

inspire, explore

Bordeaux



2026
Press
kit

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Bordeaux, Inspire, Explore

Bordeaux is a destination of contrasts and harmony that never fails to surprise, dazzle and captivate. Known the world over for its wines and historic limestone architecture, the city reveals itself through its unique art de vivre, creative energy and gentle pace of living. The city has a gift for telling stories, leaving lasting impressions and engaging every sense: breathing in the aroma of wine and learning its secrets from the people who craft it; wandering the narrow lanes of the historic centre; settling in one of the many welcoming eateries that champion local produce; watching the sun set from the banks of the Garonne; or cycling across the city, from one bank to the other.

Through encounters and experiences, Bordeaux gradually reveals itself as a benchmark in sustainable tourism, where every initiative helps to nurture a harmonious way of living together, for residents and visitors alike, while protecting the environment.

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, the Landes forest or even in the Basque Country!

A look ahead to 2026

Bordeaux is heading into 2026 with real flair! With milestone anniversaries, landmark restorations and a wave of new openings, the city continues to showcase its creative energy and appetite for renewal. Everything is happening, buzzing and coming to life.

La Cité du Vin: 10 years for Bordeaux's flagship landmark

A unique cultural venue dedicated entirely to wine, **La Cité du Vin** has already taken nearly 3.5 million visitors on a spectacular journey through eras, terroirs and cultures since it opened in 2016. To mark its **10th anniversary**, the site hosts a rich year-long programme: exclusive activities, exhibitions, a special edition of the Via Sensoria sensory tasting experience, an anniversary collection of branded items, and a celebratory weekend from 6 to 7 June. A year of celebrations you won't want to miss!

Reopening of two heritage landmarks

Extensive restoration work has restored the prestige of two historic gems. Following a modernisation project launched in 2023, the **Museum of Decorative Arts and Design** reopens its doors on April 22 Set within the Hôtel de Lalande—an aristocratic residence from the late 18th century—and a former 19th-century prison, the museum unveils a renewed visitor experience celebrating memory, heritage and women in art. The museum is also adopting a responsible approach tailored to 21st-century climate challenges.

This year, the **Flèche Saint-Michel** sheds the scaffolding that has surrounded it since restoration work began in 2022. The fourth-highest bell tower in France, which offers a unique panoramic view of the city, is again accessible to the public from June 13, complete with a newly designed reception area.

New arrivals on the accommodation scene

Three addresses are set to make headlines this year. Nicknamed the “Balcony of Bordeaux” for its breathtaking views over the city, the **Saint James** will unveil 16 rooms by the end of 2026, following extensive renovation carefully preserving the bold flair Jean Nouvel brought to its original design. Two restaurants (one with a Michelin star and one offering bistronomic cuisine) will round off the high-end experience offered at this bucolic spot just 20 minutes from Bordeaux.

With décor inspired by Morocco, Bali and Mexico, the brand-new **Bome Hôtel** and its nine rooms will embrace a very hippie-chic aesthetic, with a hidden gem: a lush verdant patio with a serene water basin. The opening is scheduled for this summer.

The **former Virgin Megastore**, abandoned for over a decade, will make way for a luxury hotel by late 2026. Housed in an oversized seven-storey building in the heart of the city centre, it will offer 95 rooms and a panoramic restaurant.



Grand Théâtre©Clément Billerot

A heritage in movement



In stone and green

Bordeaux epitomises the charm of contrasts. Historic landmarks and contemporary architecture coexist in perfect harmony on each bank of the River Garonne. On foot, by bike or tram, visitors of the city or countryside can enjoy a diverse blend of urban and natural scenery wherever they go. And as a bonus, there's a gentle touch of sea breeze, carried inland by the Garonne and its tides!

A heritage in movement

An exceptional heritage

From historic grandeur to alternative vibes, from city streets to riverside greenery, Bordeaux is as authentic as it is vibrant and simply has it all!

A listed UNESCO World Heritage Site, the city is home to **exceptional 18th-century architecture** that creates an open-air picture-perfect postcard feel. At every turn lies another chance to stumble upon one of its 350 gems listed as Historic Monuments: the **Grand Théâtre**; the **Saint-André Cathedral**; the **Grosse Cloche**; or the **Place de la Bourse**, opposite the famous “**Miroir d’Eau**” – a spectacular 3,450 m² pool that alternates mirror and artificial misting effects in the most extraordinary way. The only medieval civil monument open to visitors, the **Porte Cailhau** offers a genuine leap back in time through an engaging and playful scenography that reveals the secrets of Bordeaux in the Middle Ages. The city reveals a thousand different atmospheres waiting to be explored as you wander through its districts, each with its own history, style, architecture, secrets and stories. The charming **Old Town** invites leisurely strolls; **Chartrons** offers a village-like atmosphere; **Saint-Michel** is a vibrant cosmopolitan hub; **Mériadeck** features striking 1960s architecture; and **La Bastide**, more untamed, is brought to life by the Darwin urban ecosystem and lively “guinguettes”.

The **electric river shuttle**, known as “Le Bato”, offers easy passage across the Garonne. And to prolong a visit to the Port de la Lune, you can choose from **year-round cruises** including tastings with winemakers, vineyard visits, lunch and dinner cruises, floating wellness sessions.

They inspire us!

Aurélie Chopy, guide

What I love most about my job are those moments when I share the secrets of Bordeaux with visitors. Together, we discover how the city has been adorned with such harmonious architecture that it earned it UNESCO World Heritage status in 2007. Seeing their eyes light up as they realize how the past shapes what we admire today... it's also for these moments of connection and sharing that I find Bordeaux so beautiful!



Tour Pey Berland©Manza Studio

North and south of the city, new districts are reshaping the cityscape with sustainable, eco-friendly spaces popular among residents and visitors alike. Once a port area, the **Bassins à Flot** district has been completely transformed and is now a true “melting port”, home to housing, hotels, businesses, and unique cultural and leisure venues such as **La Cité du Vin**, the **Musée Mer Marine** and the **Bassins des Lumières**. Opposite, on the other side of the Chaban-Delmas Bridge, the **Brazza District** is emerging with a sports complex, a hotel, as well as a food and cultural hall planned for 2026/2027. Around the railway station, a large-scale redevelopment is underway, with **Canopia**, the city’s new gateway, articulated around a brand-new park-street that will connect the station to the Garonne.

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. Along the quays, the **Garonne riverbanks** are ideal for leisurely strolls. 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.

On the city centre, the **Jardin public** is a must-see. The **Parc Bordelais** is home to the tallest tree in Bordeaux: 48 meters high! More secluded, **Parc Rivière** is home to a former wooded estate, a shared vegetable garden, and regularly hosts nature workshops for all ages. A **verdant recreational area and walkway** have been developed just behind the Submarine Base, allowing you to walk all the way around the Bassins à Flot District.

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.



Parc aux Angéliques©Manza Studio

To discover these landscapes, let’s go to a micro-adventure accessible to all with **Terra Aventura**. This geocaching treasure hunt combines 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.

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

The impressive programme of events offered by the city's museums has something for everyone. Delve into the city and regional history at the **Aquitaine Museum** or the **Bordeaux Wine and Trade Museum**; discover works by artists tied to Bordeaux at the **Museum of Fine Arts**; understand the city's strong maritime ties at the **Musée Mer Marine**; experience contemporary art at the **FRAC MÉCA** and the **CAPC Museum of Contemporary Art**; or get hands-on with science at **Cap Sciences**. Along the quays, the **National Customs Museum** is a must to understand the history of customs. In 2026, head to the **Museum of Decorative Arts & Design** to discover the new scenography, highlighting memory, heritage and women in art.

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, that turns 10 this year. 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, civilizational, heritage and universal dimensions.

They inspire us!

Isabelle Beccia, Museum of Fine Arts

At the Museum of Fine Arts, our role is to ensure that everyone can enjoy their visit to the full. Accredited with the 'Tourisme et Handicap' label, the museum offers free admission to people with disabilities and their carers, and provides tools designed to enhance their experience: walking sticks with built-in seats, wheelchairs, visitor guides in Easy-to-Read and Easy-to-Understand formats... With the tactile tour 'Le Sens du détail', everyone can explore the details of ten masterpieces independently, from sight to touch.



From April to November, a sensory journey entitled the **Via Sensoria** offers a unique tasting experience, calling on all the senses.

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 2026 exhibitions are dedicated to Matisse and Frida Kahlo.

Inspiring third places

Scattered across the city, a number of alternative hotspots offer a deep dive into local creativity and a delightful mix of art, events, social and environmental initiatives. Leading the way is **Darwin**, a former military barracks eco-rehabilitated into a lively, hybrid alternative urban ecosystem. The site, teeming with brilliant eco-friendly initiatives and ambitions, is home to a skatepark, an organic restaurant and grocery shop, a bean-to-bar chocolate maker, a shared vegetable garden, community spaces, co-working areas and more. Still on the right bank, you'll find **Reine Cargo**, a hub for low-impact mobility, which houses a bike workshop, a canteen and a community café. Among the industrial buildings repurposed without losing their character, the latest addition is **La Cité Bleue** a mini-village housing around sixty businesses, associations, artisans, and retailers from diverse backgrounds. In the cultural third place category, **La Fabrique Pola** – both exhibition venue and artists' residence is aptly described as an "ideas factory" dedicated to contemporary creation, production and artistic dissemination.

Newly established on the banks of the Garonne, **Bien Public** sits at the crossroads between restaurant, cultural brasserie, concert venue, club and exhibition space. A hybrid concept devoted to culture, celebration and unforgettable food experiences! The icing on the cake is a terrace offering sweeping views over Bordeaux's left bank.



La Cité du Bleu©Madani Kacimi

A playground of artistic expression

Inspiring and positive, Bordeaux gives free rein 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. It's no coincidence that skimboard champion Adrien Raza has made the "mirror of water" one of his favorite spots. 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.



The capital of oeno-bistronomy



The joy of sharing, from vine to plate

Here, good eating and good drinking are a way of life! Lively markets, inventive restaurants, venues championing local produce and short supply chains, organic wine bars... This destination, often called “the city of a thousand and one restaurants”, is bursting with fantastic spots to eat and drink. 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 **13 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; experts in local produce like **La Tupina**; 100% committed venues like **Les Récoltants** with its ultra short supply chains. **Le Chapon Fin**, recently celebrated its bicentenary; its rocaïlle décor and cellar with 1,000 bottles continue to astonish. Fans of fusion cuisine flock to **Morimoto**, the first European restaurant by renowned Japanese chef Morimoto, where Japanese culinary techniques meet French gastronomic excellence. Set in a discreet, historic 19th-century covered passage, **le Passage Secret** offers relaxed fine dining in an intimate and distinctive setting.

New addresses

And that makes four! Chef Philippe Etchebest unveils his latest Bordeaux venture: **Le Classique**, a name that sets the tone for a restaurant offering a "living tribute" to the traditions of French gastronomy. Located near the railway station, **Atelier des Citernes** offers 900 m² of culinary counters with a food-court vibe. In the city centre, **Brasserie Vinatier** puts the

spotlight on iconic French classics in a cosy dining room with views into the kitchen and its impressive wood-fired hearth. At **Rivamour**, conviviality meets the finest southwest France produce, delivering a top-flight meal with sweeping Garonne views.

They inspire us!

Sacha Lasseux and Romain Videau, owners of Complanterra

At Complanterra – a wine cellar, wine bar and dining venue – we love sharing our passion for organic, biodynamic and natural wines, as well as for home-cooked, seasonal cuisine. Our weekly workshops and tastings are a chance to connect with our visitors and to highlight environmentally friendly wine-growing practices.



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. Between white, red, rosé, clairet, dessert or sparkling wines, the vineyards of Bordeaux are blessed with great diversity. **Graves and Sauternes, Médoc, Saint Emilion, Blaye and Bourg, and Entredeux-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, and their new winegrowing practices with visitors.

Visits to wine estates, walks among the vines, unique workshops and convivial guinguettes: Bordeaux's wine-tourism offering is hands-on, sustainable and welcoming to all. Some châteaux, **reachable by train** from Bordeaux, allow you to combine wine-country exploration with low-impact travel.

Bordeaux fine elixirs

A paradise for lovers of good food and drink, Bordeaux cultivates **the art of taste** in all its forms—from wine to whisky and all the way to coffee. The same commitment to quality, provenance and sharing shines through—whether you're in a **wine bar, a distillery, or a coffee shop.** At **Bar à Vin**, an institution housed in Maison Gobineau—with its unmistakable Flatiron-like silhouette—you can enjoy a 100% local menu at affordable prices, a heartfelt tribute to the region's vineyards. The experience becomes playful at **Blind** where blind tastings paired with Peruvian-inspired dishes awaken every sense. Meanwhile at **Buvette**, the sommelier-owner leads you through her selection of wines, paired with generous sharing plates. But Bordeaux goes beyond wine—the city knows how to distil too! In the Bacalan District, urban distillery Aventure produces a **100% French organic rye whisky** envisioned by acclaimed actor Jean Dujardin and three partners. And when wine or whisky give way to the gentler pleasures of coffee, the same dedication is found at places like **Books and Coffee**—ranked among the five best coffee shops in France—where latte art meets the cosy atmosphere of a bookshop. At **La Pelle Café**, roasting becomes an art in its own right, driven by rigorous bean selection and a strong commitment to the environment.

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 or during the **Bordeaux Fête le Vin festival**, several days of festivities and encounters between winegrowers and visitors. 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 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.

An open and committed destination

Towards a more virtuous tourism

Bordeaux is increasingly asserting itself as an open and committed destination, championing a more responsible form of tourism that respects the region, its residents and the environment. Welcome to a metropolis where every stay can be sustainable, from transport and accommodation to leisure activities... A destination that enriches every journey, ensuring that future generations can follow the same path.

An open and committed destination

Developing tourism on balanced foundations, with benefits shared by all

In 2021, the destination adopted its participatory roadmap “**Building, together, a destination recognised for responsible tourism**” to steer tourism and event offerings across the Bordeaux metropolitan area. Co-created with local stakeholders—residents, associations, tourism and events professionals, elected officials, and institutional representatives—this strategy is structured around several key pillars: responsible transition of tourism and event offerings, resident involvement, solidarity, and sustainable economic governance.

Since its implementation, this roadmap has led to tangible improvements strengthening the destination’s sustainable foundations. These include the electrification of pontoons for river cruises, the mapping of points of interest across the metropolitan area to create discovery programmes for residents, and a renewed focus on promoting Bordeaux to nearby visitor markets.

In the same spirit of continuous improvement, the Bordeaux Metropolitan Tourist Office and Convention Bureau launched a major initiative in 2025 to measure its own carbon footprint. This approach will make it possible to assess the environmental impact of its activity with



precision and to identify levers for improvement. The results obtained in December 2025 enabled the adoption of ambitious environmental measures and a clear carbon-reduction trajectory through to 2030.

This collective momentum earned Bordeaux the title of European Capital of Smart Tourism 2022 and a 6th-place ranking worldwide in the GDS-Index 2024, the international benchmark for sustainable performance (out of 104 audited destinations). These two distinctions recognise not only the region’s commitment but also the ability of its stakeholders to turn their ambitions into measurable actions.

Un Air de Bordeaux: travel like a local!

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 Bordeaux area. It is also aimed at any visitors hoping to discover the urban area off the beaten track, and highlights a local and respectful tourism aiming to ensure a reduced environmental footprint. In French.

www.unairdebordeaux.fr



©Rémy Martineau - illustrations Julianne Huon

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. Since 2020, more than **2,400 people benefited from free activities offered as part of this programme**. A varied offering is made available by 28 partner companies to the beneficiaries of 80 social structures: guided tour of castles in the vineyards, admission to cultural or entertainment venues, family stays in an apartment and more.

They inspire us!



Marie-Christine Grüngold, Member of the ATD Quart Monde movement

Thanks to the Bordeaux Solid’air programme, which the Bordeaux Tourist Office invited us to join, we have been able to create special moments of discovery and shared experiences, such as a cruise on the Garonne or a Christmas dinner.

Nathalie Feferberg, Director of Les Bateaux Bordelais

Our involvement in the Bordeaux Solid’air programme is deeply meaningful to us and we are proud to be part of it. Every month, we are delighted to offer vouchers for guided cruises. It is a wonderful way of making culture and leisure accessible to all, whilst actively contributing to the local spirit of solidarity.

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 55% 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 80 companies took part in 2025, benefiting from financial aid and/or human support.

New: a ‘**Bordeaux partenaire écocertifié**’ **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 visitors.



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.

Calendar



Throughout the year, the destination buzzes with exhibitions, festivals, concerts, and sporting events, including:

FEBRUARY 5 to 8 International horsing competition in Bordeaux

MAY 17 Six Nations: France Women's National Rugby Match

JUNE 6 to 7 La Cité du Vin's 10th Anniversary Weekend

JUNE 5 to 6 Grands Crus Weekend

JUNE 5 to 7 Cod Festival in Bègles

JUNE 5 to 7 Final Round of the 2026 World Rugby Seven Series

JUNE 7 Swimming across Bordeaux

ALL SUMMER Bordeaux OpenAir, summer festival dedicated to electronic music

ALL SUMMER L'Été Métropolitain and its hundred free cultural events

JULY 10 The Tour de France passes through Bordeaux

AUGUST 28 to 29 Pagaille music festival at the Quinconces (new)

SEPTEMBER 5 Médoc Castles Marathon

SEPTEMBER 11 to 13 Climax Festival, an advocacy-focused event

SEPTEMBER 26 to OCTOBER 10 Le FAB Bordeaux Métropole International Arts Festival

OCTOBER New Wine Festival and Flea Market in Les Chartrons

NOVEMBER 8 Bordeaux Marathon, Half Marathon and 10K

DECEMBER Bordeaux Tasting, Grand Wines Festival



TDF2023@TS-mairie de Bordeaux

IN 2027: From July 7 to 11, 2027, Bordeaux will host the first leg of the 2027 Tall Ships Races. The Bordeaux Fête le Vin wine tourism festival will join the festivities to create a single event at the crossroads of wine and maritime cultures. Some forty exceptional sailing ships from around the world will dock in the Port de la Lune for five days of festivities and free activities open to all, celebrating maritime heritage, winemaking, and the spirit of the sea.

More events : www.calameo.com/bordeaux-tourisme-congres/read/0053657527074024a07d6

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

13

Michelin starred restaurants

9th

in the global top 100 cycling-friendly cities on the 2025 Copenhagenize Index (the second French city in the top 10 after Paris)

Tourism figures

6,96 million taxed nights in 2025

3 200 professional events

630 000 conference days

Economic impact: 240M €

Wine



65 controlled designation of origin (AOC) produced

94 700 hectares in 2024

518 million bottles (average production)

4 600 winegrowers

300 wine merchants

15 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

Alaïs PERRET – PICARD

PR Officer

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

Mail : a.perret@bordeaux-tourisme.com

Loïc GRANICZNY - for influencers

Social media manager

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

Mail : l.graniczny@bordeaux-tourisme.com



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How to get to Bordeaux

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

By plane: Aéroport de Bordeaux-Mérignac : more than 80 destinations

By coach: Blablacarbus, FlixBus

By car: via A10 (Nantes-Bordeaux : 3h50), A63 (Toulouse-Bordeaux : 2h15), A63

(Bilbao-Bordeaux : 2h30), A89 (Lyon-Bordeaux : 6h30).

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 Office de Tourisme et des Congrès de Bordeaux Métropole

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www.bordeaux-tourism.co.uk

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OFFICE DE TOURISME ET DES CONGRÈS DE BORDEAUX MÉTROPOLE

12 cours du XXX Juillet - 33000 Bordeaux Tél. +33(0)5 56 00 66 00

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.

