

# PRESS KIT



## **ATOUT FRANCE**

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## EDITORIAL

Dear friends,

It is once again time for our annual Destination France event, made possible by our partner, Air France. This series of events allows us to come and meet the press, as well as tourism professionals from all over the country. It also gives us the opportunity to let them know about our innovations and to encourage them to offer France to their customers, as you do, to your audiences. Thank you for being with us. Your loyalty means a lot and we hope that you will find inspirations in this document for your future reports.

Once more this year, we celebrate the many qualities of the France destination, focusing on the state of mind associated to it: *joie de vivre*! This theme seemed a natural choice, for the *joie de vivre* represents, to us, what France is all about. It is filled with beautiful things and has a way of expressing this *joie de vivre* loud and clear. Many songs, feature films, novels, painted works and sculptures can attest this thought.

And the French *art de vivre* comes directly from this state of mind whose values are almost contagious! For example:

- Hospitality
- Sharing
- Curiosity
- The pleasure of discussing
- Appreciating the present moment
- Omnipresent humor

This *art de vivre* is also revealed in many aspects:

- The beauty and diversity of landscapes
- The variety of leisure activities
- The importance of architecture, the desire to surround oneself with beautiful things
- The strength of the arts
- Gastronomy, taste of fresh produce, attachment to the *terroir*
- Fashion
- The profusion of events of all kinds

Before telling you more specifically about the new developments that will be announced in 2017, let us underline the exceptional diversity of the French tourist offer, with its range of destinations and activities, which are always ready to dazzle and seduce us.

Canadians are loyal to France and travel there every year in large numbers – over 1 million Canadians traveled to France in 2015. They come to meet the people but also, to visit the monuments or taste the gastronomy. This edition of Destination France is inspired by *joie de vivre*, moments « à la française », atmospheres inspired by cafe terraces, family meals or memorable stays.

We wish you a pleasant read and we invite you to meet or contact our partners, who each have their suggestions to make your stay in France a memorable one.

## DESTINATIONS AND ACCOMODATIONS

### Chenonceau, the French château

[www.chenonceau.com/index.php/en](http://www.chenonceau.com/index.php/en)

**French Renaissance Masterpiece, Inspired by the Ponte Vecchio's unique architecture, admirable collections, elegant gardens, refined castle, Renowned worldwide, VIP exclusive services, Gourmet restaurant, Michelin-starred Chef...**

The monument houses an **admirable collection** of tapestries, paintings and furniture by the great European masters: Murillo, Tintoretto, Poussin, Correggio, Rubens, Primaticcio, Van Loo, Clouet...

**The new Medici Gallery** invites our «guests for a day» to broaden their knowledge of the history of Chenonceau. A retrospective dedicated to six remarkable Ladies who watched over the destiny of this very unusual château...

**The Galerie des Dômes** (Dômes Gallery), focussing on the contemporary history of the Château de Chenonceau, especially when it was a military hospital, from 1914 to 1918.

**The Galerie des Attelages** (Carriage Gallery), superb stable in the 16th century farm, displays a rare collection of horse-drawn vehicles.

The sight of Chenonceau evokes the idea of a perfect harmony between nature, composed of water, air and greenery, and a unique architecture, renowned worldwide. Its **gardens**, devised by Catherine de Medici and Diane de Poitiers, emphasise the elegance of the landscape.

**The wonderful bouquets** arranged in each room are created in the floral workshop, situated in the 16th century farm courtyard. The florists have the pick of the floral kitchen garden. In the summer, the gardens can also be visited at night, when they are illuminated. Every day, during July and August.

The floral kitchen garden provides more than a hundred varieties of “cut” flowers, chosen to decorate the château's different bedrooms and rooms. The floral workshop in the courtyard of the farm, a superb collection of 16th century buildings, opens its doors to visitors who wish to see it. There, the florists create sublime bouquets, with different themes for each season, and particularly for the end of year celebrations... Majestic Christmas trees and decorations in traditional colours add a touch of beauty to each of the rooms.

The Ponte Vecchio directly inspired the Renaissance work of art that is Chenonceau. Thanks to the **leading role played by the “Ladies”**... Catherine de Medici's and Diane de Poitiers' gardens represent an ideal vegetal architecture, of infinite grace. From the Jardin Vert (Green Garden) to the Italian maze... Here the gardens are the earthly incarnation of a dreamed of paradise Chenonceau, seasonal events. These traditional and family celebrations inspire the floral workshop to create new displays every year.

### Chenonceau, wine cellar of the domes

Discovering a culture, a history, a patrimony only has value if it can be shared. Here, the quest for quality never ceases. The new AOC Touraine-Chenonceau offers us a perfect blend, a heartfelt alchemy, between the land and an exceptional château. And gives us, today, between know-how and passion... the “taste of the place”.

### Chenonceau Restaurants

The château's restaurants are open every day from mid-March to mid-November. With a capacity to seat 300 people for a lunch or buffet, **the gastronomic restaurant l'Orangerie** (The Orangery), welcomes visitors in a large comfortable dining room in front of the Jardin Vert (green garden), designed by Bernard Palissy. Experience a moment of sheer delight enjoying gourmet recipes, of the new Michelin-starred Chef. L'Orangerie can also be booked for prestigious **private receptions, VIP exclusive services**, meetings or family events and seminars. The Tea Room is open every day from 3pm to 5pm. For a quick lunch, the Self Service, situated in the Bâtiment des Dômes (Domes Building), has a shaded terrace and a large dining room.



## Château Royal d'Amboise

[www.chateau-amboise.com/en/](http://www.chateau-amboise.com/en/)

### The royal château of Amboise, a must-visit icon of French history

This medieval fortress made way for a royal residence during the reigns of King Charles VIII and François I (late 15th – early 16th century). The Court and numerous men and women of letters and European artists stayed at Amboise on the sovereigns' invitation, as did Leonardo da Vinci, for example, whose tomb is placed today in the chateau's chapel. This renowned site for French history has an exceptional collection of Gothic and Renaissance furniture, a reference of the artistic finery in the first French Renaissance. After a visit of the Royal apartments and the imposing horsemen's tower, the visit is prolonged by a stroll in the magnificent panoramic gardens overlooking the Loire river.

### NEWS

**Lighting the château:** The recently-launched lighting of the château's North ramparts is the new visual signature of the historic city of Amboise. This groundbreaking development showcases the monument's chiselled architecture and brings the façade to life in different ways according to the time of year.

**The Services +:** Enjoyplaces and live special moments through Services +.

**History in the digital area:** starting in May 2017, a new interactive video area and innovative guided visits



### EVENTS

- May 2017: **Naples Garden, a rediscovered garden.**
- July & August, every Wednesday and Saturday:  
The **new historical show "The prophecy of Amboise"** - 2nd edition. The set designer and video maker Damien Fontaine, a prizewinner on 4 occasions at the Lyon Fêtes des Lumières (Festival of Lights), has created the new historical evening show with a costumed cast of 250.
- From 10<sup>th</sup> to 25<sup>th</sup> June : **Avanti la Musica Festival**
- 22<sup>nd</sup> & 23<sup>rd</sup> July : **Such Royal Days**
- From 5<sup>th</sup> to 20<sup>th</sup> August : « **Music in the time of the kings** » Festival
- From 3<sup>rd</sup> December 2017 to 8<sup>th</sup> January 2018 : « **Christmas through the centuries** »

### 2017 THEMES

- **Celebration of 500 years since Leonardo da Vinci's time in Amboise. 2017, 2<sup>nd</sup> Leonardo season: homage to a universal genius.**
- « **The gardens draw from the landscape** » : Creation of a new garden



## Marseille, Arles, Aix... en Provence

[www.flyprovence.com/en/](http://www.flyprovence.com/en/)

### 3 DESTINATIONS IN 1

The association **Fly Provence** brings together the Marseille Provence airport, the tourist offices of Marseille, Arles and Aix-en-Provence. The objective of this association is to promote the tourist destination by enhancing its air accessibility, its accommodation offer, its tourist and cultural products.

Each of the 3 cities has its own character and is surrounded by specific landscapes. These 3 destinations are complementary in being very close and represent a true concentrate of the Art of living in Provence. Discover the heritage and its monuments registered in UNESCO, vineyards and gastronomy, markets and the Mediterranean sea under an exceptional climate with 300 days of sunshine a year.

#### Direct flights

2 airlines have direct flights from Montreal to Marseille:

- Air Transat: up to 5 times a week from April to October
- Air Canada rouge: 3 times a week from June to October – **New**



#### MARSEILLE [www.marseille-tourisme.com/en/](http://www.marseille-tourisme.com/en/)

Marseille, the attractive city boasting a renovated, animated marina, the Mucem, or La Cité radieuse by Le Corbusier, UNESCO World Heritage. An exhilarating destination, where you can enjoy sea and nature a few kilometers away from the city center, in the magnificent national park of Calanques.

#### European Sport Capital 2017:

- Run in Marseille Marathon (March 19) - [www.runinmarseille.com/us](http://www.runinmarseille.com/us)
- Windsurf World Cup (April 10 to 16)
- International Ice Hockey tournament (April 15 to 17)
- Semi-finals Rugby top 14 (May 26 & 27)
- Marseille World Pétanque championship (July 2 to 7)
- Tour de France cycling competition (July 22 – trial time)
- Night of the Champions – Combat sports (November 25) - <http://ndcboxing.com/index.php/accueil>

#### Festivals

- Acontraluz (beach electro festival in July)
- Festival Jazz des cinq continents (July)
- Fiesta des suds (world music in October)
- Marsatac (electro in June)

#### Arts

- **La Cité Radieuse of the architect Le Corbusier** has been classified to UNESCO since July 2016
- **MUCEM** (Musée national des Civilisations de l'Europe et de la Méditerranée) - [www.mucem.org/en/](http://www.mucem.org/en/)

#### Activities

- National Park of the Calanques: Diving, hiking, boat, sailing, snorkelling, kayaking, climbing, cruises. The Château d'If on the island made famous by Alexandre Dumas' novel: The Count of Monte Cristo.

#### New accommodations

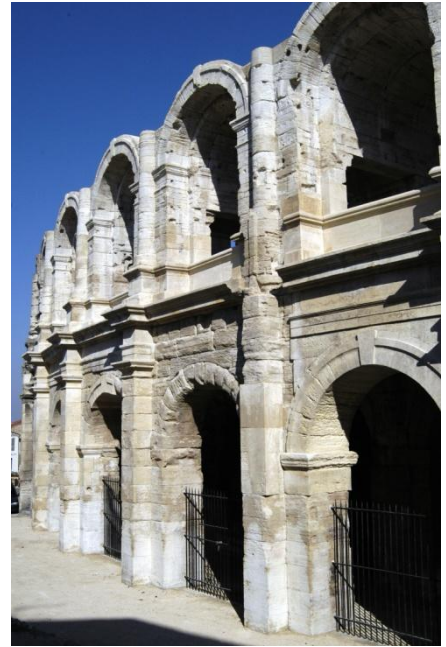
- 1<sup>st</sup> urban village Club du Soleil: opening in spring 2017 - [www.villagesclubsdusoleil.com/](http://www.villagesclubsdusoleil.com/)
- AC Marriott 4\* : open since January 2016
- Staycity Aparthotels Marseille Center Old Port - [www.staycity.com/marseille/vieux-port/](http://www.staycity.com/marseille/vieux-port/)

## ARLES

<http://www.arlestourisme.com/en/>

**Arles is the capital of the Camargue.** Inscribed on the UNESCO World Heritage List, Arles is the city that has the most Roman monuments after Rome. It is also known as the city of the painter Van Gogh.

- Fête des Gardians and election of the 23<sup>rd</sup> Queen of Arles – May 1<sup>st</sup>
- Alice Neel, peintre de la vie moderne et Calme et exaltation, Van Gogh in Bühle's collection - Fondation Vincent Van Gogh
- Jacques Réattu, le rêve d'un artiste - Mid-September 2017 to 2018
- Le luxe dans l'antiquité at the musée départemental de l'Arles antique -2017, June 30 to 2018, January 22
- Reopening of the Hotel d'Arlatan - 2018
- Opening of the Foundation LUMA Arles – 1<sup>st</sup> semester 2018



## AIX-EN-PROVENCE

[www.aixenprovencetourism.com/en](http://www.aixenprovencetourism.com/en)

**Aix-en-Provence, the city of Cézanne and Mountain Sainte-Victoire above the surroundings vineyards**

In the light of a privileged climate, it is a city of elegance revealed through the lively streets and squares. History is here the scene of a daily newspaper where you combine the pleasures of shopping and the nobility of heritage, the happiness of a terrace and architectural beauties, strolling in the city and Baroque wonders.

### Exhibitions

- **Marilyn Monroe, I wanna be loved by you**  
2016 October 22 to 2017, May 1<sup>st</sup>  
Hôtel de Caumont Art Center  
[www.caumont-centredart.com](http://www.caumont-centredart.com)
- **Alfred Sisley, Maître de l'Impressionnisme**  
June 10 to October 8 - Hôtel de Caumont Art Center  
[www.caumont-centredart.com](http://www.caumont-centredart.com)
- **Passion de l'Art - Galerie Jeanne Bucher Jaeger 1925 / 2017**  
June 3 to September 24 - Musée Granet  
[www.museegranet-aixenprovence.fr](http://www.museegranet-aixenprovence.fr)



### Events

- **Les Rencontres du 9e Art Festival de bande dessinée et autres Arts associés**  
14<sup>th</sup> Edition – April 1<sup>st</sup> to May 21 - [www.bd-aix.com](http://www.bd-aix.com)
- **Easter Festival** – 5<sup>th</sup> Edition – March 10 to April 23 - [www.festivalpaques.com](http://www.festivalpaques.com)
- **Vivre Côté Sud** – 19<sup>th</sup> Edition – June 2 to 5 – Decoration Tradeshow in the spirit of the magazine *Maisons Côté Sud* - [www.vivrecotesud.fr](http://www.vivrecotesud.fr)
- **Le Festival d'Aix** – 69<sup>th</sup> Edition – July 3 to 22 - The Opera and Classical Music Festival, founded in 1948, is one of the major European opera festivals - [www.festival-aix.com](http://www.festival-aix.com)
- **Festival international de Piano** – 37<sup>th</sup> Edition – July 21 to August 17 - [www.festival-piano.com](http://www.festival-piano.com)





## Hôtel Scribe Paris\*\*\*\*\* managed by Sofitel

1 rue Scribe - 75009 PARIS

Tél. : (+33)1 44 71 24 24

[www.sofitel.com](http://www.sofitel.com)

## HOTEL SCRIBE PARIS

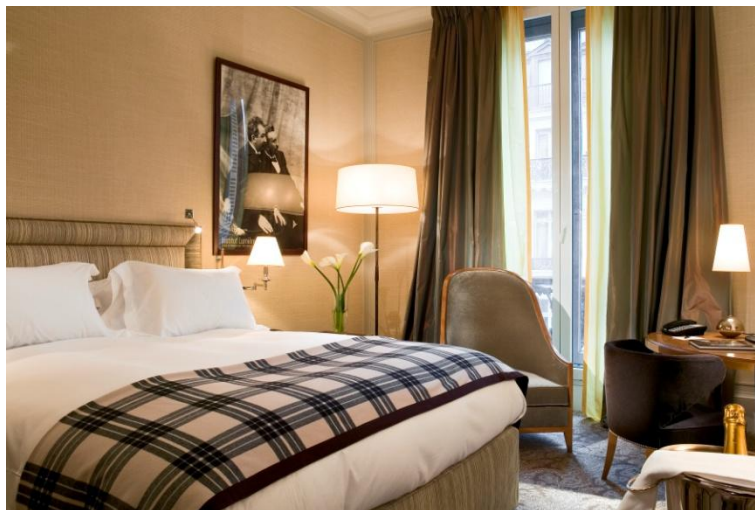
Managed by SOFITEL

**This 5-star luxury hotel combines a prestigious history with splendid architecture with contemporary design.**

Ideally located between Paris Opera and Place Vendôme, Hôtel Scribe Paris is a legend in the heart of Paris. Built in 1860, former headquarters of the aristocratic Jockey Club and the birthplace of cinema in 1895, Hôtel Scribe personifies the modern, luxurious, Parisian spirit of this place.

Joséphine Baker and many other renowned visitors have enjoyed the luxurious suites.

It was here that chef Sébastien Crison obtained his first Michelin star for his blend of French gastronomy and creativity.



## Montpellier – Méditerranée

[www.montpellier-france.com](http://www.montpellier-france.com)

### LAND OF THE SOUTH, AUTHENTIC DESTINATION OF CHARACTER

3 hours away from Barcelona and Paris, 11 km only from the Mediterranean, Montpellier Méditerranée Métropole will surprise you! Montpellier is a city with medieval origins, whose streets, the Place de la Comédie, the Faculty of Medicine, and the Peyrou royal square, attract visitors from all over the world. Montpellier opens the field of possibilities, whether one is in search of discoveries, pleasures, flavors or simply good times to live and share. Discover a "new" territory in the heart of Occitania, the Mediterranean Sea, the vineyards and the Languedoc heritage. Meet the resolutely southern spirit of Montpellier Méditerranée Métropole.. Come and experience the magic, the treasures of a vibrant city, both medieval and innovative.

### 2017 FAVORITES

#### A circular tram line to discover the rich heritage of the heart of the city

The line 4 of the tramway, designed by Christian Lacroix, makes it possible to move in Montpellier (admittedly), but also to make a journey back in time! Embark on the 1<sup>st</sup> circular line of France and open your eyes: Faculty of Medicine, Place Royale du Peyrou, Arc de Triomphe, Palais de Justice, Chapel Saint Charles, Garden plants ...

In a few minutes, the must-see heritage History scroll through your eyes. **Our recommendation:** Wait until nightfall to discover these historic buildings with a new eye by lighting up all the way.



This new stretch is also the extension of the pedestrian area and therefore, even more reasons to stroll through the alleys of the historic center whether it be for shopping or just for a drink!

### THIRST FOR CULTURE

Montpellier is effervescent thanks to its young residents, its Mediterranean lifestyle but also its rich and diversified culture. A never ending program of international festivals and plenty of free shows for everyone!

L'Opéra Comédie, l'Agora Cité Internationale de la Danse, le musée Fabre Montpellier Méditerranée Métropole ou la Panacée – Centre de culture contemporaine... And soon a **new international center of contemporary art the «MoCo»**, Montpellier is full of places to visit, exhibitions and concerts!

Culture is found everywhere in Montpellier. Open your eyes, raise your nose, Montpellier is a life-size gallery for street art artists who color the city while respecting the heritage.

### 2017 IMPORTANT EVENTS

- May 24 to 28 – **FISE** – 20<sup>th</sup> anniversary of the International Extreme Sports Festival
- June 2 to 5 - **Festikite**
- End of June / Beginning of July - **International Festival Montpellier Dance**
- July 1<sup>st</sup> / November 5 – « **Francis Bacon - Bruce Nauman, face à face** » - Musée Fabre
- July / August - **Les Estivales (The Estivales)**
- July 10 to 28 - **Festival Radio France and Montpellier Occitanie**
- End of September / Beginning of October - **The Internationals of Guitar**
- October 20 to 28 – **Cinemed** - International Festival of Mediterranean Cinema.



## Oceania Hotels

[www.oceaniahotels.com/](http://www.oceaniahotels.com/)

The proximity, the responsiveness of our teams and the permanent will to develop an innovative hotel with quality equipment are characteristic of Oceania Hotels.

From Brest to Marseille via Paris, we always find the same dynamism and the same welcome in all establishments: 28 hotels spread all over France and located in unmissable places. Two types of hotels:

### **OCEANIA : hotels 4\***

Contemporary style, large spaces, tailor-made design, top-of-the-range amenities, swimming pool, Spa...

### **ESCALE OCEANIA : hotels 3\***

A very good value for money. Comfortable rooms, friendly atmosphere, easy access.



Thanks to the reservations center, the customers do business with one contact person for all these reservations.

## NOVELTIES

### **Hotel Oceania L'Univers\*\*\*\* Tours**

5 Boulevard Heurteloup - 37000 Tours

Tél.: 02 47 05 37 12

[oceania.tours@oceaniahotels.com](mailto:oceania.tours@oceaniahotels.com)

In only 5 months of renovation, the hotel has written a new page in its history by creating a wellness area in the heart of its hotel. The entire property has been redesigned by revisiting its circulation space, the decoration of the restaurant, the bar, the halls, the reception and the bar.



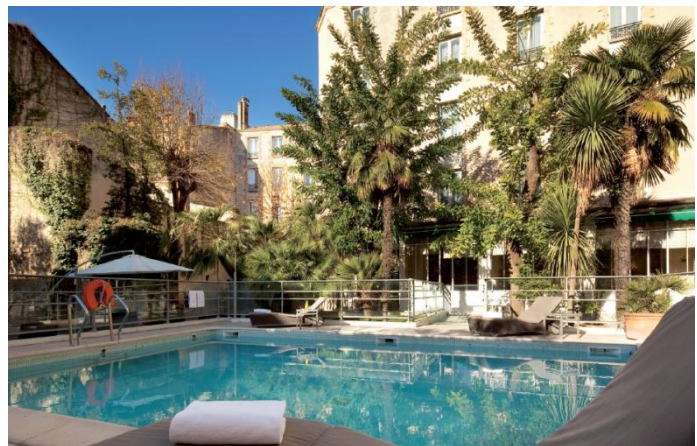
### **Hotel Oceania le Metropole\*\*\*\* Montpellier**

3 rue Clos René - 34000 Montpellier

Tél.: 04 67 12 32 32

[oceania.montpellier@oceaniahotels.com](mailto:oceania.montpellier@oceaniahotels.com)

Just a stone's throw from the famous Place de la Comédie, in the heart of the city, after a year of complete renovation, this prestigious hotel reopened in January. An art deco touch in a 19<sup>th</sup> century hotel and we are plunged back into the time when the pleasure of living was the key word.



## TOUR OPERATORS

### Boutique Escapes

[www.boutiqueescapes.com/](http://www.boutiqueescapes.com/)

**Boutique Escapes is the travel agent's travel agent and is your one-stop shop for France. We customize each request based on client needs along with our expertise of France.**

We are obsessed with France and visit 2 – 3 times a year inspecting hotels, continually taking new tours, seeking out the best restaurants and cafes and finding that perfect soufflé restaurant for your clients. We focus on the details – why not an evening Eiffel Tower tour...a tour where you rub shoulders with Notre Dame's gargoyles, a fabulous day to the small towns of Provence, a wine tasting in Bordeaux, or a pilgrimage to Juno Beach. We have you covered!



For Team Boutique, simply wandering small corners of cities and towns to find an amazing chocolate shop or cheese shop is part of our job. Yes, it's all about food and wine in this sightseeing rich country! We'll even make restaurant suggestions and reservations for your clients, noting them on their custom itinerary.

Finally, our 24/7 mobile numbers are given to every client booking...your client's contact is direct with us, not a 3<sup>rd</sup> party booking agency.

Contact Boutique Escapes for your next quote at no obligation and let us introduce you to our philosophy of travel.





## Tours Chanteclerc – Island Dreams

[www.tourschanteclerc.com](http://www.tourschanteclerc.com)

For the past 47 years Tours Chanteclerc has offered the world to its clientele and has maintained its theme of quality with its products and services in the province of Quebec. In 2016, Tours Chanteclerc has launched a new division for our English speaking clients across Canada, *Island Dreams by Tours Chanteclerc*. We offer a wide range of hotel and cruising packages in French Polynesia. We also have a ski division, *Tours Altitude*, which can offer ski packages in the French Alps.



With more than fifty permanent employees, Island Dreams by Tours Chanteclerc offers a wide range of hotel packages in French Polynesia as well as cruising in the magnificent destination. Our ski division offers groups and individuals packages in French Alps.



### NOVELTIES

A few months ago, Island Dreams by Tours Chanteclerc launched a brochure, *Tahiti & her Islands*, and distributed it in Ontario and Maritimes provinces. In the next few months, we will also have a virtual brochure of 68 pages on our website with all packages available in our “Îles de rêve” brochure; translate for our English speaking clients across Canada.



## Transat

<https://www.transat.com>

**A specialist in holiday travel, Transat Tours Canada (TTC) develops and commercializes a vast array of products, including beach vacations, guided tours and cruise packages, under the Transat and Air Transat brands.** TTC is a business unit of Transat A.T. Inc., a leading integrated international tourism company active in air transportation, accommodation, travel packaging and distribution. Transat celebrates its 30th anniversary in 2017.

Transat was recently named **best tour operator** for the third consecutive year at the 17th annual Agents' Choice Awards, organized by Canadian Travel Press, Travel Courier and TravelPress.com. Air Transat was also voted **Best North American Leisure Airline** at the Skytrax annual World Airline Awards in July 2016, in addition to placing third among **the top customer-oriented airlines**, according to a recent survey carried out by *Protégez-Vous* among Quebec consumers. Committed to the sustainable development of the tourism industry, Transat is involved in several corporate responsibility initiatives and has been awarded Travelife Partner status

### NOVELTIES

For 2017 summer season, Air Transat reinforces its offer to France, a key market where it has been present for nearly 30 years, with a wide variety of cities accessible several times a week by direct flight. Bordeaux, Lyon, Marseille, Toulouse, Nice and Nantes will be serviced by Airbus A-330 aircraft next spring, allowing travelers to enjoy a personalized in-flight entertainment system with touch screens, and an optimal flight experience thanks to the attentive service of the crew. In addition, with the multi-destination option, it is possible to land in a European city and take off from another one at no additional cost. A simple and affordable way to discover even more destinations with every trip.

Air Transat's expanded program on France also includes **an increase in the frequency of flights on the popular Montreal- Paris route** (one more flight for a total of 14 direct flights per week) as well as between Montreal and Marseille (One more flight for a total of five direct flights per week), the ideal gateway for a stay in Provence.



### EVENTS

Transat A.T. Inc., one of the largest integrated tourism companies in the world and the leader in Canada's holiday travel industry, is celebrating its 30th anniversary this year. In order to highlight the journey and celebrate the future, the company reserves surprises and special activities for vacationer, its partners, including travel agencies, and its 5,000 employees in North America and Europe.



## OVERSEAS TERRITORIES

### Saint Martin

[www.stmartinland.org/](http://www.stmartinland.org/)

**Saint Martin is a Franco-Dutch island with turquoise waters offering 70 km of coastline, surrounded by the Atlantic Ocean and the Caribbean Sea.** She possesses an identity of its own that ensures a total change of scenery and makes it the sunshine destination.

True paradise for beach lovers, Saint Martin is also full of natural and cultural riches. It attracts visitors with its warm welcome, gastronomy and lively nightlife (casinos, nightclubs and concerts). It is also renowned for being the only truly duty-free shopping place in the Caribbean.

Saint Martin allows everyone to find their little corner of paradise where it is good to bathe, sunbathe, play sports or simply rest. Underwater beauties can be explored with a simple mask and a snorkel.

If they are not the only ones, nautical activities predominate among all those that are proposed on the island: surfing, windsurfing, jet-skiing, jet skiing, kitesurfing, water skiing, kayaking, sailing or big-game fishing wholesale. All those who are looking for discovery or in search of the extreme will find their happiness!

Gastronomy is one of the jewels of the island. Mixed, it is a subtle blend of traditional and innovative flavors.

### EVENTS

**Les Mardis de Grand-Case** – January 17 to April 4 – Local crafts, Gastronomy, and music – [www.lesmardisdegrandcase.com/fr/](http://www.lesmardisdegrandcase.com/fr/)

**International Women's Tennis Tournament** – January 13 to 19

**Black History Month** – February

**Carnival of Saint-Martin** – February 4 to March 1<sup>st</sup>  
[www.facebook.com/stmartincarnival/](http://www.facebook.com/stmartincarnival/)

**SXM Festival** – March 15 to 19– 2<sup>nd</sup> Edition of the largest electronic music festival in the Caribbean – [sxmfestival.com/](http://sxmfestival.com/)

**37<sup>th</sup> edition of the Heineken Regatta** – March 2 to 5 – The biggest names in sailing compete for amateurs – [www.heinekenregatta.com](http://www.heinekenregatta.com)

**"Fish Day" / Cul de Sac** – May 7

**Celebration of the abolition of slavery** – May 28

**Sea celebration** – June 3 to 4 – [www.metimer.fr/](http://www.metimer.fr/)

**The Billfish Tournament** – June 21 to 24 – The most important Caribbean fishing tournament

**Inter-Island bodybuilding fitness & physique championship** – June 30 to July 1<sup>st</sup>

**A Pan Revolution** – July 1<sup>st</sup>– 10<sup>th</sup> edition of the *Steel pan* concert by our legendary group the Gunslingers

**Grand-Case village celebration and Victor Schoelcher celebration**, an abolitionist of slavery – July 21

**Sandy-Ground village celebration** – August 15 – Entertainment and tasting of local dishes

**SXM Bike Fest** – Nov – More than 200 bikers (Harley Davidson) from all over the world will scroll on the island

**St. Martin's Day** – November 11 - Date of the discovery of the island in 1493

**The House of Christmas** – November 24 - The Santa Claus house is open throughout the month at Cripple Gate



## REGIONS AND DEPARTMENTS

### Normandy – Cluster D-Day

[en.normandie-tourisme.fr](http://en.normandie-tourisme.fr)

Every year since 2007, the D-Day Festival Normandy offers a program of festive events as part of the anniversary of the Allied landing in Normandy on June 6, 1944. In 2017, for the 11th D-Day Festival, Of the landing beaches unite again and offer a complete program throughout their territory: Bay of Cotentin, Isigny-Grandcamp-Intercom, Omaha Beach, Bayeux Intercom, BSM Tourism, Terres de Nacre, Caen, Ouistreham Riva-Bella and Cabalor.

**From May 21 to June 11, come celebrate the freedom found!**

#### EVENTS

##### Saturday, May 27

International March for Peace - Vindefontaine - Sainte-Mère-Église - 10 am to 5 pm.

##### Friday, June 2

- Historical airdrops - Carentan – 2:30 pm
- Liberation celebration - Sainte-Marie-du-Mont - Liberation celebration musical ambiance from the 40's

##### June 2 to 6

International Film Festival of the « Second World War » Normandy 2017 - Utah Beach, Sainte-Marie-du-Mont  
[www.wwiifoundation.org/filmfest/](http://www.wwiifoundation.org/filmfest/)

##### Saturday, June 3

- Sainte-Mère-Église à l'heure américaine – Noon to 11:00 pm
- Night Tour of Juno Beach Center – Courseulles-sur-Mer – 7:00 pm to 11:00 pm
- 13<sup>th</sup> giant picnic of Omaha Beach – Saint-Laurent-sur-Mer – Front de mer – 19h30 à 23h

##### Sunday, June 4

- Sainte-Mère-L'Église celebrates his release - Sainte-Mère-Église – All day
- Parachutages historiques et militaires – La fière/ Sainte-Mère-Église/picauville/Amfreville – 11:00 am to 5:00 pm

##### Monday, June 5

- Picnic Normandy Day - Sainte-Mère-Église – Noon
- Memory path – Guided hiking – 8 km – Amfreville – Utah beach – 2:30 pm
- Concert by the choir of the 82<sup>nd</sup> Airborne - Sainte-Mère-Église – 3:45 pm

##### Tuesday, June 6

Concert for Peace - Sainte-Mère-Église – 8:30 pm

##### Wednesday, June 7

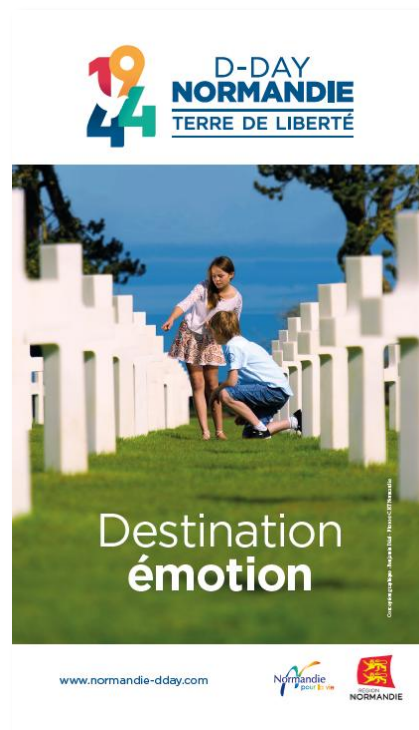
Theater show *Le cadeau de Jake* – Chef-du-Pont – 8:30 pm

##### Thursday, June 8

Historical hiking – 13 km – Saint-Aubin-sur-Mer – 2:00 pm

##### June 9 to 11

Currents of Freedom, a festival of racing for all – Caen



#### Military bursaries

Sainte-Marie-du-Mont, Sainte-Mère-Église

#### Reconstruction of military camps

Carentan, Sainte-Mère-Église

#### Exhibitions at Sainte-Mère-Église

- *Ces hommes-là* – Photographs by Adeline Keil
- *Un camp de prisonniers allemands à Foucarville, de 1944 à 1947*



## Occitanie/Pyrénées - Méditerranée – La région

[www.tourisme-midi-pyrenees.com/](http://www.tourisme-midi-pyrenees.com/)

Comité Régional du Tourisme

Unspoilt countryside and wide open spaces, villages of character and historical attractions, rivers and canals, vineyards and towns in the colours so typical of the South of France: from Toulouse to Montpellier, the Pont du Gard to Gavarnie in the Pyrénées, from the Dordogne valley, to the Mediterranean resorts, Occitanie region is full of world-renowned sites such as the 8 sites registered on the UNESCO World Heritage List (Albi, Carcassonne, Canal du Midi, ...). These are just a few of the show-stoppers of an exceptional heritage crossed by the routes of St James's Way to Santiago de Compostela, which gathers a collection of cities and villages such as Rocamadour, Cahors, St Guilhem le Désert... The OCCITANIE/ Pyrénées-Méditerranée tourist board provides a wealth of services and information to travel representatives wanting to create unforgettable experiences in the region. Seek their counsel on designing travel programmes, organising tours, sourcing hotels, incoming agencies, restaurants and sightseeing options.

### THE OCCITAN EXPERIENCE: THE JOY OF DIVERSITY

Dive head first in the stars, follow the story of the Cathares Knights, feast or go on a spiritual retreat... Here is a quick overview of the activities to be discovered in the 2nd largest region of France which has 13 départements with: 2 National Parks (Pyrenees and Cévennes), 1 Natural Marine Park (Golfe du Lion), 6 regional natural parks, 30 thermal spas, 44 ski resorts in the Pyrenees and the Massif Central, 220 kilometers of Mediterranean coast, 37 marinas.



### NOVELTIES

**Opening of the highest Planetarium in Europe** – Pic du Midi, Hautes-Pyrénées – [www.picdumidi.com](http://www.picdumidi.com)

**La météorite de Montauban**: chocolate sweetness of the Tarn-et-Garonne bearing the name of the meteorite that crashed in the region on May 14, 1864

**New layout for the Fonsérannes water staircase** - Canal du Midi – Béziers

**Creation of an « outdoor space » in Gavarnie** with 4 thematic circuits – [www.gavarnie.com](http://www.gavarnie.com)

**Le marché du Lez**, Pole of creative economy – Montpellier - [www.marchedulez.com](http://www.marchedulez.com)

### EVENTS

**Jazz in Marciac, 40<sup>th</sup> Edition** – End of July to August 15 – [www.jazzinmarciac.com](http://www.jazzinmarciac.com)

**30<sup>th</sup> Astronauts World Congress** – Cité de l'Espace – October 16 to 20 - [www.cite-espace.com/](http://www.cite-espace.com/)

**Luchon Aneto Trail – July 8 to 9** - [www.luchonanetotrail.fr](http://www.luchonanetotrail.fr)

### ACTIVITÉS

**The Lozère with motorcycle** - [www.lozere-moto.com](http://www.lozere-moto.com)

**Hiking trail GR® 42**

**Sleigh dogs** year round with Funny kart (Lozère) - [www.chiens-traineaux-massifcentral.com](http://www.chiens-traineaux-massifcentral.com)

**Visit of the trawler Louis Nocca** and the lighthouse in the port of Sète

**Visit the Cathares castles by electric bicycle** – Vélo Tauch (Aude) - <http://www.veloc-tauch-tourisme.fr/>

### NEW ACCOMODATIONS

**Domaine Tarbouriech** – Marseillan (Hérault) – Opening Autumn 2017 - <http://www.tarbouriech.fr/ostreatherapie/>

**Hôtel Guilhon** – Lextoures (Gers) - <http://hotel-particulier-guilhon.com>

**Villa de Taur** – Boutique Hotel 4 stars in the heart of Toulouse - [www.nthotelgallery.com](http://www.nthotelgallery.com)

**Le pont de l'Ouyse** – High-end gîte – La Cave (Lot)

**Numéro A**, furnished apartments and **L'Autre Rives**, bed and breakfast – Albi (Tarn) - [www.numeroa-albi.com](http://www.numeroa-albi.com) et <http://lautretrives.com/>

## Toulouse – Carcassonne

### TOULOUSE, CAPITAL OF AN EXCEPTIONAL REGION

[www.toulouse-tourisme.com](http://www.toulouse-tourisme.com)

As the city waits for the application of “Toulouse Capitale” to be fully considered by UNESCO, 2017 looks like it will be filled with new features that will light up the capital of the new Occitania region, at the very heart of the South-West of France.

Halfway between the Mediterranean and the Pyrenees, Toulouse has a distinctly Spanish accent and boasts a multitude of offers and a wealth of treasures to discover during a weekend break.

New connections by air, road and rail, major urban renewal projects that will transform the face of the city, sporting, festive and cultural highlights, new tourist spots...Toulouse is a city that is alive and fast evolving.



Did you know? Before it became the European City of Science in 2018 (announced during the ESOF congress), Toulouse played host to the **30th World Congress of Astronauts from 16th to 20th October 2017.**

Découvrez Toulouse en vidéo : <https://www.youtube.com/watch?v=HNpUU8wC61w>

- **Toulouse, city of knowledge:** discover the Aeroscopia museum, visit the final assembly lines of the Airbus A380 or test your physical ability to become an astronaut at the Cité de l'Espace
- **Toulouse, a dynamic city:** experience the « pink city » thanks to the emblematic plants of Toulouse with a pastel dying workshop or a violet tasting
- **Gateway to a land beyond compare,** less than an hour driving from Toulouse: Carcassonne, Albi, Auch...

### EVENTS

Exhibition **ASTRONAUTES - Cité de l'Espace** – Until the end of December 2018 - [www.cite-espace.com](http://www.cite-espace.com)

Exhibition « **Les dadas des Daniel** » - Les Abattoirs - [www.lesabattoirs.org/expositions/les-dadas-des-daniel](http://www.lesabattoirs.org/expositions/les-dadas-des-daniel)

**Fête de la Violette** (celebration of the violet) – March 4 and 5

**Carnival of Toulouse** (5<sup>th</sup> edition on the soccer theme / March 19 - 25) : [www.carnavaldetoulouse.fr](http://www.carnavaldetoulouse.fr)

**Water Mix Festival** (June 23-25) - <http://watermixfestival.com/>

**Festival Tangopostale** (June 30– July 9) [www.tangopostale.com](http://www.tangopostale.com)

**Cinéma en plein air (Outdoor cinema)** – July 7 – August 26) : [www.lacinemathequedetoulouse.com/cinepleinairs](http://www.lacinemathequedetoulouse.com/cinepleinairs)

**Toulouse plages** – July-August – [www.toulouse.fr/web/sports/toulouse-plages](http://www.toulouse.fr/web/sports/toulouse-plages)

**Toulouse à table !** (20-24 septembre) – [www.toulouseatable.com](http://www.toulouseatable.com)

**Festival Toulouse les Orgues** (22<sup>nd</sup> edition / October 6-16) – [www.toulouse-les-orgues.org](http://www.toulouse-les-orgues.org)

**Festival Des étoiles et des Ailes** – November 10-12 – [www.desetoilesetdesailes.com/fr/festival](http://www.desetoilesetdesailes.com/fr/festival)

### NOVELTIES

**NT Hotel Gallery Villa du Taur\*\*\*\*** - Boutique-hôtel [www.nthotelgallery.com/fr/nos-hotels/villa-du-taur/](http://www.nthotelgallery.com/fr/nos-hotels/villa-du-taur/)

**La Maison de la violette**, Opening of its greenhouses and its museum  
[www.toulouse-tourisme.com/Envie-de/Decouverte/SO-Toulouse/Violette](http://www.toulouse-tourisme.com/Envie-de/Decouverte/SO-Toulouse/Violette)



## CARCASSONNE

[www.tourism-carcassonne.co.uk/](http://www.tourism-carcassonne.co.uk/)

**Carcassonne has been included twice in UNESCO's World Heritage List, once in 1996 for the Canal du Midi and again in 1997 for the mediaeval town. Carcassonne is as beautiful as its history is eventful.**

Visitors can admire the splendour of the most complete fortified town in Europe, stroll through the narrow streets of the "Bastide Saint-Louis" or enjoy the charms of the banks of the Canal du Midi.



The city of Carcassonne is located in the heart of the triangle Toulouse-Montpellier-Barcelona, at the crossroads of two major roads dating back to the earliest Antiquity, from the Atlantic to the Mediterranean, from the Cévennes to the Pyrenees 'Aude, Carcassonne flourishes in the plains of the lower valley and invites you to a thousand twists and turns: from the historical circuit to the gourmet or wine route through the bucolic circuits.

### NOVELTIES/EVENTS

#### **Discovery Pass: Carcassonne City Pass 2017**

This pass includes a guided tour of the Medieval City or Bastide Saint Louis and numerous discounts and benefits from our partners.

**Festival de Carcassonne**, a major event of Carcassonne which takes place in July 2017.

[www.festivaldecarcassonne.fr/](http://www.festivaldecarcassonne.fr/)

## Troyes-Champagne

[www.tourisme-troyes.com/](http://www.tourisme-troyes.com/)

### TROYES, THE CITY TO THE THOUSAND COLORS

Magnificent medieval and romantic town, Troyes is a treasure to discover located in Champagne, 1h30 from Paris. Its historic center, in the shape of a Champagne cork, is ideal for discovery with its wooden houses, its 9 listed churches, museums, alleys, gastronomy... Troyes is also the European capital of factory outlets, which makes it an ideal city for shopping. Astonish, visit Troyes!

The city of Troyes belongs to the Touristic Route of Champagne: [www.cap-c.fr/route-champagne-2017/](http://www.cap-c.fr/route-champagne-2017/)



### EVENTS

**Un autre Renoir**, exhibition – June 17 to September 17 - Musée d'Art moderne

The exhibition of the Museum of Modern Art in Troyes accompanies the opening to the public in June 2017 of the house that belonged to Pierre-Auguste Renoir in Essoyes, the birthplace of his wife, Aline Charigot.

**Le Tour de France will pass through Troyes** – July 6-7

From Saturday 1st to Sunday 23rd July 2017, the 104th Tour de France will include 21 stages for a distance of 3,516 kilometers. The 104th Tour de France will take place in three neighboring countries: Germany, Belgium and Luxembourg. In France, 34 departments will be crossed including the Aube and the city of Troyes which will be city arrival and city departure on **July 6 (Vesoul/ Troyes: 216 km) and 7 (Troyes /Nuits-Saint-Georges : 214 km).**

« **Ville en Musiques** » Festival – June 23 juin to Mid-August

Installed in the public squares of Troyes, the scenes of the 26th edition of Ville en Musiques will welcome an innumerable crowd of artists.

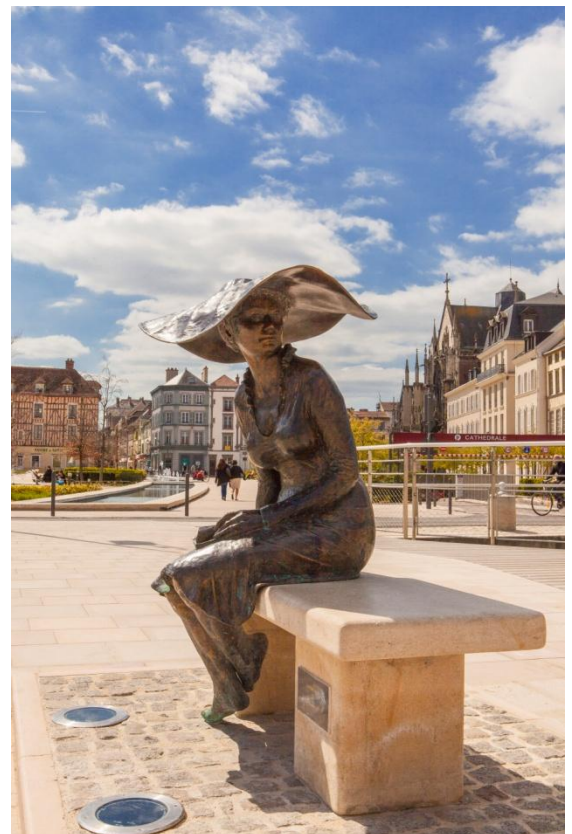
**70<sup>th</sup> Champagne Fair** – June 3 to 11

The fair will open their doors at the Parc des Expositions; with a revisited concept rich in novelties since it will be concentrated over 9 days to offer the public even more entertainment!

Among the numerous events already scheduled, the public will be able to enjoy a series of open-air concerts in the heart of the fair: an eclectic program with popular artists, but also local groups!

**Advent Calendar 2017** – December

The appointment will be given daily at 17:30 pm to admire a 3D video projection on the facade of the Town Hall of Troyes. The 24 window façade will open virtually to reveal a different magical universe every day, leaving room for a genuine Advent Calendar!





## CARRIERS

### Air France KLM



#### AIR FRANCE AND TRAVELING PLEASURE

[www.airfrance.ca](http://www.airfrance.ca)

Air France makes each flight a moment of real pleasure of the highest quality. With our trademark attentive service and sophisticated products, we never cease to elevate our offering aimed at Canadian travellers:

- Flights year round from **Vancouver, Toronto and Montreal**, up to **33 a week** during the peak summer period;
- New shuttle bus service connecting **Quebec City (Sainte-Foy) and the Montréal-Trudeau airport**, via a 52-seat coach equipped with free wifi;
- Introduction of the brand new **Boeing B787 Dreamliner** on Paris-Montreal flights effective May 1;
- Contribution of Michelin starred Chef **Daniel Boulud** to the Business class menu, exclusively on flights out of Air France's 3 Canadian departure cities.



Air France connects more Canadian cities to **more French cities than any other airline**. We operate a dense and effective network, both within France and worldwide.

Air France flies to 25 airports in metropolitan France, and when you add the TGV high-speed train station inside the Paris-Charles de Gaulle airport and our Air+Rail service, the number of **cities we serve across metropolitan France** rises to **34**. We also fly to **Corsica** from Charles-de-Gaulle, meaning even more easy connections for Canadians.

We tirelessly continue to amplify our focus on our customers with innovative solutions intended to simplify the travel experience, e.g. Air France Connect, our mobile website and a host of iPhone and Android apps. We are also very active on social media, especially in Canada. Follow us on Facebook and Twitter to keep track of what we're up to and any promotions.

#### KLM

[www.klm.com](http://www.klm.com)

#### KLM's Boeing 787 Dreamliner takes you from Calgary to France.

KLM has put its newest and most efficient aircraft, the Boeing 787 *Dreamliner* on the Calgary to Amsterdam route, providing your clients with the best travel experience. What to expect from this new level of comfort in air travel? Here are some nice-to-knows...

- More comfort all over
- The very comfortable full flat *World Business Class* seats
- The *Economy Class* seats have extra recline
- Better views from middle row seats due to larger windows
- WiFi is available on board
- A luxurious 11-inch, HD-quality touchscreen in *Economy Class* and a 16-inch touchscreen in *World Business Class* with navigation available in twelve languages
- Enjoy the rich entertainment content with more than 200 films
- Regulate the intensity of light with the dimmable windows
- More spacious storage

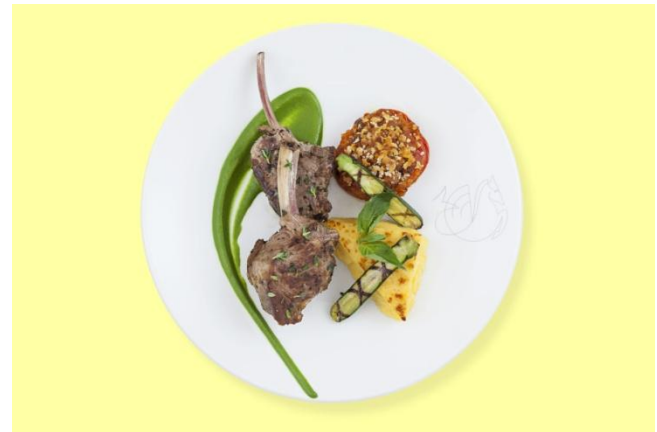
In addition to Calgary, KLM operates transatlantic flights out of Vancouver, Edmonton, Toronto and Montréal. And through our code-sharing agreement with WestJet, we can also market and distribute WestJet-operated flights under a KLM flight number. This means even more destination options for our passengers, who can now fly to and from more than 25 Canadian cities.

Via Amsterdam, Air France and KLM serve Paris, Bordeaux, Toulouse, Lyon, Nice, Mulhouse-Bâle, Lille and Montpellier.

KLM flights to and from Paris-Charles de Gaulle can also be combined with the Air & Rail product of Air France to cover even more regions of France.

Canadian travel agents can continue have access to [agentconnect.biz](http://agentconnect.biz), a website fully dedicated to them and which runs jointly with KLM an Air France.

**Welcome aboard!**



## Rail Europe

[www.raileurope.com](http://www.raileurope.com)



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[www.agent.raileurope.com](http://www.agent.raileurope.com)

We offer one stop to plan and book your clients' European rail travel by combining the maps and schedules of over 50 different train companies across Europe. Plus, we give you our lowest fares online, tools to do research and the option to add your own service fee.

Rail Europe is your one source for **schedules and fares of over 50 railroads** in 32 European countries.

Rail Europe offers **lowest prices online** at [agent.raileurope.com](http://agent.raileurope.com).



Rail Europe's New Travel Agent website, launching in Q4 2017, will offer enhanced travel agent tools, E-learning and On-Demand webinars, TRAC-The Rail Agent Courses, and FAQs along with new features such as agent and manager/admin login profiles, Fare Comparator, Interactive Map, and new My Bookings page.



For more information, come meet Rares Dumitru (Rail Europe) and Lina Wang (Thalys) during the Atout France tradeshow.



## EVENTS AND OPENINGS 2017

### Museums and cultural places – Openings

#### PARIS

**Renovation of the Freyssinet Hall and opening of Station F** (Paris 13<sup>e</sup> - January) – <https://stationf.co/fr/>

The world's largest start-up campus

**Musical city of Seguin Island** in Boulogne Billancourt (Spring) - [www.laseinemusicale.com/fr/](http://www.laseinemusicale.com/fr/)

**New museum Yves Saint Laurent** (Maison Yves Saint Laurent 16<sup>e</sup> - Spring)

[www.fondation-pb-ysl.net/medias/fichiers/cp\\_musee\\_yves\\_saint\\_laurent.pdf](http://www.fondation-pb-ysl.net/medias/fichiers/cp_musee_yves_saint_laurent.pdf)

**Foundation of Contemporary Art by Galeries Lafayette** (Quartier du Marais - Spring )

[www.groupegalerieslafayette.fr/nos-engagements/lafayette-anticipation-fondation-dentreprise-galeries-lafayette](http://www.groupegalerieslafayette.fr/nos-engagements/lafayette-anticipation-fondation-dentreprise-galeries-lafayette)

**Reopening of the hippodrome of Longchamp** (September)

[www.nouveaulongchamp.com/](http://www.nouveaulongchamp.com/)

#### ELSEWHERE IN FRANCE

**Opening of Lascaux IV in Dordogne** (December 2016) - <http://www.lascaux.fr/en>

**Cité de la gastronomie in Lyon** (January) - [www.grandlyon.com/projets/cite-internationale-gastronomie.html](http://www.grandlyon.com/projets/cite-internationale-gastronomie.html)

Rehabilitation of the Hotel Dieu: convention center, Hotel, shops and Bocuse restaurant the *Grand Réfectoire*

**Vimy New Visitor Center and Interpretation Center** (Nord-Pas-de-Calais – April 9)

[fondationvimy.ca/vimy-100-2/centre-daccueil-et-deducation-de-vimy/](http://fondationvimy.ca/vimy-100-2/centre-daccueil-et-deducation-de-vimy/)

**Carré du Palais: wine tourism and gastronomy ensemble** in Avignon (Summer 2017)

[france.fr/fr/a-decouvrir/carre-palais-avignon](http://france.fr/fr/a-decouvrir/carre-palais-avignon)

**New Museum of the Sea and the Navy** of Bordeaux (Autumn)

[www.museedelamerbordeaux.fr/](http://www.museedelamerbordeaux.fr/)

### Important events

- Marseille, European Sport Capital
- 25 years of Disneyland Paris
- Le Havre 2017: Celebration of the 500th anniversary of the birth of Le Havre (launch in May)
- Commemoration of the centennial of the Battle of Vimy (Nord-Pas-de-Calais, April 9)
- Men's World Handball Championship in Albertville, Brest, Lille, Metz, Montpellier, Nantes, Paris, Rouen (January 11-19)
- World surfing championship in Biarritz (May)
- Terre de Blues Festival in Marie Galante, Guadelupe (Mai 2 to 5)

### Important exhibitions

- Camille Pissaro, *le premier des Impressionistes* (February-July). Musée Marmottan, Paris.
- Rodin: the Centenary Exhibitions (March-July). Grand Palais, Paris.
- Les Frères Le Nain (March-June). Louvre-Lens, Lens.
- Vermeer Exhibitions Vermeer (Spring 2017). Musée du Louvre, Paris.
- Cézanne (June-September). Chartreuse Museum, Douai.
- Ramon Pichot (October-January). Art and Industry André Diligent-La Piscine Museum, Roubaix.



## Hotels, leisures and restaurants

### PARIS

**Hyatt Regency Paris Étoile\*\*\*\*** (End of renovations) – [parisetoile.regency.hyatt.com/fr/hotel/home.html](http://parisetoile.regency.hyatt.com/fr/hotel/home.html)

**hôtel Mob** in Saint-Ouen (March) – Urban motel / monastery design at low prices - [www.mobhotel.com/en](http://www.mobhotel.com/en)

Reopening of the **Hôtel de Crillon\*\*\*\*\*** (July) – [www.crillon.com/en/](http://www.crillon.com/en/)

Reopening of the **Hôtel Lutétia\*\*\*\*** (Spring 2017)

**Le Café de l'Homme** – Renovation – <http://www.cafedelhomme.com/>

### ELSEWHERE IN FRANCE

**Four Seasons Megève**, Domaine du Mont d'Arbois

**Terminal Neige Refuge** (June 2017) - [refuge.terminal-neige.com/en/#!/chamonix-hotel/mont-blanc-montenvers](http://refuge.terminal-neige.com/en/#!/chamonix-hotel/mont-blanc-montenvers)

## News carriers

May – **Air France flies to Montréal with the new Boeing 787 Dreamliner**

July – **High Speed TGV direct between Paris - Bordeaux**

June – **Air Canada rouge direct seasonal air link between Montreal and Marseille**



## About Atout France

France Tourism Development Agency

**The mission of Atout France is to contribute to the development of the tourism industry, France's leading economic sector.**

*Atout France, the only operator of the State in the field of tourism, has the mission of contributing to the enhancement of the attractiveness of France's destination and the competitiveness of its companies, sectors and destinations.*

With 33 offices in 30 countries and close collaboration with the Embassies network in nearly 70 markets, the Agency has a thorough knowledge of international tourism customers and distribution actors.

This expertise enables it to offer professionals tools to understand demand and to conduct effective marketing and promotional activities.

The Agency supports more than 1,200 professionals (institutional tourism and private companies) in their international development.

In total, more than 2,800 promotional operations are organized each year. They target the general public, notably thanks to a strong digital strategy, but also international tourism professionals as well as the press and influencers.

To stimulate the tourist offer and increase its quality, Atout France accompanies destinations in their development strategy and contributes to the setting up of investment projects.

Finally, several quality-enhancing devices are managed by Atout France: the ranking of tourist accommodation, the registration of travel operators, and the promotion of labels such as "Vignobles & Découvertes" or the Palace.

For more information:  
[atout-france.fr](http://atout-france.fr) et [France.fr](http://France.fr)

For more information:

Catherine Lafrasse  
Responsable Presse & Éditions / Press & Publications Manager

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