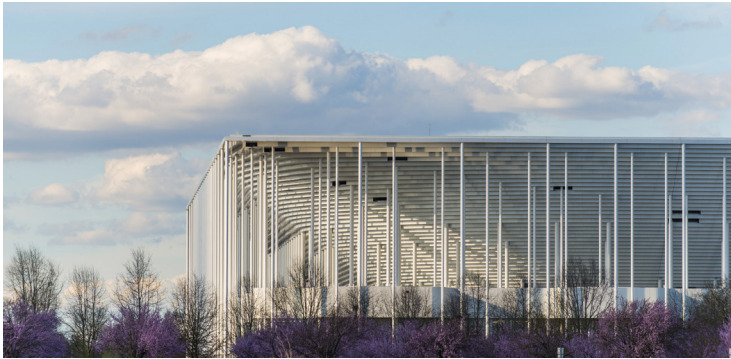


ARCHITECTURE, DESIGN AND URBAN PLANNING

Two massive sites, the Bassins à Flot to the north, and Euratlantique to the south, are in the process of re-shaping the city's landscape to create «Bordeaux 2030», thereby securing the metropolis' place as one of the great regional capitals of the 21st century.

AN URBAN PLANNER'S CITY

The Bordeaux metropolis' heritage includes buildings and facilities by some of today's great architects and designers: the rooms and restaurant at the Mama Shelter hotel and Château Les Carmes Haut-Brion's winery were designed by Philippe Starck, the hotel Saint James by Jean Nouvel, the Matmut Atlantique stadium by Hertzog & de Meuron, Maison Lemoine in Floirac by Rem Koolhaas, the County Court by Richard Rogers, and the CAPC Museum of Contemporary Art by Andrée Putman.



MAJOR PROJECTS

In the north of the city, the **Bassins à Flot**, the old manufacturing district, located between the Chartrons and Bacalan is undergoing a transformation: a massive 160 hectare construction site (including 22 hectares of water, the former wet docks) in which buildings and major projects are springing up like mushrooms, under the gaze of Nicolas Michelin, who is in charge of the development. Ultimately, 700,000 m² of housing, hotels, economic activities and amenities will be created, just six tram stops from Quinconces. Open to the river and bathed in light, the zero-energy neighbourhood will consume as much as it produces, and be traversed by three kilometres of landscaped paths.

In the south, on the other side of the city around Bordeaux's train station, a revolution is being prepared, in the form of **Bordeaux Euratlantique**. This vast urban development project covers 738 hectares spread over Bordeaux, Bègles and Floirac. Bordeaux Euratlantique includes office space, housing, public facilities, hotels and shops, and a new pedestrian shopping street scheduled to open in 2021. In terms of facilities, the project includes the construction of the Simone Veil bridge that will link the St. Jean Belcier district with Floirac in 2020, the MECA (Maison de l'Economie creative et de la Culture en Aquitaine - Centre for Creative Economy and Culture in Aquitaine), the FRAC (Regional Contemporary Art Fund) and the Cité Numérique (Digital City). The future economic lungs of the city, Bordeaux Euratlantique will also provide an attractive location for large company headquarters.

www.bordeaux-euratlantique.fr

An integral part of the Euratlantique project, the new **Bordeaux Métropole Arena**, signed by Rudy Ricciotti (creator of the MUCEM in Marseille) is located on the right bank next to the future Simone Veil bridge. With 11,300 seats, it hosts a variety of cultural, entertainment and sports events. First shows : Depeche Mode, Michel Sardou, Orelsan, Lenny Kravitz...

www.bordeauxmetropolearena.com



A FACELIFT FOR THE SAINT JEAN STATION INTERCHANGE

To accommodate the higher passenger volumes generated by the arrival of the High-Speed Line, Saint Jean Station has undergone a major three-year modernization and expansion project with the renovation of the main hall and its magnificent glass roof, the replacement of halls 1 and 2, the creation of hall 3, and modernization of the underground passage way system... Providing a beautiful welcome to visitors from all over the world.

<http://bit.ly/2CWQmXU>



HALLE BOCA, PART OF THE EURATLANTIQUE PROJECT

A new space is taking shape between the train station and the Garonne: the Halle BOCA, as in BO for Bordeaux, and CA for Commerce & Alimentation (Retail & Food) and for Centre d'Affaires (Business Centre). Located in the former abattoir on the Quai de Paludate and the surrounding area, the Halle will include a covered market, food shops, and event locations in a renovated space with historic architecture. Alongside, a Hilton hotel and offices are under construction. Scheduled to open in April 2018.

<http://halleboca.com>



BORDEAUX - GOLF DESTINATION

With around fifteen golf courses in the Bordeaux area, keen golfers have plenty of choice. Clubs just a few minutes from the city centre, on Arcachon Bay, in the Médoc, and near Saint-Emilion provide opportunities to play 9 or 18 holes and explore four very different areas.

CITY GOLFERS

What a pleasure to find a golf course in the city! The Bordeaux metropolitan area has three: **Golf Bordelais** in the suburb of Caudéran (18 holes), **Bordeaux-Lac** golf course, with two 18-hole courses and a pitch & putt in a green setting, and **Golf de Pessac**, with its fairways set among pine trees and ponds on a 120-hectare estate, just a few minutes from the airport. Facilities: an 18-hole course, a 9-hole course, and a pitch & putt.

SEASIDE ATMOSPHERE



The five courses around Arcachon Bay are bathed in wonderful scents of pine trees and sea air: **Aiguilles Vertes** in Lanton, with 9 holes, is an ideal place to warm up; the **Arcachon International golf club** has an 18-hole course beside Arcachon Bay, near the Dune du Pilat; **Golf de Gujan** (27 holes) is reminiscent of Florida, with its varied courses well-integrated in their natural surroundings; the **course in Biscarosse** is more challenging, with narrow fairways nestling between two dunes; and the

latest addition, opened in 2013, is the **Cap-Ferret's 9-hole pitch & putt**, the only course lit up at night.

BETWEEN SEA AND VINEYARDS

Head for the Médoc, with its great wines and endless beaches. The 18-hole **Lacanau** golf course is set in an enchanting environment among the pine forests. The 18-hole **Margaux** course winds through 45 hectares of forests and ponds, with lovely views over the estuary. The Médoc golf course has a Scottish feel, with moorland, pine trees, and wide fairways bordered with heather. This prize-winning club has two 18-hole courses and a 4* resort hotel. It was ranked 3rd-best golf course in France by the Rolex guide in 2010, among the Top 5 French golf courses by a jury of professional golfers, and n°1 by Fairways magazine in 2014. The **Entre-Deux-Mers** also has an 18-hole golf course in **Cameyrac**, with a particularly friendly atmosphere. And, finally, the **Graves & Sauternes golf club** has a lovely, 18-hole course.

FOR GOURMET GOLFERS

In the Dordogne: **Château des Vigiers golf club** has it all, with a 17th-century castle converted into a 4* hotel, 3 restaurants, and 3 9-hole courses, which may be combined to make several 18-hole courses. **Teynac**, near Saint-Émilion, offers an attractive 18-holes course, amid vine-covered hillsides, a restaurant in a former winery, and bed-and-breakfast rooms in the dovecote.



NEW CLUB ON THE RIGHT BANK

A 5-star, 18-hole golf course among vines and ancient oak trees, just a few kilometres from Saint-Émilion, was inaugurated in October 2015 by the Mourgue d'Algue family, which boasts several champion golfers. The Grand Saint-Émillonnais Golf Club course was designed by American Tom Doak, one of the best architects in the world, known for his «minimalist» style, which fits organically into the natural landscape. Picked by golfing magazines as one of the most eagerly-awaited courses in the world in 2015, it has every feature necessary to attract an international clientele.

www.segolfclub.com



GET AWAY FROM THE CITY AND RELAX ON VILLENAVE- D'ORNON'S NEW GOLF COURSE

Inaugurated in September 2017, the Villenave-d'Ornon golf course (UGolf) is located in the grounds of Château de Geneste, beside the Garonne. With 80 hectares, this country golf course in the city offers 9-holes, to be extended to 18 holes in mid-2018.

<http://jouer.golf/villenave-dornon>



BORDEAUX GATEWAY TO THE GREAT SOUTHWEST REGION

Bordeaux is now 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 Pyla 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**, and the **Landes forest**, the largest tree-covered area in Europe, a paradise of walks and bike paths.

TO THE NORTH, CHARENTE AND POITOU

An hour and a half north of Bordeaux, the **Charente** is famous for its cognac. 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** which inaugurates a new immersive 5D attraction in 2018, featuring World Rally Champion Sébastien Loeb's car.

TO THE EAST, PERIGORD AND LIMOUSIN

To the east lies a land of plenty: **Périgord**, with its proud châteaux, gourmet markets in **Sarlat** and **Périgueux**, the wines of Bergerac, and since December 2016, the **Centre International de l'Art Pariétal**. The Centre contains a full-scale replica of one of the original Lascaux caves, known as the «Sistine Chapel of Prehistory». In **Limoges**, the **National Adrien Débouché Museum** has been completely renovated and presents machines and tools related to the porcelain industry for which the town is famous. An hour and a half further to the east, **The International Tapestry Museum** opened in **Aubusson** in the summer of 2016.

TO THE SOUTH, BASQUE COUNTRY

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**, 10km from Saint-Jean-de-Luz, 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.



VAN ROAD TRIPS

It's the new way to travel. From Biarritz or Bordeaux, several companies offer 70s retro VW Kombis or modern camper vans as an alternative means of exploring the Southwest. Recapture your freedom and experience the nomad lifestyle for a week, or more! Under the stars beside the ocean, or in the wilderness of the countryside, just follow your intuition to find paradise for an evening.

www.campinvan.com/en/

www.campycamper.com/?lang=en



NEW SERVICE FOR TOURISM PROFESSIONALS

To support the growth of tourism on France's entire Atlantic coastline, a dozen Tourist Offices in the west of France have produced a detailed brochure in English entitled, «French Atlantic Ways». From Mont Saint Michel in Biarritz, via Nantes, Rochelle and Bordeaux, each region presents an alternative to the traditional tourist circuits: a wonderful opportunity to see another side of France.

AGENDA 2018

CURRENT EVENTS

Until February, 10th: **Tremplin 2 Rives #5**, competition aimed at highlighting local artists' talent, which the final will occur at Le Rock School Barbey
bit.ly/2kq25oO

Until February, 25th: **Beatriz Gonzalez, a 1965 - 2017 retrospective exhibition**, inside the CAPC museum nave
www.capc-bordeaux.fr/en/

Until March, 11th: **"Feminine Creations" exhibition** in Eysines
bit.ly/2zf5c8P

Until April, 1st: **"Schweizweit" exhibition** dedicated to the Swiss architecture in Arc en Rêve
bit.ly/2y2SOMP

Until May, 27th: **"Abstractions Made" exhibition**, at the Museum of free creation in Bègles
bit.ly/2qAgIrW

Until September, 2nd: **"Itinerary of a borderless cardboard. From to Borno" exhibition** at the Customs National Museum
<http://bit.ly/2kj7H6S>

Until September, 2nd: **"Luminopolis" exhibition** designed in the form of an escape game in Cap Sciences
www.cap-sciences.net

JANUARY

January, 23rd to February 2nd: **Faites Numérique**, an interactive setting that allows discovering the digital universe, in Bassens.
bit.ly/2j5IfiB

January, 23rd to February, 2nd: **Multidisciplinary program "30/30 meetings of the short form"**, in Bordeaux and its suburbs.
www.trentetrente.com

January, 24th to 28th: **"Bordeaux Rock"**, 14th rock festival edition, in Bordeaux
www.bordeauxrock.com

January, 25th to 28th: **Angoûleme international comic strip festival**
www.bdangoûleme.com

January, 25th to May, 6th: **"L'image-livre. Editors and artists of the Czech avant-garde (1920-1930)"** at The Museum of Decorative Arts and Design of Bordeaux
www.madd-bordeaux.fr/en

FEBRUARY

February, 1st to 4th: **Jumping International of Bordeaux** at the Exhibition Center
bit.ly/2DrW2Jz

February, 6th to 11th: **Young public cultural festival "Ratatam !"** in Le Haillan
bit.ly/2BXxie9

February, 8th: **Celebration of the fatty beef** in Bazas
bit.ly/2DuHvwO

February, 19th to 25th: **Movie festival for young public "Les toiles filantes"** in Pessac
bit.ly/2kEVylg

February, 20th to April, 22nd: **International photography exhibition "Photo-phylls"** at the Botanic Garden
bit.ly/2zfOA0O

MARCH

Reopening of Bordeaux Metropolis suburban shelters
bit.ly/1b5ReK4

March, 2nd to June, 4th: **Exhibition of "Philippe Mohlitz - Dream plunderer"** at the Fine Arts Museum of Bordeaux
bit.ly/2rWwrCk

March, 4th: **Carnival of the two Banks and crossing of both bridges** of Bordeaux
bit.ly/1JXnfiS

March, 7th to 9th: **Cartoon Movie**, an animated film and digital image event
bit.ly/2yqUcoA

March, 8th to 20th: **"Digital Abysses 2018"** exhibition at the submarine Base
bit.ly/2bsRalw

March, 24th: **Marathon of Bordeaux Métropole 4**, first night-marathon in France
bit.ly/2CU40dq

APRIL

April, 1st to 29th: **Itinerary for traveler photographers** in several locations of Bordeaux
bit.ly/2BPIHPv

April, 6th to 8th: **The stopover of the Book #16**, festival of the literary creations which gathers authors and

illustrators in the Sainte Croix district of Bordeaux
escaledulivre.com

April, 8th to 15th: **Stopover of the Marité** in the Moon Harbour
www.lemarite.com

April, 26th to September, 16th: **"Construction" exhibition by the design Martin Szekely** at the Museum of Decorative Arts and Design
www.madd-bordeaux.fr/en

April, 28th: **Animasia #6**, festival of Asian cultures in Le Haillan
bit.ly/2BPh1pa

MAY

May, 8th to 13th: **Tango festival** in Bordeaux
bit.ly/2CX7BHE

May, 12th to 21st: **International fair of Bordeaux** at the Parc des Expositions
www.foiredelabordeaux.com

May, 17th to September 2018: **Danh Vo**, in situ settlement, inside the nave of the CAPC
www.capc-bordeaux.fr/en/

May, 18th to 21st: **ODP festival #4** in Talence. First announced artists: NTM, Datcha Mandala
www.festival-odp.com

May, 26th to 27th: **Travel literatures exhibition** in Pessac
www.pessac.fr

May, 28th to November 4th: **"Jack London dans les mers du sud" exhibition** at the Aquitania Museum
bit.ly/2CWqdat

May, 31st to June, 3rd: **"Echappée Belle" festival**, multidisciplinary festival in Saint-Médard-en-Jalles and Blanquefort
bit.ly/2BRLRO9

JUNE

June, 1st to 3rd: **Fête de la Morue #22 edition** in Bègles
bit.ly/1N67kFS

June, 5th to 10th: **"Big Bang" festival** in Saint-Médard-en-Jalles: shows, exhibitions, animations...
www.festival-bigbang.com

June, 6th to 16th: **"Chahuts"**, speaking arts festival
www.chahuts.net

June, 9th to 24th: **"Les Epicuriales"**, foudoor party of gastronomy, in Bordeaux city center
epicuriales.com

June, 10th to 13th: **Stopover of the Hermione boat** in Bordeaux's harbor
www.hermione.com

June, 14th to 18th: **Bordeaux Fête le Vin** welcomes great sailing ships for its 20th anniversary
bit.ly/2BQfsHJ

June, 15th: **Opening of the Marine and Sea Museum** in Bordeaux.
"Monet, beteen land and sea"
inaugural exhibition until August 31st.
bit.ly/2gn876b

June, 16th to 17th: **"Weekend des Grands Crus" #13** in the Hangar 14 and in certain properties
www.ugcb.net

June, 20th to September, 16th: **street-art exhibition** in the submarine Base.
bit.ly/2bsRalw

June, 21st to September, 21st: **Relâche Festival**, urban music festival with a 3-month program
relache.fr

June, 26th: **Guns'n roses** at Matmut Atlantique stadium
www.matmut-atlantique.com

June, 28th to July, 1st: **Garorock festival** in Marmande, with Damso, Orelsan, Indochine, Marilyn Monson, Nekfeu, Macklemore...
www.garorock.com

June, 29th: **Eysines goes soul festival**
bit.ly/2CV8rVd

June, 30th: **"En bonne voix" festival** in Pessac, which puts forward the French talent
www.pessac.fr/en-bonne-voix.html

JULY

July, 4th and 5th, and 12th and 13th: **"Les Haut de Garonne" festival** in Basens, Lormont, Floirac and Cenon
www.lerocherdepalmer.fr

July, 7th to August, 18th: **"Summer stopover"** in Mérignac
bit.ly/2CWbwV4

July, 14th to August, 12th: **Quais des Sports**, free sports and educative entertainment activities at the exhibition Center in the Saint Michel district
bit.ly/2kUIGNo

July, 15th to August 19th: **Dansons sur les quais**, dance festival on the Garonne river quays
www.dansonssurlesquais.fr

AUGUST

August, 3rd to 5th: **Raggae Sun Ska festival**, European's largest Raggae music festival in Medoc
www.reggaesunska.com/en

SEPTEMBER

September, 7th to 8th: **Ocean Climax Festival #4** at Darwin Bordeaux Bastide, festival about ocean and climate
bit.ly/2BzMjTY

September, 8th: **Médoc marathon #34**
bit.ly/2BP4FNR

September, 15th to 16th: **Heritage Days**
bit.ly/2BPY45M

September, 21st to 23rd: **Corazon Latino festival** in Cenon
bit.ly/2zeWPu4

September, 21st to 23rd: **Contemporary circus show and alternative entertainments "Les arts mêlés"** in Eysines
bit.ly/2kXtLSB

September, 27th to October 6th: **Les Campulsations #11**, dance, music, etc, festival in Pessac
www.campulsations.com

OCTOBER

October, 4th to 6th: **"Pocket book show" festival** in Gradignan
bit.ly/2BO0MbT

October, 6th to 24th: **FAB** (International Arts Festival of Bordeaux Metropolis)
bit.ly/2Du5lsf

October, 18th to 25th: **FIFIB #7**, International Independent films Festival of Bordeaux
fifib.com

October, 18th to December 16th: **Media Acqua exhibition** in Bordeaux submarine Base
bit.ly/2bsRalw

NOVEMBER

November, 16th to 18th: **Bordeaux S.O Good #5**, Gastronomy and lifestyle festival
www.bordeauxsogood.fr



ENHANCED CARNIVAL

2018 will be the year of an « Enhanced Carnival », a Carnival within the Digital era, which will orchestrated by the artist and graphic designer Guillaumit. Through the creation of an augmented reality application, the settlement of digital activities, meetings and shows at the beginning of the parade, digital is invited to a sharing-time and popular celebration, during the social networks period. This aims at thinking and playing with this new world fears and fascination. Appointment on Sunday, March 4th, 2018.

bit.ly/1JXnfiS



BORDEAUX METROPOLIS NOCTURNAL MARATHON

Sportspeople have an appointment on March, 24th for the only night-time marathon in France! It allows discovering the enlightened Bordeaux Metropolis architecture and historical sites, from the Moon Harbour, classified UNESCO world heritage site, through distinguished castles and vineyards and ending on the Garonne River Quays.

bit.ly/2CU40dq

BORDEAUX BY FIGURES

- 2017: Bordeaux was chosen as Lonely Planet's most attractive city, and is the only French city in the top ten
- The Los Angeles Times has made Bordeaux its number one place to visit in 2017
- 2016 : Bordeaux 2nd major destination of the world according to the New York Times
- 2015 : Bordeaux named European Best Destination
- Bordeaux airport was voted best airport in the less-than-10 million passengers category (Air Transport News)

A FLOURISHING TOURIST

- Bordeaux Métropole, **5th** most frequented French destination after Paris, Aix-Marseille, Lyon and Nice (INSEE 2016)
- The river : **48** maritime cruises stops in 2017 (30,000 passengers)
- Airport: a record of **6 million** passengers handled in 2017 (+ 2 million in 2 years)
- Accommodation: **1,320** hotel establishments >> a total of **32,000** beds >> Over the next five years, nearly **2,500** new rooms will be added to Bordeaux's accommodation
- **4.9 million** taxed nights en 2017
- **902,500** visitors allowed in 2017 at the different reception desks of the Bordeaux Tourist Office
- The Tourist Office is approbed "Quality Tourism", "Cycling home" and "Tourism and Handicap"

BORDEAUX METROPOLE

- **6th** metropolitan France, capital of the Nouvelle Aquitaine region
- **780,000** inhabitants in Bordeaux Métropole (28 towns), of which **251,000** for Bordeaux City
- Largest urban area classified UNESCO with **1,810** hectares
- Gourmet capital, with many starred restaurants, and two world stars, Pierre Gagnaire and Gordon Ramsay cumulating **3** Michelin stars between them (in total, Gironde has **14** starred restaurants)
- **7** competitiveness clusters : aerospace, optics and lasers, wood, sustainable construction, "TIC", health, neuroscience

WINE

- **65** AOCs (designated wine production areas) on **111,000 hectares**
- The largest AOC vineyards of France
- Average production: **704 million** bottles
- **6,300** wine-producing properties in 2016
- **300** wine merchants
- **21** bottles of wine from Bordeaux are sold every second all over the world

TOP FRENCH CITIES...

TOP FRENCH CITIES

Bordeaux is part of the «**Top French Cities**» international network, consisting of **twenty destinations such as Marseille, Lille, and Montpellier, and chaired by the Director of the Bordeaux Tourist Office**. Because there is strength in unity, most of the major French cities and metropolitan areas outside of Paris work together through the «Tourism in the City Cluster» launched by Atout France (the French Tourism Development Agency) in 1993. Their ambition is to develop awareness of what characterizes them: cultural effervescence, modernity, elegance, history, heritage, cuisine and the French «art of living».

MAGNETIC BORDEAUX WILL PULL YOU IN



On the Atlantic coast and connected to the world, Bordeaux has a great cultural heritage. Its blend of world-class business excellence, quality of life, creativity and entrepreneurial spirit, makes beautiful Bordeaux a buzzing global city. In this context, the brand «Magnetic Bordeaux» was imagined by different players of the territory. Symbol of the attractiveness of the territory, Magnetic Bordeaux will be spread by public bodies, companies, local authorities through promotion campaigns and events, communication tools.

<http://bit.ly/2sMrOxA>

PRESS CONTACTS

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Alaïs PERRET

PRESS RELATIONS

Tél. +33 (0)5 56 00 66 15

Mail : a.perret@bordeaux-tourisme.com

Sophie GAILLARD-MAIRAL

Tél. +33 (0)5 56 00 66 25

Mail : s.gaillard@bordeaux-tourisme.com

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Please mention the photo credits

Please send a copy of the article after publication to

a.perret@bordeaux-tourisme.com

BORDEAUX METROPOLE TOURISM & CONVENTION BOARD

12 cours du XXX Juillet - CS 31366

F-33080 Bordeaux Cedex

Lat: 44.84 366 | **Long:** - 0.57 446

Tel. +33 (0)5 56 00 66 00

www.bordeaux-tourism.co.uk

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Digital version of the press kit:

<http://presse.bordeaux-tourisme.com/en/>

Dossier de presse réalisé par Nums

Website : www.num.s.fr

Mail : contact@num.s.fr