



Evaluating the summer period since the opening of the Cité des Climats et vins de Bourgogne

Bourgogne, 10th October 2023

Since mid-June, the official opening date of the Cité des Climats et vins de Bourgogne network in Chablis, Beaune and Mâcon, the Cité seems already to have won over a wide variety of visitors.

► Impressive attendance results



Within 3 months, nearly **33,000 visitors** have passed through the doors of at least one of our 3 sites. **Beaune boasts more of 70% of visitors**, with a total of **25,000** all told; **Chablis and Mâcon** attracted around **4,000 visitors each**. A large majority of visitors – a full 80% – were from our region or elsewhere in France; and of the **20% of visitors from abroad**, a majority came from either Belgium or Germany.

The busiest days, apart from the inaugural weekend, were on the **long weekend of 15th August** and the **European Heritage Days** weekend in mid-September.

Beaune leads the pack in terms of attendance, which is unsurprising given its location and reception capacity, as well as the breadth of its offering. But each site has its own unique characteristics, to encourage the discovery of the full range of Climats and wines of Bourgogne from north to south.

- **Beaune:** A central “mother” Cité, multi-profile and multi-activity, within a newly created 9-hectare park
- **Chablis:** A Cité firmly rooted in its local area, oriented towards individual visitors, with a wine bar and a beautiful terrace overlooking the interior garden
- **Mâcon:** A Cité perfectly adapted to businesses and groups, with its various meeting places; equipped with a fine boutique that offers something for everyone



We cannot stress enough that the opening of these 3 sites would never have been possible without the financial support of private and corporate players, as well as the contributions of numerous businesses. To name just a few: architectural firms [**Atelier Architecture Correia et Associés, RBC Architecture and Atelier Christine Larochette, Emmanuelle Andréani Architectes**], the scientific museography agency [**Ames en Science**], scenography agencies [**Atelier Adeline Rispal, Studio Alice dans les villes**] and the developer [**the Rougeot group**] in Beaune.

▶ A summer programme from the moment of opening

Even though the **3 sites opened just days after works were completed**, and in peak season, this did not prevent us from offering a **complete summer programme**. Indeed, to attract a large number of visitors, the Cité complemented its visitor trail by offering **guided tours, after-works, family activities, workshops and tasting classes, photo exhibitions, conferences** and weekend activities, with unique programmes for events such as **Climats' Month** and **European Heritage Days**. The Cité aims to offer a different programme for every season.

▶ Visitors delighted with their experience



Cité Mâcon - © Antoine Martel

The feedback we have received, via word-of-mouth, on the internet and in our guestbook, has been unanimous in its praise for the quality of the 3 scenographic visitor trails, as well as our various additional offerings and services.

“As for the visitor trail, everyone seems to have found what they were looking for. Novices have found the trail informative and accessible; connoisseurs have appreciated the attractiveness of the routes and the

fact that there's so much to learn despite their prior mastery of the subject; finally, parents and children (and even teenagers) say they enjoyed both the trail and the dedicated workshops. Crucially, all of the winegrowers who took the time to come during this very busy period declared that they were won over. They recognised the seriousness of the content – the fruits of the collaborative work carried out over almost 5 years by the Scientific Committee. Many have also expressed their pride in having this tool to showcase both their work and that of generations of winegrowers before them, testifies Olivier Le Roy, director of the Cité des Climats et vins de Bourgogne.”

Among other services offered, the workshops and training provided by the Ecole des vins de Bourgogne were highly praised, while the offering from the wine bars delighted customers – in the simplicity of the varied food platters as well as the refinement of the food and wine pairings. Finally, the receptive customer service and bespoke wine tourism were particularly appreciated by businesses, institutions, associations and other organisations.

Through their positive feedback and their stated desire to recommend the visit, as well as to return in the future, visitors to all three sites are conveying a strong message of encouragement to the team at the Cité des Climats et vins de Bourgogne: to continue to perfect and develop its offering, for the general public and professionals alike.

To see the Cités' latest videos, [click here](#)

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