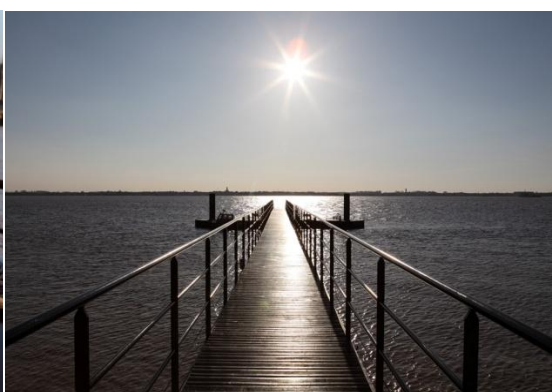




PRESS KIT

Linking Bordeaux to the Gironde Estuary...

Ship ahoy towards the forgotten islands and the world famous vineyards ...





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BORDEAUX RIVER CRUISE

The « BORDEAUX RIVER CRUISE » company organizes boat cruises and events on the Gironde Estuary and its islands. This enterprise was initiated thanks to the strong will of tourism professionals, who passionately believed that the Gironde Estuary and the « Bordeaux River » were destinations of their own right. They share a common attachment for this environment and for a well thought out development of the « river road » : the nourishing bar of the most famous Bordeaux vineyards.

The river cruise company's special aim is to organize:

- ✓ **Wine tasting cruises in Bordeaux** with integrated wine tastings on board, interventions by winemakers and guided visits of partner vineyards. To enable the discovery of the wines and appellations of Bordeaux from the riverside: the right bank and the Gironde Estuary with its white, red and rosé wines of Blaye and Bourg-sur-Gironde, the left bank of the Medoc with its world famous Grand Crus Classés 1855. Offers in wine tourism which are major attractions for both, local and foreign visitors.
- ✓ **Stopovers on the islands of the Gironde Estuary** by way of unusual encounters for visitors who get introduced to the island universe. It's an invitation to discover an emotional geography, in which the river "road" draws the link between the various stopovers. Cruises are commented either by the passionate mariners themselves or by tour guides who are recognized for their profound knowledge and competences as scientific mediators.



- ✓ The offer will be enhanced with **Lunch and Dinner cruises** with the arrival of the restaurant boat.

Indeed, in 2011 & 2013 these ground-breaking river cruises have been labelled « **Best of Wine Tourism** » by the Bordeaux Chamber of Commerce



NEW IN 2014 : « SICAMBRE »

2014 marks a major step in the evolution of Gens d'Estuaire, based on innovation.

New boat, new name, new outfit, everything is put into place to make our offer credible on the international level, and thus to contribute in making Bordeaux one of the « top » destinations for river tourism.

A RESTAURANT BOAT IN BORDEAUX

In July 2014 a new restaurant boat joins the company's flotilla. Like the other boats (*Sorellina*, *Sardane* and *Silnet*), **Sicambre**, too, is named after a racehorse bred and raised on the river bank prairies.



Aiming at developing fluvial tourism in Bordeaux, the boat Sicambre has a maximum seating capacity of **350 places**, thus promoting wine tasting and restaurant cruises. The Sicambre is equipped with professional cooking facilities in which the catering Chef creates menus following the seasons. The restaurant boat proposes lunch and dinner cruises in Bordeaux, guided cruises and wine tasting cruises into the heart of the vineyards by the river. Available for groups and individuals



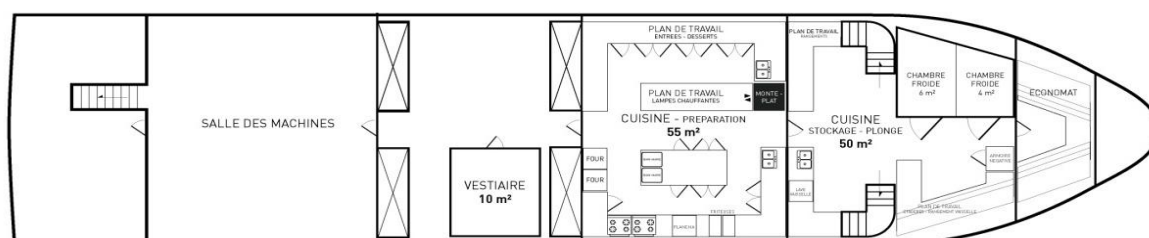
42m long and 8m wide, it is a genuine **reception space** consisting of 2 multipurpose rooms and a terrace deck. Perfect for special events (weddings, anniversaries...) and business events (seminaries, conferences...)



Pont vip



Pont principal



Cale

UPPER DECK (VIP ROOM)

Room (air-conditioned) :

- ✓ Surface : 80 m²
- ✓ Dimensions : 7 m x 12 m

Terrace (covered) :

- ✓ Surface : 50 m²

Terrace (non-covered) :

- ✓ Surface : 100 m²

Capacities :

- ✓ Meals served seated: **70 pax. max**
- ✓ Cocktail meals not seated : **150 pax**

LOWER DECK (MAIN ROOM)

Room (air-conditioned) :

- ✓ Surface : 200 m²
- ✓ Dimensions : 7 m x 28 m
of which 'Salon Bar' 40 m²

Capacities :

- ✓ Meals served seated: **160 pax. Max**
- ✓ Cocktail meals not seated : **200 pax**

BORDEAUX RIVER CRUISE : NEW NAME



New boat, new name. « **Gens d'estuaire** » (*Estuary People*) becomes « **BORDEAUX RIVER CRUISE** » in 2014. The aim is to make our business more visible for national and foreign customers.

The term "Rivière de Bordeaux" (*Bordeaux River*) was used in the Middle Ages to name the Garonne and the Gironde Estuary. *Bordeaux River Cruise* showcases exactly what we do: **river cruises in Bordeaux.**

Moreover, the new graphic chart includes the "vine": a most essential feature of Bordeaux, which we serve to highlight on our cruises. In addition to the stopover on Patiras Island, all our cruises are indeed mainly turned towards the discovery of the various vineyard appellations by the river. Visits of winegrowing estates and wine tastings on board are main attractions, and are indeed very well suited for being the finishing touch to our river excursions.

The new graphic chart is completed by pictograms representing the full set of the company's activities.



Boat 'SICAMBRE'



Boat 'SARDANE'



Speedboat 'SILNET'



The full set of our activities, from wine tasting cruises to meals on board and stopovers at the Refuge de Patiras

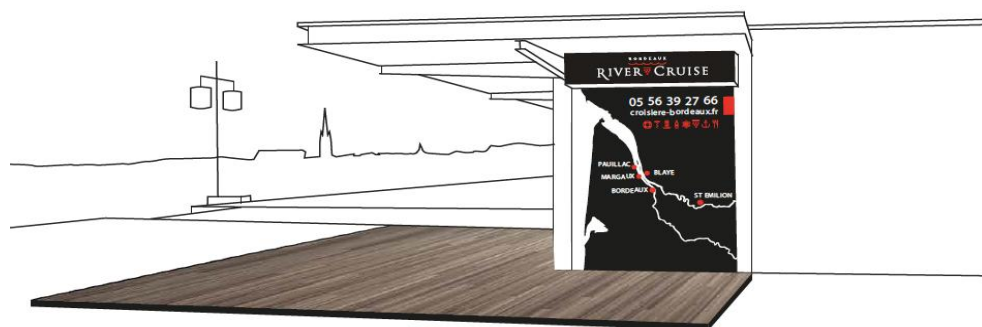
This graphic design is particularly visible in the new version of the website and its English translation, and is an essential asset for introducing our cruises on the international market. Online sales are scheduled to start in April 2014, at which point a German version will also integrate the website.

New website : <http://bordeaux-river-cruise.com/>

INFORMATION DESK- THE KIOSQUE

In May 2014, Bordeaux River Cruise will be visible in the heart of Bordeaux with the opening of a shop promoting and selling the cruises.

The shop is ideally placed on the Quai des Chartrons, facing the Cité Mondiale du Vin (World Center for Wine), and will be welcoming the various groups and visitors before going on board. Our new restaurant boat has anchored only a few yards away, facing the IBÏA CAFE.

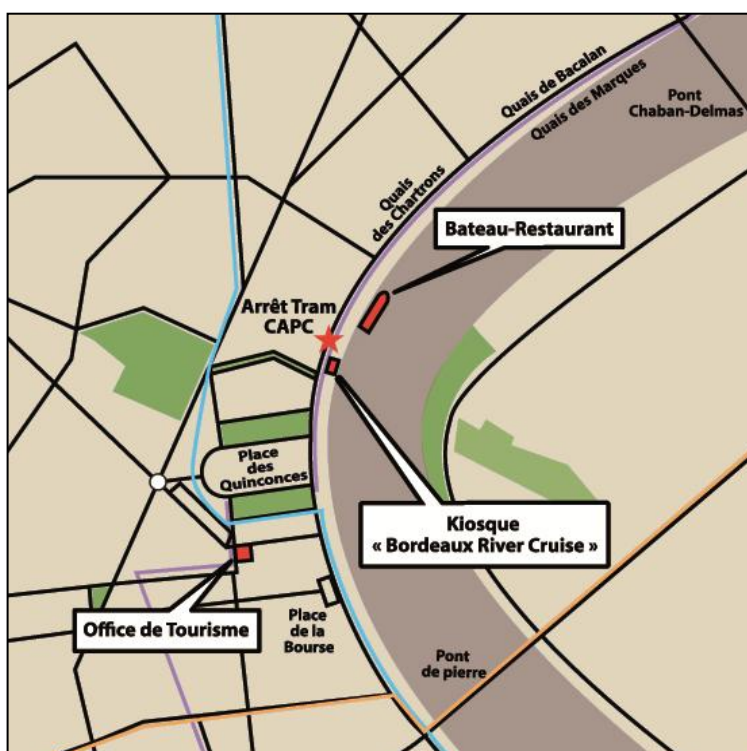


Opening hours

May to October
Monday to Sunday
9am to 1pm, and
2pm to 7pm

Address

Facing n°2 Quai des Chartrons
33000 BORDEAUX



OUR OTHER SERVICES

The Refuge de Patiras



The **Patiras** location is situated at the tip of an island in the heart of the Gironde Estuary facing Pauillac. A landscape of untouched fauna and flora in a mysterious and unique universe welcomes us invitingly, to share a moment of exceptional hospitality.

We are welcomed at the pier. Comfortably made to feel at home in this out-of-this-world location, the guide invites us to climb the breathtakingly steep traditional, marvelously well maintained lighthouse. The manager, Philippe LACOURT, comments the 360° panorama over the Estuary archipelago.

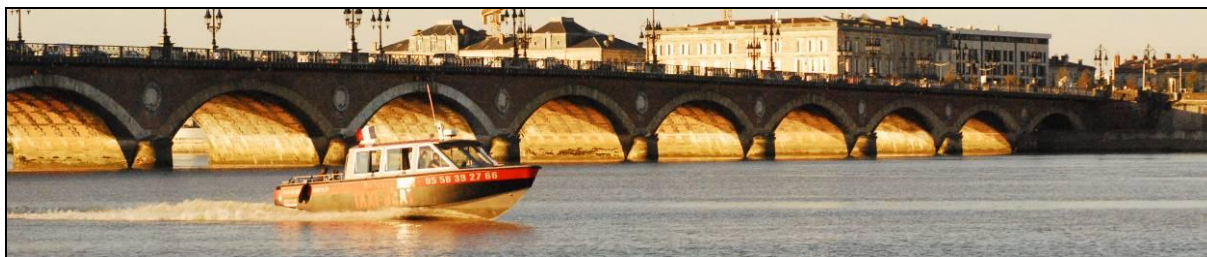
At the foot of the lighthouse lies the **Refuge de Patiras**, a unique venue : a genuine sea cottage. The contemporary building on stilts offers a large glass front opening onto the ever changing Estuary landscapes, inviting the visitor to contemplate.

The catering team



Inspired by the 'fooding' movement, **the caterers of Gens d'Estuaire** have put their personal mark on the concept of continuous and fun savourings. This type of catering, called "finger food", offers the opportunity to savour various dishes, food and drinks using simple wood picks and a glass, choosing according to one's curiosity and appetite the dishes on display. All dishes are prepared on site with local produce, thus showcasing the full range of fresh flavours and typically local cuisine.

Speedboat 'Silnet'



This **speedboat** is made for rapid navigation (35 knots), linking Bordeaux to its most famous vineyards and the Estuary islands in less than an hour. Designed to navigate regardless of the weather conditions, it can moor directly at the foot of the vineyards. Comfort and security are the keywords for this TAXI-BOAT with **12 seated places** inside and outside. Due to its qualities and rapidity, this boat meets the requirements of a particularly demanding clientele. All through the summer we take you to the Patiras and Margaux islands departing from Bordeaux, Blaye and Pauillac to discover the on-site summer program. For family or business events, the speedboat can be rented exclusively for tailor-made navigation: simple transfer or all-day navigation.

Boat 'Sardane'



A **cruise boat** to navigate down the river to the Atlantic Ocean, seating up to **74 passengers**. "Sardane" navigates down the Garonne at the discovery of the Estuary islands. Steel hull, profiled bow : this maritime vessel has what it takes to face the sometimes capricious « Bordeaux River ». A « cosy » salon with 50 seated places inside around a bar area, where wine tastings and apéritif-cocktails are held.

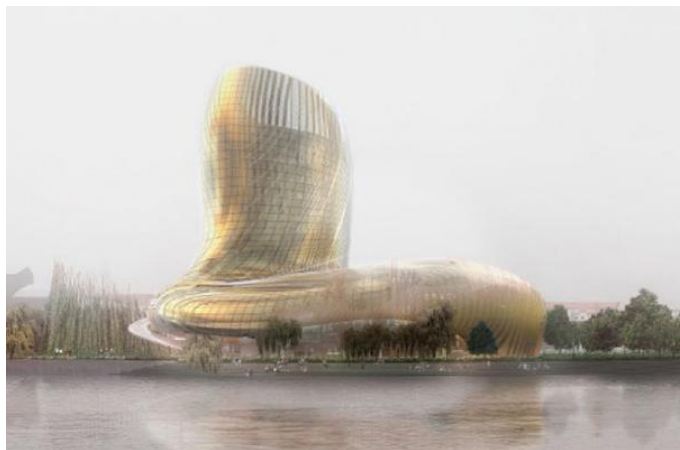
25 places on the outer deck invite you to enjoy the fresh breeze and the sun. The "Sardane" has joined the flotilla in 2012, offering river cruises including wine tastings, themed day-trips aimed at the discovery of the attractions and highlights of the Gironde Estuary between Garonne and Dordogne. It is also well fitted for tailor-made events.

PERSPECTIVES : THE CENTER FOR WINE CIVILISATIONS (LA CITÉ DES CIVILISATIONS DU VIN)

The opening of the **Cité des Civilisations du Vin – Center for Wine Civilisations** scheduled for 2016 claims to make Bordeaux the world capital of wine culture. This unparalleled project aims at transmitting knowledge and know-how in interactive ways, and to give life to new oenological experiences.

"Transmitting the values and heritage of wine, creating a living space, symbol of a territorial identity, dedicated to the wine culture and civilisations."

This platform will enhance the development of wine tourism as a major attraction, and will guide visitors towards the various wine tourism destinations, either by their own means or by proposing boat cruises departing from its own pier. **River shuttles** departing from the Center will take visitors right into the heart of the vineyards in the most unique way.



DEVELOPPING RIVER TOURISM IN BORDEAUX

Despite its rich history of wine trade, Bordeaux had long forsaken "her river". Yet fluvial tourism has brought the river-oriented activities back to life: the rehabilitation of the riverbanks, and the listing of Bordeaux among UNESCO's World Heritage Sites have completely changed and renewed the interest of the citizens of Bordeaux and its visitors for the river, which is now a full-fledged part of the Bordeaux Board of Tourism's yearly assessments. The river is now an asset and an element of quality. After the reorganization and renovation of the riverbanks, the city of Bordeaux has launched the re-conquest of its river and of its unique port and urban heritage. Public policy was among the supporters for the rehabilitation of the urban culture and heritage. The urban project of 1995 has stimulated new life of the Bordeaux waterfront, and helped in the reconciliation of the city and its river, and also of that of the two banks of the Garonne.

The arrival of ocean liners at the « le Port de la Lune » and the establishment of river cruise companies, but also the establishment of river shuttles as means of public transport (batcubs of the TBC network) are proof that the Garonne is still as fascinating as ever.

According to the Mayor of Bordeaux, Mr Alain Juppé, it was necessary to rehabilitate the river and to « re-establish the Port de la Lune as a full-fledged port by bringing back the ships. But in order to achieve this, we must develop a genuine plan to showcase the river, with new piers, new anchorings, new activities".

And, thus supported by the city, the fluvial tourism market is catching up rapidly. In 2012 its evolution was among the most strongly marked developments of the decade.

« The river is a major tool for the development of tourism and business for the city.»

This motto has guided the rehabilitation plans for the river, which were developed in collaboration with the full set of participating institutions, businesses and associations that work daily at making the Port de la Lune more attractive. The outlines fall within the urban project BORDEAUX 2030.

OUR NETWORKS AND PARTNERS

- ✓ Best Of Wine Tourism (CCI de Bordeaux)
- ✓ Atout France
- ✓ Chèque Vacances
- ✓ Bordeaux Convention Bureau



- ✓ Maison du tourisme & du vin de Pauillac
- ✓ Office de tourisme de Bordeaux
- ✓ Office de tourisme de Blaye
- ✓ Office de tourisme de Bourg-en-Gironde
- ✓ Office de tourisme de Sauternes & Graves
- ✓ Comité départemental du tourisme de la Gironde
- ✓ Comité régional du tourisme d'Aquitaine



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