

In 2025, the Annual Conference of the Great Wine Capitals returns to its birthplace: Bordeaux, where the Network was founded more than two and a half decades ago.

To mark this symbolic return, the theme of this year's edition is GENESIS - a return to our origins, to what grounds us, inspires us, and guides our future.

At a time of profound transformation for the wine and tourism industries, GENESIS invites delegates to engage on an introspective journey: to reconnect with core values, rediscover foundational practices, and reimagine the road ahead.

WELCOME IN BORDEAUX!

www.gwcbordeaux2025.com



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Dear Great Wine Capitals Annual Conference Participants.

We are delighted to have you with us and hope you will fully enjoy this exclusive program. May it offer you valuable insights, fruitful business connections, and unforgettable experiences.

And above all, we hope you'll leave with a lasting love for Bordeaux!



PROGRAM

Business Delegates

Sunday, Nov. 2nd

FOOD TOUR IN THE CITY

10.30 am Meeting point at official Hotel Renaissance, Walking transfer to Tram B to Place des Quinconces

11.00 am - 02.00 pm Bordeaux Food Tour 3 Cr du 30 Juillet, 33000 Bordeaux

Discover the charm of **historic Bordeaux** through a gourmet walking tour that blends culture, cuisine, and conviviality, starting at the "Bar à vin" of the Bordeaux Wine Council.

As you stroll through the city's iconic streets and squares, you enjoy tasting stops featuring sweet and savory bites, local wines, and regional specialties — all accompanied by anecdotes and stories that bring Bordeaux's heritage to life.

Tour will end Place Pey Berland, in front of Bordeaux City Hall

FREE TIME

Make your own way to the City Hall

OPENING CEREMONY AND COCKTAIL DINNER

6.00 - 10.00 pm Bordeaux City Hall, Place Pey Berland, Bordeaux

Official launch of the Great Wine Capitals Annual Conference in Bordeaux.

Held in the presence of **local authorities**, this inaugural event sets the scene for a week of exchanges, collaboration, and celebration.

The ceremony will be followed by a cocktail dinner.

Dress code: business casual

10.00 pm Make your own way back to hotels



Monday, Nov. 3rd



All the bus transfers depart near the official hotels.

Meeting point: Halles de Bacalan, 15 Quai du Maroc,
Bordeaux

TECHNICAL VISITS

Saint-Emilion

8.30 am Bus transfer to Saint-Emilion

Technical visits in Saint-Émilion where you will discover 3 Best Of Wine Tourism winners, enjoy a lunch together, and visit the beautiful old town.

Program:

- 10.00 am Château Fleur de Lisse
- 11.30 am Château Montlabert for visit and lunch
- 02.30 pm Visit of Saint-Emilion
- 04.00 pm Cloître des Cordeliers

Dress code: Comfortable shoes

04:30 pm Bus transfer to Bordeaux



DINNER AT THE CHATEAU

07.30 - 10.30 pm Château Giscours, Margaux

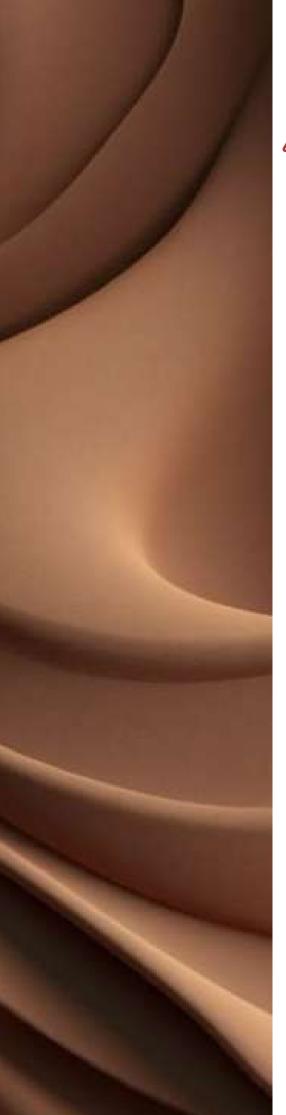
6.45 pm Bus transfer to venue

Château Giscours, 2025 global Best Of Wine Tourism awarded property will welcome you for a warm and intimate evening around food, wine, and celebration.

Held under the elemental theme of **fire**, this sitdown dinner invites you to connect and enjoy the rich traditions of Bordeaux in a majestic setting.

Dress Code: Casual Chic [Coat recommended for the aperitif]

10.30 pm Bus transfer from Château Giscours to official hotels



Tuesday, Nov. 4th



All the bus transfers depart near the official hotels. Meeting point: Halles de Bacalan, 15 Quai du Maroc, **Bordeaux**

TECHNICAL TOURS

You are kindly asked to join the tour you have registered for.

Dress code: Comfortable shoes

1 - MEDOC: TERROIR AND BALANCE

8.45 am Bus transfer to Medoc

Program:

9.45 am Château Prieure Lichine 11.15 am Château Marquis de Terme Lunch at "Au Marquis" restaurant 03.30 pm Château Leoville Poyferre





2 - SAUTERNES: BOTRYTIS NOBLE

8.30 am Bus transfer to Sauternes

Program:

9.45 am Château de Malle

11.30 am Château Sigalas Rabaud for visit and lunch

3.30 pm Château Guiraud





3 - MEDOC: TRADITION AND INNOVATION

8.30 am Bus transfer to Medoc

Program:

9.45 am Château Lagrange 11.00 am Château Lynch-Bages 12.30 pm Lunch at "Café Lavinal" 03.00 pm Château Pedesclaux







Tuesday, Nov. 4th

TECHNICAL TOURS

Dress code: Comfortable shoes

4 - SAINT-EMILION: UNESCO HERITAGE

8.30 am Bus transfer to Saint-Emilion

Program:

09.30 am Château de Lescours 11.30 am Château La Croizille for visit and

lunch

2.30 pm Visit of Saint-Emilion

4.00 pm Le Dôme





5 - COGNAC: FROM CRAFT TO PRESTIGE

8.30 am Bus transfer to Cognac

Program:

10.30 am Maison Martell

12.30 pm Château de Cognac for visit and

lunch

03.00 pm Maison Delamain







6 - ENTRE-DEUX-MERS: OFF THE BEATEN TRACK

9.00 am Bus transfer to Entre-Deux-Mers

Program:

10.00 am Château Toulouse Lautrec for visit and lunch

02.00 pm Château Thieuley

04.00 pm Château Le Grand Verdus





FREE EVENING



Wednesday, Nov. 5th

Attention! No return to Hotel before end of afternoon for delegates registered to BtoB meetings.



All the bus transfers depart near the official hotels. Meeting point: Halles de Bacalan, 15 Quai du Maroc, Bordeaux

TECHNICAL VISIT

Cérons

9.15 am Bus transfer to Cérons

10.00 am Welcome at Château de Cérons

Dress code: Comfortable shoes

11.30 am Bus Transfer to Bordeaux, Ponton d'honneur, Porte de Bourgogne

LUNCH

12.30 pm - 02.00 pm Step aboard the Sicambre for a lunch cruise on the Garonne river.

Walking transfer to Bordeaux Chamber of Commerce

REGISTERED DELEGATES: BTOB MEETINGS

2.30 pm - 05.30 pm - 17 Place de la Bourse, Bordeaux Chamber of Commerce, Espace Tourny

Pre-scheduled, face-to-face meetings with international Travel Agencies and Tour Operators

For no-registered delegates: free afternoon

Make your own way to official Hotel Renaissance

INTERNATIONAL WINE TASTING

7.30 pm - 10.30 pm Bassins des Lumières, Bordeaux

7.00 pm Bus transfers to venue

Grand wine tasting of wines from the Great Wine Capitals and cocktail reception.

Dress code: Warm clothes and comfortable shoes

10.15 pm and 10.30 pm Bus transfers to hotels



Thursday, Nov. 6th



All the bus transfers depart near the official hotels. Meeting point : Halles de Bacalan, 15 Quai du Maroc, Bordeaux

8.30 am - Make your own way at La Cité du Vin (A 10minute walk from the official hotels)

GWC CONFERENCE

09.00 am - 01.00 pm La Cité du Vin, 1 esplanade Pontac, 33000 Bordeaux

"Navigating the future of wine tourism: global challenges, innovations, and opportunities for the sector".

Find all the information about the conference on the website.

COCKTAIL LUNCH

01.00 - 02.30 pm La Cité du Vin

BORDEAUX BEST OF WINE TOURISM AWARDS CEREMONY

03.00 - 05.00 pm La Cité du Vin, Bordeaux

Offical ceremony announcing the 2026 Bordeaux Best Of Wine Tourism winners.

Make your own way to hotels

GREAT WINE CAPITALS GALA DINNER

7.00 pm - 11.30 am Palais de la Bourse, Bordeaux

6.45 pm and 7.00 pm Bus transfers to venue

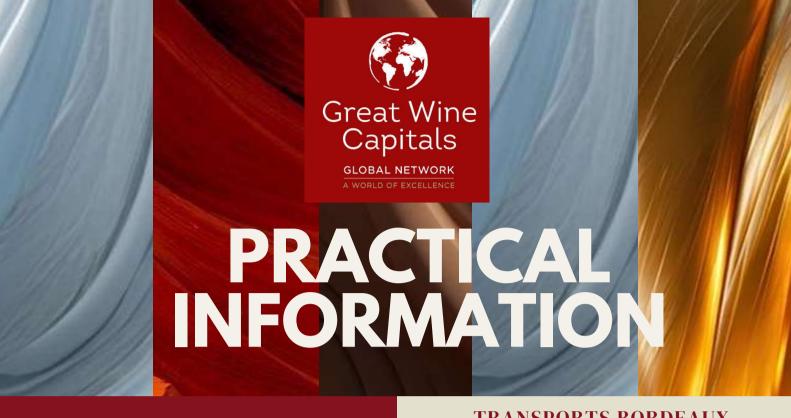
Gala dinner celebrating the French art of living and excellence in international wine tourism at Bordeaux Palais de la Bourse.

Presentation of the Best Of Wine Tourism 2026 international awards.

Dress code: Black Tie

Bus Transfers

From 11.15 pm to 1.30 am - Bus rotation to official hotels



THE WEATHER

In **November**, the weather in Bordeaux is generally **cool and damp**, with **temperatures around 10 to 15 °C** and **frequent showers**.

TRANSPORTS BORDEAUX METROPOLE (TBM)

 Download the TBM app for realtime information



- Tram pass included
- Closest tram stop to official hotels: La Cité du Vin



TAXI NUMBERS

+33 5 56 96 00 34 +33 6 31 33 55 46



EMERGENCY NUMBERS

15 – SAMU – Medical emergency

17 – Police – Crime or danger

18 – **Firefighters** – Fire or accident

GWC Team:

Rose +33 6 28 60 28 42

SAFETY INSTRUCTIONS

- Watch out for **pickpockets** on public transport.
- Trams are silent and run through the city center. Cross tracks carefully.
- Avoid walking alone at night in quiet areas.
- Go out with a **copy of your ID**.
- In case of theft or loss, contact the team or go to the central police station.

WHAT TO PACK

- Comfortable shoes for visits and tours
- Evening attire for gala event
- **Umbrella or raincoat** autumn can be unpredictable
- Business cards for networking
- Travel adapter, water bottle, and day bag
- Sunscreen & sunglasses for sunny moments
- Your best smile and good mood