

A STRUCTURING FACILITY EQUAL TO THE CHALLENGE

CULTURAL CHALLENGES

PASS ON THE HERITAGE OF WINE CIVILISATIONS

To offer a better understanding of both present and future challenges, Cité des civilisations du vin will be evoking history, geography, the life sciences, ethnography, as well as literature, philosophy, the arts and the senses.

It will show the wine civilisations in all their universality and their singularity, revealing the links between wine and the imaginary, and will share the refinement and art de vivre that so epitomise the wine culture.

A place of discovery and experimentation, Cité des civilisations du vin will also be a way to democratise science and culture, with the role of promoting and passing on research and disseminating knowledge to the general public.

ECONOMIC CHALLENGES

GENERATE WEALTH AND CREATE JOBS

Looking beyond the wine and tourism industries, Cité des civilisations du vin will become an economic and social driver for the city, the department and the region.

Construction of the building will generate 600 full-time jobs for three years.

Once in operation, nearly 750 long-term jobs will be created (direct, indirect and induced).

The economic benefits for the local economy generated by Cité des civilisations du vin are evaluated at 40 million-euros per year.

TOURISM CHALLENGES

ATTRACT NEW VISITORS AND DEVELOP WINE TOURISM

The creation of Cité des civilisations du vin will bolster Bordeaux's image around the world as a major sightseeing city.

According to provisional studies, Cité des civilisation du vin is likely to attract at least 425,000 visitors a year, from France and abroad, kids and adults, knowledgeable connoisseurs and the merely curious.

Set in the heart of Bordeaux, this structuring, innovative facility will be an international showcase for the surrounding wine areas.

The wine tourism hub integrated into the project will help prolong the stay of tourists and diversify the existing offering.

BORDEAUX, THE WORLD WINE CULTURE CAPITAL

WHY BORDEAUX?

Because since Ancient Times, the city has always evolved through and for its wines, its vineyards, châteaux, winegrowers and wine traders.

Because the port city has contributed to disseminating the culture and science of wine around the entire world.

Because Bordeaux is in the midst of a profound urban transformation. In 2007 its historic centre was included on the UNESCO World Heritage list.

The metropolis will soon have a million inhabitants.

Already recognised as the economic capital of wine, most notably with the Vinexpo international trade fair, Bordeaux now has the legitimate ambition of becoming the cultural capital of wine with Cité des civilisations du vin.

KEY FIGURES

THE REGIONAL TOURISM MARKET

13 million tourists per year in Aquitaine
3 million in Bordeaux
3.3 million wine tourists in Aquitaine
1.4 million foreign tourists in Bordeaux

CITÉ DES CIVILISATIONS DU VIN

425,000 visitors expected each year
Open 365 days a year
80% French and foreign visitors and 20% locals
82% adults and 18% youngsters
½-day and 1-day visits
A permanent circuit in 8 languages

ECONOMIC AND SOCIAL BENEFITS

During construction:
€30 M wealth generated in 3 years
600 full-time equivalent jobs

During operation:
€40 M wealth generated each year
750 long-term jobs created

