



GT Experiences



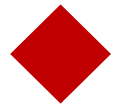
**NOUVELLE-AQUITAINE  
TOP DESTINATIONS**

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**BORDEAUX CITY**

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





# NOUVELLE-AQUITAINE:

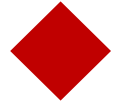
The largest region in France



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



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



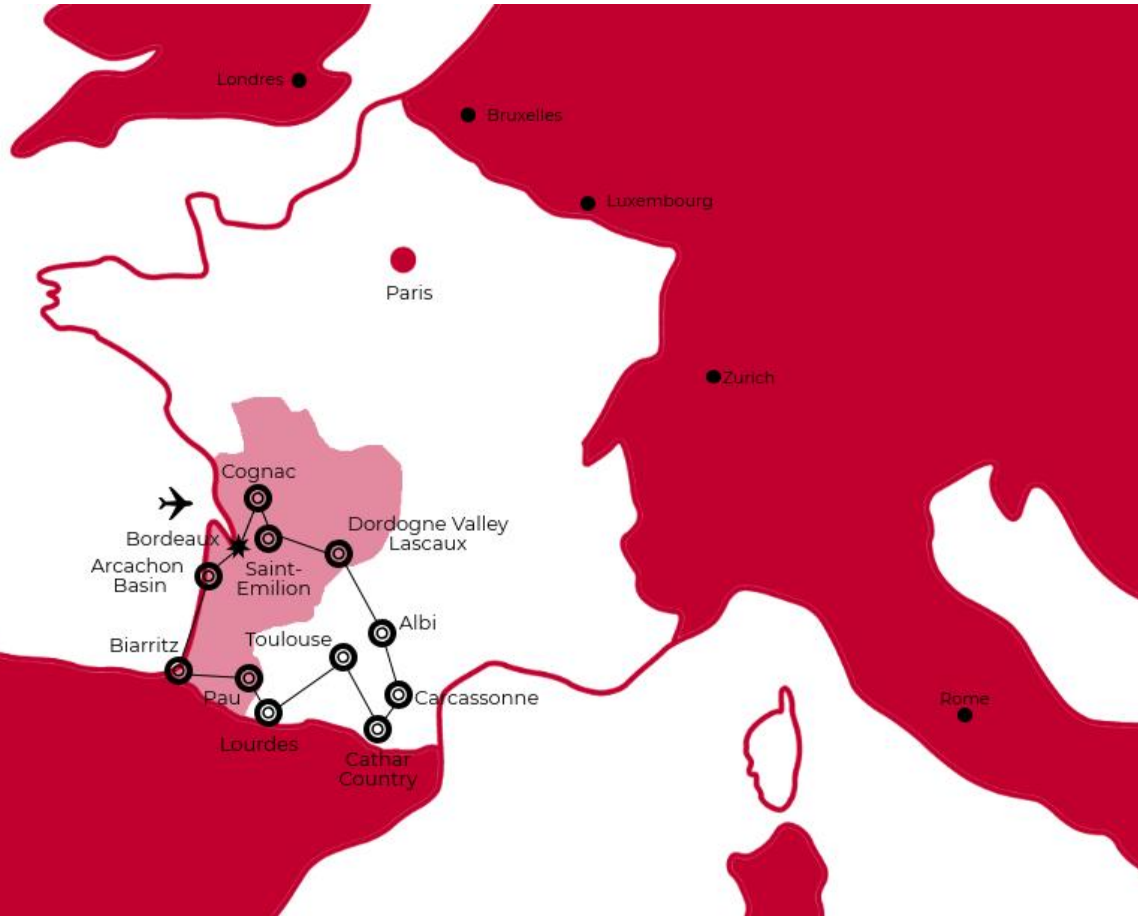
## By plane :

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



# TOP TOUR : South of France

## 14 days | 940 Miles



Day 1-2 : **Bordeaux**

Day 3 : **Arcachon**

Day 4 : **Biarritz**

Day 5 : **Pau - Lourdes**

Day 6-7 : **Toulouse**

Day 8 : **Pays Cathare – Carcassonne**

Day 9 : **Albi**

Day 10-11 : **The Dordogne Valley (Sarlat and Lascaux)**

Day 12 : **Saint-Emilion**

Day 13 : **Cognac**

Day 14 : **Bordeaux**



# Nouvelle-Aquitaine at the heart of a European tour



## Tour of Europe's great cities

10 days | 1193 Miles

Day 1-2 : Paris

Day 3-4 : **Bordeaux**

Day 5 : **Biarritz**

Day 6 : Bilbao

Day 7-8 : Madrid

Day 9-10 : Lisbon





# 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

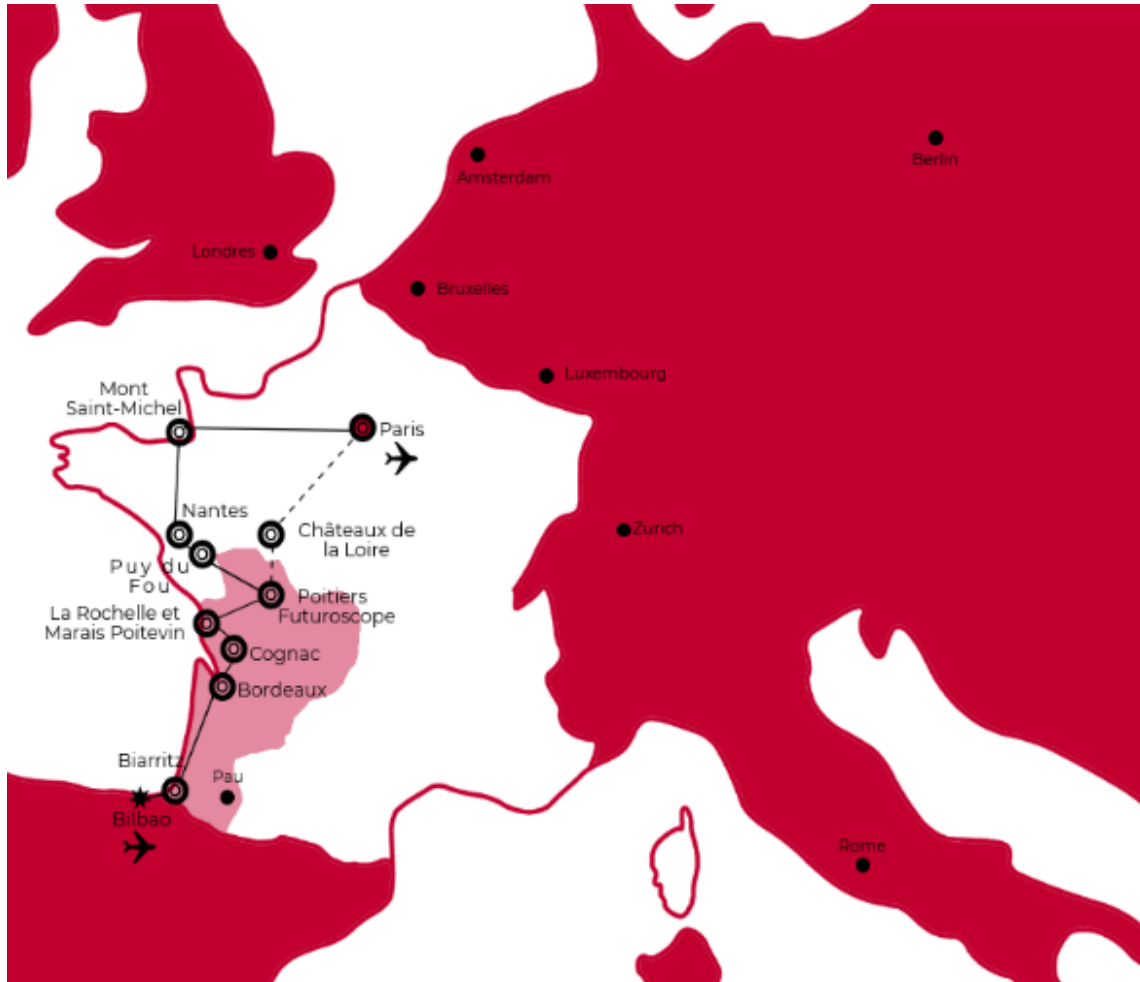
Day 6 : Carcassonne

Day 7 : Montpellier

Day 8 : Marseille

Day 9-10 : Nice

# Nouvelle-Aquitaine at the heart of a European tour



## The Atlantic Coast: Bilbao to Mont St-Michel

10 days | 919 Miles

Day 1 : **Bilbao - Biarritz**

Day 2-3 : **Bordeaux**

Day 4 : **Cognac – La Rochelle et Marais Poitevin**

Day 5 : Poitiers Futurscope

Day 6-9 : Châteaux de la Loire

Day 10 : Paris





# What Do Americans Know About The Bordeaux Region ?

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FRENCH MORNING





# TODAY'S SPEAKERS:



**Celine Boute**

**Nouvelle-Aquitaine Regional  
Tourism Board**



**Dimitri Janvier**

**MONDRIAN \*\*\*\*\* Bordeaux les  
Carmes**



**Alix Billaud**

**Hilton Garden Inn\*\*\*\*Bordeaux Centre  
Sheraton\*\*\*\*Bordeaux Airport**



**Pauline Clegnac**

**Bassins des Lumiere**

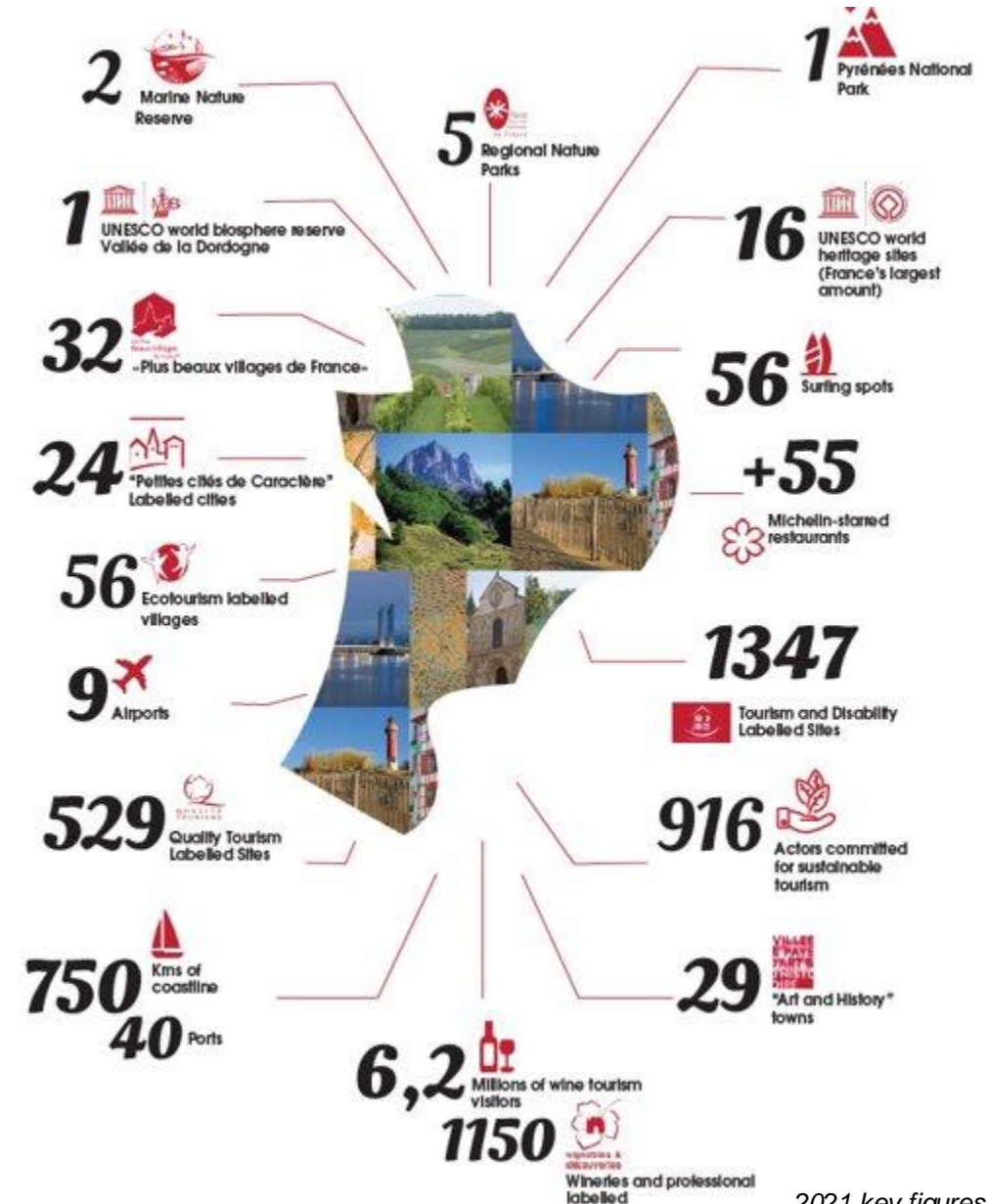
# ◆ KEY FIGURES - Become the top sustainable destination in France and Europe

- ✓ 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





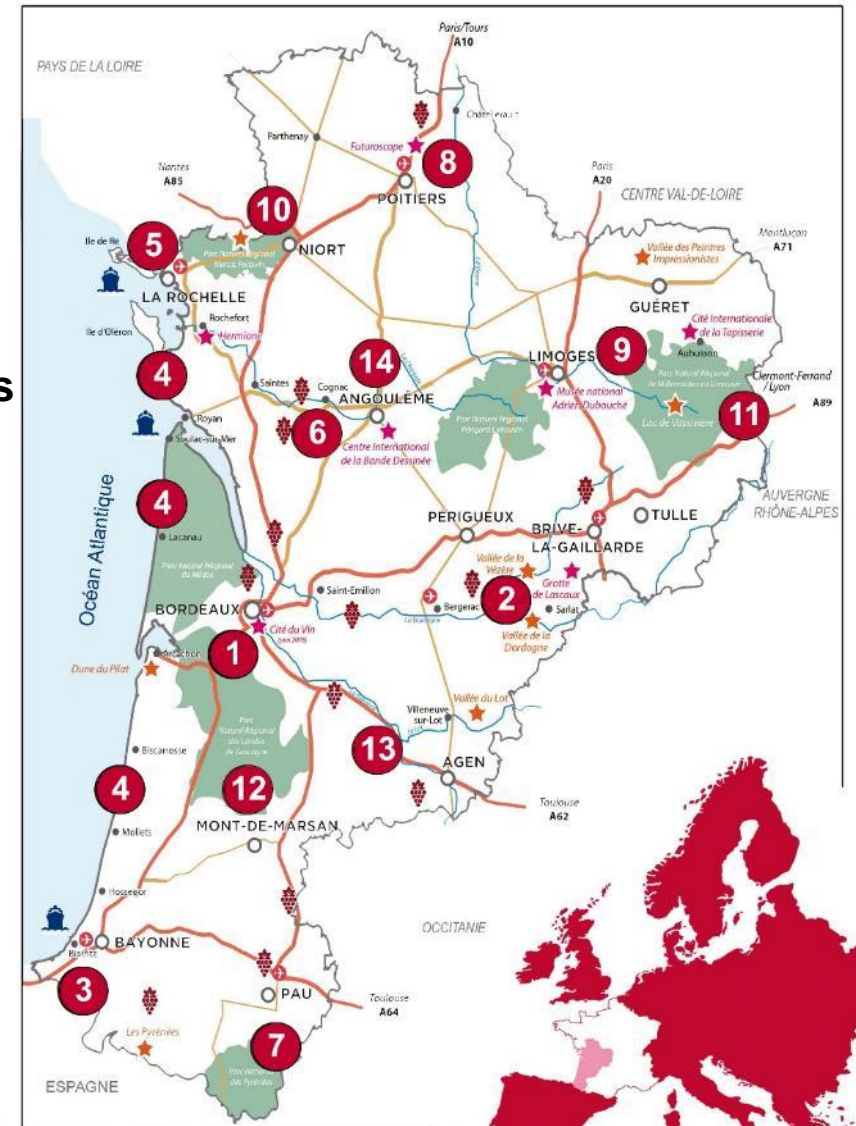
# 14 FAMOUS BRANDS AND DESTINATIONS

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

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



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





# BORDEAUX

An easy-to-reach city with endless possibilities

## THE FRENCH CITY WITH THE MOST AWARDS

"Best European Destination", 2<sup>nd</sup> "Place to Go" by the New York Times, number 1 "City in the World to Visit" by Lonely Planet.

## UNESCO CITY SINCE 2007

The biggest listed urban area in the world: 350 buildings listed as Monuments Historiques.

Miroir d'Eau (the most popular attraction in Bordeaux).

## A FANTASTIC RIVER TO SAIL ON

Called Port of the Moon since de Middle Ages, because of its semi-circular shape.

The most important port on the Atlantic coast for river and sea cruises.

## VINEYARDS AND WINE ROUTES TO VISIT AROUND THE CITY

Wine tourism (tasting, wine tours, wine workshops, harvests etc.), La Cité du Vin, famous château wineries, Saint-Emilion (Unesco), Médoc etc.

## THE CITY OF A THOUSAND RESTAURANTS

Modern cuisine, local produce, Michelin-starred restaurants, food markets and more.



Miroir d'Eau - Bordeaux







# Place de la Comédie and Intercontinental Hotel







Place de la Bourse and its reflecting pool « Miroir d'eau »





Saint Pierre, a vibrant and foodie district in the heart of historical Bordeaux







RÉGION  
**Nouvelle-  
Aquitaine**  
Comité Régional du  
Tourisme







## 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





What's new ?

## Bordeaux welcomes the Olympic Games



PARIS 2024



- Men's and women's soccer tournament at the Matmut Atlantique stadium - July 24<sup>th</sup> to August 2<sup>nd</sup> 2024
- Various sports facilities in the city of Bordeaux and the Gironde department have also been awarded "Terre de Jeux 2024"





## What's new? Bassins des Lumières

- A must-see site in Bordeaux
- Since 2020
- The largest digital art center from Culture&Espaces
- An amazing setting: a former WW2 bunker



### **Event – New in 2024**

**From Vermeer to Van Gogh, the Great Dutch Masters** *(from February 16th 2024 to January 2025)*











**MONDRIAN**  
BORDEAUX LES CARMES





# MONDRIAN

## BORDEAUX LES CARMES









# 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

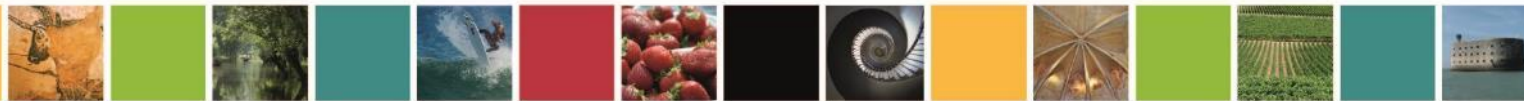
A brand new replica details the famous cave's discovery through sensory and interactive experiences.

## 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.



© Dan Courts - CRTWA



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



© L'AVAIL Sébastien/Charente Tourisme



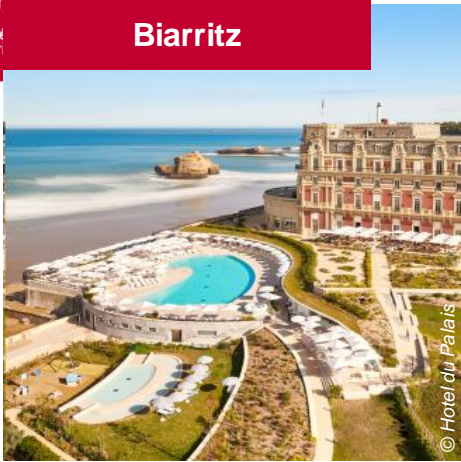
Cognac





# AND OTHER TOP DESTINATIONS TO VISIT...

**Biarritz**



© Hotel du Palais



© D. Guillemain CRTNA

**Limoges**

**Pau - Pyrénées**



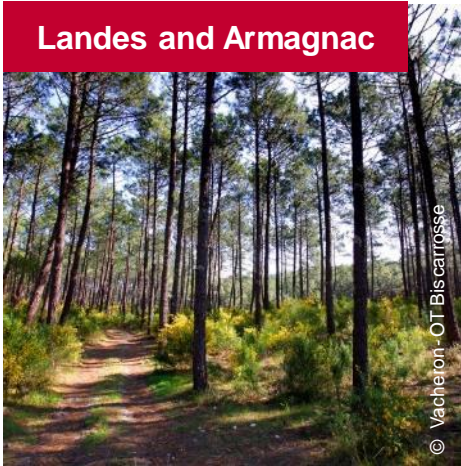
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**Niort - Poitevin Marsh**

**Landes and Armagnac**



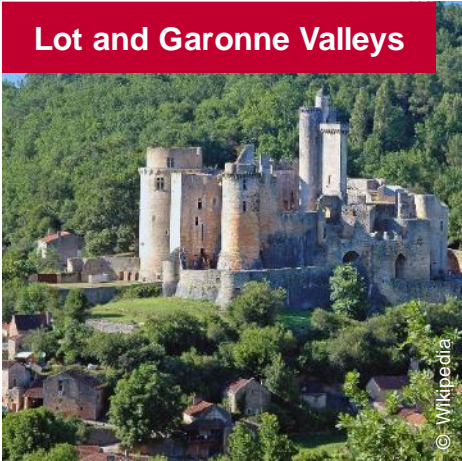
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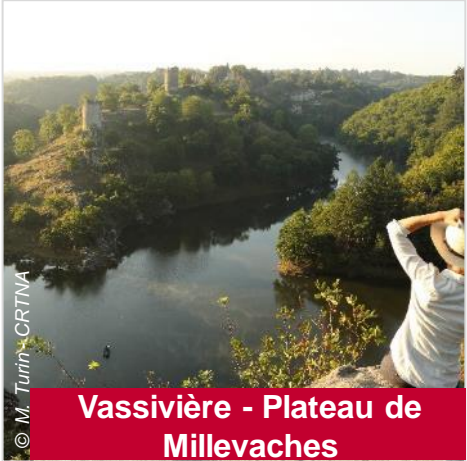
© Charente Tourisme

**Angoulême**

**Lot and Garonne Valleys**



© Wikipedia



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**Vassivière - Plateau de Millevaches**





## PRIZE DRAW



GT Experiences

### Win a fabulous stay in Bordeaux:

- **2 night stay at MONDRIAN HOTEL with free admission to Bassins Le Lumieres**
- **2 night stay at HILTON GARDEN INN with free admission to Bassins Le Lumieres**
- **\$ 300 additional commission from GT EXPERIENCES**

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







**Thank-you for your attention!**

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