

BORDEAUX TOURISM AND CONVENTIONS OFFICE POLICY



OUR PURPOSE

“Together, we are forging the bonds of a balanced territory to invite everyone on a new journey that is enriching and respectful for all.”

« Ensemble, nous tissons les liens d'un territoire à l'équilibre pour inviter à un nouveau voyage, enrichissant et respectueux pour toutes et tous. »

WHO WE ARE

At the Bordeaux Tourism and Conventions Office (OTCBM), we welcome visitors and give them information. We run communication and promotional campaigns targeting local, leisure and business visitors at local, national and international levels, showcasing the attractions of the metropolitan area and the surrounding regions. We market tourism-related services and organise Bordeaux Wine Festival. We provide support and guidance to our private partners. We contribute to the development of Bordeaux Métropole's tourism and events strategy, based on research and in consultation with local stakeholders, to help ensure the metropolitan area's economic, social and cultural balance. The OTCBM aims to drive tourism and events that preserve life, reduce environmental impact and ensure positive local economic and social benefits. The scope of application of the ISO 20121 standard and the Qualité Tourisme label covers all these activities.



OUR VALUES

THE EMPLOYEES COLLECTIVELY REFLECTED ON THE DEEPER MEANING OF THEIR WORK AND HOW THEY DEFINE THEIR PURPOSE. THIS RESULTED IN A MISSION STATEMENT AND SEVEN CORE VALUES.



Collective human connection

Solidarity, cohesion, inclusion, and a warm and unconditional welcome for everyone



Balance

Driving change with a commitment to social responsibility, reducing the impact of our operations, resilience and awareness



Unite around synergies

Supporting and developing the partner network, nurturing and fostering an ecosystem, and driving internal and external dynamics



Expertise & credibility

Exemplarity, quality, trust, transmission and authenticity



Showcasing the destination

Promotion, attractiveness, business development and enhancement



Adaptation & innovation

Innovative, agile, ready to rethink tourism and events and shape the future



Happiness & enjoyment

To provide an enriching and refreshing experience that offers respite and brings satisfaction, to bring joy, to facilitate discoveries and encounters

OUR ACTIONS

Since 2019, the OTCBM has been implementing an action plan that addresses the challenges of environmental transition, outreach, support for the local economy, inclusion and solidarity. These actions, monitored through indicators and annual targets with a view to continuous improvement, are regularly audited as part of the organisation’s accreditations: ISO 20121 “responsible management of event activities”, Qualité Tourisme, Accueil Vélo and Tourisme & Handicap. This action plan implements the metropolitan roadmap for tourism and events. The current strategic priorities are as follows:

Assisting tourist attractions and facilities in transitioning to responsible practices

Training local businesses, reducing the environmental impact of activities, adapting to climate change

55% of OTCBM affiliated companies are eco-certified in 2026

Placing the resident at the heart of tourism in a destination that espouses social conscience and solidarity

Engaging local residents, fostering a sense of community, a welcoming approach, solidarity and inclusion

435 people took part in the 34 local excursions across the metropolitan area in 2025

Developing professional meetings and large-scale events that have a positive impact

Assisting event organisers in optimising their impact and creating a lasting legacy

24,000 participants at conferences advised on their responsible practices in 2025

Managing the economic development of tourism in a sustainable way

Promote the destination, support the local economy and cooperation, and ensure a robust business model for the OTCBM

A record 900 professionals reached by the B2B leisure promotion in 2025



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Our actions contribute to 43 targets of the United Nations Sustainable Development Goals, particularly in relation to five priority goals: industry, innovation and infrastructure (9), reduced inequalities (10), sustainable cities and communities (11), responsible consumption and production (12), and climate action (13).



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We are committed to putting in place the necessary measures to meet applicable requirements (including legal and regulatory requirements), to continuously improve our management system, to incorporate the principles of sustainable development—including the principles of inclusion, transparency, vigilance and integrity, to take into account the needs of all our stakeholders, and assess and report on performance, feedback and, where applicable, wider impacts (including the impacts of our event and its legacy).

Signé par :

Olivier OCCELLI

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Olivier OCCELLI
CEO