

## 4.4.2 Communal infrastructures

### 4.4.2.1 A wine tasting pass; Bordeaux

**As the 4th most-visited museum outside of central Paris**, La Cité du Vin is a unique place, revealing all the cultural wealth and diversity found in wine. Using a “tour companion”, set off on an immersive, multi-sensory journey all around the world. To promote the site locally and turn residents into ambassadors, the entry fee has been reduced for the whole summer for Bordeaux residents. The largest wine tourism event in Europe is organised by the Bordeaux Tourist Office. The success of this operation is built upon the Tasting Pass, an RFID card which allows attendees to enjoy 12 tastings from the 80 different appellations present on-site at pop-up wine bars along the waterfront. The pass also includes entry to an ‘initiation to tasting’ workshop at the Bordeaux Wine School, all providing an opportunity to discover the diversity found among Bordeaux wines.

Find out more at: <https://www.bordeaux-wine-festival.com/wine/tasting-pass/users-guide.html>



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