

inspire, explore

Bordeaux



Press kit
2025

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Bordeaux, inspire, explore

Bordeaux is a truly 360° city. A panoramic destination that surprises, amazes and captivates thanks to its vineyards, its architecture and its cuisine, as well as its cool attitude and sweet way of life. A city that awakens all the senses, while giving meaning to your journey! Because the destination strives every day towards a more virtuous tourism.

A city of contrasts and balance, seducing and attracting visitors all year round with its multiple experiences: picnicking on the Bordeaux Métropole GR long-distance hiking route, sharing lively moments in the city's gourmet spots, taking THE souvenir photo at the Miroir d'Eau, setting off to meet a winemaker on their lands at the heart of the number-one organic winemaking area in France, taking to the heights from the peak of the Pey Berland Tower or even crossing the city by bike, from one bank to the other.

Between land and ocean, Bordeaux is also the gateway to the great South-West, bordered by charming destinations with a host of attractions to discover. Enjoy the fresh sea air, breathe in the scent of the pine trees, climb the highest dune in Europe, try your hand at surfing ... You'll find an infinite selection of trips and experiences at your fingertips in Arcachon Bay, on the beaches of the Atlantic, in the Landes forest or even in the Basque Country!

Bordeaux Fête le Vin: 19 to 22 June 2025



Each June, Bordeaux welcomes the Bordeaux Fête le Vin wine festival – a popular, festive and committed event which takes place over four days, immersing visitors in a programme of tastings, exchanges with the men and woman behind our wines, and activities for all audiences. The festivities kick off on 12 June at the Bordeaux Fête le Vin Avant-Première in restaurants and wine cellars across Gironde, offering tasting concerts in the towns around Bordeaux. From 19 to 22 June, visitors will be invited to stroll along the Pavilions set up on the quays of the Garonne for some lively and delicious stopovers, meeting winemakers and merchants representing the 80 appellations of Bordeaux and Nouvelle-Aquitaine. All rounded off with cultural and musical entertainment, local catering, a night-time drone show and beautiful sailing boats open to visitors for this 2025 vintage!

New in the kingdom of Morpheus

Chic, classic or unusual: an overview of our new hotels and accommodation! Next door to the Grand Théâtre de Bordeaux, the Hôtel Majestic lifted its curtains in 2024, after several months of works. With its decor inspired by Morocco, Bali and Mexico, Bome Hotel and its 9 rooms put the emphasis on an exotic change of scenery, with a hidden gem: a plant-covered patio with pond. It's in the booming Euratlantique district that the Le 56 hotel threw open its doors in early 2025, authentically combining the spirit of Bordeaux with contemporary comfort. In spring 2025, the Le Saint James hotel, located on the heights of Bouliac – nicknamed 'the balcony of Bordeaux' – celebrates its grand reopening, alongside its Michelin-starred restaurant and cooking school. Following the recent openings of FirstName – with its 'feel food' spirit – and the artistic Marty Hotel, the Mériadeck neighbourhood will this year welcome a 100-room Hampton Hilton, equipped with 600 m2 rooftop terrace.



Bordeaux: world leader among responsible destinations

Seeking to bring together tourism and sustainability, the Bordeaux destination has undertaken a host of initiatives to promote sustainable tourism and events activities for several years now. After obtaining the title of European Capital of Smart Tourism 2022, in recognition of its innovative and sustainable practices, the 'Global Destination Sustainability Index' featured Bordeaux as the number-one French destination in its ranking and 6th in the world for 2024.



The harmony of a destination with 1,000 different faces



In stone and green

As authentic as it is dynamic, urban and natural, historic and alternative, Bordeaux has plenty to offer! The city surfs on a perfect equilibrium between dynamism and tranquility.

A city of stone and wine, Bordeaux amazes with its exceptionally homogeneous historic architectural heritage, surprising both in its urban contrasts and its restorative landscapes just a tram ride away.

The harmony of a destination with 1,000 different faces

A heritage in movement

In Bordeaux, **historic buildings rub shoulders with contemporary architecture in a beautiful harmony**, the former inspiring respect and admiration while the latter call out to creativity and daring. Blessed with exceptional 18th-century heritage that has earned the city its place on the UNESCO World Heritage List, Bordeaux is a **real picture-postcard setting**. Across its 1,810 distinguished hectares, there's no lack of historic wonders: like the Grand Théâtre, the Saint André Cathedral, the Grosse Cloche bell, or the Place de la Bourse, opposite the famous Miroir d'Eau – a vast, 3 450 m² stretch of water alternating between mist and mirror effects. The 'Le Bato' river shuttle facilitates travel between the banks of the Garonne. Light is everywhere in our city, diffused by the **blonde Bordeaux stone** found on the many 'échoppes' – typical, single-storey houses. At each street corner, a new experience offers itself up to visitors: the picturesque and charming **Vieux Bordeaux**, the perfect place for a stroll; the cosmopolitan **Saint Michel** neighbourhood; the vibrant new **Bassins à Flot district**; **Mériadeck** and its surprising 60s



architecture; or the wilder **Bastide**. On foot or by bike, the city reveals itself all year round thanks to **guided tours** on themes ranging from the more classical to some unusual choices, which can be found on www.visiter-bordeaux.com/en. By boat, cruises offer a new perspective of the city, with rides in the Port de la Lune, aperitifs shared with winemakers, stopovers in the vineyards, cruise meals, floating yoga classes and wellness workshops, or barges available to book for anything from a few hours to a week.

A jump back in time at the Porte Cailhau

Listed as a Historic Monument, alongside 350 other Bordeaux buildings, the majestic Porte Cailhau has been standing proudly on Place du Palais for over 500 years. Inaugurated in summer 2024, a new tour experience invites visitors on a real journey through time, with a climb packed with surprises and rewarded with beautiful views over the city and the river. Each step of the way has been designed as a chapter in an exciting overall tale, punctuated with recreated stories. Interactive panels offer a voice to famous figures and locals from the 15th century, fully immersing visitors in the Middle Ages. Open all year round.

www.porte-cailhau.com/en/

Nature in the city

Bordeaux is a living, breathing city on a human scale. It can easily be discovered on foot, by tram or by bike along the **1,400 km of cycle paths and lanes** connecting the towns of the metropolitan area. Satisfying both city and rural visitors, it presents a vast array of **urban and natural landscapes**, along with a **hint of sea-salted air blown in from the ocean** and carried by the river and its tides. Its quays are real invitations to walk in themselves. All around, the various gardens, parks, hillsides, forests and nature reserves serve as the gateways to a host of adventures, to be discovered along the signposted **GR long-distance hiking route** which spans 160 km and crosses 17 towns within the urban area, dotted with 'Refuges Périurbains' shelters in breathtaking designs. The **Parc Bordelais** is home to the tallest tree in Bordeaux: 48 metres high! The **Parc Rivière** and the Maison du Jardinier offer activities all year round: walks, games, gardening and introductions to flora and fauna. The artificial caves of the **Parc de Majolan**, listed as a Remarkable Garden, amaze visitors with their fairytale atmosphere. On the right bank, the **Botanic Garden** is the jewel of the Bastide neighbourhood, while the Hillside Walk which passes through the **Parc de l'Ermitage** (a former quarry, home to a blue lagoon), **Parc Palmer** and **Parc du Cypressat** offers up unbeatable view.



Terra Aventura, a micro-adventure accessible to all

Terra Aventura is a geocaching treasure hunt, combining the discovery of heritage with hiking and a real challenge. Seven routes are available across the Bordeaux metropolitan area in Gradignan, Lormont, Cenon, Pessac, Floirac, Eysines and Saint-Médard-en-Jalles. The route invites users to solve riddles via a mobile app. A fun, free activity in the great outdoors!

www.bordeaux-tourism.co.uk/leisure/terra-aventura-outdoor-treasure-hunts

A cultural melting pot



Creative effervescence

A wind of creativity, freedom and energy can be felt across the city: in the museums thanks to varied programmes, in the festivals firmly established in our calendars and in our city streets, coloured with street art and brought to life in a skater spirit. Culture in all its forms!

A cultural melting pot

Unmissable cultural sites

Our museums' bubbling calendar of events is sure to satisfy all curiosities – whether you want to learn more about the city and region's history (Museum of Aquitaine, which will reopen in May, Museum of Wine and Trade, Museum of Fine Arts), understand the deep link with the sea (Marine Sea Museum), discover contemporary artworks (FRAC-MÉCA, CAPC Museum of Contemporary Art) or step into the world of science with Cap Sciences. A host of galleries, celebrating art in all its forms, complete this offering. On top of all this, a selection of unique cultural venues have popped up in recent years – like the **Cité du Vin**, a real icon of our destination. With its interactive permanent exhibition based on digital technologies, its various tasting experiences, its cultural events and places of life (shops, restaurants), the Cité du Vin highlights vineyards from all over the globe in their cultural, civilisational, heritage and universal dimensions. From April to November, a sensory journey entitled the **Via Sensoria** offers a unique tasting experience, calling on all the senses.



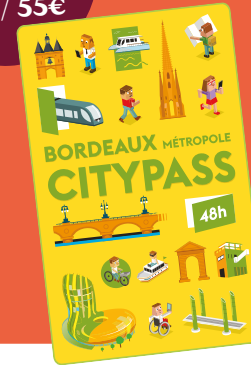
An XXL digital-art centre

Located inside the Bordeaux submarine base, the Bassins de Lumières is home to a digital-art central offering immersive exhibitions. A timeless place, loaded with history and inviting visitors on an immersive discovery based on a new theme each year. The 2025 exhibition is dedicated to the Pharaohs' Egypt.



www.bassins-lumieres.com/en

24h / 37€
48h / 47€
72h / 55€



The CityPass, your all-in-one tour partner

The best ally of visitors looking to discover our destination: the CityPass includes access to various cultural venues (museums, monuments), a guided tour of the city, public transport and certain unmissable sites in the surrounding area. A junior package is also available.

www.visiter-bordeaux.com/en/bordeaux-citypass.html

A playground of artistic expression

Inspiring and positive, Bordeaux gives free reign to creative energies. **Local street artists**, now internationally renowned, leave their marks on the walls of the city centre, in Saint Michel, Les Chartrons with the M.U.R. pop-up fresco, Bassins à Flot and in Bègles, where monumental murals decorate the Terres-Neuves neighbourhood. Street art has also taken its place indoors, within the communal spaces of the Marty Hotel and some dedicated galleries such as the Galerie Lagrange and the Galerie Magnetic. This urban art breathes life into the city with its **surfer spirit**, inspired by Bordeaux's proximity with the Atlantic coast, giving it this **cool and relaxed atmosphere**. Several times a year, the destination becomes a venue for exhibitions and events around board sports and mural art, like the Festival Connect which brings together artists and international actors from all backgrounds to highlight the world of skateboarding; Milmurs, the festival dedicated to urban art; or Vibrations Urbaines and its programme oriented towards urban culture.

Inspiring third places

Nothing is lost, everything is transformed! Various sites have been offered a new lease of life, like old WWII bunkers renovated to become art centres with the **Bassins de Lumières** or even a whisky distillery, as we can see at **Moon Harbour**; a fire station transformed into a food court and renamed **Caserne B**; ancient silos that now welcome the lobby of the **Renaissance hotel**; a former 19th-century train-repair workshop converted into a cultural and culinary site with **L'Atelier des Citernes**; or the former DDP warehouse, now the **Bolieu** third place. A more than successful reconversion for **Darwin**, the former army barracks that now welcome an alternative, living and hybrid ecosystem. The site is teeming with good, virtuous ideas and ambitions and home to a skate park, an organic restaurant and deli, a shared vegetable garden, spaces for associations, co-working areas and more. Another spot we love: nestled in the Cité Bleu, alongside committed actors, the **Garage Moderne** is a social place for repairs and construction. There, you can repair your car or bike, or even make your vehicle electric-powered, under the



expert guidance of mechanics, as well as attending shows and exhibitions or enjoying a bite to eat at the canteen. An eclectic programme bringing together all audiences! In the cultural third-place category, the **Vivres de l'Art** welcomes artists in residence around artist Jean-François Buisson's studio. A host of events and exhibitions punctuate life in this space, made up of a large courtyard and an 18th-century architectural ensemble listed as Historic Monuments.

The capital of oeno-bistronomy



Between tradition, friendliness and modernity

The capital of oeno-bistronomy cultivates the art of eating and drinking well, with a ratio of restaurants to residents unparalleled in France! This booming culinary offering ranges from lively markets to creative restaurants and establishments highlighting local products and culinary fusion. This bistronomy pairs perfectly with the great diversity of Bordeaux wines – to be savoured around the table or directly on site for a moment of sharing with the men and women behind our wines.

The capital of oeno-bistronomy



Favourite spots

With 11 Michelin-starred restaurants, Bordeaux's reputation as a culinary destination is well established. You'll also find: little culinary gems like **Zéphirine**, a certified Ecotable restaurant; lively food courts like **La Boca** and **L'Atelier des Citernes**;

experts in local produce like **La Tupina**; 100% committed venues like **Les Récoltants** with its ultra short supply chains and **Cent33** with its own vegetable garden. At **La Cuisine de Camille**, ingredients promoting solidarity perfectly combine

with gastronomy to create a unique place in which to work, cook and share participatory dinners on a free-pricing scale. The **Marie Curry** restaurant sees cooking as a vehicle for social reinsertion, offering support and training to refugee and immigrant women to reveal an authentic cuisine with varied influences. Some establishments promise surprises, like **Frida's** hidden, plant-lined courtyard in which to enjoy a selection of tapas inspired by global cuisine or treat yourself to a reimagined bistronomic meal; the **Ferme de Bruges** and its authentic, rustic atmosphere; or the **Passage Secret**, nestled in the heart of a charming 19th-century covered passage. Cuisine also comes to life in the castles, as the winemakers' **'guinguette'** taverns welcome visitors on sunny days. In Bordeaux, there are many ways to appreciate the finer things in life!

A responsible and welcoming winemaking area

Oriented towards responsible winegrowing for over 20 years, Gironde is the **leading French winemaking area in terms of surface area**. In 2024, over 75% of Bordeaux winemaking areas were cultivated through a certified environmental approach. The aim? To achieve a 100% committed winemaking area by 2030! Between white, red, rosé, claret, dessert or sparkling wines, the vineyards of Bordeaux are blessed with great diversity. Graves and Sauternes, Médoc, Saint Emilion, Blaye and Bourg, and Entre-deux-mers: our winemaking lands are divided into **5 wine routes, each embodying a history and a terroir**, while revealing breathtaking landscapes. Behind these hectares of vines lie winemakers who willingly share their passion, the secrets of their wine production, their commitments and their new winegrowing practices with visitors. Treetop tastings, private meals, bike rides and escape games at the castle: discover a palette of oenotourism experiences as varied as the wines of Bordeaux themselves!



The culture of living well in the South-West

Bordeaux is a city rocked by traditions and influences, reflecting all the authenticity of the South-West in its **liveliness, simplicity and sharing**. An identity that can be found on our dishes, and beyond! This art of living is savoured on lively, **animated terraces all year round** – Place Camille Jullian, Place du Parlement and Place Fernand Laffargue – in the wine bars that dot the city streets, or during the **Bordeaux Fête le Vin** festival: four days of festivities and encounters between winegrowers and visitors, every June! Another South-West showcase: the **markets** where we find passionate producers and discover the region's specialities – canelés, lamproie à la

Bordelaise stew, oysters, tricandilles pork tripe, grenier médocain (a local variety of andouille), macarons ... and many more! At the Marché des Capucins – also nicknamed the belly of Bordeaux – stalls offer a host of flavours to try on site or take away. On Sunday mornings, we queue up on the docks at the Les Chartrons outdoor market. Les Halles de Bacalan and Les Halles de Talence are places of life in which to get your groceries, enjoy a bite to eat and watch a game of **rugby**, of course! The deep-rooted culture of the oval ball resonates throughout the destination, driven by its team: UBB – Union Bordeaux Bègles.



Round-up of all the latest

It's new, it's fantastic and, above all, it's delicious! To celebrate chef Philippe Etchebest's famous ravioli, head to Signature. Discover a leafy atmosphere at the Boudoir de Léa, the new establishment from Intercontinental Bordeaux, in which to savour sweet and savoury delights, dreamt up by the pastry chef of the Pressoir d'Argent**. Lovers of good food, wine and rooftops are sure to appreciate the new Constanica. Find a relaxed atmosphere at Néo, a friendly bistro at the heart of Vieux-Bordeaux. At the Vrai restaurant, guests are invited to enjoy a unique menu around one big table (no phones allowed!). Known for its leafy, designer decoration, Le Point Rouge is also famous for its cutting-edge food, imagined by its new chef Christophe Girardot, its expansive cocktail menu and its collection of wines and spirits. At Vivants, the duo of Bordeaux chefs that is Tanguy Laviale and Maxime Rosselin offers up a bistronomic establishment for 40 diners, highlighting local products.

An open and committed destination

Towards a more virtuous tourism

The resolutely committed Bordeaux destination undertakes actions to promote tourism with a positive impact for inhabitants, leisure and business tourists and the local environment. Welcome to a metropolitan area in which any trip can be made sustainable in terms of travel, accommodation, leisure and more. A destination that enriches each journey, allowing future generations to come and follow in our footsteps!

An open and committed destination

Tourism development guided by a collaborative approach

In 2021, Bordeaux opted to undertake a **participative approach to build and pilot its metropolitan tourism strategy**. Entitled 'Agora Tourisme Bordeaux', it involves local actors: residents, associations, tourism and events professionals, elected officials and institutional representatives. Their exchanges and reflections have resulted in a **roadmap** which will re-imagine tourism and events activities in Bordeaux Métropole by 2026.

agora-tourism-bordeaux.com

The commitments deployed by all our partners have already begun to bear fruit, allowing us to position Bordeaux as a **resolutely committed global destination**, driving the environmental transition. Its GDS-Index 2024 score of 83.37% testifies to this: the sustainable-performance analysis barometer listed Bordeaux first in France and sixth in the world among the 104 destinations audited.



'Un Air de Bordeaux': a site which invites you to (re)discover the hidden gems of the 28 towns making up the Bordeaux Métropole area.

The Un Air de Bordeaux site is a treasure trove of ideas for local travel and a real change of scenery. Gourmet establishments, bucolic parks, unusual or unexpected leisure activities, great ideas shared by locals and more. It promotes the actors, events and places that have forged the landscaped and cultural diversity of the Greater Bordeaux area. Designed with and for residents, it is also aimed at any visitors hoping to discover the urban area off the beaten tracks, and highlights a local and respectful tourism aiming to ensure a reduced environmental footprint.

Available in French

www.unairdebordeaux.fr

Towards greater inclusion and solidarity

Bordeaux drives a multitude of initiatives to offer a **quality tourism offering, welcoming all audiences**. These include the 'Bordeaux Solid'air' programme, aimed at offering vulnerable populations an accessible range of local-tourism activities. In 2024, 785 people benefited from free activities offered as part of this programme (1,600 since 2020). A varied offering is made available by 25 partner companies to the beneficiaries of 60 social structures: guided tour of castles in the vineyards, admission to cultural or entertainment venues, family stays in an apart-hotel and more.

The Tourist Office, leading the way to transform our tourism offering

Alongside Bordeaux Métropole, the Bordeaux Metropolitan Tourist Office and Convention Bureau plays a **unifying role in encouraging and supporting tourism actors in their transition**. The Tourist Office's members include 250 eco-certified leisure and business structures, representing 47% of members. Since 2022, the Tourist Office and Bordeaux Métropole have led a **transition-support programme** for tourism and events professional, whether hotel-owners, restaurateurs, agencies or activity providers. Over 147 companies took part in 2024, benefiting from financial aid and/or human support.

The accessible Bordeaux guide

Awarded the 'Destination pour tous' accessible-tourism label, the Greater Bordeaux area is home to various venues, activities and experiences accessible to disabled visitors, all listed in a dedicated Guide.

Available in French and English from the tourist office and online at

www.calameo.com/read/005365752fd501a003817

New for 2025: a 'Bordeaux partenaire éco-certifié' tourism label allows visitors to identify partners (castles, shops, restaurants, hotels, activity providers, etc.) committed

to a responsible approach. A highlighted section on the Bordeaux Tourisme website, a specific sticker shown in partner premises and a communication campaign allow us to promote these local actors and improve the offering's visibility to our clients.



For professional events with a positive impact

Bordeaux, a popular destination for leisure travellers, is also an **unmissable host city in Europe for business tourism**. Specific programmes have been implemented to **support events organisers** in optimising their impact and promoting heritage across the Bordeaux area, in particular with the deployment of 'Bordeaux Bienvenue', aiming to ensure a quality and sustainable welcome. A **practical guide with 10 key steps to organise an eco-positive event** has been made available to organisers, providing a precise itinerary of innovative solutions available across the local area and offering a panel of local associations dedicated to environmental and social actions. In-person or remote training, carried out in partnership with ADEME, is also offered prior to events.

The 2025 events calendar



- FEBRUARY 6 TO 9** International horsing competition
- APRIL 1 TO NOVEMBER 2** Via Sensoria, immersive tasting at la Cité du Vin
- MAY 14 TO 18** Traverse, the grand Bordeaux river festival **NEW**
- JUNE 6 TO 8** Fête de la Morue – Cod festival, gastronomic event
- JUNE 13 TO 15** Grands Crus Wine week-end
- JUNE 19 TO 22** Bordeaux Fête le Vin
- SUMMER** Bordeaux OpenAir, music festival
- JULY 15 TO AUGUST 28** L'Eté Métropolitain with cultural events everywhere in Bordeaux and surroundings
- AUGUST** French athletics championship
- SEPTEMBER 10 TO 14** Climax Festival, committed event
- SEPTEMBER 26 TO OCTOBER 12** Le FAB - International art festival of Bordeaux Métropole
- OCTOBER** New wine and antic fair in Chartrons area
- DECEMBER** Bordeaux Tasting, wine event

More events:
Calendar 2025

Key touristic figures

Bordeaux Métropole

6th

metropolitan city of France and capital of the Nouvelle-Aquitaine (largest region of France)

820 000

inhabitants in Bordeaux Metropolis (28 cities), of which 260 000 for Bordeaux city

1 810

hectares, largest urban area classified on the unesco list

217

accommodation in Bordeaux Métropole

11

Michelin starred restaurant

Tourism figures in 2024

7,2

million taxed nights in 2024

3,300

professional events

708 000

conference days

Economic impact: **269M€**



65 controlled designation of origin (AOC) produced
103 000 hectares in 2023
560 million bottles (average production)
5,000 winegrowers
300 wine merchants
16 bottles of wine from Bordeaux sold every second in the world
More than 75% of Bordeaux's vineyards have some form of environmental certification

Press contacts

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Access to the form dedicated to content creators • partnership request

Press kits

Bordeaux Tourisme

Gironde Tourisme

Nouvelle-Aquitaine Tourisme

Access to our photolibrary

phototheque.bordeaux-tourisme.com

The photographers must be credited for any use.

How to get there

By train: Bordeaux Saint-Jean train station (Paris-Montparnasse in the 2h with high speed line)

By plane: Bordeaux-Mérignac airport

By bus: Blablacarbus, FlixBus...

By car: via A10 (Nantes-Bordeaux: 3h50), A62 (Toulouse-Bordeaux: 2h15), A63 (Bilbao-Bordeaux: 2h30), A89 (Lyon-Bordeaux: 6h30).

Photo credits

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Inspire, explore
Bordeaux

OFFICE DE TOURISME ET DES CONGRÈS DE BORDEAUX MÉTROPOLE

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

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

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