

France **Stories**



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DESTINATION FRANCE 2019

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Editorial

France's rich history and heritage radiate well beyond its borders, and are the foundation of an important tourist offer, an offer that's accessible, and constantly renewing itself, presented in a variety of new ways.

Anniversary celebrations of famous women and men, openings and re-openings of historical museums and interpretation centres filled with stories and histories, commemorations linked to major world conflicts, birthplaces and burials, historical theme parks, medieval celebrations, archaeological sites, exhibitions and retrospectives.... France echoes this desire to live and to relive history by developing its offer and circuits, and by organizing major events like Viva Leonardo da Vinci! 2019 – 500 years of Renaissance in Centre Val de Loire.

There's history, the big one: humanity's story, prehistory, ornate caves; there's Antiquity, its Roman routes and aqueducts; the Middle Ages, fascinating for the young and old alike; and the Renaissance, an exciting, humanist era celebrated in style in 2019, in honour of Leonardo da Vinci, an emblematic figure in the development of science and art in Europe, who passed away at Château du Clos Lucé.

This same period corresponds to the discovery of the New World, our New France, the birth of Quebec and Canada. We then move on to the contemporary era, to post-French revolution, a time during which France was the theatre of terrible wars, of efforts to end slavery, of forced migrations, but also of a fabulous creative growth, in architecture, sculpture, painting, music, the performing arts and literature.

Then, there's the smaller, more intimate history, which is also highly fascinating. The quest to find our roots, to try to understand how our ancestors lived in a certain period, their day-to-day lives, their knowledge, their tools... Several of us are passionate about the lives of pilgrims, with a willingness to walk in their footsteps; and finally, there's the personal story of citizens who enlisted to defend our freedoms, and the tales of those who lived during times of war.

Six years ago, Atout France published a History and Tourism report in which we can find the basis for reflection that guided the creation of the Viva Leonardo da Vinci initiative. All of these 500 years of Renaissance events and activities form destinations and pathways that anyone can follow, from the amateur to the specialist in the arts, culture, science or the art of living. The Historical Monuments Centers' website traffic increased by 10% in 2017 and some monuments such as Azay-Le-Rideau reached traffic records (18%). Tourism represents 8% of France's GDP and employs 2 million people (direct and indirect jobs).

The choice of France Stories as a theme was the occasion for Atout France to draw the attention of the media toward the enormous historic and cultural heritage in France, including its overseas destinations.

Brittany

Brittany Tourism

With its 2,730 kilometres of coastline, Brittany's heart beats in time with the tides, which are among the highest in Europe. A land of nature and wild scenery, where the air is filled with the scent of sea spray, fields and gardens, Brittany is a haven for carefully protected biodiversity. Brittany is Celtic through and through, and is proud of its identity, drawing energy from a unique historic heritage. Brittany was the home port of many explorers and it's still as outward-looking today. Jacques Cartier, Canada explorer, was born in Saint-Malo, and sailed to the future New-France from Brest.



WHAT TO SEE

[A new life for the Château de Nessay at Saint-Briac-sur-Mer](#)

The Château de Nessay, firmly anchored on its peninsula at Saint-Briac-sur-mer, is opening a new chapter in its history. This elegant 19th-century building, which was once a family home, has been transformed into a hotel restaurant with 17 bedrooms and 4-star facilities.

[Castle of Fougères: Europe's Biggest Fortress](#)

Welcome to the Year 1000 at Château de Fougères, overlooking the medieval town. There are films to watch, touch screens, audio-guides for kids. Your tour includes lots of tools and historical tableaux. In the museography space, your little knights in shining armour between the ages of 6 and 12 can put on Paladin helmets to watch reconstructions of medieval life. There are also puzzle books with a key, just waiting to be solved.

EVENTS

Sea Shanty Festival: Paimpol: 2-4 August 2019 – 30th anniversary:

Every two years some 130,000 festival-goers transform the quays of Paimpol into a sea of happiness. The traditional boats and music from the four corners of the world are certainly this festival's recipe for success. Sea shanties were originally sung by sailors to help them pace their work on board ship or wind down when they reached port. From the Black Sea to the Baltic, the banks of the Nile to the Cape of Good Hope, this event has drawn in the crowds for the likes of Marianne Faithfull, Carlos Nunez, Touré Kunda and Goran Bregović. www.paimpol-festival.bzh

2 / Week of the Morbihan Gulf: 10th edition from May 27 to June 2, 2019

An international maritime event, a cultural and popular festival, in the magical landscape of "Petite Mer" (Morbihan in Breton) More than a thousand traditional and classic boats divided into coherent and identifiable flotillas, which sail every day and vary between ports and anchorages. Result: a sea party "exploded" that drives the entire Gulf of Morbihan.

→ <http://www.brittanytourism.com/>



ANTIBES JUANS-LES-PINS THE ROARING TWENTIES AND JAZZ...



It was no accident that, in 1960, Juan-les-Pins hosted the first European Jazz Festival. Nearly 42 years earlier, at the very beginning, jazz had already come here by a miracle, making Antibes the birthplace of the worldwide myth of the 'jazz age' and 'Les Enfants du Jazz'. It began like a real fairy tale in 1923. That year, a handsome and immensely rich young American couple settled on Cap d'Antibes, where they built a fine villa and named it 'America'. That marks the start of the little known but fascinating story of how, unbeknown to anyone, Antibes became a major crucible for Afro-

American music, as well as modern art and culture. Water skiing was invented then in the very famous bay of Juan-les-Pins right in front of the original Art deco Belles Rives Hotel. At the very same time, under the influence of Coco Chanel, a new and strange fashion was born. At tea time, the ladies started wearing their nicest pajamas!

WHAT TO SEE

There are so many ways to discover and enjoy the city!

A walk that will immerse the tourist in the beauty of the medieval village, its ramparts by the sea; its Provençal market, its **famous port Vauban** and **flowery neighborhood of Safranier**. Food lovers looking for a delicious escapade will walk through **the charming passageways of the old city, discovering the local flavours** and the expertise of its local artisans. If arts are your thing, following the **footsteps of painters** who lived or travelled there and who painted the city and its landscapes is easy and pleasant in Antibes.

EVENTS

In 2020, Jazz à Juan will celebrate its 60th anniversary.

It has become one of those legendary venues marked by the memory of jazz, but also, and most of all, by its constant renewal through such talented artists as Marcus Miller, Wynton Marsalis, Salif Keita, Diana Krall, James Carter, Joshua Redman and Gregory Porter. An exceptional stage set on the beach that enables the audience to witness spectacular sunsets over the bay whilst listening to amazing concerts.



[2nd edition of the garden festival](#)

Building on the success of the 1st edition, the [Côte d'Azur Gardens Festival](#) will be held in 2019.

From March 30th to April 28, 2019, the Côte d'Azur Gardens Festival will have a landscape design contest with works realized by international teams spread between Nice, Cannes, Grasse, Antibes Juan les Pins and Menton. More information about the Festival 2019 on:

→ <https://festivaldesjardins.departement06.fr> & www.antibes-juanlespins.com

Hauts de France Region

Somme Tourism Memorial 14-18

The First World War was a defining moment in the history of Canada. **The Canadian Corps that was established in September 1915 formed an important part of the troops of the British Empire at the Battle of the Somme.** In Artois, Canadian troops seized the Vimy Ridge in April 1918, and also took part in the fighting at Lens, Cambrai and Amiens in August 1918. Several tens of thousands of them lost their lives in France and Belgium between 1914 and 1918. The **Vimy memorial**, renovated in 2017, as well as the **Beaumont-Hamel Memorial Park** that was listed as a Canadian Historic National Monument in 1997, serve as a reminder to everybody of the price paid by the Canadian people during this conflict.



Two Great Battles

The **Battle of Vimy Ridge** was a crucial, defining moment for Canada as a nation. The battle's commemoration, each April 9, is an opportunity to commemorate this event, which saw more than 66,000 young Canadians give their lives for France. July 1st marks the first day of the **Battle of the Somme**, a four-month-long campaign in which Canada played an active role. The 1st Newfoundland Regiment suffered staggering losses at Beaumont-Hamel, and July 1st, today the province's Memorial Day, bears a solemn connotation in Newfoundland and Labrador.

WHAT TO SEE

Gardens of Peace

The Hauts-de-France region was deeply marked by the fighting which took place during the First World War and is home to many places of remembrance honouring soldiers from the different countries involved in the conflict. This wide range of places of remembrance will be added to from late 2018 as "Peace Gardens", designed by artists representing countries who fought in the Hauts-de-France. Through landscape art, these permanent gardens, planted as an extension to major Great War memorial sites, will be new areas for reflection and contemplation, as well as a place to visit for all, places of peace and serenity.

Opening in 2019: The Graffiti Museum at the Underground City of Naours

The immense underground city of Naours is dug deep in the limestone of the Picard plain. Originally dug out as quarries, the caves were used as shelters by the locals from the Middle Ages onwards. The underground city of Naours is home to around 3 000 examples of graffiti (finds to date) drawn by First World War soldiers: 1 800 are believed to be by Australian soldiers, others by English, Irish, Scottish, American and French soldiers. The Graffiti Museum offers an opportunity to take a unique look at the soldiers' lives: from their homes to the French front line, following the footsteps of ordinary men who came to die on foreign soil during the First World War.

→ <https://www.somme-tourisme.com>



Normandy inDeauville

DEAUVILLE STORIES



Deauville was not yet a household name, but rather just a little village on the Mont Canisy clustered around Saint-Laurent church, when the Duc of Morny, a banker and world traveller as well as the **half-brother of Napoleon III**, undertook the project of taming the rather hostile environment surrounding the village by having the swamps drained. Within four years, from 1860 to 1864, an “ideal seaside resort” began to emerge with villas, a racecourse, a commercial port and a railway line. Tourists began to flock, and the seaside resort that is Deauville today

gradually took shape. At the beginning of the 20th century, two men were responsible for the embellishment of the town and its prestigious constructions: Mayor Désiré le Hoc conceives, together with Eugène Cornuché – **owner of the famous “Maxim’s” Parisian restaurant-**, the Casino (1912) as well as Normandy (1912) and Royal (1913) Hotels. Writers, painters, photographers, filmmakers, fashion designers found here an inspiration **like Gabrielle “Coco” Chanel who opened in Deauville her first ready-to-wear shop in 1913.**

WHAT TO SEE

The famous Boardwalk, one of the symbols of Deauville, was built in 1923. Extending along the Pompeian Baths built in the same year by the municipality, the Boardwalk replaced the previous beach cabins, considered too deteriorated. This Art deco structure, signed by Charles Adda, found its inspiration in ancient models, preserving a close relationship with modernity through engraved lines and the use of concrete punctuated by mosaics.



STRASSBURGER VILLA, PICTORESQUE ARCHITECTURE

Preserved as an historical monument since 1975, this impressive mansion distant from the seaside, was commissioned by the Baron Henri De Rothschild. Passionate for horse races, he had chosen a venue situated close to the racecourse. The Villa was built in 1907 on the area of the “Ferme du Coteau”, belonging to the novelist Gustave Flaubert’s family since 1837. It can be visited from June to September and upon reservation.

EVENT

American Film Festival, September 6 – 15, 2019

Essential events of the film back, with the presentation of more than 100 films, including an official competition dedicated to independent films. Tributes, documentaries, reviews, TV series and script-writing classes are spicing a constantly evolving festival, open to the public. →

<https://www.indeauville.fr/>



Normandy

Dieppe

For 500 years, Canada's history is greatly blended with Dieppe, which streets and souvenir monuments are the main witnesses.

Since the end of the 15th century and all through the 16th century, the waters of the New World, rich in fish, attracted a great number of sailors from Brittany and Normandy, who gradually established regular contact with the natives. The Europeans discovered new products such as animal furs. Henry IV then granted monopolies to companies for the fur trade. In the 16th century, explorers such as **the Verrazano brothers and Jacques Cartier discovered Canada** which they called "New France". In the 17th century commercial relations rose (fishing, fur) and from 1620 Dieppe became one of the main ports of departures for New France. Numerous inhabitants of Dieppe, such as the three Lemoyne brothers, **started their family in New-France.**



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The square of Canada, which was inaugurated in 1924 at the foot of the castle, is the representation of the relationship nurtured between Dieppe and the Canada during centuries. The close relations, marked by the [Jubilee Operation](#), an **Anglo-Canadian raid** on 19 August 1942, continue to date. Thus a town of New Brunswick was named Dieppe in 1952. In 2000 an official charter of friendship was signed between the 2 towns.

WHAT TO SEE

[THE CASTLE OF ARQUES-LA-BATAILLE](#)

The Castle of Arques-la-Bataille stands on top of a dry and rocky hill, dominating 2 valleys and encircled by a man-made ditch. It was originally surrounded by a protective palisade. The castle was allegedly **built between 1040 and 1045 by William of Arques**. A few years after its edification, William the Conqueror, Nephew of William of Arques, laid siege to the castle. Famine forced him to capitulate after one year of painful siege. In **1123, the youngest son of William the Conqueror**, who became **Henry I, King of England** strengthened the castle with a square keep and a wall. In 1204, Philippe Auguste annexed Normandy and took the castle from **Richard the Lion Heart**; it was the last Norman fortress to give itself up to the king of France.

EVENT

[76TH anniversary of the Jubilee Operation - 19 August 1942](#)

At dawn, on **19 August 1942**, **6100 men**, of which **5000 Canadians** landing, British Commandos and soldiers of the occupied countries, readied themselves for a debarkation at 8 points along the coast between Berneval-le-Grand and Sainte-Marguerite-sur-Mer. The code name of this landing was Jubilee Operation. Two years later, in memory of the tragic events of the raid which cost several Canadians their lives, the 2nd Canadian Division was given the honour of liberating Dieppe on **September 1, 1944**.

→ <http://uk.dieppetourisme.com>

Normandy

Honfleur



HONFLEUR STORIES

Successively a military stronghold, a notable commercial port, a town beloved by artists and the birthplace of many celebrities, Honfleur has made its mark on French history. In the 16th and 17th centuries, **Honfleur played an active part in the voyages of discovery. “Father of New France”, geographer and explorer, Samuel de Champlain** chose Honfleur to be the main port from where he prepared his expeditions in the name of the king. Champlain’s first **voyage to Canada** was on 15 March 1603 and 3 April



1608 he set sail on an expedition which led to the foundation of Quebec. In the 17th and 18th centuries the port of Honfleur developed its trading activity with Canada. With the signing of the Treaty of Paris, at the end of the Seven Years' War, France lost the territory of Canada.

WHAT TO SEE

[The Maritime Museum and the Ethnographic Museum](#)

Housed in the church of Saint Etienne, the Maritime Museum pays tribute to the great maritime history of Honfleur. The collection of model ships illustrates the work of the shipwrights and the ships which sailed the seas in the 18th and 19th centuries. Etchings, paintings, drawings, and maps depict the evolution of the harbour and the life of the seamen. The Ethnographic Museum in the rue de la Prison is located in a beautiful half-timbered house. It consists of nine rooms restored and furnished in traditional Norman style (furniture, objects, traditional costumes), a journey through time revealing the crafts and traditions of Normandy.

[Maisons Satie](#)

The house in which **Eric Satie** was born in 1866 has been transformed into an extraordinary museum which recreates, through sound and visual displays, the talent and eccentricities of the composer and his age. The visitor, helped by audio guides, is led through a series of musical tableaux, each one reflecting an aspect of this witty, mystical, obsessive, musical genius. Much more than a simple exhibition, this visit involves the visitors in a series of playful and informative theatrical scenes. This visit is a unique way of discovering, or rediscovering, an extraordinary musician, who was a true precursor of modern music.

EVENT

[La Fête des Marins - Sailor's festival \(Whitsuntide weekend\)](#)

A special event that has taken place in Honfleur since 1861. This festival is a gathering of all those whose lives are linked to the sea. On Whit Sunday all kinds of craft gather in the Seine estuary for a benediction to remember the dead and to bless the boats. During this weekend, a fair visit the town and the Société des Marins organizes an exhibition and concerts in the Greniers à Sel and homage concerts to fellow seamen.

→ <http://www.ot-honfleur.fr/>



With its many monuments, the tallest cathedral in France, its cultural heritage, its gastronomy and local products, its events and its central location, **only Rouen could be the capital of Normandy!** We can't talk about Rouen without mentioning its symbolic figure **Joan of Arc**, who is given the place of honour in the city of a hundred Spires, with the History Museum among others.

WHAT TO SEE

[Rouen Impressionist](#)

Turner, Monet, Gauguin, Pissarro, Sisley, a list of the masters of Impressionism that the Rouen area has fascinated. Today, the Museum of Fine Arts and its Depeaux gallery still hold **the second-largest Impressionist collection in France**. **The Normandy Impressionist Festival** illustrates the reciprocal love between the capital of Normandy and Impressionism.

EVENT

[6-16 June 2019 Rouen Armada: a magnificent gathering of sail boats](#)

30 years anniversary

Organised every five years on the quays of the Seine, in the heart of Rouen, the Rouen Armada is a large gathering of sailboats, ships and military boats. With this occasion, Normandy hosts one of the most significant global sailing events in the world. The idea of creating such an event stems from the transatlantic race between Rouen and New York in 1986 that celebrated the 100th anniversary of the Statue of Liberty crossing the Atlantic. Additionally, the most beautiful sailboats in the world responded by dropping anchor in Rouen in honour of the bicentenary of the revolution (1989).

→ <https://en.rouentourisme.com/>

La Mère Poulard

Centre of spirituality in the Western world for centuries, symbol of resistance during the 100 Years' War and WWII, the **Mont Saint Michel** has, over the years, drawn pilgrims and passersby. **In 1888, Annette Poulard** opened her inn on Mont Saint-Michel to cater for pilgrims and food lovers. They flocked to her doorstep to discover a cooking that became famous around the world.



Known for some 700 recipes created throughout her life, she earned the prestigious French title 'Mère' in recognition of her culinary talents. This was how 'la Mère Poulard' came into being.

Celebrated around the world for her famous omelette, cooked over an open fire in the large fireplace at her auberge, La Mère Poulard has remained a reference in French gastronomy.

WHAT TO TASTE: The famous omelette

The story of the omelette and the French presidents is extraordinary: In 1969, Georges Pompidou, came for the second time to La Mère Poulard to enjoy the traditional recipe of the famous omelette. A few months later, he became President of the French Republic. Since then, many statesmen, as Francois Mitterand and Jacques Chirac, did the same and got elected as President of the French Republic. → <http://lamerepoulardusa.com/la-mere-poulard/>

Occitania

Occitanie Regional Tourism Board



From the Pont du Gard to Gavarnie in the Pyrenees, from the Dordogne valley to the Mediterranean seaside resorts, Occitania is an immense territory in Southern France. The region is home to about **50 Top Tourist Destinations** that are emblematic of its **culture, history and natural heritage**. As such, they have been brought together in a collection unique in France featuring the prestigious names of towns such as **Toulouse, Montpellier, Carcassonne, Nîmes, Narbonne, Cahors, Aigues-Mortes, Lourdes and Albi**. This collection also includes the stunning

beauty of man-made structures such as **Millau Viaduct** and the **Canal du Midi**, **medieval gems (Saint Cirq-Lapopie, Cordes sur Ciel, Saint Guilhem le Désert,...)** and also magnificent **natural attractions like the Cirque de Gavarnie and Pont d'Espagne in the Pyrenees and Cirque de Navacelles, Cévennes, Mt Aigoual, Mt Canigou**.

WHAT TO SEE

[ROCAMADOUR](#)

As you go round a bend in the road, [Rocamadour](#) looms before you. Whether it's day or night you're bound to be blown away. **The vertical village**, built in a series of stages on the clifftop, hangs 150 m above the Alzou Canyon. **The houses, rocks and churches all look like they're part of the rock**.

This village with a population of 630 is one of the most visited sites in France.

EVENTS

Jazz in Marciac Festival

The world-famous Jazz in Marciac Festival has been bringing together the biggest musicians on the planet since 1978. It was founded by a few friends and now attracts 250,000 audience members every summer. Wynton Marsalis, Ibrahim Maalouf, Keith Jarrett, Diana Reeves, Norah Jones and more have all played in the festival's main tent. Spend a fortnight rocking out with Marciac at a massive music festival with free concerts on the main square (the Off Festival), master classes and improv shows at every street corner from late July to mid-August.

[The Runway of Giants: a unique cultural venue to celebrate the aeronautical adventure](#)

The Aerospace Valley of Toulouse

Situated in Toulouse, on the historic Montaudran site from which the earliest pioneers of civil aviation took off, Toulouse Aerospace is a new genre of district that spans 56 hectares: a place in which to live and work, but also one of culture and, thanks to Innovation Campus, a hub of industry and research that sits at the cutting edge of innovation and focuses on the aeronautics, space and on-board systems sectors. To celebrate the centenary of the first flight undertaken by Aéropostale, -Toulouse Aerospace will be home to a unique cultural site: the **Runway of Giants**.

→ <http://www.tourism-occitania.co.uk>

Occitania

Montpellier



A southern city full of traditional and contemporary treasures, Montpellier is a Mediterranean crossroads, a charming and exceptional destination. A medieval city where the town centre, **Place de la Comédie**, **Faculté de Médecine** and **Place Royale du Peyrou** attracts visitors from around the world, Montpellier is also a modern metropolis, open to contemporary architecture.

WHAT TO SEE

Private mansions

The centre of Montpellier has about 80 private mansions, mainly built in the 17th and 18th centuries. It was after the siege by Louis XIII of this Protestant bastion in 1622 that Montpellier quickly gained the status of a provincial capital, with numerous government representatives forming the nobles of the robe who proceeded to build mansions. But the architects of the region preserved traditional features, such as the vaulted ground floors of the 14th and 15th centuries. The Montpellier elite adapted itself to the constraints of the building plots in the old "Ecusson" district.



MOCO Montpellier Contemporain

MoCo Montpellier Contemporain is a multi-site institution dedicated to **contemporary art**, including:

- Panacée, a contemporary culture centre, exhibition space and a lifestyle hub
- Montpellier's, École Supérieure des Beaux-Arts
- The Musée des Collections (3500 m2, opening on June 29, 2019)

Inclusive and resolutely innovative, Moco (Montpellier Contemporain) reinforces **the natural cultural appeal** of Montpellier by making the Mediterranean City an **international cultural destination**.
<https://www.moco.art/>

EVENTS

FIFA Women's World Cup 2019

Montpellier is welcoming several Football matches of the FIFA Women's World Cup 2019 (Football) on June 10th, 13th, 17th, 20th and 25th.

100 artists in the city - ZAT 2019

Montpellier Contemporary is organizing "**100 artists in the city**", a major exhibition of **arts taking place in public spaces** during summer 2019. An artistic trail will be organized between the train station and Montpellier's Ecole des Beaux-Arts via La Panacée. The neighbouring **coastal towns of Sète and Palavas will also be involved in the event**.

→ <https://www.montpellier-tourisme.fr/>



The fascinating history of Denim

Adopted by the American pioneers are worn by everyone today. However, did you know that this famous garment originated from Nîmes? In the Middle Ages the city exported this cheap and resistant cotton twill fabric across Europe. At the time, it was used for boat sails and tarps. Then clothing was exported to the United States where a Bavarian immigrant called Levi Strauss sold them to those who went to conquer the West. Thus, «Blue Jeans» were born. Denim comes from “de Nîmes” and “Jeans» from Genoa, the Italian port where the goods transited. It is known that in 18th century lengths of this cloth (or twill) were purchased in the area unfinished, to be dyed in Nîmes.

TO SEE

[Nîmes: the new Museum of Romanité](#)

The Museum of Romanité designed by the architects of international fame opened its doors last June. More than 5,000 works - some of which will be revealed to the public for the first time - will be exhibited around a 3,500 m² space, depicting over 22 centuries of the city's history! Throughout their visit, guests can stay interactive



via the latest technologies (augmented reality, computer graphics...) on more than 65 multimedia devices. On the ground floor, a transversal space allows open access to the archaeological gardens, where ancient vegetables have been reintroduced and planted to represent Roman cuisine.

Regional gastronomy will also be showcased here, with two restaurants: one fast food and one fine dining establishment run by a grand chef, Franck Putelat. Putelat is from Carcassonne and has been awarded two Michelin stars, a silver Bocuse and a 17/20 rating from Gault & Millau. Top your visit with an ascent to the green rooftop terrace, which offers a **spectacular 360° view of Nîmes**.

New temporary exhibition from April 6th to October 6th : « Pompei, a forgotten History »

[Nîmes: Nominated for UNESCO World Heritage in 2021](#)

The City of Nîmes, with the help of the State, is preparing its application file for UNESCO's World Heritage Site. It is based on the exceptional potential of its Roman monuments, including the Maison Carrée. This temple is the only and the oldest representative of the Roman Corinthian Augustian order still existing.

EVENTS

[From May 3 to 5th, 2019 Edition of Spartacus - the Great Roman Games](#)

This **10th edition** honours “The Barbarian kings” who came to disrupt stability in Rome between 113 and 101 before J.C. More than 500 professional actors from all over Europe, passionate about history and high-level sports, will bring you back to live the legendary “Ludi” (games) as the people of Nîmes lived more than 2000 years ago: imperial court, parade of Roman legionaries, tank race, gladiator fights and great battle between the Roman army of General Marius and the hordes of barbarians!

→ <https://www.ot-nimes.fr/index.php?L=1>



Paris Ile de France

Château de Versailles



Part of the UNESCO World Heritage of Humanity list for the past 30 years, the Château de Versailles is one of France's most beautiful realizations of 17th-century art. Housing the Hall of Mirrors designed by Jules Hardouin Mansart, it was successively a hunting lodge and a seat of power. At the foot of the palace, the gardens created by André Le Nôtre are characteristic of the famous "French garden."

This year marks the the **tercentenary of Madame de Maintenon's death**, a woman with an exceptional story. Born in a prison, she became the wife of the

most powerful king in the world, François D'Aubigné. Having become Madame de Maintenon, she married Louis XIV following the disgrace of his favourite and the death of Queen Marie-Thérèse. By building up a network of friends around her, she became an essential figure at court, credited with an unofficial political role.

WHAT TO SEE

L'Orangerie

Only accessible during guided visits, the majestic orangery is but a few metres from the Château. Its main gallery is more than 150 metres long, and is home to orange trees, palms and oleanders from all over Europe.

The Parterres

The gardens, located right in front of the Château, extend out into different parterres. A combination of water and green spaces, these surfaces create impressive visual effects, from where you can admire Le Nôtre's elegant botanical embroidery.

The Pools and Fountains

Water, which reflects the sky and the light, is an essential element of the Château de Versailles gardens whether it is cascading within the groves, or gushing from the fountains. The pools, landscaped from the 1670s onwards, represent the four seasons.



EVENTS

In 2019, the Château de Versailles is curating two grand exhibitions:

- [MADAME DE MAINTENON 15 April – 21 July 2019](#) Madame de Maintenon's Apartments
- [ARCHITECTURAL PROJECTS 03 May 2019 - 03 August 2019](#) Upper Statue Gallery, North Wing From Louis XIV's installation at Versailles to the Palace's final transformation into a museum by Louis Philippe in 1837, the royal residence was a "permanent building site".

→ <http://en.chateauversailles.fr>

Provence

Luberon Cœur de Provence



Luberon Cœur de Provence lies in the hills of the Luberon range and the Monts de Vaucluse highlands. Two of the most beautiful villages in France (Gordes and Lourmarin), stunning villages built into the hillsides, on the hilltops or amidst vineyards, white oak and olive groves, and the town of Cavaillon all combine to offer a wide range of attractions. **Since ancient times**, this area has undergone many different influences including the arrival of the Popes in Avignon, the Waldensians who came from the Piedmont and peopled the countryside,

Jewish populations protected here in 4 major cities in Vaucluse, the mighty waters of the river Durance, once known as the plague of Provence (as the Parlement in Aix was also called), mining of the limestone which makes up the local ranges, the channelling of the waters of the Durance to irrigate crops throughout Provence.

TO SEE

[Most Beautiful Villages in France](#)

Our 16 towns, all now part of the Luberon Natural Regional Park, have all preserved their historical village centres. The characteristic architecture of the stately homes in the village centres, the farmhouses and bastides in the surrounding countryside are emblematic of southern France.

History has left its imprint on the villages and their surroundings. Vineyards and olive trees, which continue to shape the Luberon countryside, were first planted by the Greeks and the Romans (Cavaillon, the Via Domitia..

Among our 16 towns, **two villages have been ranked as “Most Beautiful Villages in France”**: **Gordes and Lourmarin**. Close by, between 10 and 30 minutes’ drive, are other Most Beautiful Villages in France such as **Roussillon, Ménerbes, Vénasque and Ansouis**! Six of the Most Beautiful Villages in France in such close proximity tell you something about the beauty of the architecture and landscapes in the area... Consider too that the village of Oppède-le-Vieux has been ranked as “Outstanding heritage sites” which entails historical, architectural, archaeological, or artistic importance.

EVENTS

[CAVAILLON ‘CARAVAGE EN PROVENCE’ Hotel d’Agar - Rue Liffraan 18/7 - 30/10](#)

This exhibition will feature two previously unseen works by Caravaggio, together with some 50 works from the 16th to the 19th centuries that inspired or were inspired by Caravaggism. It takes a fresh look at discoveries linked to the introduction of Caravaggism into Provence.

[FESTIVALS](#)

From May to the very end of August, countless festivals and concerts fill the many villages in Luberon Cœur de Provence. Classical music, jazz, pop, world music - concerts are many and varied. The concert season starts in April and remains intensely vibrant through to the very end of August.

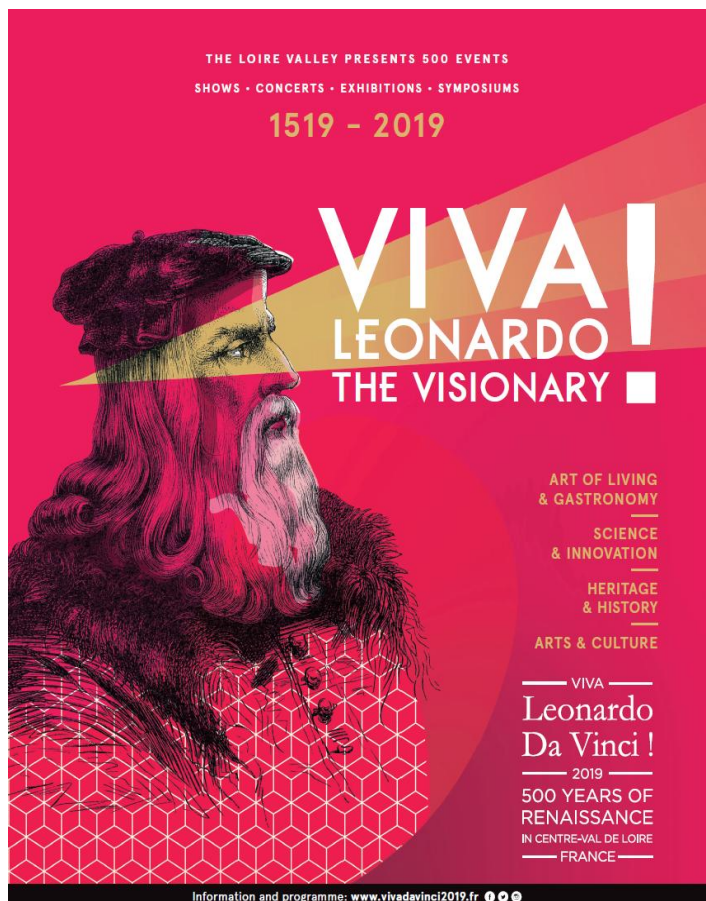
→ <http://www.luberoncoeurdeprovence.com/>

The Loire Valley

Centre-Val de Loire



THE LOIRE VALLEY, AN ETERNAL RENAISSANCE SPIRIT



The 2019 year marks the **500th anniversary of the death of Leonardo da Vinci** at the Château of Clos-Lucé in Amboise, the birth of Catherine de Medicis in Florence and the start of the construction of the **Château of Chambord**. This **exceptional Renaissance** period saw the greatest creative minds in art and science and the most informed intellectuals and humanists flock to the area. New buildings were created in the heart of a region blessed with exceptional countryside, **now listed as UNESCO World Heritage** of Humanity, many of which still bear testimony today: **Chambord in 1519, Azay-le-Rideau in 1518, Valençay in 1520, Chenonceau in 1514, the Francis I Wing at Blois in 1515, the Château of Clos Lucé** and others besides. The Loire Valley, the stunning cradle of **French Renaissance** arts, architecture, science and humanism, today aims to transpose the creative energy and activity of this period into the modern world through dialogue between the past and the future. **More than 700 events, exhibitions, workshops, shows and celebrations are awaiting you in 2019 to celebrate the visionary dynamic bequeathed by Leonardo da Vinci.**

[VISITS, all year](#)

Châteaux of Bois, Amboise, Chambord, royal city of Loches, royal fortress of Chinon
HISTOPAD: IMMERSIVE EXPERIENCE IN THE RENAISSANCE WITH AUGMENTED REALITY

EVENTS (selection)

[INTERNATIONAL GARDEN FESTIVAL – GARDENS OF PARADISE](#)

25 April to 3 November 2019
Domain of Chaumont-sur-Loire

[1519, THE DEATH OF LEONARDO DA VINCI: THE CONSTRUCTION OF A LEGEND](#)

EXHIBITION 2 May to 2 September 2019
Royal Château of Amboise

[CHILDREN OF THE RENAISSANCE](#)

EXHIBITION, 18 May to 1 September 2019
Royal Château of Blois

See all the events at www.vivadavinci2019.fr

The Loire Valley

Château du Clos Lucé



After accepting an invitation from François the 1st, Leonardo da Vinci settled in Amboise in the autumn of



1516. He crossed the Alps at age 64 and worked at Clos Lucé until he died. At the Château of Clos-Lucé, **Leonardo da Vinci** was surrounded by his students and received important figures from across the kingdom, ambassadors and his artist friends. He dedicated his time to a number of disciplines including painting, architecture, philosophy and scenography. He became designer and organizer for royal parties using complex scenography, formal decor, living decor, automata and special effects with sound and lighting.

2 MAY 1519, LEONARDO DA VINCI PASSES AWAY IN HIS ROOM IN THE CHÂTEAU OF CLOS-LUCÉ.

He was buried in accordance with his last wishes in the cloister of the Saint-Florentin collegiate church at the Royal Château of Amboise. The church was destroyed in 1808 and, several years later, his grave was transferred to the Saint-Hubert chapel at the Royal Château of Amboise.

WHAT TO SEE

[The Leonardo da Vinci Park](#)

This top cultural attraction is a veritable journey of discovery, on the trail of Leonardo da Vinci's visionary genius. Enter the universe of Leonardo's creativity, enjoying a walk that is both fun and educational...

[Leonardo's Garden](#)

Château du Clos Lucé brings to life the Master's botanical drawings, geological studies and landscapes. Spread out over a hectare, Leonardo's Garden is a real outdoor museum, landscaped and planted in the spirit of da Vinci's drawings and paintings.



© Leonard de Serres

EVENTS

[TAPESTRY OF THE LAST SUPPER FOR FRANCIS I BY LEONARDO DA VINCI](#)

A MASTERPIECE IN SILK AND SILVER, EXHIBITIONS FROM 6 JUNE TO 8 SEPTEMBER.

For the first time since the 16th century, the tapestry of Leonardo da Vinci's Last Supper – the Ultima Cena, commissioned by Francis I – will be exhibited outside of the Vatican Museum. On this, the 500th anniversary of the death of Leonardo da Vinci, the exhibition at the Château du Clos Lucé will feature this monumental masterpiece.

→ <http://www.vinci-closluce.com/en>

The Loire Valley

Pays de la Loire Tourism



2000-2020: LET'S CELEBRATE 20 YEARS OF UNESCO WORLD HERITAGE FOR THE LOIRE VALLEY



The [Loire Valley](#) has been classified for the quality of its architectural heritage, its unique cultural landscape along a major river, and its cultural monuments which demonstrate to an exceptional degree the ideals of the Renaissance and Enlightenment. The Loire Valley stretches over 280 km of sandbanks, preserved river banks and an exceptional built heritage. It is also the **Garden of France**, boasting great plants and fruits: you will find here the most beautiful gardens and the most diverse vineyards. Not to mention the famous **Chateaux de la Loire**, as well as churches or abbeys, made the white rock so typical of the region. It was also around the year 2000 that the [Loire by Bike Route](#) was

conceived. It allows to discover as close as possible, and in an environmentally friendly way, this exceptional natural and built heritage. Today, it is a 900 kilometre secured and signposted itinerary, connected to two other major itineraries, La Vélodyssée and La Vélo Francette.

TO SEE

[A new modern museum at the Royal Abbey of Fontevraud](#)

In 1101, Robert d'Arbrissel founded the [Royal Abbey of Fontevraud](#), which will be ruled by women throughout its history. It will be transformed into a prison and finally opened to the public in the 1980s. Today, it houses a magnificent 4 * hotel (54 rooms) with a contemporary design and a Michelin-starred restaurant. From spring 2020, it will host a museum of modern art thanks to the donation of a great French collector, Leon Cligman - to see: 600 works, ranging from Toulouse-Lautrec to Degas, André Derain or Germaine Richier.

©Jean-Sébastien Evrard auriez



[New! 17 Loire Valley Wine Routes](#)

The Loire Valley vineyard is the 3rd vineyard in France. It is made of a mosaic of climates, soils, reliefs and orientation. Since 2018, the 17 [Wine Routes of the Loire Valley](#) allow you to discover this diversity of landscapes and wines, to meet passionate producers, to sleep in the heart of the vineyards. In the Atlantic Loire Valley, you will come across some top quality, world-famous AOC-labelled wines, and also some little gems!

EVENTS

[The Night of the Chimera, Le Mans](#)

During the months of July and August, be amazed by the breathtaking visual and sound creations at La Nuit des Chimères (The Night of the Chimera). A poetic stroll through the Plantagenet City, the **historic district of Le Mans**, whose façades come alive as if by magic...

[Les Rendez-vous de l'Erdre, Sailing and Music !](#)

A free jazz festival coupled with an amazing regatta? This is the concept of the Rendez-vous de l'Erdre, held every year in Nantes and a few surrounding towns. For four days, over 150 boats float on the Erdre, their prows swelling with pride. Alongside this parade on the strip of water that François I called "the finest river in France", stages are set up on the docks in front of the audience! They host concerts by various jazz groups.

→ <https://www.paysdelaloire.co.uk>

The Loire Valley and Brittany

A Modern Journey through an Old Land



Today, **Nantes, Rennes and Saint-Malo** welcome international visitors to the West of France by inviting them to explore this region through an **itinerary to Mont Saint-Michel** by way of little-known treasures, secret beaches, and artworks nestled in lush landscapes, and excellent places to eat and rest...

In addition to highlighting our **rich architectural heritage**, we hope to offer a poetic or even sensual approach to these major heritage sites, some of which have been forgotten or have yet to be truly revealed. Artists, designers, and architects will be invited to offer their vision of certain stops. When travelling, there is what one aims to discover (or rediscover), and there is the path leading there. Perhaps this path is, ultimately, the most thrilling part of all. **This modern journey through an old land hopes to introduce – or allow visitors to rediscover – a local culture, where they let themselves drift to their chosen destination, taking the time to let emotion and enjoyment be their guide.**

WHAT TO SEE

Rennes

With its rich architectural heritage, it's easy to visit Rennes, the capital of Brittany. Don't miss: the heart of the city, with its medieval architecture (Rennes has the largest number of timber-framed houses in Brittany), the Parliament of Brittany, the Parc du Thabor, and La Criée, a lovely covered market opens every morning. After stopping by one of the many *crêperies* for an afternoon snack, discover contemporary structures by important architects, like Jean Nouvel, De Portzamparc (among others), and new contemporary art spaces, like the FRAC ("Regional Fund for Contemporary Art"). A path running along the Vilaine River allows guests to enjoy the surrounding nature while never leaving the city, and ends at the impressively designed Le Mabilay building!

Nantes

Les Machines de l'Île

The Machines are an absolutely original artistic and touristic project. Born from the imaginations of François Delarozière and Pierre Orefice, it is at the crossroads of the imaginary worlds of Jules Verne, the mechanical universe of Leonardo da Vinci, and Nantes's industrial history. Today, these monumental mechanical moving structures fit perfectly into the urban fabric.



© F. Tomps.

EVENTS

From June 30 to August 26: The Travel Event

Each summer, Voyage à Nantes enlivens the sensory and poetic urban trail of the same name, with fifty surprising stops. See ephemeral and perennial installations, and works of art. Experience convivial venues and unexpected encounters. Savour local products grown in the gardens of the city centre.

→ <https://www.voyageenbretagne.com/>

French Heritage

France Tourisme Culture



© Sophie Lloyd



© P. Berthé

The **Cluster Tourism and Culture of Atout France** brings together 48 members of the French cultural sector. Nearly 150 sites are represented within the cluster and represent the French cultural diversity, such as: castles, museums, monuments, interpretation centers, festivals, tourist offices. The main goal is to position France as the first cultural tourism destination.

WHAT TO SEE

[The cultural journey in France](#)

French cultural heritage offers an incredibly rich program to discover with more than **40 000 monuments** and protected sites, **45 cultural sites** listed as World Heritage Sites (UNESCO), **8 000 museums**, including 1,218 labelled « Musée de France » and **500 festivals, concerts and shows**. The rich French cultural heritage contributes to the international influence, and it always leaves room to dream...

EVENTS

Major historical events in France in 2019

[Celebrating 500 years since the Renaissance in the Loire Valley](#)

In **2019**, the region is celebrating its Renaissance heritage. During the year, events, exhibitions, scientific symposiums, visits, and regional and European-themed courses revive the spirit of the period.

[PIÈCE D'HISTOIRE collection at the Monnaie de Paris](#)

From March 25, 2019. With its new collection, the Monnaie de Paris revisits France and its history. Come and discover in the 11 Conti Museum the ancient coins that inspired this series, through an interactive and innovative experience.

[Marie-Antoinette Mania at the Conciergerie, Paris](#)

October 26' 2019, to January 26' 2020

Marie-Antoinette will be honoured at the Conciergerie, a monument where she lived her last days. The exhibition will return to the special status of the young queen, who continues to fascinate.

French Heritage

France eMotion – The animated Journey

France eMotion – an animated journey through the most beloved cultural attractions in France.



Opéradevichy@LOURDES SEGADE - Atout France

The Cluster Tourisme and Culture, in partnership with the Institut français, also promote artistic creation with the travelling exhibition **France eMotion - The animated journey**. Featuring 35 original pieces that come alive through augmented reality, the project aims to spark the curiosity of visitors around the world and inspire them to come (re)discover France's rich heritage. Since the travelling exhibition started in 2018, the project was presented 36 times in 19 countries so far. The exhibition will be on the road until 2020.

Monnaie de Paris

1,150 YEARS OF HISTORY

France's longest-standing institutions and the oldest enterprise in the world, Monnaie de Paris was officially founded in 864 with the Edict of Pistres. In the Edict, Charles II - known as Charles the Bald - decreed the creation of a coining workshop in Paris, attached to the crown, in addition to eight further workshops in the provinces. The Parisian workshop, the only one in France in continuous operation since it opened, gained precedent under the Ancien Régime as the country's foremost mint. The decision to construct the current building on the Quai de Conti, in Paris's 6th arrondissement, was made by Louis XV. Jacques-Denis Antoine was the architect he entrusted with creating a palace on the banks of the river and a royal manufacture. The foundation work began at the end of 1769 and the first stone was laid on 30 April 1771. Monnaie de Paris was officially established on the Quai de Conti on 20 December 1775.

EXHIBITION

The 11 Conti Museum offers you a unique interactive and sensory experience involving metal, know-how, and the heritage of Monnaie de Paris. Using a universal design process, the Museum is intended for the general public and empowers you to offers a personal experience taking behind the scenes of this temple of coinage and artistic workmanship. The Museum brings together several disciplines (art, science and technology, history of peoples, tastes and economy, archaeology and sociology) to express the wealth of talent working in the manufacture and the richness of the heritage collections.

→ <https://www.monnaiedeparis.fr/fr>

Overseas Regions

Martinique



Martinique, French Island in the Caribbean, is a mix of French Culture and Gastronomy with a touch of African Music, Indian traditions and Creole influences.

Martinique is the island of the most rewarded rums, with not less than a dozen of distilleries from up north to down south, like Saint-James, Clement, but of course Trois-Rivières !

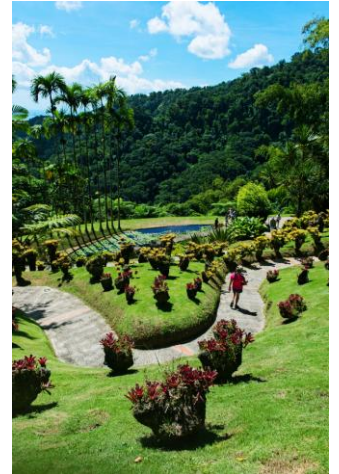
What makes Martinique different and outstanding ?

As a French territory in the Caribbean, Martinique is ruled by European Hygiene and Security standards. It is safe when travelling alone or with family, people speak French (but also English and Spanish) and they are foodies! The History of Martinique is important and rich, as the island has been discovered by Christopher Columbus, then had been part of the triangular trade, with slaves exported from Africa before the abolition. Martinique eventually became a welcome land for foreigners (migrants or visitors) throughout the years. As a matter of fact, Martinique has welcomed some Acadians during the XVIIIth century !

WHAT TO SEE

Balata Garden

Founded in 1982 by Jean-Philippe Thoze, the Balata Garden only opened its gates to the public in 1986, and is named after the trees that were once so abundant on this land. Thoze was charmed by the old farm-like country house, and began clearing around it. Over time, he created the garden as it is today, with its more than 3,000 tropical plants. The tropical colour palette is a feast for the eyes, as you stroll amidst the cannas, hibiscus, South American bromeliads, porcelain roses, heliconias, anthuriums, and, yes, wild orchids...



EVENT

Martinique Carnival March 3-6, 2019

Martinique Carnival stands out by its creative spontaneity coming from its popular essence. The rhythm, the music, the costumes beauty, the derision and the dramatized burlesque, the singularity of the traditional figures makes it one of the warmest and most original carnivals of the world. Four days of jubilation offered for the public: - Fat Sunday: Appearance of the Carnival queens and its Majesty Vaval (King of the Carnival) - Fat Monday: Burlesque wedding (marriage parody) - Fat Tuesday: Appearance of the Red Devils, Floats, and cross-dressers - Ash Wednesday: "vidés" (parade in black and white) to escort its Majesty Vaval to its cremation.

→ <https://www.martinique.org/>

Overseas Regions

Saint-Martin



Saint-Martin is a small Franco-Dutch island surrounded by the Atlantic Ocean and Caribbean Sea. It covers an area of 88km², and boasts a wealth of natural resources, perfect for watersports enthusiasts and nature lovers year-round. Its flourishing gastronomy and nightlife have helped build the island's unique identity, which over the years has transformed Saint-Martin into an unsurpassable sun destination.

Saint-Martin, affected by one of the worst natural disasters on the night of September 5-6, 2017, was hit full on by hurricane Irma, with a violent force never seen before. The tourism industry was directly impacted by this catastrophe.

Saint-Martin opens to business!

Saint- Martin, «la Friendly Island» is recovering at a great pace. Roads and beaches have been cleared. Many restaurants, bars and businesses have reopened. Bathed year round in the sunshine, the island's vegetation consists of sprawling beaches and scenic trekking trails. Hypnotic sunsets, enticing nightlife, good deal shopping and activities for couples, families and newfound friends await you.

TO EXPERIENCE

Ecotourism

St. Martin's often dry subtropical climate means that it lays claim to exceptional flora and fauna, and the island makes continued efforts to protect it. The contrast between lush vegetation and dry scrub on the island is striking. Cactus, bougainvillea and flamboyant grow side by side with hibiscus, coconut palms and ferns in this beautiful setting. Along the coastline and on the edges of the mangrove swamps, terns, frigate birds, gannets, brown pelicans and other bird species coexist, while bananaquits and hummingbirds are frequent garden visitors. Lizards and iguanas bask nonchalantly on the island's sunny rocks. In the interests of environmental protection, St Martin has stepped up its ecotourism efforts. Hiking, pony-trekking, mountain biking, quad biking and kayaking are a great way to discover the island without damaging its natural resources.

EVENT

SXM Festival 2019 - March 13-17

The third edition of the largest electronic music festival in the Caribbean! Set on the beautiful island of St. Martin / St. Maarten, it features the best of international DJs and electronic music talent. SXM Festival prides itself upon drawing the most discerning crowd of music lovers. Previous editions of SXM Festival saw an influential group of dancefloor aficionados – who values and respects the scene's history and culture – come together in beautiful surroundings to dance and experience the joys of one of the Caribbean's most fun and friendly locations.

→ <https://www.st-martin.org/>

Accommodations

Club Med

A modern gem at the heart of Paradiski area



Club Med Arcs Panorama opened in December 2018 and offers modern architecture and breathtaking views. The resort is ideally located in the family resort Les Arcs 1600, at the heart of one of the largest ski areas in the world, Paradiski. The Arcs Panorama offers a unique wellness area with a CINQ MONDES Spa, heated indoor and outdoor pools, a hot tub, a hammam, fitness and cardio rooms. Families will enjoy our children's clubs welcoming them from 4 months up to 17 years and our new concept and restaurant dedicated to families, "Family Experience Restaurant", where children invite their parents! And for an even more exclusive experience the Panorama Arcs offer the

outstanding Exclusive Collection Space, Le Belvédère, nestled at the top of the Resort.

An exceptional panorama for an authentic experience:

A ski holiday in the Village Club Med Samoëns Morillon, 1600 metres above sea level, on the Saix Plateau, close to Geneva and Annecy, is the guarantee for an exceptional environment for an authentic mountain experience, summer like winter, at the heart of the Grand Massif ski area. In a region renowned for its picturesque hamlets, the modern design of the resort, with a cozy atmosphere, integrates with nature and offers a 360-degree view of the surrounding mountains. Village Samoëns benefits from a family relaxation area with a swimming pool and a Club Med Spa by CARITA.

www.clubmed.ca

Vacances Bleues

Vacances Bleues is a famous 3* & 4* Hotel group operating for 45 years in Franc. It proposes about 30 hotels; clubs & residences distinctive because of particular history, architecture and design. They are located in beautiful key destinations such as:

- ✓ **Paris & Normandy:** Paris Opéra, Montparnasse and Deauville
- ✓ **The French Riviera** with Nice, Menton, St Jean Cap Ferrat, St Raphael and Hyères-les-Palmiers
- ✓ **The Atlantic Coast** with La Baule, Bénodet, Les Sables d'olonne, Biarritz, Dax, Arcachon, Seignosse and Hendaye
- ✓ **The Alps and surroundings** such as Megève, Belle Plagne, Serre Chevalier, Aix les Bains and Divonne les Bains/ Genève
- ✓ **The countryside** with Lac de Serre ponçon, Jonzac and Gréoux les Bains

We do offer Bed & Breakfast, Half Board, Full Board, All-inclusive and rentals. Most of our hotels propose SPA, business centres, restaurants and bars.

Our customized offers are adapted to individuals & groups, on request, allotments and guarantees, XML connectivity and extranet, in short or long stays.

<https://www.vacancesbleues.fr/en>

Tour Operators

TravelBrands

TravelBrands is one of the largest independent wholesalers in Canada offering hotels and tours across most of France.

We work with all major airlines on a year-round basis. We offer FIT products, hotels, specialized tours and car rentals to get you from town to town.

Paris is our main destination with hundreds of hotels and selected tours, including Champagne tasting for two and small group cooking classes. Cote d'Azur is also a key area where we offer hotels and Pierre & Vacances apartment accommodation. We offer specialized Cycling and Hiking tours through our Exotik Journeys Brand.

New for 2019 is a hotel in the Bordeaux region as part of our Culinary Collection in our Experiences programs.

We've included a hotel in the Bordeaux region as part of our Culinary Collection in our Experience program.

<http://www.travelbrands.com/>



© iStock

Carriers

Air Canada



Air Canada announces new seasonal Montreal and Bordeaux services between June 15 and September 15, 2019. Flights will operate four days a week with Boeing 737 MAX 8. The addition of a fifth destination in France further enhances Air Canada's competitive position in the French market. Our four weekly flights are the most offered than any other airline between Montreal and Bordeaux providing travellers unique access to the famed wine growing region and the popular Nouvelle-Aquitaine

market. In addition to playing a special role in connecting Canada with many French-speaking communities around the world, our Montreal hub is increasingly popular among U.S. travelers who appreciate seamless connections to international destinations on Air Canada.

The introduction of the Montreal to Bordeaux service adds to an already extensive schedule of 37 weekly flights between Canada and France. During the summer season from Montreal, Air Canada flies twice daily in Paris, as well as five times a week into Lyon on our main line aircraft, as well as four flights a week to Nice and three per week to Marseilles on Air Canada Rouge. Air Canada also flies from Toronto to Paris once a day and from Vancouver to Paris four times a week.

www.aircanada.com

Air France

Air France, the art of French-style travel!

Air France, a global airline of French inspiration, with high standards and a caring attitude, turns the flight into a moment of real pleasure and elegance. For the promise of a French-style trip, Air France accompanies Canadian travellers around the world on a daily basis:

- Year-round flights between Canada and Paris with 36 weekly flights this summer: Montreal (21 weekly flights), Toronto (10 weekly flights) and Vancouver (5 weekly flights).
- From July 1 to October 26, the 3rd daily flight out of Montreal is aboard the Dreamliner, an innovative aircraft equipped with the latest travel cabins and Wi-Fi with Air France CONNECT between Montreal and Paris, to cross the Atlantic in complete peace of mind. All other flights serving Canada are operated with Boeing 777s.
- In-flight dining worthy of the finest restaurants, signed by a Michelin-starred chef in Business cabins on departure from Paris. Additionally, in 2019, with the TGV AIR offer, customers can combine their Air France flight with a train ticket to/from 14 French stations:
 - To/from Paris-Charles de Gaulle - Angers Saint-Laud, Avignon TGV station, Champagne-Ardenne TGV station, Le Mans, Lille Europe, Lorraine TGV station, Lyon Part-Dieu, Nantes, Nîmes, Poitiers, Rennes, Saint-Pierre-des-Corps, Strasbourg and Valence TGV station.
 - To/from Massy TGV station, near Paris-Orly airport - Angers Saint-Laud, Champagne-Ardenne TGV station, Le Mans, Lille Europe, Lorraine TGV station, Poitiers, Rennes, Saint-Pierre-des-Corps and Strasbourg. www.airfrance.ca



Carriers

Air Transat

A specialist in holiday travel, **Transat** develops and commercializes a vast array of products, including beach vacations, guided tours and cruise packages, under the Transat and Air Transat brands. They belong to Transat A.T. Inc., a leading integrated international tourism company active in air transportation, accommodation, travel packaging and distribution.



Air Transat is Canada's number one holiday airline. It flies to some 60 destinations in more than 25 countries in the Americas and Europe, offers domestic and feeder flights within Canada, and carries some 5 million passengers every year. Based in Montreal, the company employs 3,000 people.

Transat was named best tour operator for the fifth consecutive year at the 19th annual Agents' Choice Awards, organized by Canadian Travel Press, Travel Courier and TravelPress.com. Air Transat was also named the World's Best Leisure Airline in 2018 by Skytrax in July 2018. Committed to the sustainable development of the tourism industry, Transat is involved in several corporate responsibility initiatives and has been awarded Travelife Partner status. Air Transat was placed first among airlines in Forbes magazine's annual list of Canada's Best Employers. The company gained 18 positions in the overall ranking, rising from 69th in 2018 to 51st in 2019.

www.airtransat.com

CroisiEurope



CroisiEurope, a leader in European river cruises, welcomes nearly 200,000 passengers yearly aboard its 50 boats that crisscross the rivers of Europe and the World. A family run business, fiercely attached to its independence, has held its high position among river cruise companies for three generations. Nowadays, the company is known

throughout the world from its home port in Strasbourg, where it was founded in 1976.

Our state of the art, top level barges and ships can carry 22 to 200 passengers on board. The French canal barge with just 22 passengers offers an intimate space with charm and travel at a slower pace. In Southeast Asia and South Africa we offer the same quality tinged with exoticism.

Offering Cruises along France's major Rivers: From Paris to Normandy on the Seine, Burgundy and Provence along the Rhone, and on the Garonne and Dordogne in Bordeaux. Exclusive River Cruise along the Loire including a visit to the Chateaux of the Loire Valley.

CroisiEurope also features 6 Canal Barges- cruising from Paris to Champagne, along the Upper Loire, along Coastal Languedoc and Provence, in French Alsace, and in Burgundy and Franche Comte.

<https://www.croisieurope.com/>

Le Boat

Le Boat is Europe's premier boating vacation company, with 50 years of experience in the industry.

Le Boat owns and operates one of the largest and most stylish selections of rental boats in Europe, and Canada. With a fleet of 940 boats, travellers can easily choose a boat that best fits their budget, travel style and group size (sleeping from 2-12 people). All boats feature fully equipped kitchens, comfortable furnishings, showers and bathrooms. Instructions and an orientation are provided to first-time renters, and no previous boating experience or licence is required. Operating a network of more than 39 departure bases across 9 destinations, Le Boat's boating holidays can be whatever you want them to be from a full-on action-packed adventure or a slow-paced, relaxing chance to unwind.



<http://www.leboat.com/vacations/destinations/france>

Rail Europe North America Inc.



See the Real Europe with Rail Europe.

A little planning can mean a lot more travelling. Travelling by train will enhance your entire European experience: no airport hassles or wasted time, and more leisurely gourmet dining as you gaze through panoramic windows while being whisked from city centre to city centre. It's no wonder trains are so popular, so make sure you book in advance to get the most choices at the best prices.

Rail Europe, which represents more than 35 railways in Europe, offers a large variety of products in addition to the traditional train ticket, most notably the Rail Pass, the equivalent of a travel card.

Present on four continents, Rail Europe employees offer their help and expertise to nearly four million clients each year.

Rail Europe allows travellers from America, Asia, Oceania, Africa and the Middle East to easily plan and book their train travel in Europe and France, along with complimentary tours and activities.



www.raileurope.ca

West Jet

Together with WestJet's regional airline, WestJet Encore, we offer scheduled service to more than 100 destinations in North America, Central America, the Caribbean and Europe and to more than 175 destinations in over 20 countries through our airline partnerships. WestJet Vacations offers affordable, flexible vacations to more than 60 destinations and the choice of more than 800 hotels, resorts, condos and villas. Members of the WestJet Rewards program earn WestJet dollars on flights, vacation packages and more. Members use WestJet dollars towards the purchase of flights and vacations packages to any WestJet destination with no blackout periods, and have access to Member Exclusive fares offering deals to WestJet destinations throughout our network and those of our partner airlines. WestJet is proud to be recognized as Best Airline in Canada and Travellers' Choice winner – North America for 2017 and 2018 in the TripAdvisor Travellers' Choice awards for Airlines. The airline was also named the Travellers' Choice Winner – Economy, North America, 2018. All awards are based on authentic reviews from the travelling public on TripAdvisor, the world's largest travel site. We are one of very few airlines globally that does not commercially overbook.

Flights out of Halifax have been timed to connect conveniently with WestJet flights across Canada and with codeshare partner, Air France-KLM in Paris. Flights also provide for WestJet Rewards earning and redemption.

DIRECT FLIGHTS TO PARIS

WestJet is serving Paris CDG Airport and will start flying from **Halifax to Paris** on June 1. A brand new seasonal service from Calgary to Paris will debut May 17th, 2019.

<https://www.westjet.com/>

EVENTS

2019 MAJOR EVENTS IN FRANCE

- ▶ Viva da Vinci 2019! 500 years of Renaissance(s) in the Centre-Val de Loire (events and exhibitions throughout the year)
- ▶ International Design Biennial in Saint-Etienne, Auvergne-Rhône-Alpes (March 21 – April 22)
- ▶ 75th anniversary of D-Day and the Battle of Normandy (early June)
- ▶ Rouen Armada, Normandy (June 6-16)
- ▶ FIFA Women's World Cup Finals, Grenoble, Lyon, Montpellier, Nice, Reims, Rennes, Paris, Valenciennes (June 7 – July 7)
- ▶ Bordeaux River Festival, Nouvelle-Aquitaine (June 20-23)
- ▶ Lyon contemporary art biennial, Auvergne - Rhône-Alpes (September 18, 2019 - January 5, 2020)
- ▶ Lille Métropole 2020, World Capital of Design, Hauts-de-France (from December 6, 2019)

2019 MAJOR EXHIBITIONS IN FRANCE

- ▶ Miró at the Grand Palais, Paris Region (until February 4)
- ▶ Courtauld collection: A Vision for Impressionism, at the Fondation Louis Vuitton, Paris Region (February 20 - June 17)
- ▶ Van Gogh, Starry Night at the Atelier des Lumières, Paris Region (February 22 - December 31)
- ▶ Van Gogh, Starry Night, Carrières de Lumières, Les Baux-de-Provence, Provence-Alpes-Côte d'Azur (March 1 - January 5, 2020)
- ▶ Alberto Giacometti, a modern adventure, at the LaM museum, Lille, Hauts-de-France (March 13 - June 11)
- ▶ Red: Art and Utopia in the Soviet Union 1917-1953 at the Grand Palais, Paris Region (March 20 - July 1)
- ▶ Tutankhamun: the Treasure of the Pharaoh at the Grande Halle de La Villette, Paris Region (March 23 - September 15)
- ▶ Homer at the Louvre Lens, Hauts-de-France (March 27 - July 22)
- ▶ The Moon, from a real voyage to imaginary journeys, at the Grand Palais, Paris Region (April 3 - July 22)
- ▶ Fellini/Picasso at the Cinémathèque Française, Paris Region (April 3 - July 28)
- ▶ Electronic Music, from Kraftwerk to Daft Punk, at the Philharmonie de Paris, Paris Region (April 9 - August 11)
- ▶ Lille3000, Eldorado event in Lille, Hauts-de-France (April 27 - December 1)
- ▶ 1519, Death of Leonardo da Vinci: building a legend exhibition at the Château d'Amboise, Centre-Val de Loire (May 2 - September 2)
- ▶ Masterpieces of the Guggenheim, from Manet to Picasso – the Thannhauser collection at the Hôtel de Caumont – Centre d'Art, Aix-en-Provence, Provence-Alpes-Côte d'Azur (May 1 - September 30)
- ▶ Prehistory exhibition at the Centre Pompidou, Paris Region (May 8 - September 16)
- ▶ Chambord 1519-2019: Utopia at Work exhibition at the Château de Chambord, Centre-Val de Loire (May 26 - September 1)
- ▶ Tapestry of the Last Supper by Leonardo da Vinci for Francis I, a masterpiece in silk and silver at the Château du Clos Lucé in Amboise, Centre-Val de Loire (June 6 - September 2)
- ▶ La Mer XXL exhibition in Nantes, Pays de la Loire (June 29 - July 10)
- ▶ Francis Bacon at the Centre Pompidou, Paris Region (September 11, 2019 - January 20, 2020)
- ▶ Degas at the Opera at the Musée d'Orsay, Paris Region (September 24, 2019 - January 19, 2020)

2019 GRAND OPENINGS IN FRANCE

- ▶ Reopening of the Musée des Beaux-Arts, Dijon, Bourgogne-Franche-Comté (May 17)
- ▶ Opening of MOCO, a new contemporary art center in Montpellier, Occitanie (June)
- ▶ Opening of the Musée de la Libération, Paris – Musée du Général Leclerc – Musée Jean Moulin, Paris Region (August 27)
- ▶ Opening of the Pinault Foundation at the former Paris Stock Exchange, Paris Region (2019)
- ▶ Reopening of the Museum of Bordeaux, Nouvelle-Aquitaine (2019)
- ▶ Opening of the Luma Foundation to promote contemporary art, Arles, Provence-Alpes-Côte d'Azur (2019)
- ▶ Reopening of the Musée du Vin de Champagne et d'Archéologie Régionale, Epernay, Grand Est (2019)
- ▶ Opening of the Internationale City of Gastronomy in Lyon, Auvergne-Rhône-Alpes (2019)
- ▶ Restoration of the Théâtre du Châtelet, Paris Region (Fall 2019)
- ▶ Reopening of the Musée Galliera, Paris Region (late 2019)
- ▶ Reopening of the Musée Carnavalet, Paris Region (late 2019)

Museums:

- ▶ Opening of the Luma Foundation to promote contemporary art in Arles | Provence-Alpes-Côte d'Azur
- ▶ Opening of the Pinault Foundation at the former Paris Stock Exchange | Paris Region
- ▶ Opening of MOCO, a new contemporary art center in Montpellier | Occitanie
- ▶ Opening of the International City of Gastronomy in Lyon | Auvergne – Rhône-Alpes
- ▶ Opening of the Musée de la Libération de Paris – Musée du Général Leclerc – Musée Jean Moulin, Paris | Paris Region
- ▶ Reopening of the Musée Carnavalet, Paris | Paris Region
- ▶ Reopening of the Maison Balzac, Paris | Paris Region
- ▶ Reopening of the Palais Galliera, Paris | Paris Region
- ▶ Opening of Citeco, Cité de l'Economie, Paris | Paris Region
- ▶ Opening of the Musée Emile Zola-Dreyfus, Paris | Paris Region
- ▶ Reopening of the Théâtre du Châtelet and the Théâtre de la Ville, Paris | Paris Region
- ▶ Reopening of the Musée des Beaux-Arts, Dijon | Bourgogne-Franche-Comté
- ▶ Reopening of the Muséum of Bordeaux | Nouvelle-Aquitaine
- ▶ Opening of the Musée Mer Marine, Bordeaux | Nouvelle-Aquitaine
- ▶ Reopening of the Musée du Vin de Champagne et d'Archéologie Régionale, Epernay | Grand Est
- ▶ Opening of Fluctuart, the world's first floating urban art centre, Paris | Paris Region
- ▶ Opening of a new modern art museum at the Abbaye de Fontevraud | Pays de la Loire

New venues:

- ▶ Expansion and modernisation of the Centre des Congrès in Angers | Pays de la Loire
- ▶ Opening of the Dock G6, a unique venue at the heart of the former docks area in Bordeaux | Nouvelle-Aquitaine
- ▶ Reopening of La Samaritaine by the LVMH group, Paris | Paris Region
- ▶ Completion of renovation work at Le Grand Large conference centre in St-Malo | Brittany

Hotels:

- ▶ Opening of the 5-star Hôtel Le Palais Gallien in Bordeaux | Nouvelle-Aquitaine
- ▶ Opening of Philippe Starck's 164-foot-tall hotel near the Pompidou Museum in Metz | Grand Est
- ▶ Opening of the InterContinental Lyon - Hôtel Dieu | Auvergne-Rhône-Alpes
- ▶ Opening of the 5-star Hôtel Chais Monnet, a luxury resort in Cognac | Nouvelle-Aquitaine
- ▶ Opening of the Hôtel Mama Shelter Swam in Lille | Hauts-de-France
- ▶ Renovation and expansion of the Hôtel Barrière Le Fouquet's Paris | Paris Region
- ▶ Opening of the Hôtel Hilton Paris Eiffel Tower, designed by Philippe Starck | Paris Region
- ▶ Reopening of the Hôtel Grand Powers, Paris, following complete renovation | Paris Region

Gout de France / Good France



GOÛT DE/GOOD FRANCE 2019: 5 YEARS, 5 CONTINENTS, 5000 CHEFS FOR THE PLANET

Goût de France Good France is back on 21 March 2019 for the world's biggest event celebrating French gastronomy in over 150 countries! In 2019, Goût de France Good France has had a makeover: this 5th year of the event will see over 5000 chefs participate across 5 continents over 4 days of events celebrating responsible cooking. This year, the Provence region will be in the spotlight and will be showcased during events in France and around the world.

21 MARCH: A PLANET-FRIENDLY GOOD FRANCE MENU

Event organized by the French Ministry for Europe and Foreign Affairs and Alain Ducasse. Following on from COP21 and the French National Food Conference (Etats Généraux de l'Alimentation), France is at the forefront of global environmental action. The Goût de France Good France key event showcasing France's gastronomy has taken a greener approach in 2019 aimed at better respecting the planet's resources. On 21 March, chefs from around the world will be cooking up a French-style dinner, with a focus on more responsible cuisine. Each menu will present dishes using less fat, sugar and salt, with great concern for "good food" and the environment. Goût de France Good France has also decided to join forces with the "No More Plastic" association, represented by Alexandra Cousteau. She will chair a "Good Impact" round table on the issues of environmental and resource preservation, where she will be joined by chefs, scientists, business leaders and other important figures.

21-24 MARCH: A FESTIVAL FOR ALL

THE FOODIE EVENT OF THE YEAR

Goût de France Good France is the home of new culinary discoveries with a festival covering the whole of France and open to all. On 21 March, in addition to French-style dinners, the French foodie festival will feature new culinary experiences including:

- **Un Grand Banquet provençal.** Paris will play host to a five-course banquet of responsible, Mediterranean-inspired dishes conjured up by six Provençal chefs – Gérald Passédat, Michel Portos, Sébastien Richard, Jean-André Charrial, Armand Arnal, Clément Higgins – at the Village International de la Gastronomie. This event is part of the Marseille Provence Gastronomie 2019 year of Provençal cuisine, launched by the Bouches-du-Rhône department and Provence Tourisme.
- **Les Expériences Gourmandes,** in collaboration with the Paris Convention and Visitors Bureau. Tourists and Parisians will be able to discover 30 of the capital's key culinary sites.
- **Les Dîners Complices, at the Collège Culinaire de France.** Producers – the building blocks of all high-quality cuisine – take centre stage. In synergy with the chefs, they will compose a vibrant menu and discuss the reasons for their passion with the visiting public.

WWW.GOODFRANCE.COM

About Atout France, the France Tourism Development Agency

Atout France, the only state operator in the tourism field contributes to the enhancement of the attractiveness of the France destination and the competitiveness of its businesses and sectors. Thanks to its 32 offices in 30 countries, Atout France covers 78 intervention markets with the close collaboration of the embassies and has a precise knowledge of the international tourist customers and the actors of the distribution.

Atout France supports more than 1,300 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, in particular through a strong digital strategy (a powerful website, **france.fr**, 3 million fans on social media, 5,5 million qualified contacts) as well as communication campaigns or editions. International press and tourism professionals are also continuously kept aware of the advantages of the destination (trade shows, prospections, fam trips, conferences, etc.).

Press contact

Marie-Andrée Boucher

Press manager

Marie-andree.boucher@atout-france.fr

(514) 288-2026, poste 241

www.france.fr /

ca.media.france.fr

