

BORDEAUX
Tourism & Conventions



PRESS KIT
2016



BORDEAUX
PORT DE LA LUNE
PATRIMOINE
MONDIAL
WORLD HERITAGE

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SIX REASONS FOR TRAVELLING TO BORDEAUX

BORDEAUX BUZZ

European Best Destination 2015, favourite city of the French*, 4th most attractive city for students**, three Michelin-starred chefs - Gordon Ramsay, Joël Robuchon, and Philippe Etchebest- have opened restaurants in under a year... Bordeaux is a powerful magnet! After a 15-year full makeover, Bordeaux, with its blonde stone façades, has recovered its 18th-century splendour, confirmed by the historic city centre's recognition as a UNESCO World Heritage Site in 2007. And with the opening of the LGV high-speed rail link in 2017, Bordeaux the Beautiful will be only just over 2 hours from central Paris.

BORDEAUX LIFESTYLE

The city has a much younger image, with outdoor cafés on every street, trendy bars, designer shops, skate parks, a host of chic, contemporary restaurants... and much more! Joggers enjoy 350 hours more sunshine than in Paris and run every evening along the redeveloped waterfront, then go for a drink on the right bank with the view over the Garonne River and the floodlit façades of the Place de la Bourse. There is no time to be bored, as the cultural scene is always very exciting, with exhibitions, concerts, lectures, street entertainment, and arts to suit every season.

BORDEAUX ON THE MOVE...

Heading for Greater Bordeaux 2030! The city is evolving in all directions. On the north side, the first residents moved into the gargantuan development at the Bassins à Flot in 2015. On the south side, the revamped station will be completed in 2017, in time to inaugurate the LGV high-speed rail link. A whole new district, Bordeaux Euratlantique, one of the most extensive development projects in France, is well on its way. On the right bank, following the emergence of the Bastide-Niel district, the Braza area, opposite the Parc aux Angéliques, is moving into its second development phase. There's no time to rest - 2030 is just around the corner.

BORDEAUX: WORLD WINE CAPITAL

This will be even more true in June 2016, with the opening of the Cité du Vin, a unique place for wine-related discoveries and experiences. Bordeaux will now have its own emblematic structure, like the Guggenheim museum in Bilbao, overlooking the city and the Garonne River. This is decidedly a very special year, featuring the 10th Bordeaux Fête le Vin - wine festival, from 23 to 26 June 2016. Ten special guest cities will celebrate this 10th anniversary and over 700,000 visitors are expected to taste the 80 appellations from Bordeaux and Aquitaine.

SUSTAINABLE BORDEAUX

Rejuvenated, radiant, vibrant, joyous, keen on green transport, with its tram, VCub bikes, and electrical cars: Bordeaux is a breathable city! The urban area provides vast scope for experiments in sustainable development: reducing traffic, protecting historical heritage, promoting shorter distribution channels, preserving air quality and biodiversity, producing green energies locally, etc.

GATEWAY TO SOUTHWEST FRANCE

The list of excursions from Bordeaux makes your head spin. Arcachon and is an hour away, with its harbour, oysters, and Belle Epoque villas, as is Saint-Emilion and its UNESCO Heritage vineyard. The coast offers some of the loveliest, undeveloped beaches in France, for the delight of sports enthusiasts and nature-lovers. The ancient port of Rochelle, 2 hours to the North, provides access to an archipelago of enchanting islands: Oléron, Ré, Aix, and Madame. Further east, the Périgord boasts many delicious specialities, while the Basque country, to the south, is known for its festive atmosphere and distinctive character. It's a different world.

**2015 survey by Institut CSA for the Observatoire du bonheur
** 2015-2016 survey in l'Etudiant magazine*



KEY EVENTS IN 2016

The inauguration of the Cité du Vin, the 10th anniversary of the Bordeaux wine festival, and five matches of the Euro 2016... Bordeaux is looking forward to a memorable month of June, with record crowds.

CITÉ DU VIN - A BEACON OF WINE TOURISM

After two and a half years under construction, the **Cité du Vin - A world of cultures** is due to open in June 2016. This unique structure, just north of the Chaban-Delmas bridge, designed by Anouk Legendre and Nicolas Desmazières from the XTU architectural agency, is 55 metres high. Its bold curves are evocative of wine swirling in a glass and gnarled vines. Its 2,500 aluminium panels and 650 panes of glass reflect golden highlights, reminiscent of the blonde stone of Bordeaux buildings.

The Cité du Vin is midway between a museum and a theme park, offering a **total experience on 10 levels**. The main tour is an **immersive, sensory voyage**, introducing visitors to the world's wine civilisations. The cutting edge scenography was designed by the British firm Casson Mann Limited.

The **20 themed exhibits** include: a **breathtaking flight** over the world's vineyards with projection on the floor and three large screens and a 50-seater boat equipped with a 220° screen to travel back in time with wine merchants. A "semi-open" **ergonomic headset**, specially designed for **The Cité du Vin**, automatically triggers the multimedia activities on the tour (available in eight languages). A modified tour has also been imagined for **young visitors**. Three **tasting areas** offer workshops for adults, including a unique multisensory experience. The interplay of sound, light, and aromas under a 360° screen creates a multidimensional tasting experience. The permanent exhibition will be accompanied by two major, temporary art exhibitions every year.

The Cité du Vin will host a world **wine bar**, a **tapas bar**, and a 600m² wine cellar, managed by Régis Deltail. A monumental "library" has a capacity of exactly 9,752 bottles, from all over the world. The 250-seat Thomas Jefferson auditorium will offer a year-round programme of films, live entertainment, and themed meetings.

www.laciteduvin.com



EXTENDING YOUR TOUR IN THE BORDEAUX VINEYARDS

The Cité du Vin will be the starting point for many wine excursions in the Bordeaux vineyards, for groups, families, and couples, lasting half a day or longer. A 90-metre landing stage gives direct access to boat trips on the Garonne River. There are two ways of prolonging your tour by discovering wine-producing landscapes, villages, and people: contact the assistants who offer customised responses to every request or visit the brand-new Bordeaux Wine Trip Internet platform.

www.bordeauxwinetrip.com



TASTING IN 7TH HEAVEN

A restaurant with a panoramic view and a futuristic decor on the 7th floor of the Cité du Vin will offer modern cuisine, regional specialities updated with flavours from around the world, and variations on the theme of wine to visitors and locals alike. An electronic wine list, changed every month, will offer a wide choice of over 500 wines made by around fifty local wine producers.

THE BORDEAUX WINE FESTIVAL: 10TH ANNIVERSARY

The Bordeaux wine festival has great ambitions for its 10th anniversary. This year, from 23 to 26 June, the leading wine tourism event in France will be hosting **10 special guest cities** (see our focus). For four days, Bordeaux will once again be the **world wine capital**, in keeping with the theme of this anniversary event.

Lovers of **great wine, fine cuisine, and culture** are invited to take part in this four-day festival on the waterfront UNESCO World Heritage Site and explore the world's most beautiful châteaux in the surrounding vineyards. 700,000 visitors are expected. **Bordeaux wine festival has upgraded the facilities** for this special occasion: the traditional marquees will be replaced by temporary containers and food trucks, decorated in the colours of the eleven tasting and vintage pavilions, to provide a more modern, convivial setting for the visitors' enjoyment.

Programme: a **2km wine trail** along the waterfront, from the Bourse Maritime to the Pont de Pierre, for exploring the **80 appellations in Bordeaux and Aquitaine**, as well as meeting winegrowers and shippers.

Visitors need one essential item to set out on the wine trail: the Tasting-pass (20 euros + 1 euro guarantee), entitling them to tastings at each of the pavilions, presented this year as a contactless card. Visitors also have the opportunity to continue their introduction to Bordeaux wines with a Vineyard-pass, entitling them to château tours leaving from the festival site. **Tasting workshops** will be organized by the Bordeaux Wine School, focusing on Bordeaux wine aromas, blending techniques, and food-wine matches. The partnership with the "Grands Crus Classés en 1855" is continuing for the third year: the "**1855 passport**" provides access to a tasting organized in the main hall of the Palais de la Bourse, attended by representatives of the estates involved.

A full programme of **art exhibitions and activities** each day will conclude every evening with a **sound and image show**, projected on façades of the Place de la Bourse, followed by a **firework display**.

www.bordeaux-wine-festival.com



10 SPECIAL GUEST CITIES

10 very special guests have been invited to celebrate this 10th anniversary. The Bordeaux wine festival welcomes the city's fellow members in the Great Wine Capitals Global Network: Bilbao, Cape Town, Mainz, Mendoza, Porto, San Francisco, and Valparaiso. The aim of this network, launched par the Bordeaux CCI in 1999, is to develop cooperation programmes and promote exchanges between the members in "Old Europe" and the "New world". Brussels, Quebec, and Hong Kong, which now host their own versions of the Bordeaux wine festival, will also be special guests.



A BREAK BETWEEN TWO TASTINGS

Bordeaux wine festival is a tasting experience, not a drinking event! This year, reflecting a constant concern to enhance the visitor experience, relaxation areas will be available along the wine trail. Away from the excitement of the pavilions, visitors will enjoy the peaceful view over the Garonne River between two glasses of wine.

BORDEAUX WELCOMES THE EURO 2016

Bordeaux will host **five matches**, including a **quarter final** of the EURO 2016, at the brand-new, XXL stadium. Inaugurated in spring 2015, it has a modular, 42,000-seat capacity, in football and rugby configurations.

Bordeaux match schedule:

- Saturday 11 June 2016 at 6.00pm: Wales - Slovakia
- Tuesday 14 June 2016 at 6.00pm: Austria - Hungary
- Saturday 18 June 2016 at 3.00pm: Belgium - Ireland
- Tuesday 21 June 2016 at 9.00pm: Croatia - Spain
- Saturday 2 July 2016 at 9.00pm (Quarter final)



A HUGE FAN ZONE

A "fan zone" will be set up on the Quinconces esplanade to welcome supporters from all over the world throughout the competition. It will be one of the largest fan zones among the 10 EURO 2016 host cities, with a capacity of **60,000 fans**. The 51 matches will be broadcast on a giant screen. This will bring back fond memories to some supporters, who were among the 80,000 spectators present in 2009, when the Girondins de Bordeaux won the French championship.

The fan zone will be an entirely free service, **bringing supporters together for matches and celebrations**. During the event, **91 activities** on a variety of themes have been selected by Bordeaux City Hall to provide an exciting programme. In particular, these projects will focus on the position of women in sport and European values. **Concerts** will be also be organized on days when no matches are scheduled.

MAJOR ECONOMIC IMPACT

EURO 2016 represents an economic impact estimated at 126 million Euros for the Bordeaux metropolis, as well as spectator spending estimated at 88 million Euros (including 20 million Euros in the fan zone), according to the Sport Law and Economics Centre.



THE NEW STADIUM IN FIGURES

- 24 km tiered seating
- 42,000 seats
- 12,000-tonne metallic structure (twice the weight of the Eiffel tower)
- 4,6-hectare stadium
- 18,6-hectare site

www.matmut-atlantique.com/en



RED DEVILS' BASE CAMP

The Belgian football team have chosen Bordeaux as their base camp during the entire competition. The "Diables Rouges" (Red Devils) will stay at the Médoc Golf Course Resort hotel, in Le Pian-Médoc, not far from the house owned by their coach, Marc Wilmots, who knows the area well as he used to play forward for the Girondins' (2000-01). They will train at the Girondins' centre in Le Haillan, with public sessions at Chaban-Delmas stadium.



HISTORIC HERITAGE

Bordeaux was classified as a UNESCO World Heritage Site in 2007: the city was recognized for the unity of its architectural heritage, which dates from the Age of Enlightenment through to the first half of the 20th century.

Bordeaux is the most extensive urban environment in the world to be honoured as a UNESCO World Heritage site - **1,810 hectares** - and boasts **347 listed historical monuments!** 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. 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.

The **old Bordeaux** is a gourmet's paradise, with many fine restaurants on the squares and pedestrianised streets. Look up at the 18th-century façades of the Place de la Bourse, Place du Parlement, and Saint-Pierre district to admire the "mascarons": carved stone figures typical of Bordeaux.



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.

Bordeaux also showcases **contemporary architecture**, with designs by Richard Rogers (the law courts), Philippe Starck (Mama Shelter Hotel), and Herzog & de Meuron (Matmut Atlantique stadium).



OPERA AT LUNCH TIME!

How about taking a musical break at lunch time in one of the loveliest 18th-century opera houses? On one or two Fridays per month, the Opera National de Bordeaux offers a 45-minute concert, in the magnificent Grand Theatre, built in the reign of Louis XVI. Extracts of operas and Neapolitan songs in April, Mozart Requiem and an intimate recital by tenor Carl Ghazarossian in May. Look up and admire the fresco by Claude Robin on the domed ceiling. 10 Euros. 1€ for people under 26.

www.opera-bordeaux.com



LE CORBUSIER AMONG THE VINES

A half-day guided tour in Pessac, known for its top-flight vineyards, on the trail of a great 20th-century architect: Le Corbusier's Cité Frugès. Visit famous vineyards without leaving the city! Château Pape-Clément and Château Haut-Bacalan open their cellars for a tour and tasting. 30 Euros.

www.bordeaux-tourism.co.uk



CRUISES AND TOURS

Bordeaux has a new challenge:
to become the "Port of the Moon" once again.
A splendid return to the past is seeing increasing numbers
of boats moored beside the long-abandoned quays.

In just a few years, Bordeaux has become the **IN destination for cruises**. In 2015, a record 35 cruise ships anchored in the Port of the Moon! It's quite a sight every time the 117-metre Chaban-Delmas bridge is raised to let the ships through. The 2016 season is likely to be even busier, with around fifty stopovers already scheduled.



ALONG THE GARONNE AND DORDOGNE RIVERS

Bordeaux is also affirming its position as a key departure port for **river cruise specialists**. CroisiEurope was the first to recognise the charms of Bordeaux by organizing Garonne and Dordogne river cruises, aboard the Princesse d'Aquitaine and Cyrano de Bergerac. Viking River Cruises and Uniworld followed suit in 2014, as well as two more river cruise operators, Scenic Cruises and Grand Circle Travel, in 2015. These companies offer 1-week cruises along the Gironde Estuary and Garonne River as far as Cadillac, and the Dordogne River as far as Libourne, punctuated by tours of the Bordeaux vineyards. They will be joined by AmaWaterways and Aquitaine Croisières in 2016 and Crystal Cruises in 2017.

DAY CRUISES

The latest arrival, the Sicambre, a former flat-bottomed ferry converted into a **floating restaurant** by Bordeaux River Cruise, proposes full or half-day wine-themed cruises, wine tastings, guided excursions with cultural tours, and dinner cruises.

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

A unique way of arriving in Bordeaux! **Paddle down the Garonne River by canoe** and discover the wild islands, fishing huts, and imposing bridges. Experience the incredible natural phenomenon of the river changing direction at high tide.

www.bordeauxcanoe.com

Explore Bordeaux and the wonders of the estuary for a day or an evening on the recently-renovated **Marco Polo**, with its wine-red hull, white superstructure, and yellow and black funnel.

http://croisieres.marcopolo-bordeaux.com/index_en.php



BORDEAUX FROM THE WATER

Bordeaux also offers city tours by boat. Embark at the Ponton d'Honneur, Quai Richelieu, for a 90-minute cruise with commentary. Sail on the Aquitania (150 seats) or Burdigala (74 seats) and hear about the history of the Port of the Moon, as well as Bordeaux' trade with the rest of the world and its influence on the urban landscape. A voyage in time under the seven bridges across the Garonne River, from the Pont de Pierre, inaugurated in 1822, to Chaban-Delmas bridge, opened in 2013. Tours in French and English. 15 Euros

www.croisieresburdigala.fr



LAUNCH OF A CYCLING CRUISE

Spend the day cycling through breathtaking vineyard landscapes and the evening relaxing on the deck of a cruise ship... This new-concept cycling cruise will be organized by Aquitaine Croisières and marketed by Bike and Boat Tours, starting in May 2016. From Castets-en-Dorthe to Fronsac, stopping at Cadillac, Pauillac, Blaye, and Bourg-sur-Gironde. Daily rides from 30 to 50km will be proposed, as guided or self-guided tours.

<http://bit.ly/BoatnBike>



ON THE BORDEAUX WINE TRAILS

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

GRAVES AND SAUTERNES

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

MEDOC

Otherwise known as "the chateau trail", this 80 km trail through the Médoc vineyards, from Saint-Vivien de Médoc to Eysines, via Margaux, Pauillac, Saint-Julien, and Saint-Estèphe, offers views of the varied architecture of Bordeaux" 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.

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! At Prignac-and-Marcamps, Pair-non-Pair, one of the oldest decorated caves in the world (-30,000 years), displays extraordinary animal carvings.

IN SAINT EMILION-POMEROL- FRONSAC AND LIBOURNAIS

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, almond macarons, and the largest monolithic church in Europe, carved out of solid rock. Over 250 châteaux are on sale at cellar-door prices at the Maison du Vin.

ENTRE-DEUX-MERS

The largest winemaking region in Bordeaux, sometimes compared to Tuscany, produces a multitude of red, rosé, and clairet wines and a wide variety of white wines. The area also boasts many picturesque villages and historic abbeys.

New: Château Leroy-Beauval, in Saint-Sulpice-and-Cameyrac, proposes an innovative way to explore the vineyards by Segway, in conjunction with Libre'et sens.

www.libretsens.fr

BORDEAUX, GATEWAY TO THE VINEYARDS

Suburban vineyards! Over 20 châteaux are located in the Bordeaux metropolitan area. In high season, the Bordeaux Metropolitan Tourist Information Office is the starting point for many tours : introduction to wine tasting, excursions to châteaux, vintage workshops, evenings in the vineyards, etc.



CYCLING IN THE VINEYARDS

Landscapes, châteaux, and enchanting views punctuate Bordovino's delightful excursion to the prestigious Saint-Emilion vineyards. The programme includes a guided tour of the mediaeval village, lunch in the gardens of a family-run estate, followed by a 15-kilometre cycle ride through the Saint-Emilion vineyards. April to October, 145 Euros.

www.bordeaux-tourism.co.uk



WINE-BAR TRAIL

The Bordeaux Tourist Office has organized an Urban Wine Trail, featuring a selection of the best addresses for tasting wines from this region and around the world. From the very chic Bordeaux Wine Council wine bar to the relaxed "Born to be Wine" cellar in Gradignan, the trail includes many intimate, cosy places that have adopted the automatic wine dispenser concept. Wine bars offer a special formula where each wine is accompanied by a house speciality snack. Follow the trail on the Cirkwi app or download a PDF version from:

<http://bit.ly/UrbanWineTrailBdx-en>



BORDEAUX MUSEUMS

What do Delacroix, Picasso, Bruegel, Monet, Rodin, Buren, Goya, and Jeff Koons have in common? They all have works exhibited in one of Bordeaux' twent 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), located in the former faculty of Letters and Sciences, 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: uniforms, scale models, measuring instruments, etc.

<http://bit.ly/NationalMuseumofCustoms>

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!

<http://bit.ly/MuseedesArtsDeco>

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: over 1,300 works by 190 artists, including Robert Combas, Annette Messager, Mario Merz, and Richard Long. Until 17 April 2016, The CAPC is hosting a major monographic exhibition by Portuguese artist Leonor Antunes in the central aisle of the building.

www.capc-bordeaux.fr/en

Within the Hotel Labottière, this is the **Institut Culturel Bernard Magrez**, recently opened by a businessman whose career is a byword for excellence, innovation, and creativity in the wine world. Bernard Magrez, owner of several international vineyards, provides a new showcase for modern and contemporary art in Bordeaux, set to become the must-see hub of the new cultural scene in Bordeaux, along the lines of François Pinault's Palazzo de Grassi in Venice.

www.institut-bernard-magrez.com

The Création Franche museum in Bègles is a benchmark in the world of outsider art, with a collection of 14,000 works. Five exhibitions are organized every year, including the keenly-expected "Dissident Visions and Creations" event.

www.musee-creationfranche.com



INNOVATIVE EXHIBITION AT THE GALERIE DES BEAUX-ARTS

"Modern bacchanalia!" will run from 12 February to 23 May 2016 at the Galerie des Beaux-Arts. The 130 works, selected from the most prestigious national public collections, will highlight "nudity, revelry, and dancing in French 19th-century art". The concept: to take a fresh look at 19th-century arts by immersing visitors in the visual and musical universe of this period.

<http://bit.ly/bacchanales-en>



FROM ECONOMICS TO GEEK CULTURE

Cap Sciences, the Bordeaux scientific cultural centre, located just next to the Chaban-Delmas bridge, has enjoyed a series of successes. After two very well-received exhibitions on dinosaurs and space exploration, Cap Sciences has taken up the challenge of deciphering the key issues of the economy in an exhibition-game accessible to everyone, from 6 February to 8 May 2016. Who makes the economy? How does it work? What state is the world in? This educational, fun approach analyses the key elements of the economic mechanisms that influence our daily lives and makes them approachable.

www.cap-sciences.net



BORDEAUX METROPOLE CITYPASS, THE KEYS TO THE CITY

This card, valid for one, two, or three consecutive days, is useful for visiting the city, its museums and monuments, as well as taking urban public transport.

BORDEAUX ESSENTIALS

- Free access to over 20 museums and monuments (CAPC Contemporary Art Museum, Musée d'Aquitaine (Aquitaine Museum), Museum of Fine Arts, Musée National des Douanes (National Customs Museum), Museum of Decorative Arts and Design, Création Franche Museum, Bernard Magrez Cultural Institute, Pey Berland tower, Porte Cailhau, Palais Rohan, Saint Michel spire, etc.)
- Free public urban transport on TBC (tram, bus, " BatCub" river shuttle)
- Free guided tours of Bordeaux' Unesco heritage sites
- Free panoramic tour on a double-decker bus
- Reductions on vineyard excursions, river cruises, leisure activities, etc.



A WIDER RANGE OF SERVICES

1. CityPass includes the emblematic sites around the Bordeaux area, including several UNESCO World Heritage Sites.

Bordeaux is, more than ever, the ideal starting point for exploring Saint-Émilion (free tour of the monolithic church), Blaye (free guided tour of Vauban's fortifications), and many other historic sites and monuments.

2. The personal "destination concierge": a global innovation. From now on, Bordeaux Métropole CityPass holders will have access to "Wiidii", a personal assistant app on Iphone and Android, throughout the validity period of their cards. Users choose between voice recognition or their keyboard to ask questions in French, English, or Chinese and Wiidii answers within a few minutes. Visitors will be able to reserve airport transfers, find a good restaurant, obtain details of an English-speaking doctor, or ask any question that requires in-depth local knowledge.

3. A "pocket modem" is available for foreign visitors, to convert 4G into wifi, providing a permanent Internet connection. 4 euros

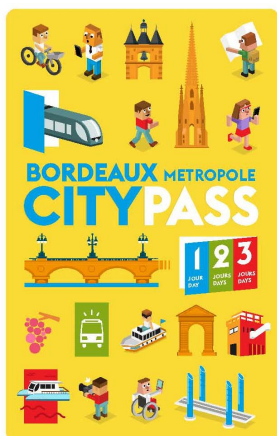


PRICES:

- 1 day 26€
- 2 days 33€
- 3 days 40 €

Available from the Tourist Information Office, TBC sales outlets, and online:

http://bit.ly/BordeauxCitypass_en



FOLLOW THE GUIDE

Guided walking tours of the city will be organized daily. The tour starts from the Tourist Information Office, a few metres from the Bordeaux Grand Theatre, every day, at 10.00. The pleasure of exploring the city continues along the waterfront towards the water feature, which reflects the façades of the Place de la Bourse. Discover the many surprising aspects of Bordeaux, as you explore the narrow streets of the old city accompanied by an expert guide. 2-hour tour included in the CityPass. 10€ without the CityPass, +4€ with a tasting at the Bordeaux Wine Council wine bar.



3 = 7: RANGE EXTENDED TO THE ENTIRE "BORDEAUX DESTINATION"

The 3-day Bordeaux Métropole CityPass offers time to discover Bordeaux and the surrounding, with a validity covering 7 days from the first use. An ideal opportunity to explore the iconic and historical sites around Bordeaux : Château de la Brède, Fort Médoc, Abbaye de la Sauve Majeure, Pair non Pair prehistoric cave, etc.



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 2015, Bordeaux was among the top 10 most cyclable cities in the world (source: Copenhagenize). The urban area sets the example, with 163 km of cycling trails. Find seven routes (6.5 - 33 km) for exploring the city by bike on this site:

<http://bit.ly/itinérairesVélo>

Looking for a bike? 11,700 VCub bikes are available at 167 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/bordeau.php

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.



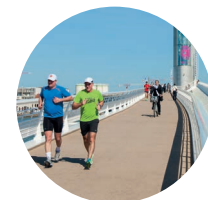
On the right bank, the **Parc des Coteaux**, running through Bassens, Lormont, Cenon, and Floirac, offers over 25 km of walking trails and amazing views over the Garonne River, as well as featuring musical hikes and botanical trails. The first few kilometres of the major "green thread" project, enhancing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



THE BRIDGE LOOP

The first section of the Parc aux Angéliques, a major landscaping project on the right bank of the Garonne River, was recently inaugurated. It is already possible to stroll along the bucolic Deschamps section, between the Pont Saint-Jean and Pont de Pierre bridges, which gives a foretaste of the future 90-hectare park. Development continues. The "bridge loop", connecting both banks of the Garonne River, will be completed by the second half of 2017.

www.bordeaux.fr/p51020



FUN RUN

In the beginning, there were just two friends, Anne and Alice, who really enjoyed running. Today, A2 running brings hundreds of people together for weekly running sessions, starting from the riverside water feature. The association recently published a bilingual brochure, showing 18 running routes in various Bordeaux districts: a new way of exploring the city's architectural and urban heritage.

<http://bit.ly/ParcoursRunning>



BORDEAUX: URBAN, ALTERNATIVE ATTITUDE

Going off the beaten track, reinventing our consumption patterns, and our approach to work, as well as making space for free expression... a dip into Bordeaux' third places where these ideals are promoted.

Bordeaux has adopted the collaborative economy. Shared work and discussion places are proliferating on both banks of the Garonne River, mirroring the spread of coworking spaces: La Ruche near Gambetta, Le Node in Saint-Pierre District, La Girafe in the Chartons district, Loco Coworking in Pessac, and many more.

"SHARING" LIFESTYLE

Darwin is a full-scale innovation crucible in the forefront of this movement. This 20,000m² former military barracks on Quai des Queyries on the right bank is constantly bubbling with activity. It acts as a green economy hub, featuring an urban farm, an XXL skatepark, free expression spaces for graffiti artists, an organic grocery, Le Magasin Général restaurant, co-working spaces, a bike-polo field, and a wellness centre (Le Bivouac), with a charming "found" décor.

www.darwin-ecosysteme.fr

The **Garage Modern** is a pioneering institution in the Bacalan district. For over 15 years, this extraordinary venue has hosted cultural events and opened its mechanical repair workshop to anyone who wishes to repair a car or bicycle - or have it repaired.

www.legaragemoderne.org

On the next street, **PIP (Pression Imparfaitement Perfect)**, the first collaborative brewery project in France, has just opened in the shared gardens of Les Vivres de l'Art.

www.pipbiere.com

"ARTY" LIFESTYLE

Vivres de l'Art, a must-see artists' workshop, located in the former French navy provision stores, attracts inquisitive visitors. An art gallery, exhibitions, concerts, festivals, and artists in residence are all directed by sculptor Jean François Buisson.

www.lesvivresdelart.eu

Fabrique Pola, a cultural cooperative devoted to visual arts and art in the city, initially located in Bègles, is expected to move to the old Pargade paint factory, Quai de Brazza, in summer 2016.

www.pola.fr

In 2010, seven unusual **shelters** shaped like clouds, owls, or even stars popped up on walking trails around outskirts of the city. The series, supported by the Bruit du frigo collective, in conjunction with the Zébra3/Buy-Self association, specialised in producing contemporary artworks, is due to grow during the 2016 season, with two new shelters: one by La Blanche lake in Ambarès and the other in Le Moulinat woods in Le Haillan.

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



I BELIEVE I CAN FLY

Bordeaux skatepark, near Hangar 14 on the waterfront, is one of the largest in France. Skateboarders, rollerbladers, and BMX riders swoop around the 2,350 m² complex of half-pipes, ramps, walls, bowls, rails, and modules made of concrete, steel, granite, resin, and wood. A special area is reserved for children under 10. Must see: the 200m² fresco around the bowl, by Full Color, a Bordeaux graffiti artists' collective.



ZERO WASTE

Bordeaux was the first French city to have a 100% disposable-packaging-free grocery shop. La Recharge, opened by two young locals in July 2014, is a continuing success. Customers bring their own containers: jars, bags, bottles, plastic boxes, etc. and buy everything in bulk, from pasta to washing powder, as well as olive oil. The two founders have just published a handbook on running a packaging-free grocery shop. An ongoing revolution!

www.la-recharge.fr



FINE DINING IN BORDEAUX

In just one year, three Michelin-starred chefs have opened restaurants in Bordeaux, young culinary talent continues to attract ever-increasing attention, and markets in the city with a thousand restaurants offer the best produce from all over south-west France.

MARKET DAYS

From Tuesday to Sunday, you can marvel at the choice along the aisles of the **Capucins market**, one of the largest in the Metropolitan area. People meet there on Sundays for brunch, graze on tapas, or enjoy seafood platters to the sound of a jazz band. Or head for the **Chartrons market** on the waterfront to taste oysters from Arcachon Bay, local specialities like "tricanilles" or Grenier Médocain, a sliced tripe sausage, and admire the view of the Garonne River. A recent addition, in Le Tasta district of Bruges on alternate Wednesdays, features an **open-air farmers' market** and food trucks offering gourmet delights.

EAT WITH THE STARS

The Bordeaux star-system is in a ferment, with Nicolas Nguyen at the Chapon fin, Vivien Durand at the Prince Noir, Cédric Béchade at the Hostellerie de Plaisance, and Nicolas Frion at the Gabriel. Joël Robuchon created a buzz in late 2014 with the inauguration of his gourmet restaurant, **La Grande Maison** (2 stars). The main events of 2015 were the arrival of British chef, Gordon Ramsay, at **Le Pressoir d'Argent** (1 star) at the InterContinental Bordeaux – Le Grand Hôtel and the opening of Philippe Etchebest's new restaurant, the **Quatrième Mur** (Grand Théâtre). These new establishments have broadened the gastronomic horizons of the Gironde area, which already boasted a number of wonderful Michelin-starred restaurants: the **Pavilion des Boulevards** (1 star), the **St-James** in Bouliac (1 star), **Château Cordeillan-Bages** in Pauillac (2 stars), and **La Grand'Vigne** in Martillac (2 stars).

INFORMAL EATING

A **rooftop** with a 360° view over the city. Enjoy the Mama Shelter rooftop terrace in fine weather.

www.mamashelter.com/en/bordeaux/

In a private home, thanks to **Vizeat**. Bordeaux people welcome you to their kitchen for an aperitif featuring Bordeaux wines, a local seafood tasting, or a home-cooked meal.

www.vizeat.com

Try a **Sunday brunch**: American-style at Plume Small Kitchen, relaxed at Chez les Tontons, British at the Breakfast Club, Scandinavian at Koeben, organic at the Magasin Général in the Darwin complex, or local at La Cagette Cantine Fraiche.

WORTH TRYING

Garopailles, voted "Best wine-cellar eatery" by the Fooding guide in 2016. Chef Tanguy Laviale was awarded two "toques" in the 2016 Gault & Millau guide and included in the "Tomorrow's great chefs" selection.

Fusion cuisine is definitely part of the Bordeaux scene: **Miles** reveals influences from all over the world, as does the newcomer, **Mampuku** ("full belly" in Japanese), as well as **Nama** and **Dan**, taking delicious inspiration from Asian flavours.



CHATEAU LIFESTYLE

Every Thursday from November to March at 19.00, Max the driver picks up his guests for an extraordinary evening out. The festivities start with a winery tour at Château Pontac Monplaisir and a tasting of three wines. At 20.30, they head for the Château de Léognan and dinner at Le Manège restaurant. Three glasses of wine from the estate are served to partner the dishes on the menu. 115 Euros

<http://bit.ly/1S1DSk3>



GOURMET EXPERIENCE

In early September, Michelin-starred chef Stéphane Carrade took over Le Petit Commerce, a fish and seafood brasserie restaurant. He recently opened Etoile de Mer on the lower floor, an unabashedly gourmet restaurant, where twenty diners enjoy a cosy setting and a full view of the kitchens.



BORDEAUX SHOPPING

Fashion, design, galleries, antiques, tableware, souvenirs...
elegant Bordeaux has everything to make fashionistas happy...
and everyone else as well!

FASHION

The various districts offer plenty of choice for fashion victims and addicts, as well as plenty of opportunities for window shopping. Are you looking for the latest in luxury? **The Triangle**, between Cours Clémenceau, Cours de l'Intendance, and Allées de Tourny, showcases all the leading brands and upmarket shops. Head for the Galerie Bordelaise, an indoor shopping area near the Grand Theatre typical of the 19th century, renovated starting in September 2015, which leads directly into **Rue Sainte Catherine**. This 1.2-kilometre pedestrianised promenade - the longest shopping street in Europe - boasts over 250 shops and department stores, including Galeries Lafayette. The **Quai des Marques**, on the Chartrons waterfront, attracts bargain-hunters to factory outlet shops in converted warehouses.



CONCEPT STORES

As in Paris, recently-opened concept stores offer an updated version of bric-a-brac, featuring trendy, offbeat "finds", including clothes, handbags, decorative items, and jewellery. **The W.A.N** (We Are Nothing) poster sets the tone, with its recycled, funky, "slow design" objects: a veritable Ali Baba's cave of salvaged treasures!

FLEA MARKETS AND VINTAGE SHOPS

Antique-hunters just love **Rue Bouffard**, with its superb window displays and art galleries, and **Rue Notre-Dame** in the Chartrons district. **Village Notre-Dame** is an institution, founded over 30 years ago, with 35 antique dealers under one roof. In late October, the whole area turns into a giant flea market for a weekend, with new wine, roasted chestnuts, and jazz bands in the street. Antique dealers and artists have also taken over the Passage Saint-Michel, to the south of the city centre. Even the building is well-worth seeing: it used to be a banana-ripening warehouse!



SHOPPING IN THE CITY

Promenade Sainte-Catherine is the new attraction for shopaholics! The former printing presses of Sud-Ouest, the regional newspaper, have been replaced by a new, 19,000m², pedestrianised shopping precinct in the heart of historic Bordeaux, with 35 shops and restaurants. Must see: the Lego store (700m² on three floors) is an iconic structure, with a perforated steel-clad façade that contrasts with the pale stone of the neighbouring buildings. It is a veritable modern sculpture, creating varied lighting effects by day and night. Open 7 days a week.

www.promenade-sainte-catherine.com



PLACES TO BE

The excitement of Rue Saint James starts from Place Fernand Lafargue, where restaurants serve dishes from around the world (Santosh, Pitaya, Moshi Moshi, Kokomo, etc.). In just a few years, this street has been taken over by trendy shops featuring young designers and fashionable cafés with a chic, funky, retro atmosphere. A little further on, Rue du Pas-Saint-Georges has independent, cutting-edge, home decoration, jewellery, and fashion boutiques.



BORDEAUX NIGHTS

With 80,000 students, Bordeaux is a young city, where people love to party. In Bordeaux, Saturday night fever starts on Thursday evening, with aperitifs in outdoor cafés or wine bars, concerts in pop-up venues and underground dance floors, and the fun continues until late!

NOT TO BE MISSED...

After work drinks in the festive triangle between Place du Parlement, Saint-Pierre, and Place Camille Jullian, soaking up the atmosphere in the outdoor cafés and bars. Rue des Piliers de Tutelle has several good places for an aperitif with tapas, set to Latin rhythms at Calle Ocho and continuing until late with the DJs at Comptoir des Tutelles or Pavé dans la Mare. Place de la Victoire is the students' hang-out.

The Bordeaux music scene Since the Rocher de Palmer opened in 2010, its 3 concert halls with capacities of 200 to 1, 200, have hosted outstanding jazz, rock, world music, and classical concerts. Food and refreshments are served at Ze Rock. Events scheduled in 2016 include Thomas Dutronc, Erik Truffaz, Oxmo Puccino, and Ibrahim Maalouf. Varied programmes are offered at Rock School Barbey, a music school known for launching young artists, as well as at Casino Barrière and the Krakatoa in Mérignac.

Clubbing Head for the Bassins à Flots district to go on partying through the night! The I Boat, the hub of hip culture, offers concerts and DJ sets, as well as showcasing underground artists. Another barge, La Dame, will reopen in 2016 following extensive renovations. The city centre has a rich night life, especially at the Black Diamond, the very chic private club at the Grand Hotel, and the Bootleg concert venue, which turns into a club at midnight. Students hang out in the many late-night bars, pubs, and discotheques on Quai de Paludate. Dance to an Afro-Cuban beat at the Pachanga, hits from the 80s at the Troquai, or groove at La Plage, a veritable institution on the Bordeaux waterfront and one of the largest night-clubs in France.



Rooftop experience The InterContinental Bordeaux – Le Grand Hôtel organizes theme evenings on the roof terrace in fine weather. Enjoy a delicious cocktail in an elegant setting, with a great view over the Garonne River and the city rooftops.

www.ghbordeaux.com/uk

CURTAIN UP

Housed in a completely renovated 18th century sugar warehouse, the Bordeaux-Aquitaine National Theatre also features design studios widely accessible to artists and acting companies in residence.

www.tnba.org



BARS FOR THE EURO 2016

Watch the EURO 2016 matches in a warm, festive atmosphere at one of the bars in the city that offer live, wide-screen broadcasts: El Bodegon and Pub Saint-Aubin, Place de la Victoire, Sherlock Holmes Pub and The Connemara in the Mériadeck-Gambetta district, Charles Dickens on the waterfront, Molly Malones in the Chartrons, and the Houses of Parliament in the city centre.



JAZZ AT LE CAILLOU

Le Caillou is the epicentre of musical diversity in Bordeaux. Jazz, world music, blues, and many other styles bring lively colours and sounds to the Jardin Botanique. In fine weather, the stage is outdoors, against the backdrop of the botanical gardens. Concerts are organised every Wednesday, Thursday, Friday, and Saturday evening. The venue is run by an association and entry costs the price of a drink or meal.

<http://lecaillou-bordeaux.com>



ACCOMMODATION - A ROOM IN THE CITY

Bordeaux is worthy of its title as European Best Destination 2015, with all types of accommodation: luxury, charm, and concept hotels, bed and breakfasts, and furnished flats. In just a few years, the metropolitan area has developed a dynamic offer capable of accommodating the nearly 6 million visitors who stayed in the city in 2014.

AN ECLECTIC RANGE

Magnificent 4* and 5* hotels, both in the city and surrounding area, focus on wellness, with world-renowned spas (InterContinental Bordeaux - Le Grand Hôtel, Les Sources de Caudalie, Hôtel de Sèze, etc.).

The **international brand hotels** are concentrated in three main areas: Mérignac, Mériadeck, and Bordeaux-Lac. The Mercure Château Chartrons is currently considered the largest hotel in Bordeaux, with 215 rooms, while the Pullman Bordeaux Lac offers elegant comfort and easy access to the Médoc vineyards. Several **hotels boast Michelin-starred restaurants**: Relais & Châteaux Cordeillan Bages in Pauillac, Relais & Châteaux Saint-James in Bouliac, and La Grand'Vigne in Martillac, while **concept hotels** are proliferating in the city centre. Seek'oo was the forerunner in futuristic design, followed by the Boutique Hotel (and wine bar), Mama Shelter, designed by Philippe Starck, Hotel Yndo, and Hotel de Tourny. The Best Western Bayonne Etche Ona hotel, just 100 metres from the Grand Theatre, has recently renovated its two 18th-century buildings, offering a choice of two styles: Art Deco or "curiosity cabinet".

SMART IDEAS

For travellers on tight budgets, several hotels right in the heart of Bordeaux are **guest-friendly** down to their **prices** and offer rooms from 60 Euros in low season. The Hotel du Theatre, near Place de la Comédie, has a surprisingly quirky décor, with 23 rooms named "Hawaii", "Namaste", "La Plage", etc. Hotel Clémenceau and Hotel Continental offer every modern comfort in charming, 18th-century stone buildings, typical of Bordeaux.

BED AND BREAKFAST BOOM

There has been spectacular growth in the number of **bed-and-breakfasts**, with 100 now open in the urban area, including 70 in Bordeaux itself! Owners of city mansions and elegant homes invite their guests to share a certain Bordeaux lifestyle (Une Chambre en ville, L'Hôtel Particulier, la Maison Fredon, la Course, etc.).



LE GRAND HÔTEL DE BORDEAUX & SPA UNDER THE INTERCONTINENTAL BANNER

In December 2015, the Grand Hôtel & Spa de Bordeaux, ideally-located on Place de la Comédie, became the Intercontinental Bordeaux - Le Grand Hôtel, the 6th member of this group in France. The hotel has 130 rooms, including 44 suites, as well as a panoramic terrace, a Nuxe Spa, and a gourmet restaurant, Le Pressoir d'Argent, where Chef Gordon Ramsay took charge in September 2015.

<http://bit.ly/GotoBordeaux-en>



LUXURY ROOMS WITH A VIEW

Bordeaux River Suite, a 150 m² prestige apartment, located in the historic heart of the city, with a semi-professional kitchen and a wine cellar, not to mention an amazing view over the Garonne River, offers a unique experience for travellers to Bordeaux or organizers of special events. From delivering breakfasts to tours of the most prestigious châteaux, as well as an in-house chef, Bordeaux Saveurs, an agency specialised in organizing customised stays and events in the greatest châteaux, will take care of every detail.

<http://bit.ly/BordeauxRiverSuite-en>



THE BOOM IN BUSINESS TOURISM

Another success! Every year, Bordeaux hosts nearly 100 conferences and 400 trade events. The share of large-scale international events is on the increase, as illustrated by 2016, which is shaping up to be an excellent year.

2015 was a record year: 85 rotating conferences and trade shows (excluding local trade shows/fairs and corporate events) including 37 international events, 51,000 attendees (30,000 in 2014) and over 48 M€ in estimated economic benefits (nearly 35 M€ of attendee spending and over 13 M€ of organization-related expenses).

Bordeaux owes this success to its outstanding urban setting, boosted by recognition as a UNESCO World Heritage site in 2007; its thoroughly modernised hotels; the opening of Matmut Atlantique Stadium in spring 2015, as well as new business tourism facilities (see next page); and the inauguration of the high-speed railway line in 2017, connecting Bordeaux to Paris in 2 hours.

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 80,000 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.

GREATEST SUCCESSES IN 2015

The ITS World Congress chose Bordeaux for its return to France, 21 years after the first conference in Paris in 1994. This event, held from 5 to 9 October, attracted 3,500 participants, 300 exhibitors, and nearly 10,000 visitors, from 100 different countries. A record for Bordeaux!

Another high point in 2015: Bordeaux hosted the international Symposium on Fireworks in September. Nine fireworks displays were organized by 350 specialists from around the world over the five days. Surprisingly, this trade event attracted nearly 200,000 local residents.

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.

www.bordeauxconventionbureau.fr/en



BORDEAUX: WCVD HOST CITY

Bordeaux is the venue for the 8th World Conference of Veterinary Dermatology (WCVD), organised by the World Association for Veterinary Dermatology, from 31 May to 4 June 2016. Between 2,000 and 2,500 participants from all over the world are expected at the Convention Centre in Bordeaux-Lac. This event, held every four years, is the most important in the veterinary profession.

www.vetdermbordeaux.com



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/club-des-ambassadeurs-en>



BUSINESS TOURISM: A FUTURE-ORIENTED METROPOLITAN AREA

The inauguration of the Cité du Vin and Euratlantique project, the arrival of the LGV high-speed rail link, redevelopment of the Bassins à Flots area, modernisation of the Exhibition Centre... by 2017/2018, 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.

Exhibition Centre: 80,000m² indoor space, 4 modular halls in 30 hectares of grounds, ideal for international trade fairs.

BORDEAUX EVENTS

Congrès et Expositions de Bordeaux, operator of the major business tourism venues in Bordeaux (Exhibition Centre, Convention Centre, Cité Mondiale Convention Centre, and Hangar 14), launched a new brand in 2015: Bordeaux Events. The objective is to make it easier for organisers by giving the "event venues" service a higher profile.

www.bordeaux-events.com

RENOVATION WORK AT THE EXHIBITION CENTRE

Starting in 2018, Bordeaux will be equipped to host very large scale conventions and conferences, following the modernisation of the Exhibition Centre, due to begin in mid-2016. A new multi-purpose building will be completed in the second half of 2018, offering modular space for 4,000 - 6,000 persons, 12 committee rooms, and an exhibition area. At the same time, Hall 1 will be gradually renovated. A total investment estimated at 70 million.

COMPREHENSIVE HOTEL OFFER

Bordeaux offers a full range of accommodation, with 150 hotels and 10,000 rooms, including 6,300 in the city centre and 1,800 in 4* and 5* establishments: business hotels near the convention centres, romantic hotels in the vineyards, bed-and-breakfasts in the city centre, and even a 4* campsite with 240 bungalows.

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

Nearly 800 new rooms will be available in the city centre by 2018. In the Bassins à Flots district, near the Cité du Vin, 3 new hotel projects are ongoing, including a Radisson Blu with 125 rooms, meetings facilities, and spa. Three new 4* hotels near Saint Jean station, with 50 to 150 rooms, built in the context of the Euratlantique project, will boost hotel capacity in that sector.



EVENTS AT LA CITÉ DU VIN

The Cité du Vin, due to open in June 2016, is a marvellous venue for conferences, seminars, and receptions. Several areas will be available for organizing private events: the 250-seat auditorium, modular reception rooms (configurations for 130 - 250 persons) and four workshop areas for 15 - 50 persons, giving a total capacity of 165 persons. The possibility of holding private events in the entire building is currently under consideration.

www.laciteduvin.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://croisiere-bordeaux.com>



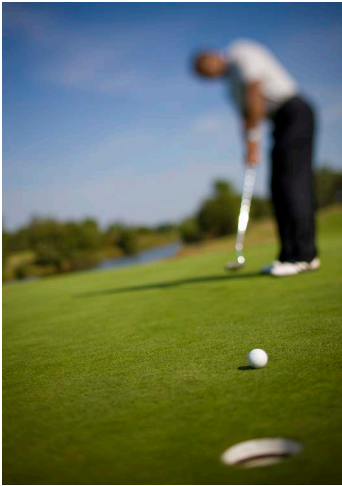
BORDEAUX - GOLF DESTINATION

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

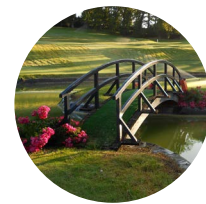
In the Dordogne: Château des Vigiers golf club has it all, with a 17th-century castle converted into a 4* hotel, 3 restaurants, and 3 9-hole courses, which may be combined to make several 18-hole courses. Teynac, near Saint-Émilion, offers an attractive 18-holes course, amid vine-covered hillsides, a 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-Emilion, was inaugurated in October 2015 by the Mourgue d'Algue family, which boasts several champion golfers. The Grand Saint-Emillionais 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



A VERY PRIVATE GOLF CLUB

The 4* Hotel de Sèze, an up-to-date hotel in a classical, 18th-century building, combines cosy décor and bespoke service. The family who own the hotel have set up two, compact 6-hole golf courses in Carignan, just outside the city, where hotel guests may play to their hearts' content.

www.hotel-de-seze.com/home/



MAJOR URBAN DEVELOPMENT PROJECTS

The Bassins à Flots to the north of the city
and Euratlantique to the south...
Two new districts are under construction in Bordeaux.
These colossal projects are giving the city a new
silhouette.

BASSINS A FLOT TO THE NORTH

The Bassins à Flot development has been a whirlwind of activity for the past 4 years. This vast, 160-hectare site (including the 22-hectare inner harbour) is giving the former industrial area between the Chartrons and Bacalan districts a complete makeover, with keynote structures and other buildings popping up like mushrooms. In the long term, this 700,000m² mixed development, just 6 tram stops from the Place des Quinconces hub, will include housing, business premises, and community facilities.



2,000 housing units out of the 5,400 expected by 2025 have already been completed and the first residents have moved in. Nature and water will be the overriding themes: open to the river and bathed in light, the district will feature 3 kilometres of landscaped pathways. The inauguration of the Cité du Vin in June 2016 and the future Musée de la Marine (Maritime Museum) will round out the already bustling cultural scene in this district.

The renovation of the marina and the reopening of the dry-dock facilities, for maintaining river cruise ships and refitting yachts, will reaffirm the identity of the Bassins à Flot as a maritime and port hub.

BORDEAUX EURATLANTIQUE TO THE SOUTH

Another revolution is underway on the far side of the city, code name: **Bordeaux Euratlantique**. This is one of the most extensive urban development projects in France, covering 738 hectares in Bordeaux, Bègles, and Floirac and involving the construction of 500,000m² of office space, 17,000 housing units, and 100,000m² of shops and hotels around Bordeaux railway station. The arrival of the high-speed rail link in 2017, with services to Paris in 2 hours and 5 minutes, will bring 18 million passengers to Bordeaux every year by 2020.

Bordeaux Euratlantique intends to attract the head offices of major firms and become the future economic nerve centre of the city. One key event in 2015 was the opening of the business incubator in Parc Newton, the future green economy cluster in Bègles. The first phase of the Cité Numérique (Digital City), future digital economy hub of the wider region, as well as the first office buildings, are due to be inaugurated in late 2016.



GRAND ARENA: IT'S SHOW TIME!

Grand Aréna, a new entertainment, event, and shopping centre, will be built on the waterfront in Floirac, forming an integral part of the Euratlantique project. It will include a 15-000 seat performance venue and a shopping centre focused on household, sport, and leisure equipment. Like other major cities, Bordeaux will soon have its own large-scale entertainment facility. Opening scheduled in late 2017.

www.bordeaux-euratlantique.fr/en



FIGUREHEAD

The "Musée de la Mer et de la Marine" (maritime museum), initiated by its sponsor, Norbert Fradin will open in Bordeaux in late 2017. Approval has been given for its construction in the Bassins à Flot district, 500 metres from the Cité du Vin. This is an appropriate location, as the historical port Bordeaux started here. Its imposing, 30-metre tower, like a colossal mast outlined against the sky, will provide a strong architectural highlight. The museum will act as the figurehead of the new district, forming a bridge between past and future.

www.museedelamerbordeaux.fr



EXCURSIONS AROUND BORDEAUX

Atlantic Ocean or Pyrenees mountains? Vast Landes forests or gourmet specialities in the Périgord? Vineyard landscapes around Bordeaux or Cognac? Bordeaux is the gateway to southwest France and the ideal starting point for a wide range of trips on cultural, culinary, and sporting themes.

WITHIN 45 MINUTES

The Gironde estuary is just a stone's throw away: hidden islands, Vauban fortresses, and "carrelets" – fishing huts on stilts along the river banks – a unique, fascinating world, to explore by car or, for a more unusual view, by river cruise from Bordeaux.

Vineyards and châteaux as far as the eye can see: Médoc, Graves, Sauternes, Saint-Emilion, etc.

WITHIN 1 HOUR



Arcachon Bay and town: Belle Epoque resort and listed villas, Pyla dune, picturesque oyster-farming ports, and Cap Ferret.

Are you looking for rolling ocean waves, open spaces, endless beaches, and aromatic pine forests? Head for the Landes coast and the largest forest in Europe, a paradise of greenways and cycling trails.

WITHIN 1 HOUR 30 MINUTES

North of Bordeaux, the Charente is home to the famous Cognac producers. Royan, overlooking the Gironde estuary, offers a blend of modern Bauhaus architecture and typical 1920s villas. The sunshine reveals troglodyte dwellings in the white cliffs of Meschers and Cordouan lighthouse, 7 kilometres offshore, may be visited depending on the tide.

WITHIN 2 HOURS

The old port of La Rochelle, with its three monumental towers, and extensive arcades in the historic city centre. The Aquarium, in the heart of the city, is one of the largest in Europe. Ile de Ré, Ile d'Aix, Ile Madame and Ile d'Oléron islands provide an unspoilt, natural setting for seaside getaways.

WITHIN 2 HOURS 30 MINUTES

Head eastwards to the Périgord to discover a host of delights: proud castles, gourmet markets in Sarlat and Périgueux, Bergerac wines, and the famous Lascaux caves.

To the south, the Basque Country offers a complete change of scenery, with characterful villages and picturesque festivals, beautiful Biarritz and its surf beaches, and the port in Saint-Jean-de-Luz. In neighbouring Béarn, discover Pau, birthplace of Henri IV, with its British charm, unspoilt mountain valleys - a hiker's paradise - and ski resorts. Spain? Take a short trip over the mountains to Bilbao and the famous Guggenheim museum and San Sebastian, internationally-renowned for its fine cuisine.



HERMIONE COMES HOME

Hermione, the replica of La Fayette's three-masted sailing ship, returned to her home port in Rochefort after a historic voyage to the Americas. In four months, she sailed nearly 20,000km and was viewed and celebrated by hundreds of thousands of spectators. This identical reconstruction of the famous ship, a veritable technical masterpiece, will set off again in July 2016 to join the great ship rally in Brest. Until then, crew members will be giving guided tours below decks.

www.hermione.com/en/



THE LASCAUX SAGA CONTINUES

The International Parietal Art Centre will be open to the public in autumn 2016. While Lascaux II already displayed reproductions of a majority of the wall paintings in the famous cave, The International Parietal Art Centre will enable visitors to admire almost all the Palaeolithic frescos and paintings. New imaging and virtual reality technologies will provide a truly immersive experience. Besides this facsimile of the cave, visitors will have access to exhibition rooms and digital displays on parietal art.

www.projet-lascaux.com/en

AGENDA 2016-2017

JANUARY

Until March

"Colombia, the war we did not see" by artist Juan Manuel Echarría at the Musée d'Aquitaine (Aquitaine Museum)

www.musee-aquitaine-bordeaux.fr/en

Until 27 March

"Propaganda! Posters in wartime" at the Centre Jean Moulin

www.bordeaux.fr/p63906/centre-jean-moulin

Until 27 April

"Le plan flexible": Leonor Antune exhibition in the main hall of the CAPC contemporary art museum

www.capc-bordeaux.fr

25 to 30 January

Les Rencontres du Court Bordeaux Métropole

Interdisciplinary programme: dance, performance, music, singing, theatre, circus, etc.

<http://bit.ly/LesRencontres2016>

30 January to 7 February

42nd Antiques and Contemporary Art Show at Bordeaux Lac Exhibition Centre

www.salon-antiquaires-bordeaux-lac.fr/en

FEBRUARY

5 to 7 February

Jumping International de Bordeaux, Exhibition Centre

www.jumping-bordeaux.com/en

9 February

Great Opera Ball

Opera-themed fancy-dress ball at the Grand Theatre in Bordeaux

www.opera-bordeaux.com

12 February to 23 May

"Modern bacchanalia!" exhibition at the Galerie des Beaux-Arts in Bordeaux

<http://bit.ly/bacchanales-en>

MARCH

11 to 18 March (except the 12th)

"La reine Morte"

Keder Belarbi and the Bordeaux National Opera ballet company at the Grand Theatre

www.opera-bordeaux.com

20 March at 15.00

Star Gala at the Barrière Casino Theatre

Stars and soloists from the Paris opera, international artists, and the Julien Lestel Company

<http://bit.ly/CasinoBordeaux>

29 to 31 March

World tour of urban dance in 10 cities at the Colonne in Blanquefort

www.lecarre-lescolonne.fr

31 March to 1 April

Avignon Forum

International meetings discussing topical issues, bringing together every aspect of culture and innovation

www.forum-avignon.org/en

31 March to 3 April

26th International Historical Film Festival in Pessac on the theme "The Middle East - so close"

<http://bit.ly/CinemaHistoirePessac-en>

APRIL

1 - 3 April

L'Escale du livre

3-day book fair in Sainte Croix district: 150 authors, discussions, book-readings, meetings, exhibitions, workshops, performances, and shows in a veritable "village" devoted to books

www.escaledulivre.com

5 - 9 April

"La semaine digitale"

Huge digital event : more than 70 events, speakers from 7 countries, in 20 cities of Bordeaux Métropole

<http://citedigitale.bordeaux.fr/>



9 April

2nd Bordeaux Métropole Marathon

In 2015, nearly 18,000 participants took part in this sporting event. It is the only nocturnal marathon in France, providing an opportunity to explore all the floodlit historical architectural and sites in the Bordeaux Metropolitan area, from the Port of the Moon UNESCO World Heritage Site, via famous châteaux and vineyards, to the finish line on the Garonne waterfront. For less energetic visitors, the Porte Cailhau, Grosse Cloche, and Saint Michel church spire will be open that evening to mark the occasion.

www.marathondebordeauxmetropole.com/en/



29 April to 27 September

Baccarat, legendary crystal

Bernard Magrez Cultural Institute at Château Labottière will be hosting an outstanding exhibition presented by the prestigious Baccarat company : Baccarat, legendary crystal, from 29 April until 27 September 2016. Founded in 1764, Baccarat has prospered through the ages to become a symbol of excellence and fine lifestyle, prized by royalty in Europe, Russia, the Middle East, and Asia and gracing the most illustrious tables around the world. This exhibition will feature a selection of major pieces, emblematic of the glass-maker's exquisite expertise.

www.institut-bernard-magrez.com

MAY

3 May to 2 October

"Aimé Pommier, customs officer-photographer" exhibition at the Musée National des Douanes (National Customs Museum)

A unique photographic record of the customs service and officers, their work, missions, and resources
<http://bit.ly/NationalMuseumofCustoms>

14 to 22 May

Bordeaux International Fair at the Exhibition Centre

www.foiredebordeaux.com

20 May to 4 June

Les Épicuriales

A vast open-air restaurant on the Allées de Tourny!
www.epicuriales.com/en

26 and 27 May

Stacey Kent, a great jazz singer, at the Bordeaux Auditorium

www.opera-bordeaux.com

30 May to 29 October

"Football. Beating the offside trap" exhibition at the Musée d'Aquitaine (Aquitaine Museum) to celebrate the Euro 2016

A reflection on the position of football and its role in today's world from a historical and anthropological perspective

www.musee-aquitaine-bordeaux.fr/en

JUNE

2 June

Opening of the Cité du Vin

www.laciteduvin.com

4 to 5 June

Weekend des Grands Crus

highly-popular with all Bordeaux wine lovers

<http://ugcb.net/en/wgc>

10 June to 10 July

Euro 2016 competition

A gigantic Fan Zone, entirely devoted to supporters, will be installed on the Place des Quinconces

22 to 30 June

The Belem, a 19th-century three-masted sailing ship, moors in Bordeaux

www.fondationbelem.com

23 to 26 June

Bordeaux wine festival

Focusing on wine and fine cuisine, along the Garonne waterfront
www.bordeaux-wine-festival.com

JULY

2 July

quarter-final of the EURO 2016 at the New Stadium

Plus ...

Sport & Dancing on the waterfront

Summer activities on the banks of the Garonne River

<http://quaidessports.blog.bordeaux.fr/>
www.dansonssurlesquais.fr

Festival des Hauts de Garonne

AUGUST

5 to 7 August

Reggae Sun Ska Festival

The largest Reggae festival in Europe, on the university campus in Pessac, Talence, and Gradignan

www.reggaesunska.com/en

SEPTEMBER

10 September

Médoc Marathon on the theme "Fairytales and Legends"

<http://bit.ly/marathondumedoc-en>

17 and 18 September

Heritage Days

17 and 18 September

international Combined Events meet

Involving the world's best athletes in Talence

www.ademdecaster.fr/index.php/en/

Plus ...

Horse and Gastronomy Festival, in Le Bouscat

www.mairie-le-bouscat.fr

OCTOBER

7, 8, and 9 October

"Lire en poche" book festival in Gradignan, on the theme "Love and Hate"

www.lireenpoche.fr

Plus ...

Urban Vibrations

Festival of urban cultures in Pessac
<http://vibrations-urbaines.net>

International Independent Film Festival

www.fifib.com/en

International Live Arts Festival for Bordeaux Métropole, a combination of two festivals

Novart (11th time Bordeaux) and Of mice and men (first held in Saint-Médard-en-Jalles in 2008)

www.novartbordeaux.com

New wine and nearly-antiques in the Chartrons

NOVEMBER

19 November to 22 January

American Photography exhibition in conjunction

With the European Photography Museum in Mérignac

<http://bit.ly/merignac-en>

18 to 20 November

Bordeaux S.O GOOD

lifestyle and fine cuisine festival

www.bordeauxsogood.fr

DECEMBER

10 and 11 December

Bordeaux tasting

Festival of great Bordeaux wines organised by Terre de Vins

Plus ...

Christmas Market on the Allées de Tourny and New Year shows

Open-air skating rink, Place Pey Berland

BORDEAUX BY FIGURES

- Bordeaux second major destination of the world in 2016 according to New York Times
- Bordeaux, the French favorite city in 2015, ahead Montpellier, Nantes and Toulouse, according to a CSA poll for the Observatory of happiness
- French city most prized by employees (Institut Great Place to Work)
- Fourth in the ranking of students cities (Ranking 2015-2016 L'Etudiant)
- Bordeaux in the TOP 10 of the cycling world cities (cabinet Copenhagenize)
- Luxury Travel Blog classes Bordeaux in the Foodie Cities TOP 5 in Europe

A FLOURISHING TOURIST

- 5.8 million visitors in 2014*
- Origin of visitors: 77% French, 23% Foreign*
- The river: 200 river cruises from the city in 2015
- 35 maritime cruise stops more than 20,000 passengers
- Airport: more than 5.3 million passengers handled in 2015 (+ 7, 6%)
- Accommodation: 154 hotels in the metropolis whose 69 in Bordeaux (2018 + 800 bedrooms) which combine about 10,000 rooms and 18,000 tourist beds - A total of 27,000 beds (including tourist residences, campsites, furnished, declared bedrooms)

* According to the Protourisme Study conducted between April 2014 and April 2015

WINE

- 65 AOCs (designated wine production areas)
- The largest AOC vineyards of France
- Production 2014: 5,4 million of hectoliters harvest (*) being 720 million bottles each year (*).
- 7,190 wine-producing properties in 2014
- 22 bottles of wine from Bordeaux are sold every second all over the world

** Year average

BORDEAUX MÉTROPOLE

- 5th metropolitan France, capital of the region Aquitaine Limousin Poitou-Charentes
- 739,000 inhabitants in Bordeaux Métropole (28 towns), of which 243,000 for Bordeaux City
- Largest urban area classified UNESCO with 1,810 hectares
- Gourmet capital, with many starred restaurants, and two world stars, Joël Robuchon and Gordon Ramsay cumulating 39 Michelin stars between them (in total, Gironde has 10 starred restaurants)
- 5 competitiveness clusters: aerospace, optics and lasers, wood, sustainable construction, "TIC", health, neuroscience

PLUS...

- The Tourist Office is approbéd "Quality Tourism", "Cycling home" and "Tourism and Handicap"
- 854,511 visitors allowed in 2015 at the Bordeaux Métropole Tourist Office (+22% compared to 2014)
- 27,000 vineyard tours were sold in 2015 at the Bordeaux Métropole Tourist Office



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