

BORDEAUX SUSTAINABLE STRATEGY

May 2022 – Bordeaux Tourism & Congress

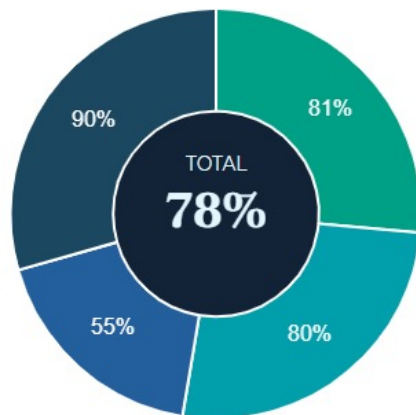




ISO 20121 certification

GDS-Index

● DMO ● Supplier ● Social ● Environmental



9th destination in the top 10
2021 ranking.

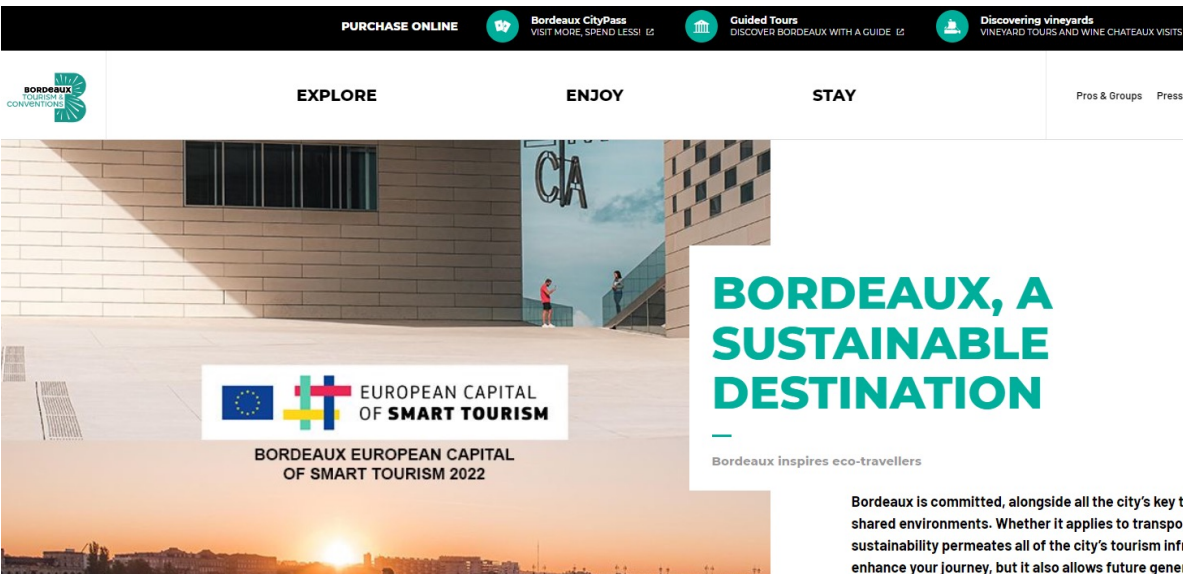
+5 pts compared to 2020

Bordeaux's commitments to sustainable tourism

An ISO 20121 certification and a strong
involvement in the Global Destination
Sustainability movement



New eco-designed website



BEST WESTERN GRAND HÔTEL FRANÇAIS

★ ★ ★

Charm distinction are what you can expect at the Grand Hôtel Français. The 35 perfectly sound-proofed rooms, including 4 junior suites, offer highly refined 3 star comfort. Elegantly decorated lounges are provided for meetings and moments of relaxation. And practically on the hotel doorstep lie the business district, cathedral, boutiques, pedestrianized streets, museums, the famous Esplanade des Quinconces, entertainment (le Grand Théâtre), restaurants...

RESERVE 

SUSTAINABLE APPROACH

Frédéric Auriacombe, director of the Best Western Grand Hôtel Français, testifies on his hotel commitments: "Since the beginning, the Grand Hôtel Français is committed every day in an environmental preservation approach, both for nature and human beings. When I heard about the European Ecolabel, it seemed natural to get in this certification adventure by thus promoting the many actions that had already been in place in the hotel (using organic or eco-certified local products, environment-friendly cleaning products....). Obtaining the Ecolabel in 2010, made us by then pioneers and it was therefore a moment that made us proud which rewarded the profound convictions of the team. The hotel's commitment for sustainability has never stopped and in 2016 we obtained the Green Key label."



Responsible tourism in Bordeaux




Eco-labels and eco-responsible labels in Bordeaux



Excursions outside the city centre of Bordeaux

Webzine for local tourism



Programme du week-end

Micro-aventures, rando & vélo

Visites guidées et excursions

Ce week-end

Nature & aventure

Culture & patrimoine


Vivre ici

En famille

Bonnes-adresses


AGENDA →

🔍




Le site local de Bordeaux Tourisme

Géocaching à Bordeaux – la chasse aux trésors est ouverte




Actus et coups de cœur

Notre sélection d'actu chaude sur Bordeaux et dans ses environs !




Pop In Bordeaux : le raid urbain 100% féminin !

lire | 2 min




VIGNOBLE PARTY : un week-end au cœur du vignoble bordelais

lire | 1 min




Un dimanche à Cheval Blanc

lire | 1 min



3 micro-aventures aux portes de Bordeaux, réalisées en partenariat avec Chilowé




Vous avez soif d'aventures, envie de nature et besoin d'un bon bol d'air frais ? Nous avons de la chance qu'à Bordeaux, il suffit d'enfourcher son vélo pour se retrouver au vert en quelques coups de pédale, ou de sauter dans un bus pour aller crapahuter dans les vignes. Pour explorer les meilleurs circuits de micro-aventures à Bordeaux, nous avons fait appel aux experts de **Chilowé**. Voici donc 3 micro-aventures pour profiter de l'été indien : à pied ou à vélo, l'aventure commence au coin de la rue !

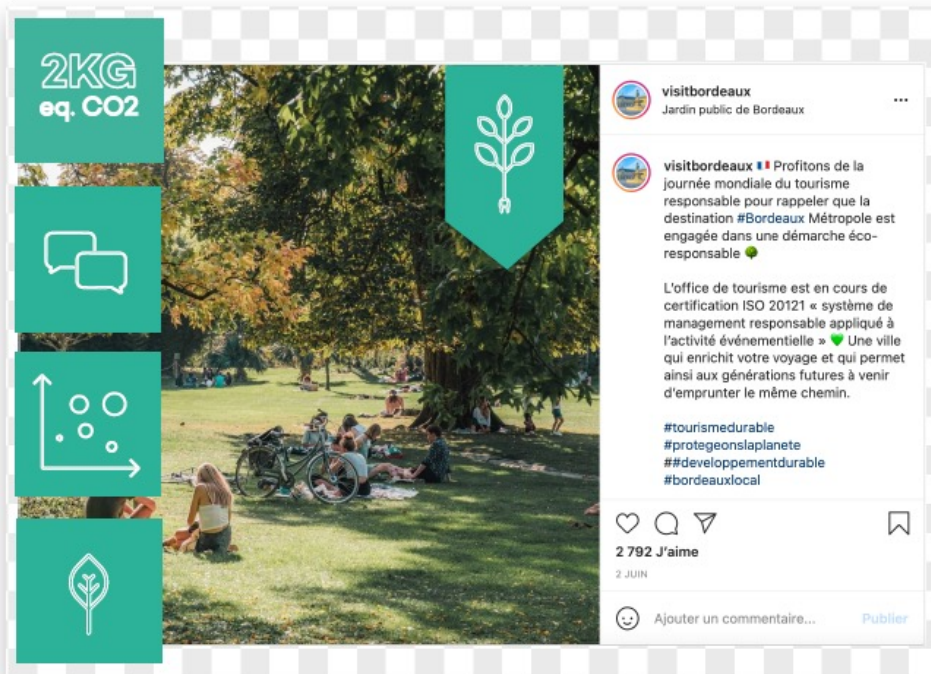
Vélo, château, dodo - Le vignoble à vélo

Direction le sud de Bordeaux pour un bon shoot de nature ! Mais aussi pour découvrir ce qui se cache derrière les appellations Graves et Pessac-Léognan. Pour cette micro-aventure improvisée, le programme est simple : un week-end, trois copains et trois vélos.

En savoir plus

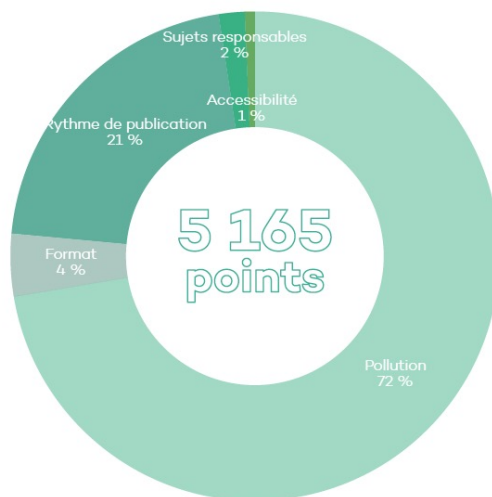


BORDEAUX
TOURISM &
CONVENTIONS



Responsible communication on social media

2 870 000 people reached on our facebook and instagram pages in the last 3 months (+205% compared to 2020) for 3,831 kgCO2 equivalent.

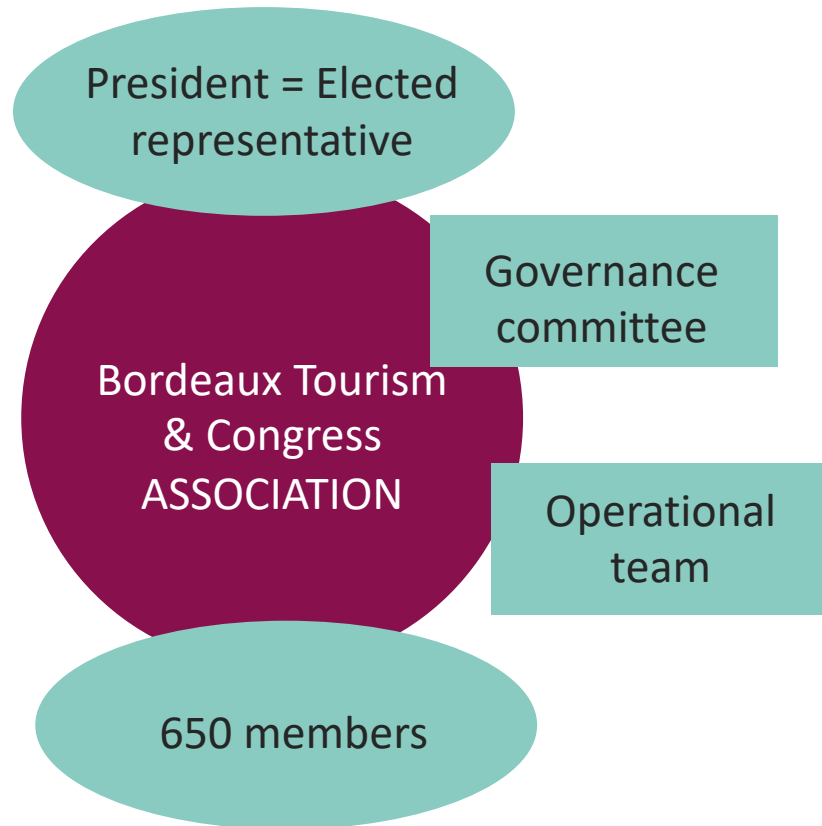



AGORA TOURiSm BORDEAUX

Bordeaux implements a participatory governance to
reinvent the codes of urban tourism and event activity



Decision process





16%

Only 16% of Bordeaux residents think that we involve them in the definition of the tourism strategy.

Source: TCI Research, 2021



The increase in property prices and housing difficulties are believed to be due to tourism instead of the arrival of new residents.

Source: TCI Research, 2021

Building an open governance for tourism

- **Integrate all stakeholders** in a common reflection about the challenges of our activity.
- **Co-build a strategy** shared with them all, for sustainable and inclusive tourism.
- **Collectively promote the messages** of a destination with a positive social, environmental and economic impact for the territory, its residents and visitors.
- Generate a **sense of belonging** and commitment to shared values.

Methodology

01

LAUNCHING EVENT

1st Participatory
Forum on Sustainable
Tourism in Bordeaux
metropolitan area

02

WORKING GROUPS

Creating spaces for
discussion and
promoting innovative
ideas with
interprofessional
working groups

03

EVOLUTIVE COMMUNICATION

Real time discussion

Mediation of the
process

Full transparency

04

LONG-TERM STRATEGY

Action plan for the
next 5 years

Annual results
evaluation

First results

780
ideas



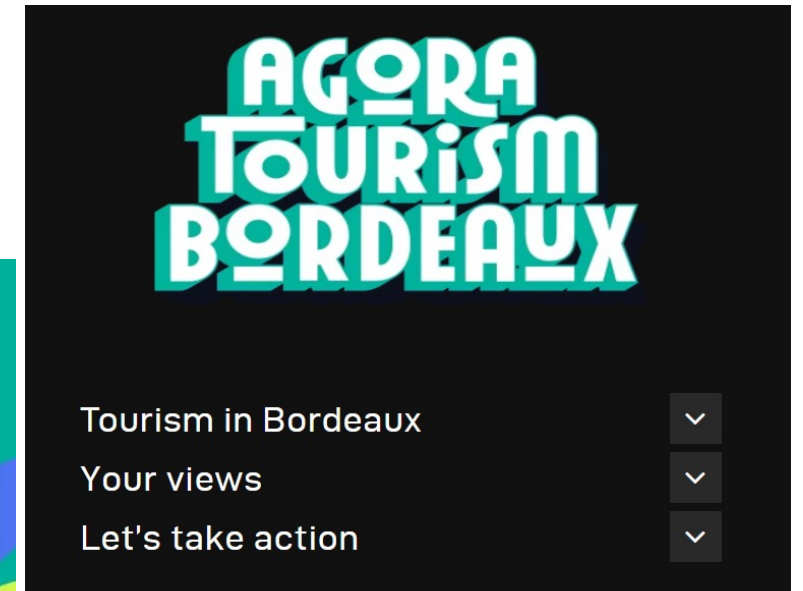
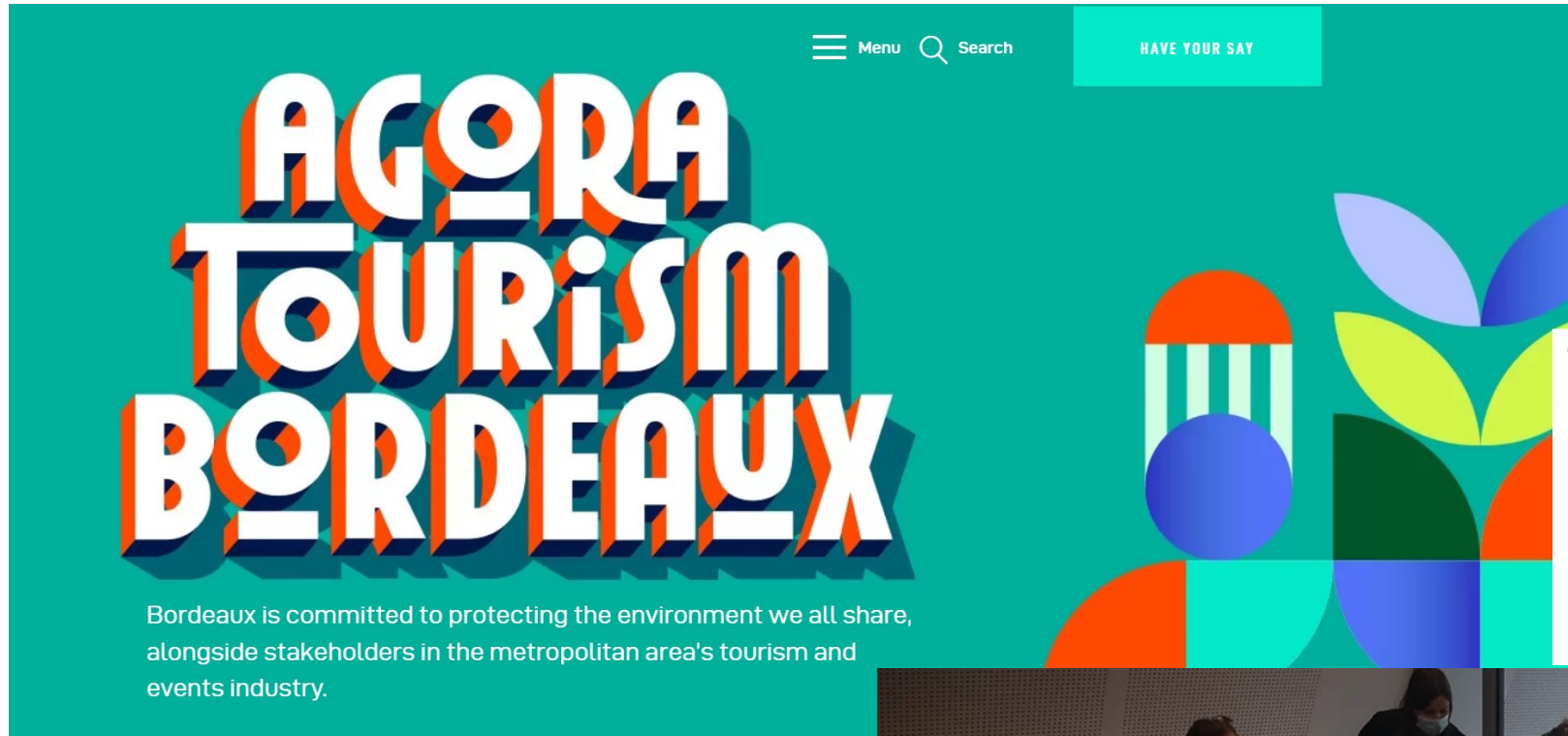
55
topics



32
Action processes

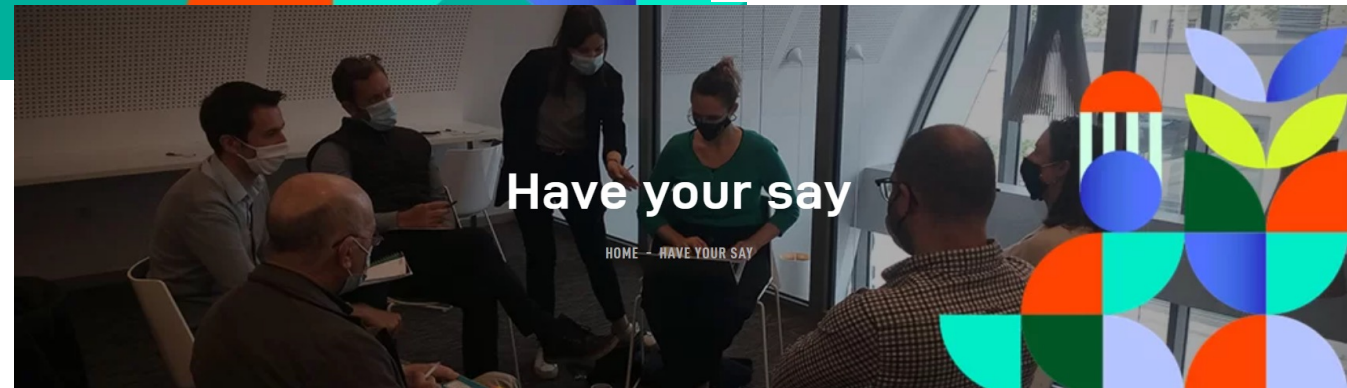
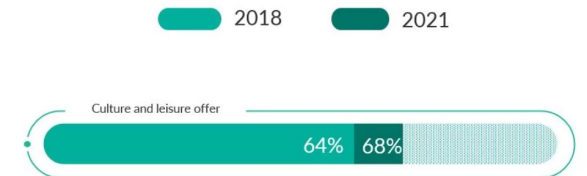


agora-tourism-bordeaux.com



Tourism perceived as a driving force

More and more residents believe that the development of tourism in Bordeaux has a positive impact on the following:



4 strategic axes

1. Assisting tourist attractions and facilities in transitioning to responsible practices

2. Place the inhabitant at the heart of tourism in a destination that espouses social conscience and solidarity

3. Develop professional meetings and large-scale events that have a positive impact on the area

4. Manage the economic development of tourism in a sustainable way

Examples of actions

Supporting local businesses



Developing a single access point for information on sustainable certifications, training and funding for tourism professionals. Dedicate fundings and human resources to improve their sustainable practices.

Local heritage



Guaranteeing a positive impact of business events on the territory through partnerships with local associations.

Living together



Special operation during the Bordeaux Wine Festival that will help residents, visitors and wine producers to meet with a matching system.

Examples of actions

Wine tourism practices



Improving information on sustainable practices in the vineyard and developing green mobility to visit wine properties.

Local adventures



Encouraging local micro-adventures through digital platforms, with the help of well-known brands such as Chilowe, Decathlon and Rossignol.

Why is this different?

Empower people

Agora for tourism in Bordeaux is an opportunity for all our stakeholders to take part in building a new strategy for tourism and events. All ideas are welcome, debate about priorities and competencies is always open. Online participation is also possible.

Open talk on real impact

Information about performance with dedicated environmental/ social/economic indicators will be given all along the process. An annual event will allow debate on eventual blocking situations or new opportunities.

Full transparency

We do tell it all. All information is free for downloading so people can make up their own opinion about tourism and events in their city.

Sustainability all along

Sustainability is not a new "subject" or "position". We are not writing our sustainable strategy. We are co-building our global tourism and event strategy for the next 5 years in which sustainability is a core value from the start.



EUROPEAN
CAPITAL
OF **SMART**
TOURISM

BORDEAUX 2022

A scenic view of a river at sunset. In the background, a multi-arched bridge spans the river, and a cyclist is visible on a path. The foreground is filled with tall, feathery grasses and some white flowers. The sky is a warm orange and yellow, with the sun low on the horizon. The text "Thank you!" is overlaid in the center.

Thank you!