

Thursday 30 August 2018

## La Cité du Vin: 1 million visitors welcomed!

Since its opening on 1 June 2016, La Cité du Vin in Bordeaux has been a great success in terms of visitor numbers. After having welcomed 445 000 visitors in 2017, La Cité du Vin passed a symbolic milestone on Wednesday 29 August, with its one millionth visitor!



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### Wednesday 29 August 2018, a new key date in the history of La Cité du Vin

It was at 11.40am that La Cité du Vin reached the symbolic threshold of one million visitors. A little more than two years after the opening, a visitor from Brittany thus became the one millionth to pass through the doors of La Cité du Vin, and he received a most festive welcome to mark the occasion. On the programme, congratulations from the entire team of the Foundation for Wine Culture and Civilisations, an Annual pass from La Cité du Vin allowing unlimited visits, not forgetting some gifts: a handsome book, a dinner for 2 people at the panoramic restaurant Le 7, a bottle of Merul from Bulgaria (one of the oldest wine regions in the world) offered by the Latitude20 cellar and several La Cité du Vin accessories!

### La Cité du Vin: a popular success

With 1 million visitors welcomed to the Permanent tour, the temporary exhibitions, the wine culture workshops or during the conferences, debates and shows that are offered throughout the year, La Cité du Vin has established itself as an unmissable attraction in Bordeaux.

20% of visitors from outside metropolitan Bordeaux say that it was La Cité du Vin that drew them to Bordeaux\*! In total, visitors of 176 nationalities have come to discover wine culture and civilisations: 74% French and 26% foreigners, in ever-increasing number. In order: British, American, Spanish, Swiss, German, Italian...

To these audiences for the cultural offer can be added customers in the restaurants and boutique, as well as professionals received in areas available for private hire and walkers enjoying the gardens alongside the Garonne.

*"We are very proud to have reached this milestone today. Our ambition as the Foundation for Wine Culture and Civilisations has always been that La Cité du Vin should be a cultural site accessible to the greatest possible number and open to all. Welcoming 1 million visitors from all over the world is a real success! We*

*warmly thank the partners and patrons who have put their trust in us and support us on a daily basis to enable us to offer a cultural offer that is ever more appreciated,"* says Philippe Massol, Director General.

It is also a success in terms of visitor satisfaction: more than 90% say they are satisfied or very satisfied with their visit, and 93% want to recommend a visit to La Cité du Vin to their family and friends.

This success is a tribute to the unique character of La Cité du Vin which, thanks to its bold choices in architecture and staging, is able to use innovative educational methods to communicate high-quality cultural and scientific content.

An emblem of the renovated Bassins à flot area, which will become a new leisure-culture-tourism destination in Bordeaux, La Cité du Vin has created 250 full-time equivalent jobs distributed between the Foundation, subcontractors and other operators.

\*source: quarterly barometer produced in partnership with Kedge business school

### **Support the cultural seasons at La Cité du Vin through the Foundation for Wine Culture and Civilisations:**

Thanks to donations from individuals and companies, the Foundation for Wine Culture and Civilisations, a recognised public-interest organisation, is able to offer a rich and varied cultural programme throughout the year at La Cité du Vin. It can thus transmit the age-old culture of wine to the greatest number possible, illuminating its meaning and helping to protect this intangible and universal heritage.

**Individuals** from €10 at [www.don.laciteduvin.com](http://www.don.laciteduvin.com), Friend from €250/year or Benefactor from €1 000/year. **Corporate Patrons of the cultural season** from €5 000/year. *International donations are also possible*

**About La Cité du Vin:** La Cité du Vin is a new-generation cultural site unique in the world, where the soul of wine is expressed through an immersive and sensory approach at the heart of an evocative architecture. La Cité du Vin shows wine in a different way, across the world, across the ages, in all cultures and in all civilisations. It offers a permanent tour, temporary exhibitions, wine-culture workshops and numerous events. Visitors can book their tickets on the website [www.laciteduvin.com](http://www.laciteduvin.com) and on the door.

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

#### 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 glass of grape juice in the Belvedere.

#### Annual subscription with unlimited access:

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

#### **Press contacts:**

La Cité du Vin

Pauline VERSACE - Aurélie LASCOURREGES

05 56 16 16 43 – 06 33 09 92 72

[a.lascourreges@fondationccv.org](mailto:a.lascourreges@fondationccv.org)