

## Bordeaux continues to climb the ranks of the world's most sustainable destinations and now occupies 6th place.

The **Global Destination Sustainability Index (GDS-Index)**, an international benchmark used to assess the sustainability performance of tourism destinations, has unveiled its 2024 rankings. With an overall score of 83.37%, Bordeaux is the highest-ranking French city on the GDS-Index, climbing to the 6th position worldwide, evidence of the huge strides it has made towards becoming a more responsible tourism and event destination.

A consistently strong performance since it first joined the GDS-Index in 2019.

This new ranking takes Bordeaux one step closer towards establishing itself as a sustainable destination, recognizing its commitment to responsible tourism. During the ceremony, held in Bruges, Belgium, on October 16th, 2024, Bordeaux was awarded **6th place in the Global Destination Sustainability Index (GDS-Index), out of 100 audited global destinations**. The performance was all the more impressive given that, this year, the index used more rigorous evaluation criteria.



**Pierre Hurmic**, Mayor of Bordeaux, expressed the following reaction:

*“This new ranking is both an honour and a source of motivation, inspiring us to continue along this ethical path towards more responsible tourism.*

*It’s the result of a collaborative effort aimed at helping the city adapt to challenges posed by social and environmental changes. I would like to thank the entire industry, ranging from accommodation and activity providers, to restaurateurs, retailers and wine-tourism professionals, who have supported us in meeting these current challenges.”*

The GDS-Index evaluates the **sustainability performance of tourist destinations** and uses this data to rank towns and cities in terms of their contribution to sustainable development, pooling best practices and stimulating cooperation and collaboration. The assessment is based on **77 criteria and concrete evidence relating to environmental and social progress performance, supplier performance and destination management**. This year, new criteria were added, including the implications of carbon emissions and climate change, visitor management, promotion of tourism jobs and inclusion.

**As a result of actions taken by all Bordeaux partners, as part of the city’s responsible tourism strategy, Bordeaux obtained an overall score of 83.37% with recognition of significant progress and noteworthy initiatives across the 4 key performance areas:**

- *Environmental performance*

Bordeaux excelled in this category with a score of 76.87% thanks, in particular, to its efforts to promote and develop **low carbon local tourism** through the website [Un Air de Bordeaux](#), and an initiative from Bordeaux Tourist and Conventions Office, organizing local guided tours and offering **support and assistance** to **event organizers** to help them reduce their environmental impact and leave a positive legacy in the region.

- *Supplier performance*

The score of 82.43% in this key category was largely due to the **financial assistance and advice programme, set up in 2022 by the Bordeaux Tourist and Conventions Office and Bordeaux Métropole**, which helps tourism and event management professionals transition towards more sustainable models. Accommodation and service providers, restaurateurs and agencies: since 2022, 240 companies have benefited from this support which helps guide them through the eco-certification process.

**Christine Bost**, President of Bordeaux Métropole, commented: *“This recognition is a great source of pride as it confirms the appeal and attractiveness of the Bordeaux Metropolitan region. The city has embarked on a responsible tourism strategy that is now paying off; it has, for example, provided tourist accommodation, activity providers and restaurateurs with concrete support, offering financial assistance and guidance during their transition to sustainable practices.”*

By 2025, Bordeaux plans to introduce an award for environmental commitment to help promote eco-certified partners and make the city’s tourism offer clearer and more accessible to the public.

- *Social progress performance*

Bordeaux, was awarded a score of 78.13% in this category, having stepped up the number of **initiatives aimed at providing more inclusive, high-quality tourism for all sectors of society**. Among them is the “Bordeaux Solid’AIR” initiative which seeks to provide local accessible tourist experiences for disadvantaged or vulnerable individuals. Since the start of 2024, 680 people have benefited from the activities offered as part of the programme - a programme which today counts 24 partner companies who offer an increasingly wide range of experiences to community-based organizations and their beneficiaries: guided tours of vineyard châteaux, admission to leisure or cultural sites, family breaks in apart-hotels etc.

- *Destination management performance*

Bordeaux was awarded a score of 92.57% in this category, thanks to the work of the Bordeaux Tourist and Conventions Office, who, together with its stakeholders and communities, seeks to improve the visitor experience while also addressing the needs of the local population. The **participatory approach** adopted by the **“Agora for Tourism in Bordeaux”** is an example of one such initiative. It was set up in 2021 with the aim of building and collectively managing the city’s tourist strategy until 2026 through the involvement of local stakeholders: residents, associations, tourism and event management, elected representatives and representatives from institutions.

**Brigitte Bloch**, President of the Bordeaux Tourist and Conventions Office, expressed the following view: *“With this shared, open model of governance, Bordeaux expresses an even firmer commitment towards sustainable tourism, rewriting the rules of urban tourism and event management and seeking to establish an equitable model that will benefit all. We are delighted that this commitment has been reflected in our GDS-Index ranking.”*

## **A collective initiative between French cities**

Last year, eight French cities (Lyon, Marseille, Paris, Strasbourg, Toulouse, Nantes, Nice and Bordeaux) established their own collaborative working group, based around the GDS-Index, aiming to make France a more responsible tourism and event destination. Through its collaborative efforts, the group seeks to establish closer working relationships, share best practices, relevant training and projects.

**All the results: [www.gds.earth/](http://www.gds.earth/)**

*Press contact Bordeaux Tourist and Conventions Office:*

*Alaïs PERRET: [a.perret@bordeaux-tourisme.com](mailto:a.perret@bordeaux-tourisme.com)*

*Tel. : +33 (0)5 56 00 66 15 - +33 (0)7 64 80 15 69*