

ICONIC & SUSTAINABLE MICE DESTINATION

# BORDEAUX





# DESTINATION BORDEAUX



[CLICK HERE FOR THE  
VIRTUAL TOUR](#)

1. Attractive destination
2. A sustainable destination
3. The business tourism market in Bordeaux
4. The Bordeaux Convention Bureau, a privileged partner for hosting professional events

## 1 – ATTRACTIVE DESTINATION

# A RESPONSIBLE AND CREATIVE CITY

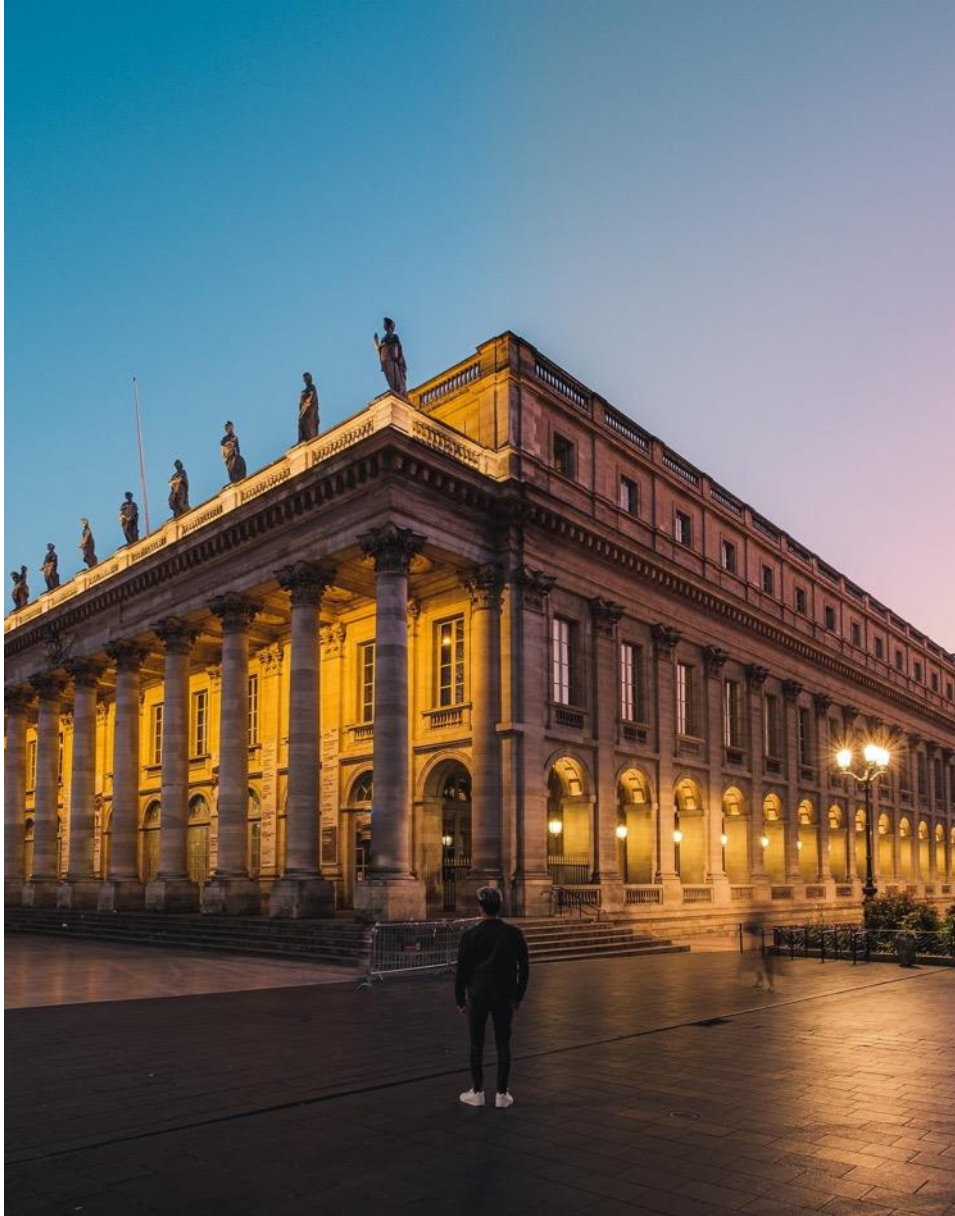
Largest urban area listed as a **UNESCO World Heritage Site** with 347 monuments, combining a rich historical heritage dating from the 18<sup>th</sup> century with a cosmopolitan and epicurean population.



The city is only a short distance from the Atlantic Ocean and is crossed by the Garonne River



New districts (Bassins à flots, and the train station) and new architectural symbols of modernity (Cité du Vin, Méca, Arkéa Arena)





## A VARIETY OF EXPERIENCES AT YOUR FINGERTIPS



Bordeaux is home to the  
world's finest vineyards  
with 5,300 châteaux



In the heart of the largest  
forested area in France



At the gateway to the Gironde Estuary,  
the Atlantic Ocean and the Bay of Arcachon



## 1 - ATTRACTIVE DESTINATION

# AN EPICENTRE OF THE ART DE VIVRE & SECTORS OF EXCELLENCE



1,600 restaurants



3 internationally renowned Michelin starred chefs : Phillippe Etchebest, Gordon Ramsay and Yannick Alléno



65 designated wine appellations and specialties



10,700 researchers and 106,700 students



## 1 - ATTRACTIVE DESTINATION



# READY TO HOST BIGGEST OF EVENTS



8 convention and exhibition centers



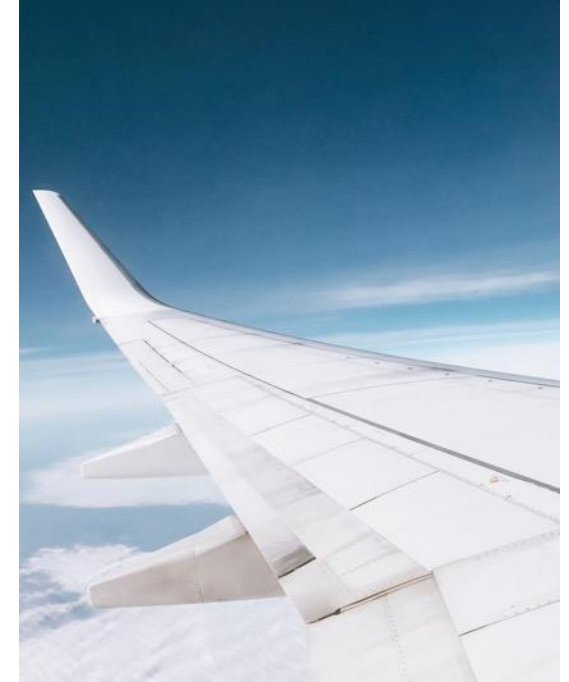
The Palais 2 l'Atlantique, with a capacity of 6,000 participants



200,000sqm of exhibition space



13,500 rooms and 211 hotels



## 1 – ATTRACTIVE DESTINATION

# INFRASTRUCTURE

**Bordeaux International Airport** : More than 7 million passengers per year.  
12 international hubs, 13 new lines to discover this summer including 3 new destinations (Eindhoven, Paphos, Stuttgart).

**Saint Jean Train Station** : Over 11 million passengers per year, connected to French and European cities.



Fastest-growing airport with over 90 direct destinations by 128 direct flight with 24 airlines



Paris-Bordeaux in 2 hours by train, 35 round trips a day

# PUBLIC TRANSPORT ACROSS THE CITY

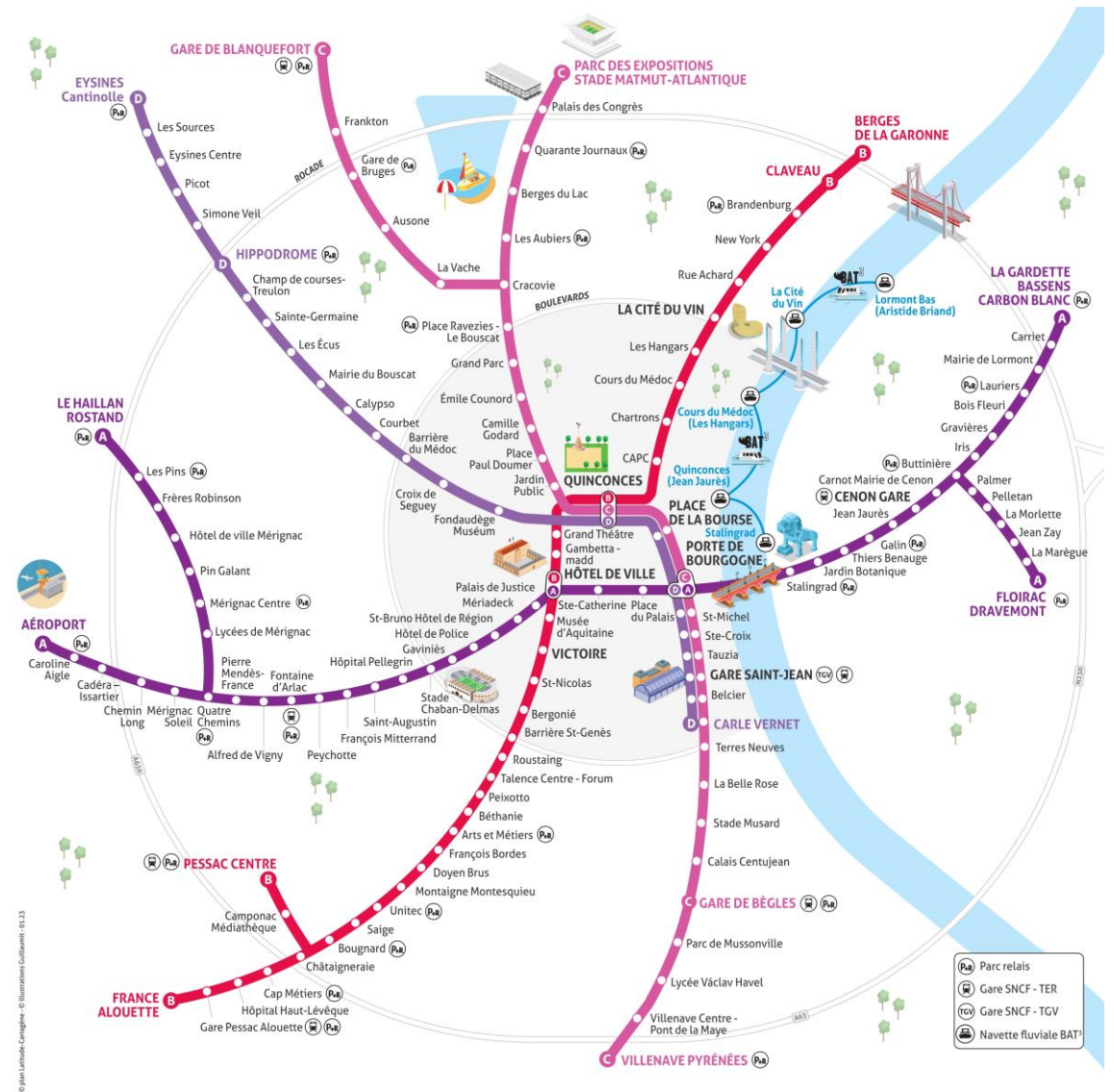


The railway station is connected to the convention centres, accommodation areas and event venues via **4** tram lines. An airport/city centre line.



River shuttles connecting 5 piers along the Garonne River (BatCub).

- **80** bus lines powered by NCG
- **1,400** km of cycle paths
- **184** bike-sharing stations (V3), with over
- **2 000** bicycles, half of which are electric
- **14** charging stations for electric vehicles
- **5** motorways





The name of Bordeaux has been shown to increase the participants number of a professional event by 5 to 15%

VIDEO



## 2 – A SUSTAINABLE DESTINATION

### CERTIFICATION & RANKING



**ISO 20121 certification** for the sustainable management of Bordeaux Tourism & Conventions policy and of its event activity: Bordeaux Wine Festival



Holder of Quality Tourism, the Tourism and Handicap label. Accueil Vélo and the sustainable Innovative Destination label, pilot city of the project alongside 8 other French cities.



**85% at the Global Destination Sustainability Index**, Bordeaux is in the global Top 5 of the 65 destinations audited thus far.



**Awarded European Capital of Smart Tourism 2022** for Bordeaux's exemplary achievements in tourism regarding sustainability, accessibility, cultural heritage and digitalisation.

## 2 – A SUSTAINABLE DESTINATION

### ROADMAP

The Office de Tourism et des Congress of Bordeaux Metropole (OTCBM) has been strengthening its actions to **promote responsible tourism in its territory for the past three years**. A comprehensive strategy has been established for the coming years to make the Bordeaux metropolis an exemplary and recognized sustainable tourism destination. This is evidenced by the **roadmap to 2026** voted this year composed **of 4 major issues**:

1. Support the Bordeaux tourism offer in its responsible transition
2. Placing the inhabitant at the heart of the tourist life of a human and supportive destination
3. Develop professional meetings and major events with positive impact for the territory
4. Drive sustainable tourism economic development

Together,  
building,  
a recognised  
responsible  
tourism  
destination

The Bordeaux Métropole  
Tourism Roadmap  
2022-2026

## AXIS 1 : SUPPORT RESPONSIBLE TRANSITION OF PROFESSIONALS EVENTS

Assist professionals in the tourism and events sectors in improving their practices to increase sustainability

### 4 steps

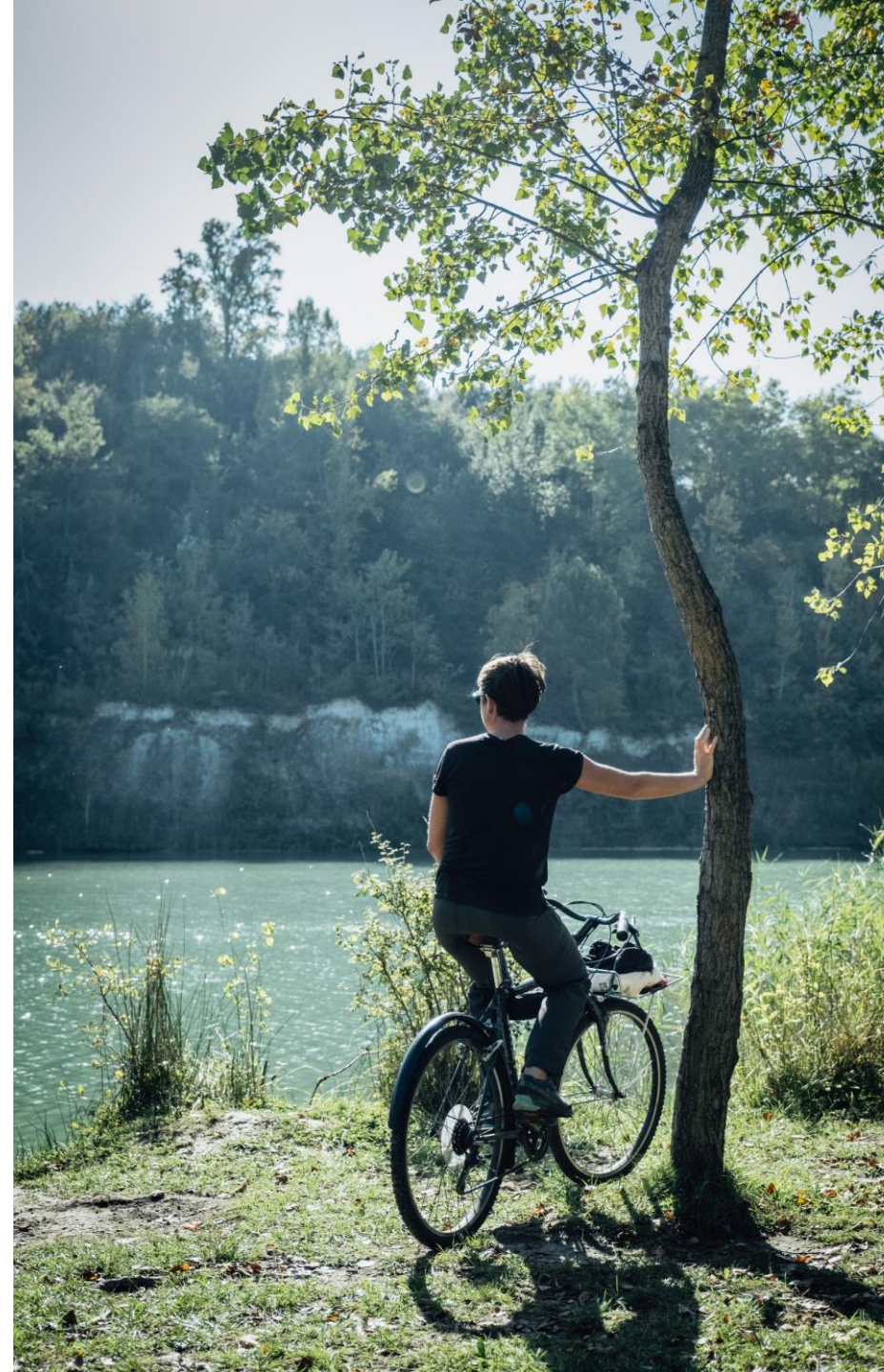
Raising awareness, training, support for certification and communication: the 4 steps of human and financial support for each kind of professional

- Energy management in a hotel
- Circular economy for events
- Waste management
- Local food for restaurants

...

### Objectives

50% of our professionals committed to the environment in 2024 and 80% in 2026. At present 30% of OTCBM members are involved in a sustainable approach.



## AXIS 3 : SUPPORT ORGANIZERS TO REDUCE THE IMPACT AND INCREASE THE LEGACY OF THEIR EVENTS

### Action



Local associations



Practical guide



Training program in partnership with ADEME



Advice



### 3 – THE BUSINESS TOURISM MARKET IN BORDEAUX



A strong recovery



Hotel occupancy rates  
between 80 and 90% in  
June and September



Nominations for  
European and  
international congress of  
more than 3,000  
participants



Hoteliers confirm an  
important return of  
residential seminars  
since August

### 3 – THE BUSINESS TOURISM MARKET IN BORDEAUX

## THE BUSINESS TOURISM OBSERVATORY



### Résultats

**377 435 580 €** RETOMBÉES ÉCONOMIQUES ESTIMÉES SUR 4 ANS



Journées congrès : le nombre de jours multiplié par le nombre de participants



## Participation

En moyenne sur 4 ans

PARTICIPANTS CORPO

**61 %**

PARTICIPANTS NON CORPO

**38 %**

**45 %**

régionaux

**45 %**

nationaux

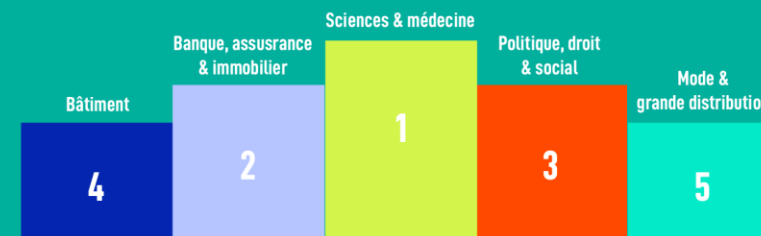
**9 %**

internationaux



## Secteurs d'activités

TOP 5 des secteurs d'activités comptant le plus de journées congrès sur les 4 ans



## Périodes

TOP 5 des mois comptant le plus de journées congrès sur les 4 ans



Sources : Observatoire du tourisme d'affaires Bordeaux Tourisme & Congrès

## 4 – THE BORDEAUX CONVENTION BUREAU, A PRIVILEGED PARTNER FOR HOSTING PROFESSIONAL EVENTS

**Federate** a network of more than 180 member companies with an event per month

### Information and advice

We offer unbiased advice on venues and services based on the organisers needs

### Setting up projects and investigating availabilities

We research and coordinate proposals from suppliers, to ensure the feasibility and quality of the project meet demands

### Bidding

We can prepare proposals according to specifications, organize familiarization trips to the destination and shortlisted venues

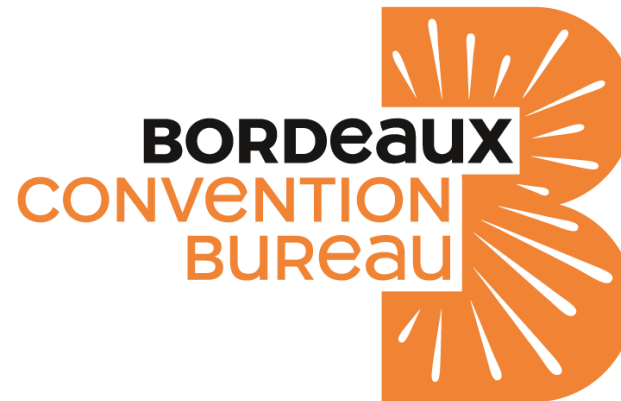
**Promote** and prospect b2b targets (journalists, event organiser, agency etc.), 20 workshops, famtrips, trade shows of which 10 international actions per year

**Communicate** to inspire and ensure visibility on website and social media

**Develop** the business tourism destination and facilitate the organization of professional events in the territory.

**Host events** related to the territory's sector of excellence

**Support** event organizers in their responsible transition related to the sustainable development department





YOUR KEY  
CONTACTS IN  
**BORDEAUX**



MANAGING DIRECTOR  
**Amélie DECHENAIS**



PRESS CONTACT  
**Salomé PETIT**  
Communication Officer & animations of  
the members' network  
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BORDEAUX CONVENTION  
**TEAM**



**CONGRESSES**

**Florine GUIONNET**  
Senior Congress  
Development Manager,  
Convention Bureau



**CORPORATE**

**Elsa BRECHOTTE**  
Senior Corporate  
Development Manager,  
Convention Bureau



**CONGRESS & CORPO**

**Louise de MALEZIEUX**  
Corporate and Congress  
Project Manager



**CONGRESS & CORPO**

**Marie-Line MEYRONNET**  
Corporate and Congress  
Project Manager



**BORDEAUX BIENVENUE**

**Charlène PALAFFRE**  
Project Manager quality and  
sustainable hosting of  
professional events



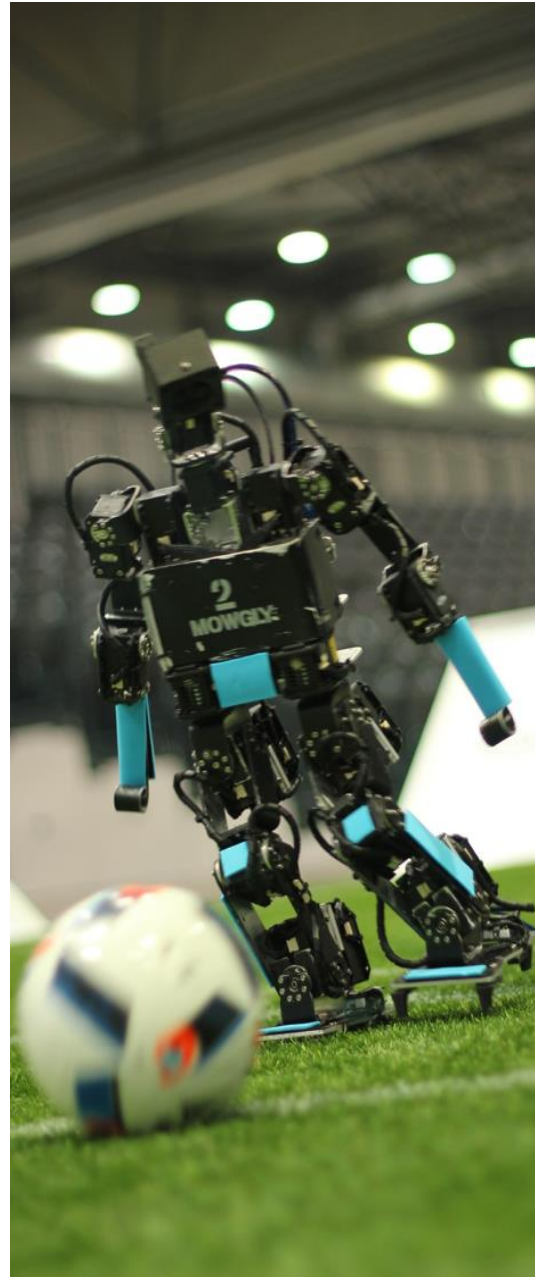
**175,000**  
students



**10,700**  
researchers



**University**  
IDEX



## A COSMOPOLITAN CITY AND **HOTBED OF INNOVATION**

Bordeaux is a place for encounters and creation, a breeding ground for start-ups and cutting-edge industry, a platform for economic, industrial and scientific exchanges drawing on the dynamic sectors in the region. Competitiveness clusters bringing together industrial partners and researchers in the fields of aeronautics, lasers, agri-food, the wood industry and ICT for Healthcare.

- **Ranked by the French as the number-one city to work in**  
*(source: Institut Think)*
- **French Tech Label, 4,700 companies and 22,400 jobs in the digital sector in the Bordeaux metropolitan area**
- **3<sup>rd</sup>-ranked French city for digital business creation**



4 – THE BORDEAUX CONVENTION BUREAU, A PRIVILEGED PARTNER FOR HOSTING PROFESSIONAL EVENTS

## HUB FOR RESEARCH **AND INNOVATION**

**Neurosciences - Cancer** - Health informatics - **Pharmacology** - Pharmaceuticals -  
Medical imaging - **ICT for Healthcare** - Biotechnologies – Medical devices  
(implants/biomaterials) - **Cardiology/Cardiac rhythm**

11

**Competitiveness Clusters**  
Aeronautics - Optics & Lasers –  
Robotics - Neurosciences -  
Cardiology - ICT for Healthcare -  
Video Games and Animated Films  
-Wood Industry - Geosciences -  
Wine & Agri-food - Sustainable  
Housing - Renewable Energies

60  
clusters

# AMBASSADORS CLUB

Created in 2007 on the initiative of the Convention Bureau

More than 390 members

Local personalities from the academic, research, scientific, economic and industrial spheres of Bordeaux, members of networks or of a national or international association, who are in a position to bring the association's congress to Bordeaux or who have already done so.

[More information](#)

## EXCELLENCE SECTORS

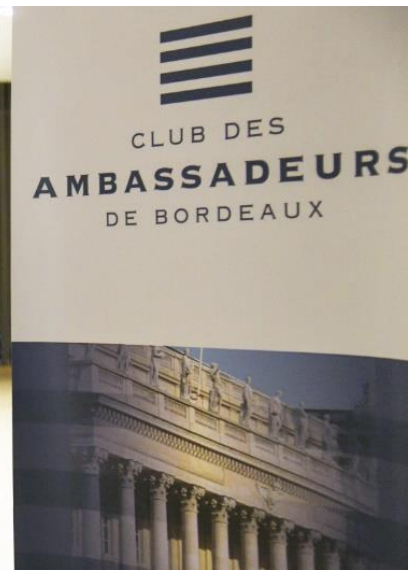
Bordeaux and the Nouvelle-Aquitaine region are breeding grounds of excellence for innovation and research.

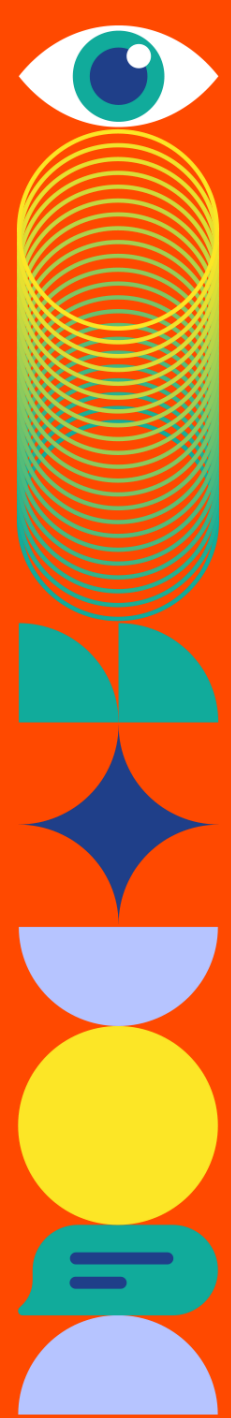
11 competitive clusters in the following sectors : neurosciences, aeronautics, optics & laser, geosciences, eco-housing, digital economy, ICT health.

The region is home to 175,000 students (100,000 in Bordeaux), 10,700 researchers and an internationally competitive Bordeaux research university (Initiative of Excellence label).

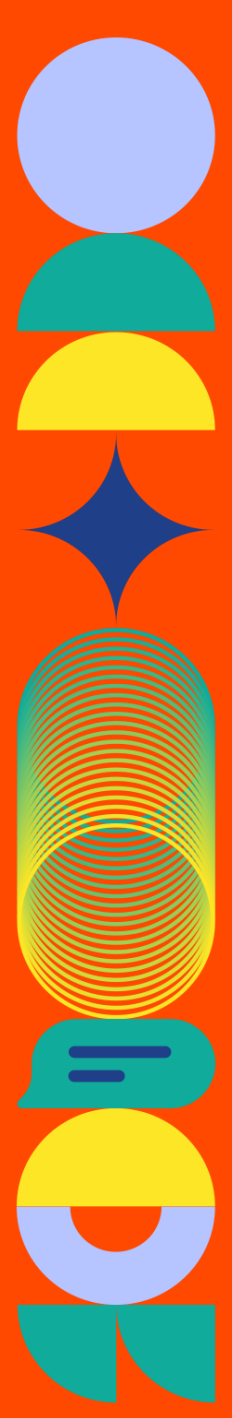
[More information](#)

To highlight the grey matter of its territory, the Bordeaux Convention Bureau entrusts the floor to its Ambassadors, experts of the scientific and academic spheres of the territory, through a series of reports on the sectors of excellence. It addresses the competitiveness clusters in all their aspects : research and development, industry meetings, territorial dynamics, training, education...





# BORDEAUX BIENVENUE



# Bordeaux Bienvenue

For a quality and sustainable reception of major professional events with a positive impact on the territory

- Bordeaux Bienvenue Collective includes all players in event hospitality
- Bordeaux Bienvenue offers a number of potential advantages such as guaranteed availability and prices for accommodation thanks to our hotels charter, or free use of public transport and more

# BORDEAUX BIENVENUE



# Bordeaux Bienvenue

For a quality and sustainable hosting of major professional events with a positive impact on the territory

Congresses and trade shows benefit from the support of local institutions, which can offer, subject to availability and meeting certain criteria (non-exhaustive list) :

- Offered public transport to all delegates
- [Hotel charter](#) guaranteeing rates and availability
- Tourist information, registration for visits and excursions at the congress site
- Brochures and maps available
- Train station and airport reception
- 2 hours consulting with a local PCO (Professional Congress Organiser)

*“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”.*

# BORDEAUX BIENVENUE



## 4 – THE BORDEAUX CONVENTION BUREAU, A PRIVILEGED PARTNER FOR HOSTING PROFESSIONAL EVENTS

For files of more than **500 people**, we work on common application files

The Chief Executive Officer of Beam (Stéphane Kintzig) is also **Vice-President of the Bordeaux Metropole Tourism & Convention Board**



The Congress Centre and Congress Bureau works **hand in hand for specifications and joint prospecting**

Beam has been a member of the Convention Bureau for **many years**



ANY QUESTIONS ?

**LET'S ORGANISE AN EVENT IN BORDEAUX!**

