

BORDEAUX : A FORWARD-THINKING, COMMITTED AND MULTI-FACETED BUSINESS DESTINATION

Press Pack



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BORDEAUX, AN ATTRACTIVE HUMAN-SIZED DESTINATION WHERE ORGANISING EVENTS IS A GENUINE PLEASURE !



An attractive destination with a genuine environmental commitment, Bordeaux is above all a welcoming city and an inspiring place to organise all kinds of events.

In 2023, Bordeaux will play host to **high-profile professional events** such as **the European Company Sport Games, the Robocup and the Woodrise congress**, along with **a series of major sporting events and public celebrations** including the **Rugby World Cup in the Autumn** and the city's world-famous wine festival, **Bordeaux Fête le Vin, from 22 to 25 June on the banks of the Garonne**.

At time of writing, BCB is working on **150 future corporate events and congresses** which added up to a combined total of **400,000 event days**. Most of these corporate projects are scheduled for 2023-2024, but they also include **46 congress partnerships**, some of which run until **2029**.

World-renowned for its quality of life and warm welcome, Bordeaux has established itself as one of Europe's premier business tourism destinations. As **attractive as it is forward-thinking**, Bordeaux is a **multi-faceted metropolis** whose diversity and authenticity provide the perfect conditions for events of all sizes, from select gatherings to large-scale events.

Combining exquisite 18th-century architecture with a spirit of cosmopolitan connoisseurship, **Bordeaux's historic centre is the largest urban area to be classified as a UNESCO World Heritage site**. Bordeaux is located in the south-west of France, in close proximity to the Atlantic Ocean, the ultimate destination of the River Garonne which cuts through the metropolis.

Bordeaux's historic **vineyards and wine culture** are well-represented throughout the city, with an abundance of wine bars, boutiques, tasting schools, museums, wine merchants, micro-wineries and more.

The counterpoint to the city's historic heritage is the surprisingly **modern spirit** of its contemporary architecture, not to mention **the vibrant atmosphere of the new and rapidly evolving neighbourhoods** springing up around **the train station and the old wet docks**. The city also bears the unmistakable influence of surf culture, one of the region's defining features.

Keenly aware of its ecological and societal impact, Bordeaux is **doubling down on its efforts** to become a sustainable metropolis. With an overall **score of 85% on the GDS-Index**, Bordeaux is in the **global Top 5 of the 72 destinations audited** thus far.

Another defining feature of the city is its **abundance of greenery, agricultural land and woodland**, which together make up 51% of the total surface area of Bordeaux Métropole. **This rich, diverse landscape is celebrated in the GR Bordeaux Métropole hiking trail, inaugurated in 2019**. Green modes of transportation are prioritised, with a tram network spanning the 28 constituent municipalities of the metropolis, along with 330km of cycle paths.



WORKING TOGETHER TO MAKE BORDEAUX A RENOWNED DESTINATION FOR RESPONSIBLE TOURISM

In 2021, **Bordeaux Métropole** and the **Bordeaux Tourism and Congress** launched a collaborative effort to **collectively imagine a more sustainable future for tourism and event organisation in the city**. A series of co-creation and discussion sessions were organised, with participatory workshops bringing together all stakeholders from across the territory. **The whole process has been captured on the 'Bordeaux Tourism Agora' website.**

Brigitte Bloch is **President of the Bordeaux Tourism and Congress**, as well as the town councillor responsible for tourism and the wine economy, and vice-president of Bordeaux Métropole for tourism, events and metropolitan facilities. She makes clear the scope of the city's ambition:

“Our vision for the development of tourism and events is guided by the strategy which Bordeaux Métropole adopted last March, aiming to make Bordeaux a fully eco-responsible tourism and events destination.



The strategy identifies four working priorities, two of which are relevant to professional events. One involves a particular focus on supporting professionals in the tourism and events sector with their efforts to make their business more responsible, more environmentally friendly and more attuned to core CSR values.”



An encouraging outlook, with much still to come in 2023

“ Since the spring of 2022 we have seen business tourism and professional events coming back to Bordeaux in a big way. The **city's hotels were 80-90% full** in June and September last year, traditionally the busiest months for Bordeaux, with a **virtually even split between business tourism and other forms of tourism**. We are now back to pre-Covid levels of activity, or probably slightly more, since the number of hotel rooms available across the metropolis **has risen by 1,500 since 2019**.

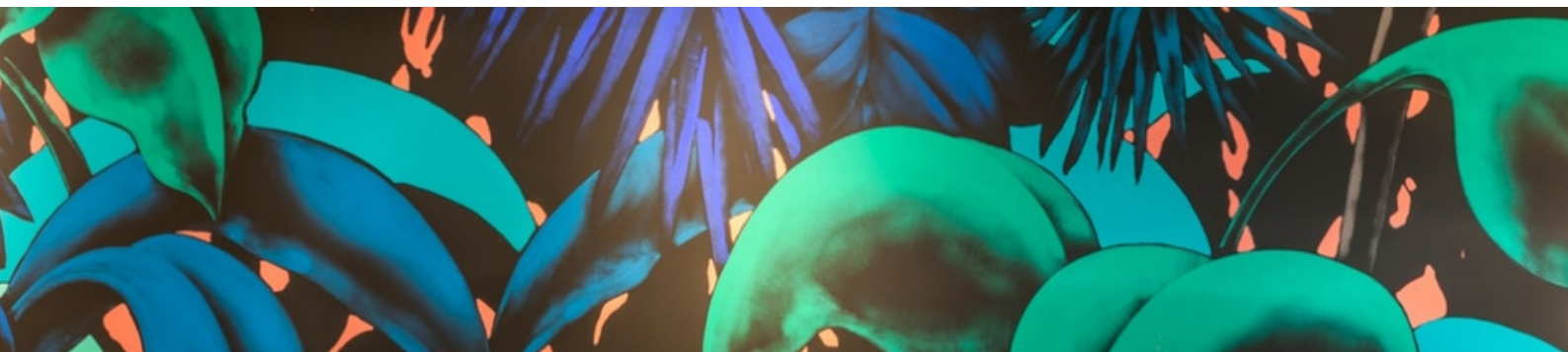


In terms of large-scale congresses, we have not yet returned to 2019 levels but the gap is getting smaller: 2022 was just 10% down on 2019, despite the fact that we were only really open for business for 9 months of last year. Since September we **have also seen an increase in the number of applications for European and international congresses with more than 3,000 participants**. That in itself is a very positive indication of things to come over the next few years!

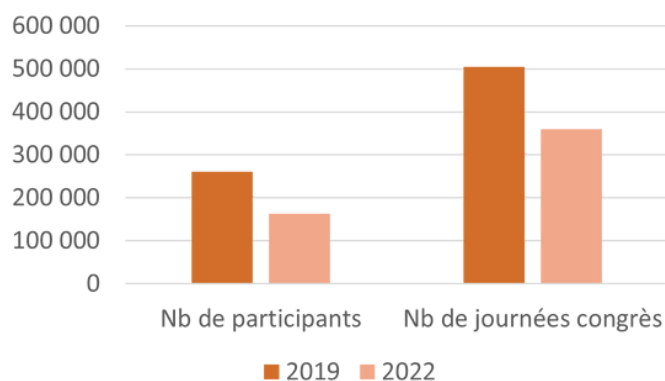
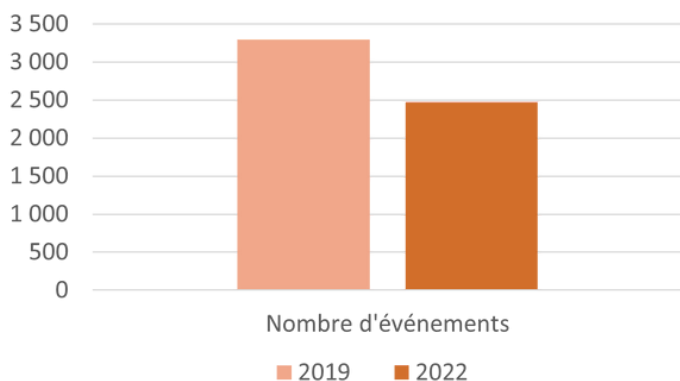
Activity in the corporate sector has bounced back to 2019 levels, and even exceeded them in some respects. **Hotels have reported a big increase in residential seminars since August**.

The outlook for 2023 is very good, with new corporate events and congresses being confirmed every day. But we do need to be mindful of the risk that organizers will hold back on account of high energy prices. We can adapt! ”

Olivier Occelli, Managing Director of Bordeaux Tourism & Congress



THE BUSINESS TOURISM OBSERVATORY



The **business tourism observatory** coordinated by **Bordeaux Convention Bureau** identified no fewer than **2,500 professional events** taking place across the metropolis in **2022**, adding up to almost **400,000 congress days**. That figure was **20% below the 2019 benchmark**, but still represents an impressive post-Covid rebound.

Up until late March 2022 the MICE market was virtually non-existent, but the solid results recorded for the rest of the year indicate that activity in the sector is almost back to normal. This trend is confirmed by the very promising events already scheduled for the first six months of 2023.

BORDEAUX'S EVENTS SECTOR GOES GREEN

Bordeaux Métropole's Tourism and Congress is continuing to expand its already **substantial efforts** to make events more sustainable, with a constant commitment to **improving quality of service, raising awareness** and educating all stakeholders about the importance of sustainable development at the territorial level.

The board has **established a dedicated sustainable development department**, tasked with supporting local professionals with their sustainable transition efforts.

With a host of training and awareness-raising activities, as well as support with certification processes, **the Bordeaux Tourism and Congress is working hand-in-hand with the events sector to accelerate the transition.**



3 QUESTIONS FOR JULIE BENISTY-OVIEDO,

sustainable development officer for the Bordeaux Tourism and Congress

How do you support partners on a day-to-day basis with regard to their ecological transition?

We offer our partners a full cycle of support, from education and training through to **human and financial help with certification processes, backed up with funding from Bordeaux Métropole**. We have developed a number of tools to make this possible, including **workshops to co-construct CSR charters, personalised coaching initiatives, best practice discussion days and webinars** designed to help all partners manage their ecological transition at their own pace and in line with their own specific priorities.

What targets have you set for the period to 2026?

In 2022, 35% of the Bordeaux Tourism and Congress members already had sustainable transition strategies in place. We want to see that number rise to 50% in 2024, and 80% by 2026. Certification processes take time, generally somewhere between nine and twelve months, and we know how important it is to give professionals the long-term support they need to make their green transition a success.

In concrete terms, what actions have you put in place?

One of the concrete actions we are currently developing is a **training programme for event organisers, in partnership with ADEME (national ecological transition agency)**. The goal is to train professionals on how to organise environmentally friendly events with lasting benefits for the territory. There is currently no such training programme available in France, and launching the first of its kind would be a **major addition to our existing resources available to help partners organise more responsible events, in Bordeaux and elsewhere**.

Since 2021, the Tourism and Congress has been **ISO 20121 certified** for its environmentally-responsible events management activities, including Bordeaux Fête le Vin.

93%

The proportion of the city's large hotels accessible within 30 minutes using public transport.

262

The number of partners of the Bordeaux Tourism and Congress already committed to sustainable transition efforts.

75%

The percentage of Bordeaux's winemaking estates with environmental certifications.

MAKING IT EASIER TO ORGANISE MORE ECO-FRIENDLY EVENTS



The Bordeaux Convention Bureau has **drawn up a practical guide containing 10 key steps for organising eco-positive events**. The guide is available to all event organisers.

Going beyond the general best practices which apply everywhere, the guide offers a precise focus on the **innovative solutions available within our territory** (waste recycling, redistribution of uneaten food, integration through employment schemes etc.) and features a **spotlight on local associations** and their social and environmental actions.

The guide is available now!

Bordeaux Convention Bureau works with event organisers to help them deliver professional events with a positive impact for both participants and the territory.

A free service providing information and advice, Bordeaux Convention Bureau works with the organisers of professional events (agencies, companies, associations, federations, unions, coordinating platforms etc.) to help them bring their ambitions to life in Bordeaux.

BCB also offers **bespoke support with the logistical side of event organization, providing organizers with solutions designed to attenuate the environmental impact of their events** (calculating the carbon footprint, prioritizing local suppliers, waste management etc.), while nurturing and promoting partnerships between local associations and organizers in order to ensure that events deliver a positive social impact.

“ We have a team of 4 people in constant contact with both event organisers and venues and service providers, helping to bring the two sides together.



As well as **providing expert advice on the logistical aspects of event management**, since 2018 we have been particularly **focused on helping our partners to organise events which have a positive impact for the territory**. To this end we are constantly expanding our **list of partners who share our values, and building closer relationships with local associations** in order to champion meaningful activities which can help professional events **to create positive social legacies for the places that host them.**”

Amélie Déchénaïs, Director of the Bordeaux Convention Bureau



EVENTS ALIGNED WITH THE TERRITORY'S AREAS OF EXCELLENCE

Bordeaux and the Nouvelle-Aquitaine region are **hotbeds of excellence** in research and innovation. The region is home to **11 officially accredited competitiveness clusters**, and **more than 60 international business clusters** in sectors such as aeronautics, optics and lasers, geosciences, eco-construction, the digital economy, ICT for health and neurosciences.

The region's population also includes some **175,000 students**, **100,000 of whom are based in Bordeaux**, as well as **10,700 researchers** and a university (the University of Bordeaux) whose international research reputation has been recognized with the Initiatives for Excellence label.

In order to attract and encourage the organisation of **congresses and trade fairs aligned with the territory's areas of excellence**, Bordeaux Convention Bureau has **produced a series of short documentaries**.

The latest instalment in this series turns the spotlight on **Bordeaux's Neurosciences sector**, with **contributions from some of the key players in this field**: researchers and clinical specialists from Bordeaux Neurocampus, doctors from the university hospital, founders of start-ups and local businesses, students and doctoral researchers.

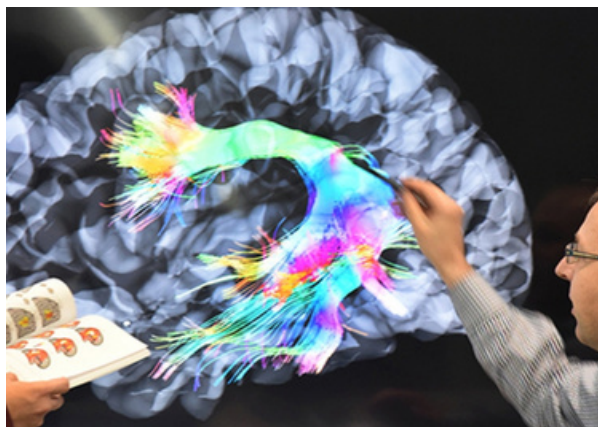
Bordeaux's neurosciences community has evolved considerably over the past fifteen years, becoming one of the biggest of its kind in France, and indeed in Europe, with over **700 scientists** working in this field at the University of Bordeaux.

The short film takes a look at education and training (Bordeaux currently has **140 master's students and 140 doctoral researchers** working in the field of Neurosciences), and includes a special focus on research, clinical trials and industrial partnerships, with input from start-ups including Lucine and Rebrain. [Watch the video here.](#)



Input from experts with direct links to our territorial areas of excellence

Founded in 2007 under the aegis of Bordeaux Convention Bureau, the **Bordeaux Ambassadors' Club** now has over **380 members**. They include experts from the fields of academia, science, business, industry and members of national and international networks and associations with the potential to attract conferences in **their respective fields to Bordeaux**. Thanks to the support of these ambassadors, the Convention Bureau is able to put organisers in **direct contact with the local business ecosystem** and ensure a positive, long-term legacy for the territory.





SUSTAINABLE, HIGH-QUALITY EVENTS

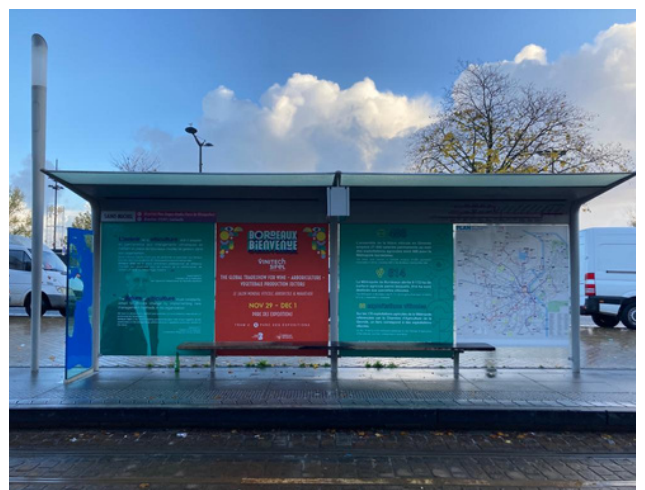
In 2022 we launched “**Bordeaux Bienvenue**”, a 360° initiative aimed at guaranteeing sustainable, **high-quality conditions for professional events** on a large scale. The idea is to simplify the process of organising professional events, optimising the experience for participants and forging links with territorial stakeholders for an events strategy which is more forward-thinking and more respectful of the local economic and social environment.

For events matching the scheme’s criteria, Bordeaux Bienvenue **offers a number of potential advantages** such as guaranteed **availability and prices for accommodation** thanks to our **hotel charter**, or **free use of public transport**, or **special signs and banners around the city**, at the station and at the airport, as well as **essential advice on venues and contacts with local politicians** etc.

“**Bordeaux Bienvenue**” is also the name of a **collective encompassing all of the institutional and professional actors involved in events organization** in and around Bordeaux, **united by a commitment to welcoming participants in the best possible conditions**.

“*In 2022, 7 major congresses attracting a total of 7,500 participants were celebrated with visual displays around the city using their event branding, while 25,000 participants received free tickets for Bordeaux’s public transport system.*”

Amélie Déchénaïs, Director of the Bordeaux Convention Bureau



A CONSTANTLY EVOLVING RANGE OF HOTELS

The city's hotel facilities continue to go from strength-to-strength, with the Spring of 2023 set to see the reopening of the **five-star Burdigala** in the Mériadeck district of the city centre, now with **83 rooms**, as well as the Novotel Bordeaux Aéroport which has also been fully renovated. Also, in direct proximity to the airport, the **four-star Sheraton** opened for business in January. This new hotel has 177 rooms, as well as an integrated conference centre capable of hosting 300 participants.

The area around the city's train station continues its rapid reinvention, and recently welcomed JOST, a "lifestyle" hotel with **80 rooms and 200 beds**. The hotel has a rooftop area, a bar, a pool and its very own cabaret theatre capable of hosting **events for up to 100 people**.

Back in Mériadeck, the Hyatt group recently chose Bordeaux as the location for the first hotel in its new **four-star First Name** collection. Inaugurated in January, the hotel has **150 bedrooms** and four meeting rooms: two of 30m², one of 60m² and a dedicated **events space decorated in quirky, speakeasy style**. Last but not least, a new **5-star hotel with 51 bedrooms** is set to open in June at **Château Léognan**.

HOTELIERS UNITED!



JEAN-PHILIPPE BURGEAT,

Committee member of the Bordeaux Métropole Hoteliers' Club in 2022 and Managing Director of the Hôtel de Tourny, gives us an insight into the hoteliers' charter signed in March 2022.

What was the inspiration for this hoteliers' charter?

*It's all about the **quality of the welcome we offer**, and that's what inspired Bordeaux's hotel operators to join forces with the Bordeaux Tourism and Convention Board to focus on major professional events, in the form of a **hotel quality charter**. Bordeaux Tourism, along with the Convention Bureau (BCB) and the Bordeaux Métropole hoteliers' club (CHBM), have signed up to the charter alongside **100 hotels and various other forms of tourist accommodation, accounting for over 7,500 rooms in total**.*

What are the main priorities of the charter?

*The hoteliers' charter is exclusively concerned with what we call "high turnover" professional events involving more than 500 guests staying for at least one night, which implies reservations across multiple hotels. We're talking about events organised by non-profit organisations (academic societies, federations, professional associations) as well as private companies. The goal of the charter is to **set out a clear, attractive policy for large professional events, presenting clients with a coherent and consolidated offer in order to facilitate the process of hosting events in Bordeaux**, and keep organisers coming back for the long term.*

*This charter reflects the shared commitment of Bordeaux's hoteliers, the CHBM and the Tourism and Convention Board to attract **even more high-profile events**, events of national and international importance, and to make Bordeaux the ideal destination for professional tourism.*



VAST SPACES ADAPTABLE FOR ALL SORTS OF EVENTS

Bordeaux is home to one of **Europe's biggest exhibition centres**, capable of hosting events on a vast scale. **Hall 1 alone offers 50,000m² of floorspace, and can be supplemented by Hall 3 (12,000m²), Hall 4 (7500m²) and an outdoor space of 120,000m².**

The **Palais 2 l'Atlantique** is a modular space which can be tailored to the precise requirements of organisers, and includes a main hall which is ideal for events of all kinds: **plenary sessions with up to 6,000 participants, exhibitions, grand banquets and much more.** The hall also has a **1,000m² lobby space and 12 modular meeting rooms capable of holding between 100 and 400 people each.**

Bordeaux Congress Centre is a contemporary facility flooded with natural light, and equipped with a variety of hospitality and conference facilities:

3 amphitheatres ranging in size from 196 to 1,293 seats, a modular exhibition/catering space of 3,000m², plus 10 fully equipped meeting rooms. The Congress Centre is **the ideal place to host business meetings, congresses and trade fairs.**

Hangar 14, on the banks of the River Garonne, has two 3,000 m² spaces on the ground floor as well as an upper floor with 1400m² more. The 600m² panoramic terrace boasts an extraordinary view of the river and the city. This is the ideal spot for hosting large-scale public and professional events, gala evenings and other prestigious occasions.

The **Cité Mondiale Congress Centre** offers a high-quality service ideal for **hosting professional events in the city centre.** The centre contains a **300-seater auditorium, 4 meeting rooms ranging in size from 20 to 190 seats, and a flexible 1,270m² exhibition/catering space.**



STEPHANE KINTZIG,
Director of BEAM, answers us:

Can you tell us a bit more about BEAM and the facilities you operate?

Bordeaux Events And More is our new identity, embodying our ambition to promote the Bordeaux brand, our clients, our partners and our events.

We can offer a comprehensive package of services for all events hosting between 20 and 50,000 people, thanks to the diversity and flexibility of our 5 emblematic facilities: Bordeaux Exhibition Centre, Palais 2 l'Atlantique, Bordeaux Congress Centre, Hangar 14 and the Cité Mondiale Congress Centre.

We design and deliver events on a local, national and international scale: the Foire de Bordeaux, Home, Salon du Jardin, Jumping International de Bordeaux, Bad+, Vinitech-Sifel, Exp'Hôtel...

We are also very serious about the social and environmental decisions we make. We want more impact, more memorable experiences and less ecological damage. We are ISO 20121 certified, and fully committed to making the events sector more environmentally responsible.

How does your collaboration with BCB work on a day-to-day basis?

We invite them to take part in our location scouting efforts, and we share their details with our clients so they know where to get the best information on "destination Bordeaux" as well as the latest "welcome packs," including services such as welcome desks at the train station and the airport, free tram tickets etc.



BORDEAUX LAC RESORT, AN ASSOCIATION DEVOTED TO FACILITATING PROFESSIONAL EVENTS



Founded to support business initiatives and the sustainable economic development of the Bordeaux Lac district, Bordeaux Lac Resort is a new association encouraging events professionals and hotels to work together, offering a one-stop-shop for organizers.

Aurélien Hochart, director of Golf Blue Green and President of Bordeaux Lac Resort, explains the goals of this new collective :

Why did you decide to create this association?

*The number one goal of our association is to **work together more effectively**, ensuring that we offer the highest quality products and services to create an impeccable customer experience.*

To achieve that goal we need to have a clearer understanding of the environment in which we operate, of the services being offered by other businesses in the neighborhood, and the products we need to add to that mix in order to boost our attractiveness for events and business tourism.

*The group exists to promote our **mutual economic interests**, to speak as one on key issues (development of the district, balancing different uses of public spaces) and to coordinate actions aimed at improving **the collective spirit of this neighborhood**. We are convinced that the expansion of our professional activities can play a part in helping local people to rediscover this part of the city.*

Who are your members?

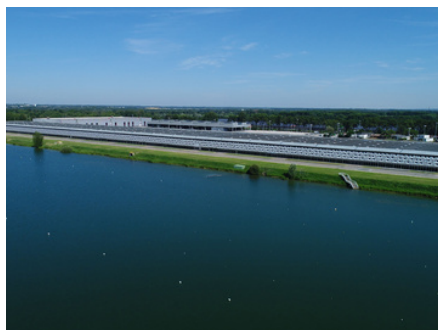
*The association has **11 founder members** committed to delivering successful events in and around Bordeaux Lac: **Golf Blue Green, Le Village du Lac, Novotel, Ibis, Mercure & Pullman, Axel Vega sport events, the Matmut Atlantique stadium, BEAM, Casino Barrière and Capdevielle Traiteur**.*

In concrete terms, how do you work together?

*We have regular discussions about topics where we want to focus our development efforts: **creating a platform for sharing information, joint communication efforts for events, joint actions for the neighborhood etc.***

It's also about ensuring closer coordination on events which involve multiple members of the association

We also hold regular gatherings to strengthen our professional ties, as well as improving our all-round understanding of the specific business environment of Bordeaux Lac.



BORDEAUX IN A FEW FIGURES

08

CONGRESS CENTER

347

UNESCO LISTED
MONUMENTS

60

SECTORS OF
EXCELLENCE IN THE
REGION



65

WINE APPELLATIONS



5 300

WINE CASTLES



10 700

RESEARCHERS

400 000

CONGRESS DAYS IN 2022

35

PARIS-BORDEAUX
JOURNEYS PER DAY

2 500

EVENTS IN 2022

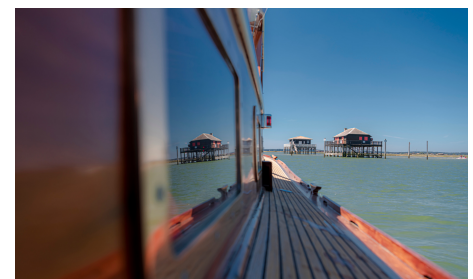
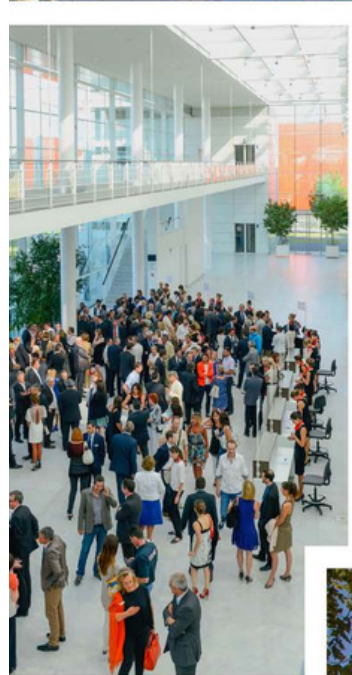
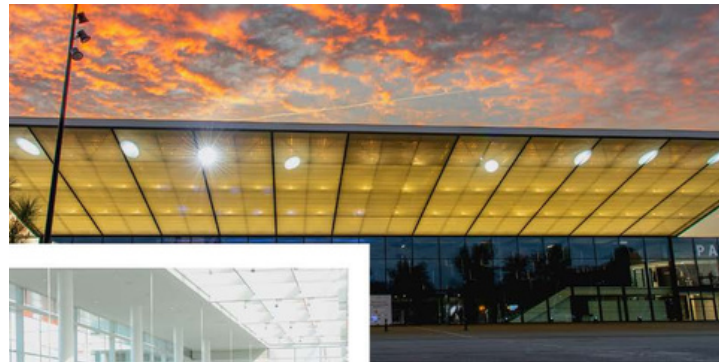
BORDEAUX, YOUR DESTINATION OF CHOICE FOR INSPIRING EVENTS

Along with its rich heritage and plethora of accommodation options, Bordeaux and the surrounding region are packed with an impressive array of activities and attractions to **make your professional events as memorable as they are productive.**

Team building away days, incentives, seminars, study days in unusual locations... discover **the many facets of Bordeaux!**

The city has a diverse selection of **unusual activities** and **challenges to motivate and entertain your team:** wine and sophrology workshops at the Cité du Vin, tasting sessions in a historic wine cellar in the Chartrons district, a cruise on the Garonne, a life-size treasure hunt on the Bassin d'Arcachon...

BCB works with a network of more than **180 partners** including venues, châteaux, events agencies, caterers and service providers offering everything you need to craft made-to-measure events. **The sheer breadth of services on offer cements Bordeaux's position as one of the world's leading business tourism destinations, a distinctive and compelling event destination!**



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