

Destination
FRANCE
2017

MONTREAL TORONTO CALGARY VANCOUVER



JOIE DE VIVRE

Mélanie Paul-Hus
Interim Director for Canada



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Diane Audet
Communication Manager Canada

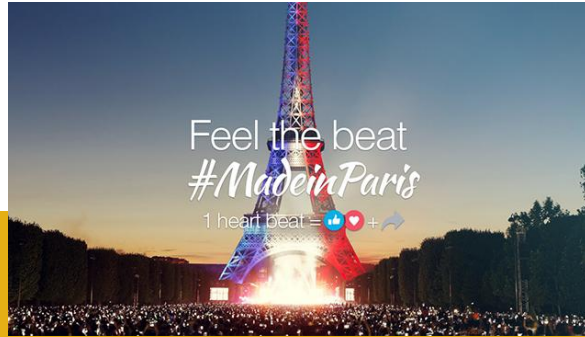
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 france.fr

Recovery Plan: Paris and Côte d'Azur

Communication campaigns for consumer



#madein

30 000 mentions of the hashtag
and 100 000 interactions

400 journalists and bloggers and
more than **500 international
professionals** welcomed in Paris
during the year 2016



cotedazurnow

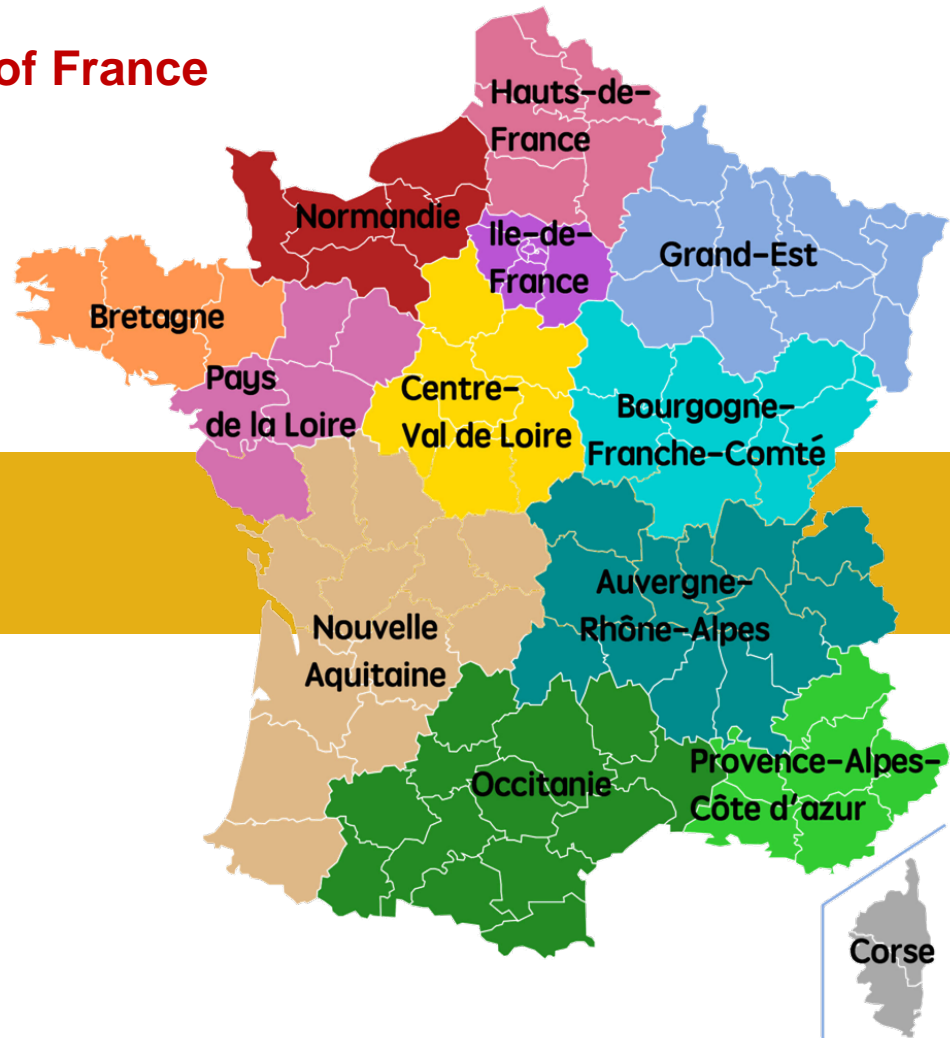
1100 mentions per day in average

Number of sharing x 2 in 3 month:

- August 21 000
- November 40 500

25% of the mentions done overseas

The 13 new regions of France



Destination contracts

The destination contracts bring together all the players in the tourism sector around the same brand of territory in order to create a better structured and internationally visible offer.

The patrimonial offer

- Le mont Saint-Michel et sa Baie
- Le Val de Loire
- Normandie Paris Ile-de-France – Destination Impressionnisme
- Autour du Louvre Lens
- Paris, la ville augmentée

Ecotourism, living well and discovery of natural and heritage sites

- Bretagne
- Arts de vivre en Provence
- Corse
- Vallée de la Dordogne
- Guyane

Wine and gastronomy tourism

- Champagne
- Bourgogne
- Bordeaux
- Lyon Cité de la gastronomie



Mountain and resourcing

- Montagnes du Jura
- Massif des Vosges
- Voyage dans les Alpes
- Auvergne
- Pyrénées



Sport et détente

- Biarritz destination Golf



Global brands

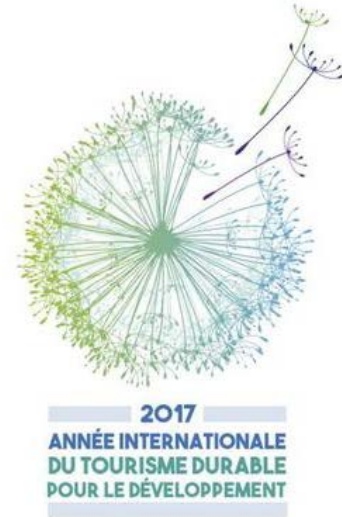
A global brand is a brand with the same name in most countries of the world. Its role is to protect these appellations and make them more accessible to the public

Paris	Côte d'Azur
Provence	Corse
Bordeaux	Val de Loire
Champagne	Alsace
Normandie	Lyon
Bretagne	Biarritz Pays Basques
Bourgogne	Toulouse- Pyrénées
Alpes-Mont Blanc	Languedoc-Méditerranée

2017 International Year of Sustainable Tourism for Development

The World Tourism Organization (WTO) calls for year-round mobilization surrounding five major areas

1. Inclusive economic development
2. Social Inclusion, Employment and Poverty Reduction
3. Effective use of natural resources, protection of the environment, and the fight against climate change
4. Diversity of heritage and cultural values
5. Peace, Security, and Mutual Understanding



Le 1^{er} label environnemental international pour l'hébergement touristique et la restauration
www.laclefverte.org



620 facilities certified in France in 2017

France in 2nd position behind the Netherlands

Sportive events

Biarritz



Troyes – Ville étape



Marseille



Roquebrune-sur-Argens



Évian



Bordeaux



Le Castellet



Cultural events

Visual arts



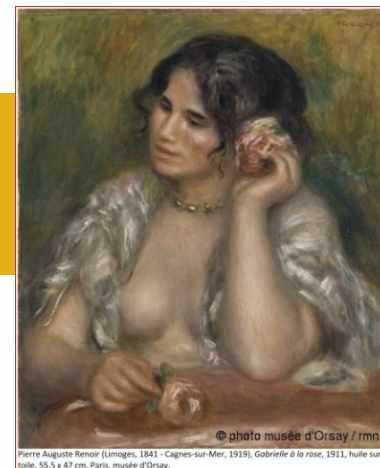
Paris



Douai – Hauts-de-France



Troyes – Champagne



Pierre-Auguste Renoir (L'Imagier, 1841 - Cagnes-sur-Mer, 1919), Gabrielle à la rose, 1911, huile sur toile, 55,5 x 47 cm, Paris, musée d'Orsay.



Paris



Aix-en-Provence

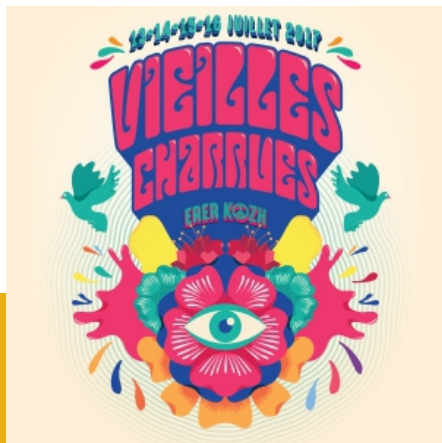
Cultural events

Music

Saint Martin



Carhaix – Bretagne



Vienne



Guadeloupe



Belfort – Bourgogne-Franche-Comté



Cultural events

Tradition

Guadeloupe



Arles



Lyon



Vimy – Hauts-de-France



Lorient - Bretagne

Cultural events

Miscellaneous

Paris



Lille



Montpellier



Toulouse



Cultural events

Gastronomy

Paris et dans toute la France



Martinique



Troyes – Champagne



Beaune - Bourgogne

Chenonceau – Val de Loire



Openings



Bordeaux



Galerias Lafayette



Paris



Vimy – Hauts-de-France



Boulogne Billancourt



Lyon



New accommodations

4 NEW PALACES IN 2016

Le Royal Évian – La Bastide de Gordes
La Réserve Paris – Les Sources de Caudalie



PARIS

Hyatt Regency Paris Étoile****
Hôtel de Crillon***** (July)
Hôtel Lutétia**** (Spring)
Hôtel Mob (March)



ELSEWHERE IN FRANCE

Four Seasons Megève, Domaine du Mont d'Arbois (Autumn)
Terminal Neige Refuge – Monténvers, Chamonix (June)

Transportation news

AIRFRANCE  



MONTREAL - PARIS
Boeing 787 Dreamliner

SHUTTLE BUS
Montreal-Québec



2 flights/week in winter to
Point-à-Pitre and Fort-de-France



DIRECT FLIGHT Montreal-Lyon
DIRECT FLIGHT Montreal-Marseille



The Air Canada flights turn to AIR
CANADA ROUGE for Guadeloupe
and Martinique



HIGH-SPEED LINES

- Paris-Bordeaux (July)
- Paris-Rennes (Spring)

New functionalities on the website



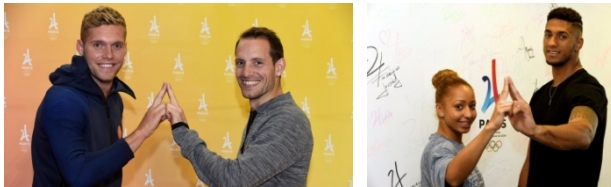
Official Partner of the Ice Hockey
World Championship 2017 of the
IIHF

Paris, candidate city for the 2024 Olympic Games

#paris2024
« Made for sharing »



Responsible, Citizen and Ecological Games



AMBASSADORS

<http://www.paris2024.org/fr/article/tous-ambassadeurs>

