

La Cité du Vin: 445 000 visitors welcomed in 2017

BELLE
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HAPPY 2018



In 2017, La Cité du Vin in Bordeaux welcomed 445 000 visitors of 176 different nationalities, more than 1000 French and international journalists, 1100 groups and 400 private events. La Cité du Vin has seen a great success with its first two temporary exhibitions: *Bistrot! From Baudelaire to Picasso* from 17 March to 21 June welcomed nearly 40 000 paying visitors, and the Invited Vineyard exhibition *Georgia, cradle of viticulture* welcomed more than 50 000 visitors from 31 July to 5 November.

KEY ATTENDANCE FIGURES

- 445 000 visitors visited La Cité du Vin and the events in the cultural programme, to which can be added visitors to the free-access areas (La boutique, the reading room, the gardens...) and the restaurants;
- 86% of the clients were individuals, 14% visited in groups;
- More than 2 800 subscriptions have been sold: visitors convert their visit into a subscription so as to profit fully from the offer at La Cité du Vin.

SALES AT THE TICKET COUNTER

- 77% of visitors were French and 23% came from abroad.
- Among the French: 42% were residents, 40% French tourists and 18% were day trippers.
- Considering just the tourists, 43% of them were international and 57% French.

FRENCH VISITORS

- Bordeaux Métropole residents represent 42% of the French visitors and 87% of the visitors from the Gironde.
- Day trippers represent 16% of total sales, of which 42% Gironde, 11% Haute-Garonne and 13% Pyrénées-Atlantiques.

Breakdown by region

- The Nouvelle-Aquitaine region represents more than half of French sales (57%)
- Ile de France accounts for 1 French visitor in 10 on average (11%) and Occitanie 5%.
- Three regions stand out for their strong growth: PACA (+26%), Brittany (+38%) and Normandy (+60%).

Breakdown by conurbation

- Paris stands out (3% of visitors) followed by Toulouse (1% of visitors).
- Nantes, the south Arcachon basin and Lyon come next, with nearly 2 000 visitors (0.5% of the total).
- Levallois Perret is the headquarters for many works committees, which explains the high number of tickets, but the exact provenance cannot be identified.

In the Gironde

- The visitors live in a catchment area concentrated on a diagonal from Libourne to the south Arcachon basin.

INTERNATIONALLY

- 176 nationalities are represented: outside France, the English are in a majority, followed by the Americans and then the Spanish.
- 5 foreign countries account for 50% of sales: United Kingdom, United States, Spain, Switzerland and Italy.
- Top 7 European countries: United Kingdom, Belgium, Switzerland, Germany, Spain, Italy and the Netherlands.
- Top 7 countries outside Europe: United States, Canada, Australia, China, Brazil, Japan and Mexico.

VISITOR SATISFACTION

A survey undertaken by Kedge Business School last August, in the scope of regular measures of visitor satisfaction, revealed that 96.5% of visitors were satisfied or delighted by their visit.

OPINION MAKERS

More than 1000 journalists and bloggers, French and international, were received at La Cité du Vin, generating more than 1300 press mentions.

TEMPORARY EXHIBITIONS

La Cité du Vin has seen a great success with its first two temporary exhibitions: *Bistrot! From Baudelaire to Picasso* was held from 17 March to 21 June and welcomed nearly 40 000 paying visitors.

From 31 July to 5 November, the Invited Vineyard exhibition *Georgia, cradle of viticulture* welcomed more than 50 000 visitors. These exhibitions generated more than 300 articles in the press.

PRIVATE HIRE, AN OFFER INTENDED FOR COMPANIES AND INSTITUTIONS

La Cité du Vin offers private hire of various areas for the organisation of corporate or institutional events. The Thomas Jefferson auditorium (250 seats) equipped with a control room and translation booths, and the belvedere (with a capacity of 200 people) situated at a height of 35 metres and offering an exceptional view of the city and the Garonne, are the core of the offer for *private events*. Added to these areas are the modular reception rooms with a total capacity of 250 people, as well as several meeting rooms with capacities from 12 to 70 people.

In 2017, La Cité du Vin hosted 400 private corporate events, offering more than 27 000 professionals some unique experiences: private hire of the belvedere, the permanent tour, tasting workshops and private tours of the temporary exhibition.

Support the cultural seasons at La Cité du Vin through the Fondation pour la culture et les civilisations du vin :

Private individuals and companies can support the cultural activities at La Cité du Vin. Thanks to donations from Patrons and Friends, the Fondation pour la culture et les civilisations du vin, a recognised public-interest organisation, is able to offer a rich and varied cultural programme throughout the year at La Cité du Vin and thus transmit the age-old culture of wine to the greatest possible number, illuminating its meaning and helping to protect this intangible and universal heritage.

=> As a company, by joining the Patrons of the cultural season from €5000/year.

=> For individuals: as from €10 on the website www.laciteduvin.com, with the Friend's Card for a donation of €250/year, or the Benefactor's Card for a donation of €1000/year.

=> For international donors, by joining the American Friends or the International Friends of La Cité du Vin.

About La Cité du Vin :

La Cité du Vin is a unique cultural facility situated in Bordeaux, dedicated to wine as a cultural, universal and living heritage. It offers a spectacular voyage around the world, through the ages, in all cultures, and for all audiences. Visitors can book their tickets on the website www.laciteduvin.com and on the door.

In January 2018, La Cité du Vin is open from 10am to 6pm.

Closed 10, 17, 24 and 31 January 2018.

Permanent tour and Belvedere ticket :

- Adult full price: €20 - dated ticket, including the permanent tour with the interactive travel companion and a tasting of world wine in the Belvedere.
- Children (6 to 17): €9 - dated ticket, including the permanent tour and a free grape juice in the Belvedere.

Annual subscription with unlimited access :

- Adult full price: €48 - Children (6 to 17): €22

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