

BORDEAUX RISES TO FIFTH PLACE IN THE WORLD RANKING OF RESPONSIBLE DESTINATIONS

The Global Destination Sustainability Index (GDS-Index), a benchmark that analyses the sustainability performance of 65 global destinations, has unveiled its 2022 ranking. Participating for the fourth time, Bordeaux progressed significantly with an overall score of 85.1%.



Bordeaux is to be congratulated on its initiatives in the tourism and events industry, on the occasion of the publication of the GDS-Index 2022 ranking. Ranked ninth last year, the destination improved its performance this year to take fifth place.

The GDS-Index looks at more than 70 verified indicators to assess the destination's sustainability strategy and its implementation. With an overall score of 85.1%, Bordeaux improved significantly on last year's performance (78.35%). This was largely due to the support of tourism companies in their transition (+22 points), while other indicators continued to show steady growth (+4 points for social performance and actions by Bordeaux Tourism & Conventions, +1 point for environmental performance).

These very promising positive results reward the ambitions of the city's responsible tourism strategy that was adopted in March 2022. This strategy included the deployment of human and financial support for tourism and event companies in their sustainability transitions (115 professionals received training this month). With a view to encouraging local tourism, six new guided tours have been created, primarily for the Gironde population, presenting the jewels of communes that make up the metropolis. Lastly, human and financial resources have been made available to promote the ambitious and sustainable development of professional events with a positive impact on the region. In particular with the deployment of *Bordeaux Bienvenue*, which offers a comprehensive range of high-quality, sustainable services to organisers and participants.

Beyond the actions undertaken in Bordeaux, the GDS-Index has enabled several French cities to join forces and strengthen their cooperation on these issues. Bordeaux Tourism & Conventions is thus involved in regular, enhanced collaboration with numerous other cities, including Lyon, Toulouse, Marseille, Paris and Nantes. This sharing of challenges and good practices allows us to collectively improve and create a more responsible tourism and event industry on a national scale.

View the full results: www.gds.earth/destination/Bordeaux/2022/