

Bordeaux Tourist Office Policy

Commitments in order to create a sustainable destination with high-quality services

At the Bordeaux Tourist Office, we work to receive and provide information to the general public and residents of the Bordeaux metropolitan area, and we promote and provide communications services for Bordeaux's business and leisure tourism sectors, both in France and abroad. We also market tourist attractions and derivative products. We work in terms of training, observation, and the organisation of large-scale events (the Bordeaux Wine Festival and the Bordeaux River Festival). We organise events for and assist our partners in the private sector, members of our structure. All of our activities fulfill ISO 20121 standards and have been certified by the Qualité Tourisme™ label since 2001¹.

We are set on developing our activity with a view to balance and a shared benefit for all. Tourist activity must ensure a harmony between residential life, professional activity in the tourist sector and the quality of visitors' stays, all while protecting our environment. At a time when those working in the tourist sector are considering how tourism will work in the future, while visitors are taking a look at the way they travel and while we are facing climate change, we are keenly aware of the necessity of reinventing the way urban tourism and events work.

Having been heavily impacted by the COVID-19 crisis, we are concentrating on rebooting our activity through what is our basic essence: our UNESCO heritage, our vineyards, our natural environment and our infrastructures for receiving visitors. We are committed to proposing a high-quality blend of culture and nature that is accessible for everyone. To that effect, we are constantly searching for innovative solutions in order to improve the quality of hosting and hospitality in our region. We assist the professional sector in setting up meets and events which guarantee a positive impact on communities, the environment and parts of our local industry that are renowned for their excellence.

For years we have responded to feedback from our stakeholders, and today we aim to implicate them in an open discussion about ways that tourist activity and large-scale events can be sustainable in the long term. Our multi-year plan, born from this open concertation, will achieve the United Nations' sustainable development objectives, as well as fulfilling our responsibilities of vigilance, inclusion, integrity, transparency and quality with regard to our activities. We wish to create a synergy between public and private actors in the industry in order to encourage them, assist them and highlight the constant development of eco-responsible initiatives around Bordeaux. This territorial dynamic is part of what drives our internal teams, who share the same values, a common culture and work collaboratively to ensure that we reach these goals.

We are committed to satisfying any applicable legal requirements to all of the Bordeaux Tourist Office's activities, notably the standards set out by ISO 20121 and the Qualité Tourisme™ certification. As part of our responsible management, we are committed to establishing a precise framework for defining, updating and evaluating our sustainable development objectives, defined here in concertation with our stakeholders. With a view to continuous improvement, we strive to guarantee the satisfaction of our clients, the positive impact of any activities proposed and the performance of our structure, in order to become a recognised and attractive sustainable tourism destination.



Olivier Occelli
Managing Director of the Bordeaux Tourist Office

¹ The perimeters for application of ISO 20121 standards and the Qualité Tourisme label cover the Bordeaux Tourist Office's activity with regard to welcoming clients, communications, commercialisation, promoting leisure and business tourism and large-scale events. The large-scale events referred to are notably the Bordeaux Wine Festival and the Bordeaux River Festival.