



Great Wine  
Capitals

GLOBAL NETWORK  
A WORLD OF EXCELLENCE

# ANNUAL CONFERENCE

## GWC DELEGATES PROGRAM

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](http://www.gwcbordeaux2025.com)



CCI BORDEAUX  
GIRONDE





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1855

CONSEIL DES  
GRANDS CRUS CLASSÉS  
EN 1855  
Médoc & Saint-Estaire



*Penfolds*

*Bordeaux  
Palais de la Bourse*



FERRANDI

PARIS  
CAMPUS DE BORDEAUX



CHARENTES  
TOURISME  
Booster d'activité



TANYNO







**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

## GWC 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**

*Make your own way to Bordeaux Place de la Bourse (30 min from official hotels by tram)*

## WORKING GROUPS SESSIONS

9.00 am - 12.30 pm, 17 Place de la Bourse, Bordeaux Chamber of Commerce - Espace 1855

Meeting with your affiliated Working Group :

- Brand & Communication
- Activities & Partnership
- Membership

## LUNCH

12.30 pm, Bordeaux Chamber of Commerce - Salon Bleu

## WORKING GROUPS SESSIONS

01.30 pm - 05.00 pm, Bordeaux Chamber of Commerce - Espace 1855

## 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 sit- down 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

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### 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

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Bordeaux



### 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

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# 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



**COGNAC**  
FRANCE



### 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



**ENTRE-DEUX-MERS**  
TOURISME



**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 10-minute 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*

Official 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 pm 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*



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# PRACTICAL INFORMATION

## 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 real-time 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

Uber app



## 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**