

Press release
#CiteClimatsVins
#VinsBourgogne



First Year Report of the Cité des Climats et vins de Bourgogne

Bourgogne, June 17, 2024

Following the anniversary weekend, the Cité reflects on a positive first year.

► A Good Start in Attendance

The Cité celebrated its first anniversary surrounded by many visitors who came specifically for the occasion. The weekend featured sensory discoveries, enological encounters, and passionate exchanges about wine and winegrowing. Joy, good humor, and a festive spirit were present despite unpredictable weather.



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Cité Beaune - © Antoine Martel

In 12 months, nearly **80,000 visitors** crossed the threshold of one of the three sites. **Beaune attracts over 80% of the attendance**, with **65,000 visitors** for all activities combined. A large majority, 80%, of visitors come from France (50% from the Bourgogne-Franche-Comté region, followed by Auvergne-Rhône-Alpes and Île de France); only **20% are foreign visitors** to date (Top 4 countries: Belgium, Germany, Switzerland, Netherlands), reflecting the initial priority of establishing the Cité within its territory. **Groups** are increasingly present, **although individual visitors still predominate**. This is a remarkable performance for a new facility integrating into the landscape and not yet benefiting from visits by organized groups.

Regardless of Beaune's leading position in attendance, unsurprisingly given its location, capacity, and diverse offerings, each site has specific strengths

that

encourage the exploration of Bourgogne's Climats and wines from north to south.

- **Chablis:** A rooted Cité oriented towards individual visitors, featuring a wine bar and a beautiful terrace overlooking the interior garden.
- **Mâcon:** A Cité favored by businesses and groups for its various meeting spaces, and with an attractive shop for all types of visitors.
- **Beaune:** The dominant "mother" Cité, multi-profiles and multi-activities, situated in a new developing district with a magnificent 9-hectare park and the upcoming opening of the VOCO hotel by the end of the month.



Cité Chablis - © Antoine Martel

► Visitors Delighted with Their Experience

Visitor feedback has been overwhelmingly positive. Whether online or in the guestbook available in the reception hall, responses are unanimous regarding the quality of the three scenographic routes and the additional services and offerings.



Cité Chablis - © Antoine Martel

"In just a few months, 'everyone found something for themselves,'" says Olivier Le Roy, General Director of the Cité des Climats et Vins de Bourgogne. "Neophytes and connoisseurs alike enjoyed the visit. The former say the tour is very instructive yet accessible, while the latter are often amazed to learn something new despite their expertise." Another source of satisfaction is the presence of families. "During school holidays, we received many families. Children and teenagers alike enjoyed themselves. It was important for us to appeal to all audiences." The winemakers themselves are convinced. "All appreciate the technical and scientific rigor of the content. Beyond that, many come to express their pride in having this tool which highlights their work."

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▶ A Cité with Multiple Awards

Since its opening and thanks to collective efforts, the Cité has received numerous awards in France and internationally in various categories: architecture, scenography, and the promotion of viticultural heritage. With no less than 16 awards to its name, it is probably a record for a French cultural and tourist site in such a short time.

For the Cité des Climats et vins de Bourgogne: 4 awards for heritage promotion, preservation, and transmission:

- **Iter Vitis Award:** "Best Wine Museum" - the only cultural route recognized by the Council of Europe for its efforts to promote and preserve Europe's viticultural heritage.
- **ANEV Award:** National Prize for "Preservation of Viticultural Heritage" of the year, presented by the Bourgogne-Franche-Comté region and supported by local authorities and the viticultural community.
- **Wine Tourism Trophies:** Winner in the "Promotion of a Terroir" category, awarded by Terre de Vins magazine and its partner Atout France.
- **Wine Travel Award:** International recognition in the "Cultural Mission" category by a jury of 12 professionals from winemaking, gastronomic tourism, wine marketing, and journalism sectors.



For the building in Beaune designed by Lyon-based architect Emmanuelle Andréani - 10 international awards in Architecture, Cultural, and Environmental Architecture categories:

- **Green Good Design Awards** 2023 in Chicago (USA) for "Architecture and Sustainability"
- **BLT Design Awards** 2023 in Lucerne (Switzerland) for "Culture" and honorable mention for "Sustainable Architecture"
- **The Plan Award** 2023 in Milan (Italy), finalist in the "Culture" category
- **LIV Hospitality Design Awards** 2023 in Budapest (Hungary) for "European Architecture," "Event Space," and jury favorite
- **International Design Award** 2023 (IDA) in Cultural and Environmental categories
- **OPAL Awards** 2023 for Sustainable Lifestyle Architectural Design

For the scenography in Chablis and Mâcon designed by Paris-based scenographer Adeline Rispal - 2 international awards:

Two distinctions at the **Muse Design Awards** 2023 in New York for "Interior Design - Exhibits, Pavilions & Exhibitions" and "Interior Design – Museum"

- ⇒ **These awards from various international organizations demonstrate the recognition and influence of the Cité des Climats et vins de Bourgogne.**

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► Prospects for the Second Semester and Beyond



Alongside a rich and varied program, including the Olympic Flame passing through the Cité garden in Chablis on July 11 and in front of the Cité in Beaune on July 12, the Cité is working on projects to increase attendance. Here are a few examples:

- Annual pass aimed at attracting local residents in addition to the annual cultural program.
- Partnerships with nearby cultural sites in the three departments to encourage tourists to extend their stay in the region.
- Increased outreach to international tour operators and travel agencies to attract more groups.

ABOUT THE CITE DES CLIMATS ET VINS DE BOURGOGNE

Initiated and supported by the Bourgogne Wine Board, the Cité des Climats et vins de Bourgogne is a network of three wine tourism sites located in emblematic cities of Burgundy. In Chablis, Beaune, and Mâcon, each site offers a fun and fascinating exploration of the history, heritage, and unique cultural practices that have influenced viticulture worldwide. Following UNESCO's inscription of the Climats of the Burgundy vineyard on the World Heritage list, the Cité aims to be a gateway to the surrounding vineyards. The Cité offers an exceptional sensory experience accessible to all audiences! Whether curious, amateur, novice, passionate, alone, with friends or family, French or foreign tourists, school groups, or business tourists, the Cité des Climats et vins de Bourgogne strives to provide a personalized offer for everyone.

Thanks to our institutional **partners** and **sponsors** who have enabled these very encouraging results and prepared for the future. Territorial anchoring is indeed being achieved, and the prospects for strengthening our national and international influence are on track.

Follow all the news at www.citeclimatsvins-bourgogne.com and



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