



## NOUVELLE-AQUITAINE TOP DESTINATIONS

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# BORDEAUX VINEYARD

[www.nouvelle-aquitaine-tourisme.com](http://www.nouvelle-aquitaine-tourisme.com)



◆ **NOUVELLE-AQUITAINE:**  
The largest region in France



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GT Experiences



# ACCESS



## By train, from Paris :

- From Roissy CDG airport to Bordeaux : 6 trains (TGV) a day, duration 2h50
- From Paris Montparnasse station to Bordeaux : 17 trains a day, duration 2h04

## By train, inside the Nouvelle-Aquitaine region :

Easy travel between the region's major cities from Bordeaux!



- Bordeaux - Biarritz : 2h
- Bordeaux - Pau : 2h10
- Bordeaux - Sarlat : 2h20
- Bordeaux - Cognac : 2h10
- Bordeaux - Poitiers : 1h20



## By plane :

- Direct flights from Roissy CDG airport to Bordeaux (1h15), Biarritz (1h30) and from all major European cities



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GT Experiences



# Nouvelle-Aquitaine at the heart of a European tour

**Bordeaux vineyards to the Côte d'Azur**

10 days | 636 Miles

Day 1-2 : **Bordeaux**

Day 3-4: **The Dordogne Valley**

Day 5 : Toulouse - Rocamadour

Day 6 : Carcassonne

Day 7 : Montpellier

Day 8 : Marseille

Day 9-10 : Nice





# What Do Americans Know About The Bordeaux Region ?

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FRENCH MORNING



# TODAY'S SPEAKERS:



**Celine Boute**

**Nouvelle-Aquitaine Regional  
Tourism Board**



**Alix Dombek**

**Chateau de Ferrand**



**Pierre-Jean Romatet**

**A La Francaise DMC**



**Melissa Cobbold**

**Chateau d'Alesme**

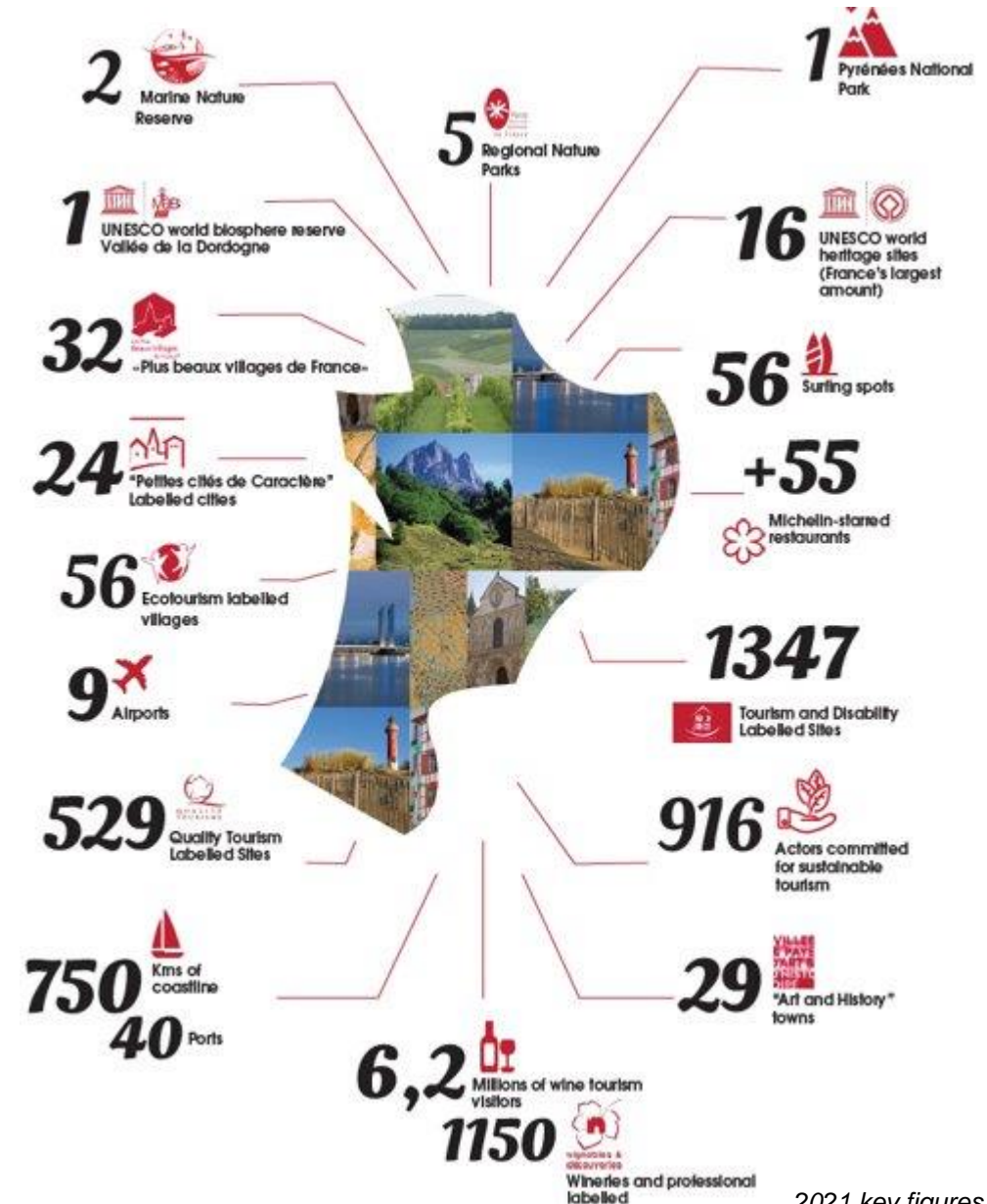
# ◆ KEY FIGURES - Become the top sustainable destination in France and Europe

- ✓ Number 1 region for French visitors
- ✓ Number 1 destination for wine tourism
- ✓ Over 30 million tourists visit Nouvelle-Aquitaine every year with 4 million foreign visitors

**130 000 American visitors in 2019, 680 000 nights spent in the region**

But also :

- ✓ 1 UNESCO world Heritage biosphere reserve (the Dordogne Valley)
- ✓ 16 UNESCO World Heritage Sites (France's largest amount)
- ✓ 32 villages classified « Plus beaux villages de France »
- ✓ 55 Michelin starred restaurants





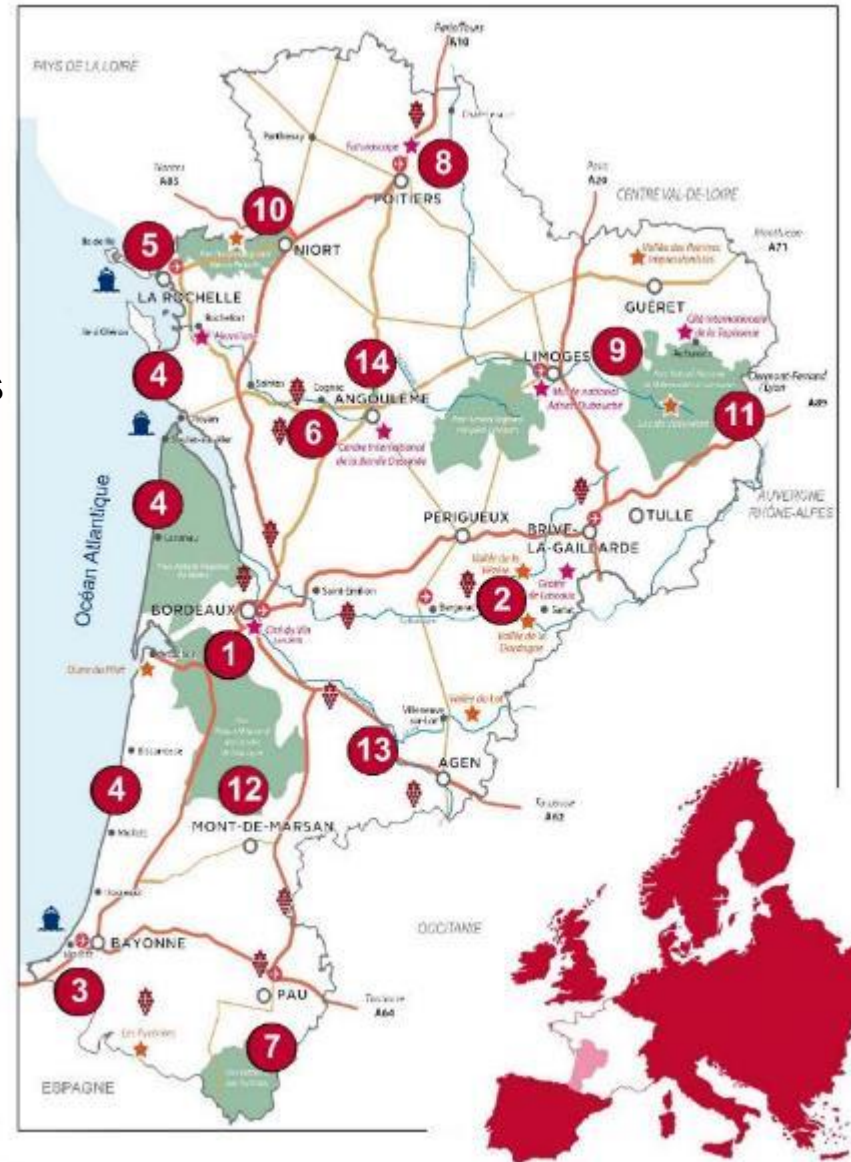
# ◆ 14 FAMOUS BRANDS AND DESTINATIONS

- |   |                           |    |                                     |
|---|---------------------------|----|-------------------------------------|
| 1 | Bordeaux                  | 8  | Poitiers - Futuroscope              |
| 2 | Dordogne Valley           | 9  | Limoges                             |
| 3 | Biarritz – Basque Country | 10 | Niort – Poitevin Marsh              |
| 4 | Atlantic coast            | 11 | Vassivière - Plateau de Millevaches |
| 5 | La Rochelle - Île de Ré   | 12 | Landes - Armagnac                   |
| 6 | Cognac                    | 13 | Lot and Garonne Valleys             |
| 7 | Pau - Pyrénées            | 14 | Angoulême                           |

... a variety of destinations and possibilities in one single region !



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## What's new ?

### **La Cité du Vin, a new visit experience**

- A major attraction in Bordeaux
- Since 2017
- 400 000+ visitors each year
- **From 2023 : a complete renovation for a new immersive experience!**

 Cité  
du Vin



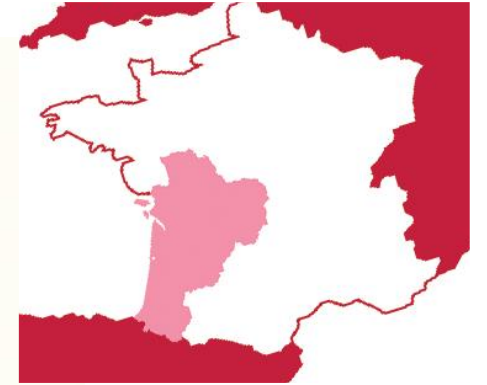


# What's new ? **Bordeaux Wine Festival**



- One of **France's main wine tourism festivals**, along the river Garonne
- **Now a yearly event!**
- **From June 27<sup>th</sup> to 30<sup>th</sup>**
- Wine tastings, wine classes, food courts, concerts, exhibitions, fireworks, boat regattas, swimming competition in the Garonne river

# Bordeaux wine area





*Ala* FRANÇAISE!





VIDEO A LA FRANCAISE



SAINT-EMILION, a medieval village in the heart of the vineyard, classified by UNESCO





CHÂTEAU D'AGASSAC

MEDOC Scenic Route « Route des Châteaux »





The Médoc Marathon, earley September



  
CHATEAU DE FERRAND  
GRAND CRU CLASSÉ SAINT-EMILION







GRAND CRU CLASSÉ



CHATEAU  
MARQUIS D'ALESMÉ





CHÂTEAU  
LAFAURIE-PEYRAGUEY

10 Grand-Cru Classe  
Grand Cru

• HÔTEL & RESTAURANT LALIQUE •







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## Accommodation in the vineyard



**Château Hôtel Spa Grand Barrail 5\*, Saint-Emilion**



**Hotel de Pavie 5\*, Saint-Emilion**





## What's new?

# Château Léognan, a boutique hotel in the vineyard

- **Château Léognan**, a bucolic property located in the heart of the prestigious Pessac-Léognan appellation
- 20mn drive from Bordeaux
- **A 50-room hotel**
- Opened May 2023
- A wine estate open to visitor and a restaurant





## What's new?

# Hôtel La Part des Anges a brand new hotel in the Medoc

- In Pauillac, next to the most prestigious Grands Crus Classés (Mouton Rostchild, Latour etc)
- 1h drive from Bordeaux
- A 4-star Best Western Premier hotel
- 44 rooms, a restaurant, garden and spa
- Opened Mai 2023

# The Bay of Arcachon and the Pilat sand dune





Oystertasting at some traditional fishermen villages

# DORDOGNE VALLEY

A feast for the senses and emotions

## ONE OF THE GREATEST HISTORICAL LANDS LISTED BY UNESCO

15 prehistoric sites listed as UNESCO World Heritage and 191 sites and monuments open to visitors.

## MAGICAL VILLAGES

Sarlat, La Roque-Gageac, Brive, Collonges-la-Rouge... and countless medieval châteaux...

## DON'T MISS: LASCAUX CAVE, ONE OF THE BIGGEST ARCHAEOLOGICAL DISCOVERIES IN THE HISTORY OF MANKIND

A brand new replica details the famous cave's discovery through sensory and interactive experiences.

## COUNTLESS OUTDOOR ACTIVITIES: A UNESCO BIOSPHERE RESERVE

Canoeing, hiking, bike tourism, golf, climbing, fishing, water sports, caving etc.  
A glamping destination.

## A FAVOURITE FOODIE DESTINATION

South Western specialities: truffles, nuts, foie gras, Périgord cheese, strawberries, ceps and more.



Beynac



# COGNAC

Enjoy the liquor of the gods



## COGNAC VINEYARD 1.5 HRS FROM BORDEAUX / 2 Hrs FROM PARIS

Europe's biggest white grape vineyard at 75,000ha.



## COGNAC AND ITS FAMOUS HISTORIC HOUSES

Cognac, the birthplace of Francis I, is home to the famous houses of Cognac. Hennessy, Remy Martin, Martell, Camus, d'Ussé... Open to visitors and different experiences.



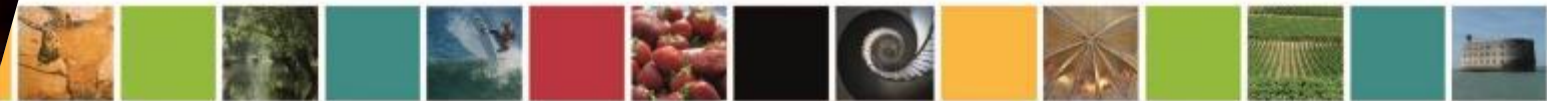
## BIKE & CRUISE ON THE CHARENTE RIVER

Almost 750km of cycle tracks.  
Sail on the Charente River from Angoulême to Rochefort.



## NEARBY, ANGOULÊME AND ROCHEFORT

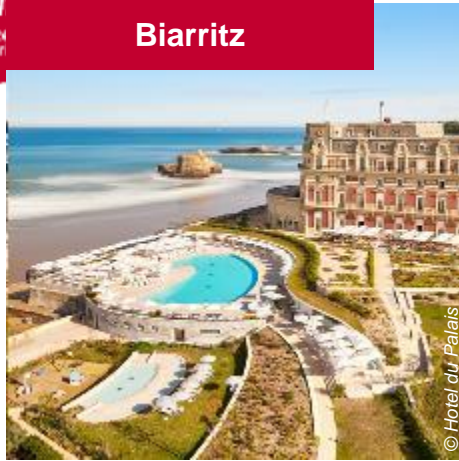
Angoulême, The comic strip capital ...  
Rochefort, home of the Hermione Fregate





# AND OTHER TOP DESTINATIONS TO VISIT...

**Biarritz**



© Hotel du Palais



© D. Guillemain CRTNA

**Limoges**

**Pau - Pyrénées**



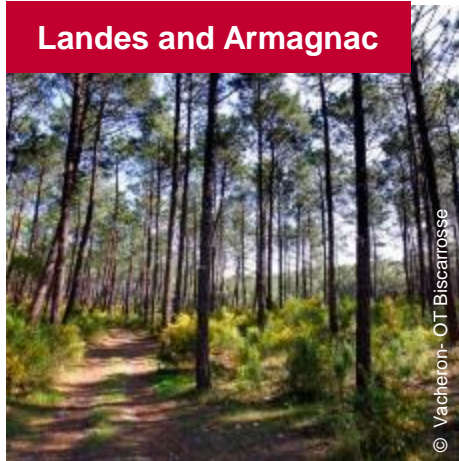
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© M.P. Darré - PNR

**Niort - Poitevin Marsh**

**Landes and Armagnac**



© Vacheron - OT Biscarrosse



© Charente Tourisme

**Angoulême**

**Lot and Garonne Valleys**



© Wikipedia



© M. Turin - CRTNA

**Vassivière - Plateau de Millevaches**





## PRIZE DRAW



Win a fabulous stay in Bordeaux wine country:

- 2 night stay at
- 2 night stay at
- \$ 300 additional commission from GT EXPERIENCES

Discover the **Nouvelle-Aquitaine destinations** : Bordeaux, Cognac, the Dordogne, Poitiers etc

**Looking forward to welcoming you!!**





**Thank-you for your attention!**

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