



Great Wine
Capitals

GLOBAL NETWORK
A WORLD OF EXCELLENCE

ANNUAL CONFERENCE

LOCAL COORDINATORS

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



CCI BORDEAUX
GIRONDE

WITH THE GENEROUS SUPPORT OF OUR PARTNERS



1855

CONSEIL DES
GRANDS CRUS CLASSÉS
EN 1855
Médoc & Sauternes



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

Local coordinators

Sunday, Nov. 2nd

MEETING : INTERNATIONAL BEST OF JURY

09.30 am Bordeaux Chamber of Commerce, Espace 1855

LUNCH

12.30 pm Bouillon des Quinconces, 36 Allées d'Orléans, 33000 Bordeaux

2.15 pm Meeting point at Bordeaux City Hall, Place Pey Berland (30 min from officiel hotels by tram)

EXECUTIVE COMMITTEE MEETING

02.30 pm - 05.30 pm Bordeaux City Hall, Place Pey Berland
GWC Excecutive Committee Meeting

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 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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Médoc & Sauternes
Bordeaux



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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Médoc & Sauternes
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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Médoc & Sauternes
Bordeaux



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



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

EXECUTIVE COMMITTEE MEETING

*09.00 am - 12.00 pm - 17 Place de la Bourse, Bordeaux
Chamber of Commerce - Espace 1855*

Strategy meeting.

Walking transfer to Ponton d'honneur

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

EXECUTIVE COMMITTEE MEETING

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

GWC Executive Committee meeting members and local coordinators only.

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**