

BORDEAUX METROPOLE TOURIST & CONVENTION OFFICE POLICY

Our pledges, building a responsible tourist destination
providing high-quality services

April 2022



Stroll on the Garonne ©Timothée Buisson

WHO ARE WE?

At the Bordeaux Tourist Office (*l'Office de tourisme et des congrès de Bordeaux Métropole*), our missions are twofold: receiving visitors and providing information to the general public and residents of the city; providing promotional and communication services for the city as a tourist destination for both business and pleasure, in France and abroad. We also handle the commercialisation and merchandising of tourist services. As part of our work, we set up, observe and organise large-scale events such as the "Bordeaux Wine Festival" (*Bordeaux Fête le Vin*) and the "Bordeaux Garonne Festival" (*Bordeaux Fête le Fleuve*). We also play a role in hosting and providing support to our official partners from the private sector. The scope of application for ISO 20121 norms and the state-guaranteed brand Qualité Tourisme, held since 2001, apply to all of our activities [1].

[1] The scope of application for ISO 20121 norms and the state-guaranteed brand Qualité Tourisme cover the Bordeaux Tourist Office in its entirety and its information, communication and commercialisation services, as well as the promotion of leisure and business tourism and its large-scale events. The large-scale events notably include the Bordeaux Wine Festival and Bordeaux Garonne Festival.

OUR VALUES

WE ARE SET ON DEVELOPING OUR ACTIVITY ON A BASIS OF BALANCE AND GUARANTEED SHARED BENEFIT FOR ALL. TOURIST ACTIVITY MUST ENSURE A PEACEFUL CO-EXISTENCE BETWEEN RESIDENTS, PROFESSIONALS WORKING IN THE SECTOR AND VISITORS, WHILE AT THE SAME TIME PROTECTING OUR ENVIRONMENT.

At a time when professionals are wondering what the tourism of the future will be like, while visitors are changing their habits, and while we are facing climate change, we are conscious of the necessity of rewriting the rulebook for urban tourism and large-scale events. Bordeaux is a destination where one can breathe in the sweetness of life. It is revitalising and allows everyone to choose their own individual rhythm. We strive to offer a rich and diverse range of cultural and natural experiences, naturally spread across the area that covers the entire metropolitan zone of Bordeaux. Our area of activity offers a certain balance between heritage and natural spaces.

With the Garonne and Dordogne rivers running through this zone, it is the gateway to the whole region, with its vineyards and ocean coastline. We recommend that you take the time to embark on a full exploration, abound with meaning and encounters. The vitality of its new neighbourhoods – steeped in urban culture and street sports –, as well as exciting cultural programmes, mean that the destination has a replenishing and inspiring dimension. We support professional gatherings and events which form part of this dynamic, while at the same time guaranteeing a positive impact on communities, the environment and our fields of excellence.

OPEN AND PARTICIPATORY GOVERNANCE

Residents, associations, professionals working in the tourism and events industries, elected local officials, neighbouring territories and representatives from institutions... We aim to involve all types of people whose lives are impacted by our activity in its governance. This open and participative approach has enabled us to collectively build our 2022 roadmap for the Bordeaux metropolitan zone: *Building, together, a destination recognised for responsible tourism* (*Bâtir, ensemble, une destination reconnue de tourisme responsable*).

This action plan fulfils the sustainable development goals set out by the United Nations, as well as our responsibilities regarding vigilance, inclusion, integrity, transparency and the high quality of our activities. We want to create a synergy between public and private actors in order to encourage, accompany and highlight the constant development of environmentally responsible initiatives across the destination. This collaborative dynamic also spurs on our internal teams, who share the same values, this shared culture and work in unison to ensure that we attain these goals.

OUR COMMITMENTS

In our structure, a system founded on responsible management, we are committed to putting into place the actions that stem from consultations covering our fields of expertise. We respect the legal and reglementary requirements applicable to all of the activities carried out by the Bordeaux Tourist Office, notably those concerning ISO 20121 norms and the state-guaranteed brand Qualité Tourisme. As we are constantly looking to improve, we strive to guarantee the satisfaction of our clients, the positive impact of the services that we propose and our organisation's level of performance, in order to become an attractive destination, recognised for our responsible tourism.



Château Couhins ©Nicolas Bertrand INRA

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