

BORDEAUX

Embracing a responsible tourism



The Bordeaux destination undertakes actions to promote tourism with a positive impact for its inhabitants, visitors and environment. In recent years, it has distinguished itself through its growing commitment in terms of eco-responsibility, ranking ninth in the *Global Destination Sustainability Index 23*, an international barometer that analyses the responsible performance of destinations.

Welcome to a metropolitan area where any stay can be sustainable in terms of travel, accommodation, leisure and more ... A city that enriches each trip, while ensuring that future generations can follow in our footsteps!

Adopted in March 2022 after 10 months of participatory consultation, the metropolitan tourism strategy for 2026 aims to position Bordeaux as a recognised destination for responsible tourism and events. This roadmap is structured around 4 major focuses and rethinks the tourist activity of the Bordeaux metropolitan area: <https://agora-tourism-bordeaux.com/the-launch-of-the-roadmap/>

AN INCLUSIVE DESTINATION COMMITTED TO SOLIDARITY

Bordeaux is working to develop its solidarity tourism offering, through the design of initiatives and the adaptation of existing services to all audiences. In 2023, Bordeaux Tourism launched "Bordeaux Solid'AIR", a programme aiming to offer people in precarious situations an accessible local-tourism offering: free guided tours, entry to partner venues, tickets to local events, etc. Last year, 16 companies took part in the programme, with 57 member social structures, allowing 450 beneficiaries to take advantage of services aimed at solidarity!

TOURISM FOR ALL

The "Tourisme et Handicap" accessible-tourism label has now been awarded to 15 sites spread over Bordeaux and its metropolitan area. The tourist offering is intended to be as accessible and open as possible: tour tool adapted to the visually impaired to discover certain historical monuments in the area, labelled tour routes to discover the metropolitan area and its green routes, sensory trail to discover works through touch at the Aquitaine Museum, tour kit dedicated to hypersensitive people or those with autism disorders at the Museum, and much more. The Handicap guide, intended to make trips to Bordeaux easier for people with disabilities, lists the range of accessible and certified accommodation, cultural sites, restaurants and leisure activities: www.calameo.com/read/0053657521f98897f17e0



SUPPORTING TOURISM PROFESSIONALS IN THEIR TRANSITION

In 2022, Bordeaux Tourism and Bordeaux Métropole launched an eco-labelling support programme for tourism and events professionals: hosts, restaurateurs, agencies and activity providers (Clef Verte, Lucie Progress, Ecotable, FiG). This allows them to benefit from financial aid and human support from Bordeaux Tourism through themed webinars, awareness-raising and training workshops, coaching, inventorying and the enhancement of commitments, etc. More than 180 companies took part in one of these activities in 2023.

PROFESSIONAL EVENTS WITH POSITIVE IMPACT

Bordeaux Tourism encourages and supports event organisers to increase their positive impact for the Bordeaux area, both socially and environmentally – in particular with the deployment of "Bordeaux Bienvenue" this year, a global initiative intended to ensure a high-quality and sustainable reception. A practical guide with the 10 key steps to organising an eco-positive event has been made available to organisers, drawing up a precise inventory of innovative solutions available in the area and proposing a panel of local associations involved in environmental and social actions.

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