

**7th European Tourism Forum**  
**Bordeaux (France), 17-19 September 2008**

## **General Information**

### **□ VENUE AND DATES**

Under the French Presidency of the Council of the European Union, France and the European Commission are hosting the 7th European Tourism Forum:

**17–19 September 2008**

at the

**Casino Barrière, Bordeaux**

Rue Cardinal-Richaud

33300 Bordeaux Lac

France

Tel.: +33 (0)5 56 69 49 00 Fax: +33 (0)5 56 69 49 18

Official website of the French Presidency of the European Union: [www.ue2008.fr](http://www.ue2008.fr)

Website of the European Tourism Forum: <http://etf.tourisme.gouv.fr>

### **Location**

The Casino Barrière is located in the Bordeaux Lac estate, 15 minutes from the city centre (about 8 km).

Map of Bordeaux: [http://www.bordeaux-tourisme.com/fr/informations/acces\\_centre.html](http://www.bordeaux-tourisme.com/fr/informations/acces_centre.html)

## □ REGISTRATION

Note that you must register and then obtain accreditation to attend the Forum.

### Delegations

#### **Registration**

All participants are invited to register online: <http://www.pfue2008.fr/informelle-bordeaux> **by 25 August 2008 at the latest.**

Once you have registered, you will receive a confirmation email containing all the necessary practical information and asking you to obtain accreditation. You must apply for **accreditation by 31 August 2008 at the latest.**

For more information, please contact the Forum secretary:

Tel. + 33 (0) 1 01 70 15 14 62

Fax + 33 (0) 1 41 49 04 14

E-mail: [informelle-bordeaux@polynome.fr](mailto:informelle-bordeaux@polynome.fr)

#### **Accreditation**

Delegations will be given a username and password for specifying security information (nationality, ID card or passport number) on the accreditation website <https://delegations.ue2008.fr>

Digital photos are required for all members of delegations, otherwise accreditation cannot be granted.

Accreditations (badges) will be distributed by liaison officers upon arrival in Bordeaux. For security reasons, delegates are asked to wear their badges visibly throughout meetings, the gala dinner and events programme. Accreditation is only valid together with a form of ID.

Registered participants who have not obtained accreditation will not be able to access the Forum's premises.

Lost badges must be reported immediately to the liaison officer, as well as any changes to badges.

### Other participants

#### **Registration**

All participants are invited to register on: [www.pfue2008.fr/forum-bordeaux](http://www.pfue2008.fr/forum-bordeaux) **by 25 August 2008 at the latest.**

Please book as soon as possible as rooms have been provisionally reserved only until 11 August 2008.

Once you have registered, you will receive a confirmation email containing all the necessary practical information and asking you to obtain accreditation. You must apply for **accreditation by 31 August 2008 at the latest.**

For more information, please contact the Forum secretary:

Tel. + 33 (0) 1 01 70 15 14 62

Fax + 33 (0) 1 41 49 04 14

E-mail: [forum-bordeaux@polynome.fr](mailto:forum-bordeaux@polynome.fr)

#### **Accreditation**

All participants must obtain accreditation on the website <https://participants.ue2008.fr>

Digital photos are required for all members of delegations, otherwise accreditation cannot be granted and access to the Forum will be refused.

Accreditations will be made available from 17 September at the entrance to the Théâtre du Casino.

Registered participants who have not obtained accreditation will not be able to access the Forum's premises.

Lost badges must be reported immediately to the liaison officer, as well as any changes to badges.

## □ ACCOMMODATION

The Presidency will cover the accommodation expenses of heads of delegation and a maximum of two people per delegation for two nights – 17 and 18 September 2008.

Stays beyond 19 September will not be paid for by the Presidency.

The Presidency shall not pay for telephone calls, pay-per-view television programmes, the mini-bar, room service, dry-cleaning, pre-dinner drinks taken at the bar and so on.

### **Hotel addresses for delegates whose accommodation expenses will be paid for**

The organiser has booked and assigned hotels on the basis of arrival and departure dates and hotel availability.

#### **PULLMAN BORDEAUX AQUITANIA (SOFITEL)**

Avenue Jean-Gabriel Domergue  
33300 Bordeaux Lac  
Tel.: 33(0) 5 56 69 66 66 / Fax: 33(0) 5 56 69 66 00  
<http://www.sofitel.com>

#### **NOVOTEL LAC**

Avenue Jean-Gabriel Domergue  
33300 Bordeaux Lac  
Tel.: 33(0) 5 56 43 65 00 / Fax: 33(0) 5 56 43 65 01  
<http://www.novotel.com>

#### **IBIS LAC 2\***

Rue du Petit Barail Quartier du Lac 33300 - Bordeaux  
Tel.: (+33)5/56509650 Fax: (+33)5/56396352

### **Hotels for delegates paying their own accommodation expenses and for all other participants**

The agency Carlson WagonLit Travel has created a website for those attending the European Tourism Forum. It contains pre-booked rooms for the event and negotiated rates on **17 and 18 September 2008**. Some hotels have also been booked for 19 September for those wishing to spend the weekend in Bordeaux.

Booking and payment can be made online and are strongly recommended.

Please book as soon as possible as rooms have only been set aside until 11 August 2008.

You will receive a confirmation email of your registration, containing all the necessary information for booking your accommodation.

Please find below contact details for the hotels. There is no need to contact them directly as the rooms set aside for the European Tourism Forum should be booked exclusively through Carlson WagonLit Travel.

**BURDIGALA**

115, rue Georges Bonnac  
33000 Bordeaux  
Tel.: 33(0) 5 56 90 16 16 / Fax: 33(0) 5 56 93 15 06  
<http://www.burdigala.com>

**MERCURE BORDEAUX CHATEAU CHARTRONS 4\***

81 cours Saint Louis 33300 Bordeaux  
Tel.: (+33)5 56 69 40 84 Fax: (+33)5 56 69 40 84

**HOTEL DE NORMANDIE 3\***

7-9, cours du XXX-Juillet 33000 Bordeaux  
Tel.: (+33)5 56 52 16 80 Fax: (+33)5 56 52 16 80

**NOVOTEL BORDEAUX MERIADECK 3\***

45 cours du Marechal Juin 33000 BORDEAUX  
Tel. (+33)5/56514646 Fax (+33)5/56982556

## □ TRANSPORT

### **BORDEAUX MERIGNAC INTERNATIONAL AIRPORT**

Located 12 km from the city centre, Bordeaux Mérignac International Airport is the 5th largest airport in France, welcoming over 3 million passengers each year. A total of 32 regular flights and 8 charter flights (up to 60 in the summer) provide swift access to Paris, France's main regions and the European capitals.

The Air France shuttle has 14 flights to and from Paris-Orly Airport every 30 minutes in the morning and every hour in the afternoon. Six daily flights also serve Paris-Roissy Charles-de-Gaulle Airport.

Fourteen regular airlines provide international flights to Algiers, Abidjan, Amsterdam, Barcelona, Bologna, Brussels, Casablanca, Frankfurt, Geneva, Lisbon, London, Madrid, Munich, Marrakech, Prague, Tunis, Porto, Rome and Venice, as well as domestic flights to Brest, Clermont-Ferrand, Lille, Lyons, Marseilles, Mulhouse, Nantes, Nice, Paris, Rennes and Strasbourg.

For information, prices and booking, please contact:

Tel.: +33 (0)5 56 34 50 00 - [www.bordeaux.aeroport.fr](http://www.bordeaux.aeroport.fr)

Air France:

Tel.: 3654 – [www.airfrance.fr](http://www.airfrance.fr)

Coaches from the airport to the city centre (place de la Comédie) and Saint-Jean train station.

Every 45 minutes 7 days a week.

Journey lasts: 30 to 45 min depending on traffic

Price: €6.80

Taxis – Price is only an indication: around €20

Regular flights as at 1/02/2008

Destination	National Airline	Period
<b>Northern Europe</b>		<b>All year round</b>
Frankfurt	Lufthansa	3 daily flights
London Gatwick	British Airways	2 daily flights
Brussels	Air France	2 daily flights
Amsterdam	Air France	2 daily flights
Geneva	Air France	1 daily flight
Prague	Czech Airlines	6 times a week (from March 2008)
<b>Southern Europe</b>		<b>All year round</b>
Barcelona	Air France	2 daily flights
Madrid	Iberia	3 daily flights
Rome	Air France	2 weekly flights
Lisbon	Air France	1 daily flight
Porto	Air France	1 daily flight
<b>North America</b>		
Canada	Air Transat	Summer/2 weekly flights
<b>Africa</b>		<b>All year round</b>
Algiers	Air Algérie	1 weekly flight
Abidjan	Air Ivoire	1 weekly flight
Casablanca	Royal Air Maroc	1 daily flight
Marrakech	Royal Air Maroc	Up to 4 flights weekly
Tunisia	Tunisair	2 weekly flights
Oran	Air Algérie	Summer/1 weekly flight

Destination	Low Cost Airline	Period
<b>Northern Europe</b>		<b>All year round</b>
London Luton	easyJet	1 daily flight
Geneva	easyJet	1 daily flight
		<b>In the summer</b>
Cologne	Germanwings	3 weekly flights
Birmingham	Bmibaby	5 weekly flights
Bristol	easyJet	1 daily flight
Manchester	Bmibaby	1 daily flight
Southampton	Flybe	4 weekly flights
Dublin	Aer Lingus	4 weekly flights
Waterford Galway	Aer Arann	2 weekly flights
Oslo	Norwegian	2 weekly flights
Stockholm	FlyNordic	2 weekly flights
<b>Southern Europe</b>		<b>All year round</b>
Bologna	Myair	3 weekly flights
Venice	Myair	3 weekly flights
		<b>In the summer</b>
Milan	Myair	3 weekly flights
<b>Africa</b>		<b>All year round</b>
Marrakech	Atlas Blue	Up to 4 flights weekly

Country	City
Austria	Innsbruck
Bulgaria	Varna
Canada	Montreal
Corsica	Ajaccio
Crete	Heraklion
Croatia	Dubrovnick-Pula-Split
Egypt	Cairo- Louxor - Sharm el Sheik
Spain	Ibiza - Malaga - Palma - Seville
Greece	Athens
Hungary	Budapest
Italy	Florence - Rome - Venice
Morocco	Agadir - Marrakech
Madeira	Funchal
Czech Republic	Budapest Prague
Sicily	Palermo
Tunisia	Djerba - Monastir
Turkey	Antalya - Bodrum

### Charter flights as of 1 February

## **RAIL ACCESS – SAINT-JEAN STATION IN BORDEAUX**

A total of 260 trains pass through Saint-Jean station every day, including 25 TGV (high-speed train) connections to and from Paris Montparnasse (2hr 58min), 4 to and from Lille and 2 to and from Strasbourg, with 200 TER (regional express train) connections from Bordeaux to all the major towns in the Aquitaine region.

Over 4 million passengers pass through the station each year.

NB: External works have made the station currently difficult to access.

For information, prices and booking, please contact: [www.sncf.fr](http://www.sncf.fr)

From France: Tel.: 36 35

From abroad: Tel.: +33 (0)8 92 36 35 35

Coaches from the station to the city centre

Taxis – Price is only an indication: €7 to €10

Bus lines 1 - 7 - 8 Price: €1.30

Tramway line C

## **TRAM AND BUS NETWORK (VEOLIA BORDEAUX)**

For information, prices and routes, please call +33 (0)5 57 57 88 88 – [www.infotbc.com](http://www.infotbc.com)

Tramway: three tram lines:

Line A: Mérignac-centre⇒Floirac-Dravemont or Lormont-Lauriers (*right bank*)

Line B: Quinconces⇒Pessac-Centre (*goes to Talence and the Universities*)

Line C: Quinconces⇒Saint-Jean train station

Bus: all of the towns in the Bordeaux urban area are accessible along three tram lines, with almost 100 bus lines and 6 park-and-ride sites for cars.

Prices: you can travel using the same ticket on the whole network for €1.30 (valid for one hour) or €4 (day).

## **□ Reception at the airport or train station**

### **Delegations**

A liaison officer will meet members and heads of delegations when they arrive at the airport or train station and accompany them throughout the Forum.

A saloon car will take each minister from the airport/train station to the hotel and from the hotel/meeting venue to the airport/train station.

Armoured vehicles will not be provided for heads of delegations.

The organiser has arranged for shuttle service (buses) between the delegation members' hotels and the official programme venues.

### **Participants**

A shuttle service will be provided for the arrival of each train or flight, based on the information that will have been given on the online registration site. Depending on the time, buses will either go straight to the Casino or drop people off at the hotels designated by the organisation and where rooms have been booked on the Carlson WagonLit Travel website. No shuttle service will be organised for hotels that have not been booked through the website.

All cars accessing the Casino grounds must have obtained accreditation.

## **Transfers during the Forum**

A shuttle service will be organised from the afternoon of 17 September to the evening of 19 September between the Casino Barrière, hotels and gala dinner venue for all participants.

### **□ SECURITY**

To ensure participant security, the French police will be implementing various security measures. The hotels where the delegations are staying will be under police protection.

Only holders of valid accreditation badges will be granted access to the Théâtre du Casino and gala dinner venue. Checks will be carried out at the security points.

### **□ INTERPRETING SERVICE**

Interpreting will be provided in English, French, German, Italian and Spanish.

Press conferences: interpreting will be provided in English and French.

### **□ LIAISON OFFICERS**

A liaison officer will be available to each delegation and speak the language of the delegation. S/he will be responsible for all the formalities upon arrival and departure and provide any information required during the forum. S/he will meet the members and heads of delegations upon their arrival in Bordeaux and hand out the accreditation badges and necessary documents to the members of delegations.

### **□ EVENTS PROGRAMME**

A tour programme will be available for those accompanying the ministerial delegations on the morning and afternoon of Thursday 18 September.

A programme will also be offered to all participants on the afternoon of Friday 19 September.

Those interested will shortly be able to register for them online.

□ **USEFUL INFORMATION**

**Mild climate**

Overlooking the Atlantic Ocean all the way along its western coastline, Aquitaine boasts a gentle climate brought by the ocean and Gulf Stream. Year-round average temperatures are mild here and the 2,200 hours of annual sunshine set the Bordeaux region on a par with the French Mediterranean. The sun, combined with evenly-spaced precipitation, is one of the reasons why vineyards flourish across the region.

Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
10°C	12°C	13.6°C	15.8°C	19°C	22.4°C	24.7°C	25.2°C	22.7°C	18.5°C	13°C	10.5°C

Weather forecast: dial 3250 (within France) or go to [www.meteofrance.fr](http://www.meteofrance.fr)

Weather forecast for the Gironde area: dial 0 892 68 33 10, and then press 2

**Currency**

The Euro (1 EUR = 100 cents). The most widely-used credit cards are accepted by all shops. You can also withdraw cash from cash machines all over the country.

**Credit cards**

The following credit cards are accepted: Master Card, Visa, American, Express and Diners Club.

**Electricity**

220 – 240 V.

## □ Some information about Aquitaine and Bordeaux

### The Aquitaine region

An endless stretch of yellow sandy beaches, bastide towns and castles, vineyards in abundance, mountains and rolling countryside – these are just some examples of what makes Aquitaine so appealing.

The generosity of Aquitaine's landscapes, culture and heritage is reflected in its ever-changing scenery of Bordeaux vine-covered hillsides, sandy heath land, Basque coasts and Périgord plateaux.

A single figure says it all: 250 kilometres of ocean coastline! Aquitaine has the longest fine sandy beach in Europe. Not to mention the 500 extra kilometres of shoreline along lakes, estuaries and ponds.

Aquitaine offers an embarrassment of riches. Blessed with a mild climate, due to the Atlantic Ocean to the west, it also offers a rich cultural heritage (including the Lascaux caves), culinary specialities and fine wines. What is more, it is bordered to the south by the Pyrenees, a sweeping massif of medium and high mountains.

In every period in history, people have left their mark on the region, an immensely rich offering that has turned Aquitaine into an exceptional tourist destination.

For more information about the Aquitaine region: [www.tourisme-aquitaine.fr](http://www.tourisme-aquitaine.fr)

For more information about the Gironde *département*: <http://www.tourisme-gironde.fr/>

### Bordeaux



### BORDEAUX, THE CHANGING FACE OF THE CITY!

Visitors to Bordeaux are drawn to its rich, complex, centuries-old identity, forged from multiple influences. The city features a way of life founded on wine-growing, as well as an outstanding architectural heritage.

Bordeaux is less than three hours from Paris by high-speed train, 45 minutes from the Atlantic, two hours from Spain and three hours from the ski resorts in the Pyrenees. The capital of the southwest of France offers a high quality of life combined with a number of tourist attractions.

As a world wine capital, it gives its name to France's oldest and most prestigious wine-growing region, one which is world-famous for its fine vintages.

Since 28 June 2008, Bordeaux has been listed as a UNESCO World Heritage Site. It is the largest urban ensemble to be so listed – the UNESCO-designated area covers 1,810 ha and contains 347 historic monuments, 150 hectares of protected land and three churches along the Santiago de Compostela pilgrimage route that are already listed as World Heritage Sites. This 18th century architectural gem was also chosen for the appeal of its lively, cosmopolitan districts, from the narrow streets around Saint Michel to buildings from the 60s and 70s in the Mériadeck.

Behind its magnificent 18th century façades, however, the town is alive, ever-changing and currently marking a new milestone in its development.

By welcoming all forms of artistic creation, Bordeaux is also gradually acquiring the recognition it deserves as European Capital of Culture. The city is preparing to apply to the European Union for this title in 2013.

Twinned with ten major cities worldwide, it hosts important trade shows in its new Palais des Congrès, thereby fully assuming its international standing.

Last but not least, construction of the tramway and development of the quays are just two examples of local urban projects symbolising the city's renaissance.

Thanks to these large-scale ventures, the river once again takes pride of place in the region's activities; the left and right banks are once again connected, and the quays of the Garonne, a new public venue, hosting such key events as "Bordeaux Fête le Vin" and "Bordeaux Fête le Fleuve". Cruise boats now also draw alongside the Port de la Lune.

Bordeaux has all the attractions of a major tourist city waiting to be explored...

## **BORDEAUX, WORLD WINE CAPITAL**

For wine connoisseurs, the name Bordeaux is always synonymous with quality – and very often unparalleled quality.

The world's largest and oldest fine wine-growing region contains 57 appellations and encompasses some 115,000 hectares. The wine-making sector accounts for **one job in six** for 12,000 properties, 400 wine merchants and 130 brokers, 5.58 million hl of production and 3 billion euros of turnover.

The wealth, quality and diversity of Bordeaux wines come from **a unique set of geographical qualities**, human experience and **art of blending**.

While the world's greatest grape varieties originated in Bordeaux, it is only here that they are blended – Merlot, Cabernet and Cabernet Sauvignon – to produce such subtle, balanced and harmonious wines making Bordeaux the envy of wine-makers worldwide.

Stretching out from the city's outskirts, the Bordeaux wine region is a rich patchwork of different vineyards:

**Médoc** is an exceptional area where the most prestigious *Grands Crus Classés* are cultivated amidst countless striking and unusual castles.

**Blaye** and **Bourg** nestle among undulating vineyards overlooking the Gironde estuary, home to sandstone villages, Romanesque churches, famous archaeological sites and small picturesque ports.

**Pomerol**, and naturally **Saint-Emilion** with its mediaeval village whose vineyards were listed as a UNESCO World Heritage Site in 1999, lie along the right bank of the Garonne.

**L'Entre-Deux-Mers**, the largest wine region in the Bordeaux area, gets its name from its location between the Garonne and Dordogne rivers. It invites visitors to embark on a historical journey through typical bastide towns and mediaeval abbeys.

**Graves**, the birthplace of the Bordeaux wine region, and **Sauternes** extend southwards of Bordeaux as far as the immense pine forest of Landes.

In the city itself, the **Chartrons district**, where trading first took place, features majestic townhouses, *chais* (storehouses for wines and spirits) and warehouses attesting to the vibrancy of the Place de Bordeaux.

## **SOME FACTS & FIGURES**

### **The city**

- 6<sup>th</sup> largest city in France, capital of the Aquitaine region
- Bordeaux: 230,600 inhabitants
- Bordeaux Urban Community (BUC – 27 communes): 750,000 inhabitants
- Bordeaux: 4,455 hectares
- Urban Area of Bordeaux: 55,188 hectares
- City centre listed as a UNESCO World Heritage Site
- 150 hectares of protected urban area and three UNESCO World Heritage Sites (Saint-Michel, Saint-Seurin and Pey-Berland Cathedral)
- 53 sites, monuments and museums open to visitors
- Almost 20 sq. m of parkland per inhabitant

### **Tourism**

- Second highest contributor to Gironde GDP (1M € turnover)
- 2.5 million visitors annually
- 670,000 visitors to the Bordeaux Tourist Information Office in 2007
- Visitor nationalities: 50% French, 50% from abroad
- Hotels: 152 (all categories included)
- Rooms: 5,294
- Average hotel occupation rate: 61% in 2006
- Number of nights spent in hotels in 2006: 1,422,536

- 1 youth hostel: 108 beds
- Bed & breakfasts: 9 with a total of 20 rooms
- Airport: 5th largest regional airport in France, 3.5 millions passengers a year, 60 destinations, 140 flights a day and 950 a week.
- Rail network: 4th largest station in France, 20,000 passengers a day, 25 TGV high-speed trains to Paris, 35 daily connections on the European network. In 2010, Bordeaux will be two hours from Paris by TGV

### **Bordeaux wines**

- 57 Appellations
- AOC (appellation of controlled origin) area: 123,000 ha
- AOC white wine area: 11%, AOC red and rosé wine area: 89%
- 11,000 vine-growers, 400 wine merchants, 130 traders
- AOC wine production: 6 million hl on average
- Turnover: 3 billion euros
- Marketing: 65% in France (turnover 1.8 billion euros); 35% abroad (turnover 1.2 billion euros)
- Main exporting countries (by volume): Belgium (1), Germany (2), United Kingdom (3), US (4) and Japan (5)
- 1 job in 6 in Gironde

## **MAIN CULINARY SPECIALITIES IN BORDEAUX AND THE SOUTH-WEST**

### **STARTERS AND DELICATESSEN PRODUCTS:**

- *Grenier médocain*, a local chitterling sausage
- *Gratton de Lormont*, a sort of terrine
- *Tricandilles*, pork tripe seasoned with garlic and a dash of freshly ground pepper
- Purple asparagus from Blayais and green asparagus from Landes
- Foie gras coated in its fat or served partially cooked
- *Tourin*, soup cooked with garlic and thickened with egg white to soften the bitter flavour of stock
- Caudéranaise snails, traditionally eaten on Ash Wednesday

### **FISH AND SEAFOOD:**

- Oysters from Arcachon Basin, which harbour the salty tang of the ocean
- *Pibales*, baby eels, prepared in the crisp and crunchy Spanish style
- Eel fricassee with the flavours of lightly browned garlic and parsley intermingled
- Lamprey served in a red wine-based Bordelaise sauce
- Shad fished from the river from April to June and grilled over vine shoots
- Sturgeon with its caviar and melt-in-the-mouth flesh

### **MEAT:**

- Young lamb from Pauillac
- Bazas beef, a famous dish during the “Boeuf gras” festival
- Bordelaise entrecote steak sprinkled with parsley and grilled over vine shoots
- Wood pigeon salmis served in a wine sauce with garlic croutons

### **DELICACIES:**

- *Canelé*, a small baked pastry, soft in the centre and crunchy on the outside.  
*Confrérie du canelé de Bordeaux* (Bordeaux Guild for these pastries)
- *Macaron de St Emilion*, a macaroon made from flaked almonds, egg white and sugar
- *Noisettines du Médoc*, hazelnuts coated in syrup and sealed with hot caramel

- *Sarments du Médoc*, thin twigs of flavoured dark or milk chocolate
- *Bouchons de Bordeaux Amande*, small cylindrical pastry made from almond paste and filled with partially candied grapes, flavoured with Fine de Bordeaux Napoléon

**APERITIF:**

- Le Lillet, the “Bordeaux aperitif”: white or red, produced in Podensac, south of Bordeaux.

For more information



Bordeaux Tourist Information Office  
12 cours du XXX Juillet  
F-33080 BORDEAUX CEDEX  
Tel.: +33 (0)5 56 00 66 00  
Fax: +33 (0)5 56 00 66 01  
[www.bordeaux-tourisme.com](http://www.bordeaux-tourisme.com)

<http://fr.franceguide.com>

For more information, please contact the Forum secretary:

Tel. + 33 (0) 1 01 70 15 14 62

Fax + 33 (0) 1 41 49 04 14

E-mail: [forum-bordeaux@polynome.fr](mailto:forum-bordeaux@polynome.fr)