



ÆLYSIUM

LUXURY WINE LIFE

Ælysium, the new luxury wine tourism brand, launches

Thursday 23 March, Cité du Vin, Bordeaux: Before an audience of wine and tourism professionals, Arnaud Krzyzaniak launched his Ælysium concept, a holistic solution which puts the visitor at the heart of a premium, and timeless, wine tourism experience. An experience which starts in the physical world, and continues in the digital space.

In a world undergoing radical change, the boundaries of conventions are shifting. The need to reinvent oneself and find new avenues to explore has never been so relevant. Ælysium has been designed to structure the proposition and provide an inclusive, quality network for wine and tourism stakeholders.

Ælysium paves the way for a holistic, sustainable and phygital future for wine tourism. Holistic because it promotes collaboration between stakeholders, sustainable for their commitments and social and environmental responsibilities, and phygital because its marketplace offers continuation through a technological community.



“ There was a need to create a trustworthy space, one that could centralise demand and guarantee a quality service. Ælysium is all-set to radically transform the world of quality wine tourism by lending it structure. ”

Arnaud Krzyzaniak

The start-up is proving popular with industry members and its development is being expedited through support from institutional organisations (Bernard Magrez Start-Up Win and Le Village by CA), endorsements (official supplier of Sources de Caudalie, 5-star hotels, admission into the ILTM and Duco, dedicated contracts with properties...) and the backing of influential personalities. They include television and radio presenter Stéphane Bern who made a point of stressing his attendance at the launch conference by taking the floor on camera:

“ [...] New solutions need to emerge in order to extend the reach of our lifestyle across the globe, which is why Ælysium appealed to me. Its mission combines heritage and the French approach to service that we take great pride in. It also adds a technological touch that is essential for maintaining the ties woven beyond the visits to our estates, irrespective of their prestige. Ælysium embodies history in the making! [...] ”

Stéphane Bern

To produce and certify the Œlysium experience – guaranteeing the highest level of customer satisfaction – the system uses its own dedicated quality seal, the Gold Leaf Network

The Gold Leaf Network is a wine tourism network which certifies the excellence of its services, guaranteeing outstanding wine tourism stays across all the French wine regions.

It embodies the triangular relationship between the three key stakeholders of a successful wine tourism visit.

First of all, the wineries and exceptional cellars. Through the relationship of trust established over many years with wineries, unique wine tours can be curated by opening the doors to prestigious properties and offering stays off the well-trodden path.

Next come the influential players that are the hotel concierge services and the prestige travel agencies. In his speech, Dimitri Ruiz, chairman of the Clés d'Or France, said:

“ *I am delighted to be here tonight to represent the National Hotel Concierge Organisation, an association founded in 1929 which is now global with 4,000 members across the most beautiful locations in the world. The work we do every day is at the crux of a bespoke service. Often, we are required to work miracles, fast. The Gold Leaf Network will enable us to open up new possibilities.* ”

The third link in the chain is the Wine Ambassadors who accompany customers at every step of their visit. They are located across France and have an in-depth knowledge of their wine region, the wineries and their anecdotes. They are exemplary guides who are selected and certified.

“ *Hotels and restaurants have their stars and we have our gold leaves. From now on, a wine tourism experience will also come with a quality standard and the guarantee of authentic experiences, along with the chance to establish a timeless relationship,* ”

concluded Arnaud Krzyzaniak.



Dimitri Ruiz



The Wine Ambassadors



Arnaud Krzyzaniak

