

Thursday 10 January 2019

La Cité du Vin: 2018 Report

While 2018 has only just ended, La Cité du Vin takes stock of an action-packed year. With 421 000 visitors from 180 countries and having crossed the symbolic threshold of one million visitors since opening in 2016, La Cité du Vin is maintaining its attractiveness despite an unstable domestic context, especially with foreign visitors who arrive in ever-increasing numbers!



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Visitor numbers

In 2018, La Cité du Vin welcomed 421 000 visitors of 180 different nationalities, bringing the total number of visitors since its opening to more than 1.1 million. While the majority of visitors remain French (62%*), the share of foreign visitors (38%) is up sharply compared with 2017 (+ 22%).

*"2018 was marked by many external events that had a significant impact on tourism in France, and consequently on visitor numbers at cultural sites. However, the milestone of one million visitors, the growth of foreign visitors, the satisfaction rate of 90% and the fact that 20% of visitors from outside Bordeaux state that it was La Cité du Vin that motivated them to come to Bordeaux**, are all positive signals that confirm the attractiveness of La Cité du Vin,"* says Philippe Massol, Managing Director of the Foundation for Wine Culture and Civilisations.

* Origin of individual visitors having bought tickets directly (excluding groups and agency sales) and representing 85% of visitors

** Source: Quarterly Barometer produced in partnership with Kedge business school

Visitor profiles (general public)

62% of visitors to La Cité du Vin in 2018 were French. Among them: Bordeaux residents account for 27%, day-trippers 17% while the remaining 56% come from the rest of France.

Outside France, the top countries for visitors were the UK, the USA and Spain. Visitors of no fewer than 180 different nationalities came to La Cité du Vin in 2018.

Successful with prescribers, companies and institutions

800 journalists and bloggers, both French and international, were welcomed at La Cité du Vin and more than 1300 press mentions were published.

58 VIP delegations were also received.

In 2018, La Cité du Vin hosted 440 private events and allowed nearly 31 000 people to benefit from unique experiences such as, for example, private use of the Belvedere, the permanent tour or the tasting workshops.

Highlights of 2018

- 2 temporary exhibitions: *Wine and Music, concords and discords* was held from 23 March to 24 June and welcomed more than 25 000 visitors; *Douro, an alchemy between air, land and river*, the Guest Wine Region exhibition which started on 5 October, has just ended and received a total of 33 000 visitors.
- On 29 August 2018, La Cité du Vin crossed the symbolic threshold of one million visitors!
- In the autumn, La Cité du Vin received 3 new national and international awards (IterVitis Award, European IterVitis award and International Best of Wine Tourism) and has confirmed its success with wine tourism professionals.

New for 2019

Having always been very attractive, particularly to international visitors, La Cité du Vin intends to continue to build on its success in 2019. New temporary exhibitions including *Mind-blowing! When art and design take on glass* from 15 March, new events in the cultural programme, increased presence in the city of Bordeaux through new poster campaigns and continuous improvement of the on-site offer, La Cité du Vin will be working on all fronts! It will also be presented at the Pompidou Centre in Paris from the spring in the context of the new tour dedicated to architecture, in which a room will be dedicated to the work of XTU architects.

In another innovation, La Cité du Vin will go “extramural” for the first time! Certain modules in the Permanent tour will be duplicated for inclusion in exhibitions at other cultural sites or shows (for example, an exhibition on the French gastronomic meal from May to October 2019 at the Pointe-à-Callière Museum in Montreal). The first Guest Wine Region exhibition, dedicated to Georgia, continues its world tour and will be presented in Tokyo in the spring.

Finally, the Foundation is starting work with Chinese partners to create a large wine museum in Beijing.

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

Thanks to individual and corporate donors, the Foundation for Wine Culture and Civilisations, recognised as serving the public good, can offer a rich and varied cultural programme at La Cité du Vin throughout the year. It can thus transmit the age-old culture of wine to the greatest number possible, shedding light on its meaning and helping to protect this intangible and universal heritage.

Individuals from €10 at www.don.laciteduvin.com, **Friend** from €250/year or **Benefactor** from €1000/year. **Corporate Patrons of the cultural season** from €5000/year. *International donations are also possible*

About La Cité du Vin: La Cité du Vin is a new generation cultural centre, 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 buy tickets on the website www.laciteduvin.com and on the door.

In January, La Cité du Vin is open from Tuesday to Sunday from 10am to 6pm.

Permanent tour and Belvedere ticket:

- Adult full price: €20 - dated ticket including the permanent tour with the interactive travel companion, tasting of a wine of the world in the Belvedere
- Young person (aged 6 to 17): €9 - dated ticket including the permanent tour and a glass of grape juice in the Belvedere

Annual subscription with unlimited access:

- Adult full price: €48 - Young person (aged 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