

Press Release
#CiteClimatsVins
#CiteBeaune
#VinsBourgogne



Beaune, juillet 2025

A New Language to Discover the Climats: The Mandarin Audioguide Has Arrived in Beaune

The Cité des Climats et vins de Bourgogne in Beaune now offers a Chinese (Mandarin) audioguide for its permanent exhibition. This initiative aims to better welcome Mandarin-speaking visitors, whose numbers are steadily increasing in the region.

A growing chinese visitor base

At the Cité in Beaune, Chinese visitors are already a recognized audience, whether arriving in guided groups or individually, drawn by the local wines and heritage. More broadly, Chinese tourism is booming in Bourgogne-Franche-Comté, with nearly 385,000 overnight stays recorded in 2024¹, making them the second-largest long-haul visitor group in the region². This trend is expected to continue, driven by travelers seeking authentic cultural and culinary experiences.

A custom-tailored welcome tool

The Mandarin audioguide is more than just a language adaptation. It provides Chinese visitors with full independence as they explore the Cité.

Thanks to rich, clear, and fully adapted content, each visitor can fully immerse themselves in the experience at their own pace. This tool faithfully translates the entire narrative presented to French and international visitors—from the fascinating history of the Climats of Burgogne's vineyards to the current challenges of their preservation and promotion. With this initiative, the Cité sends a strong message to Chinese visitors by offering them the key to understanding Bourgogne's wine heritage.

¹ <https://pros.bourgognefranchecomte.com/uploads/2024/09/memento-2024-chine.pdf>

² <https://pros.bourgognefranchecomte.com/uploads/2025/03/pac-lb-2025.pdf>

Media contact

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The translation was provided by **Yan Liu**, a certified tour guide and translator based in Beaune, who specializes in supporting Chinese-speaking visitors in the region.

A strategic asset to attract a growing audience

By offering this new tool, the Cité anticipates developments in the international tourism market and reinforces its commitment to welcoming Asian visitors. The audioguide is a key asset for engaging independent, discerning travelers seeking a deeper understanding of the region and its wine heritage. It also enhances the destination's appeal within bespoke wine tourism circuits, which are increasingly popular.

Made possible thanks to patronage

The creation of this Mandarin version was made possible through patronage, supporting the Cité's mission to transmit, promote, and share the heritage of the Climats of Burgundy, listed as a UNESCO World Heritage Site. The Cité extends its sincere thanks to its dedicated patrons.



Practical information

The Mandarin audioguide is available at the reception desk of the Cité in Beaune, as an add-on to the admission ticket (+€1).

- **Opening hours:** Monday to Sunday, 10 a.m. – 7 p.m
- **Address :** Parc de la Chartreuse – 21 Avenue Charles de Gaulle, 21200 Beaune – Free parking
- **Contact :** 03 79 47 21 00 - contact@citeclimatsvins.com
- **Website :** www.citeclimatsvins-bourgogne.com



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ABOUT THE CITÉ DES CLIMATS ET VINS DE BOURGOGNE

The Cité des Climats et vins de Bourgogne, initiated and supported by the Bourgogne Wine Board (BIVB), is a network of three wine tourism sites located in emblematic towns of Bourgogne. In Chablis, Beaune, and Mâcon, each site offers a fun and engaging experience of the history, heritage, and unique viticultural practices that have influenced winemaking across the globe.

Following the UNESCO World Heritage listing of the Climats of Bourgogne's vineyards, the Cité aims to be a gateway to the surrounding wine regions. It offers a unique sensory experience accessible to all—curious newcomers, amateurs, wine lovers, individuals, families, school groups, or business travelers—French and international alike. The Cité is committed to providing each visitor with a tailored experience.



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