



DESTINATION FRANCE 2020

# TERROIRS

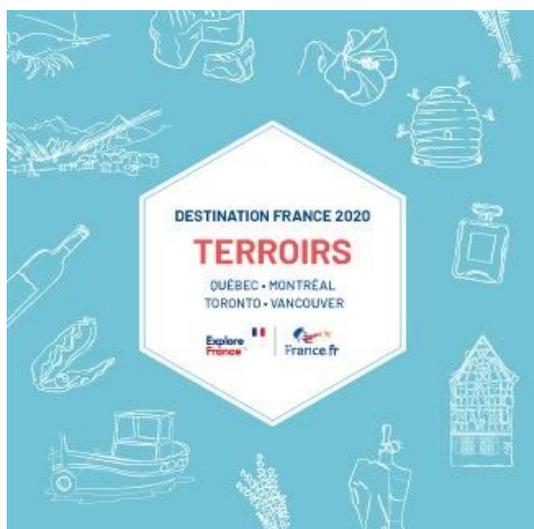
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## A Word from the Editor



*Terroir*. A word that summons images of an idyllic countryside, promising delectable moments and making our mouths water. What could be a better a theme to inspire tourism professionals for this 2020 edition of Destination France! Taking a longer trip, travelling slower, eating local, and leaving a positive impact... all of these elements align with what consumers - who have ever higher expectations are more conscious of climate change - want.

*France's rich, culture-infused landscapes, its unique rural and natural features, its local knowhow, and its globally-recognised products make it a land of abundance that never ceases to inspire. Yet we saw that the nearly 90 million tourists France welcomed in 2019 tended to choose similar destinations; for the vast majority, 80% of the French territory remains unexplored. Inviting the people of Quebec and Canada to come visit the terroirs of France also means offering them new experiences, exceptional encounters, and innovative sustainability-oriented destinations.*

*In this press kit you'll find a whole host of ideas for enjoying the delights of friendly destinations, exceptional locations, cozy accommodations, local tour organizers, and tour operators that love France. Whether by bicycle, on foot, with your family, or among friends, nothing beats those moments of pure delight you can find around every turn: a personal encounter with a vintner; a picnic at the foot of a legendary castle; the colours of the Antilles' markets; a cocktail with your host, overlooking a panoramic view that leaves you breathless. Each one will be proud to talk with you about their terroir, their way of cultivating, raising, and cooking these local products, the mark of their area's identity.*

*Since the first law on Appellations d'Origine (AOC) was adopted in 1919, France now includes over 450 appellations and nearly 110,000 producers in three categories: wine, dairy, and other food products. Many sites welcome visitors as well, under the labels **Accueil Paysan**, **Bienvenue à la ferme**, **Vignobles et découvertes**, **Entreprise**, and **Découverte**.*

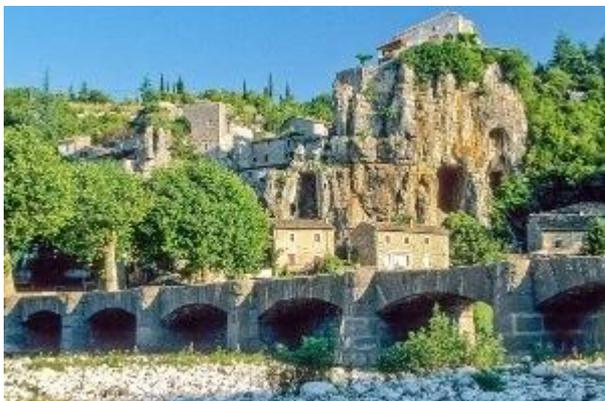
*On the back roads, travellers will be amazed by the **Plus Beaux Villages de France**, the **Petites Cités de Caractère**, and the **Villes et Pays d'art et d'histoire** and they can stop in one of **628 Michelin-starred restaurants**.*

*Terroir and gastronomy pair exceptionally well with the **10<sup>th</sup> anniversary** of UNESCO's recognition of the **French gastronomic meal**, which will be celebrated at the upcoming edition of **Good France**, April 16, 2020, and the progressive inauguration of the **Vallée de la gastronomie** from Dijon to Marseille.*

*Happy reading!*

## Auvergne Rhône-Alpes

# Auvergne Rhône-Alpes Tourism



**The Auvergne-Rhône-Alpes region** boasts a wide array of destinations, with the city of Lyon, France's capital of gastronomy, the Alps and Mont Blanc, Europe's highest point, the Drôme and Ardèche departments leading up to Provence, and Auvergne with its volcanoes. In winter, tourists from around the world flock to the renowned ski resorts of the French Alps, including Chamonix, Courchevel, Megève, Méribel, Val d'Isère, Val Thorens, and more.

### **In Auvergne-Rhône-Alpes, there is no need for a time machine.**

Here, ancient vestiges, mediaeval fortresses, wonderful villages, UNESCO World Heritage Sites, Renaissance monuments and examples of Romanesque art offer visitors the chance to embark on a wondrous journey deep into the region's past. Contemporary art lies at every turn, with avant-garde architecture, countless museums, and the design city of Saint-Etienne. And don't miss the many international festivals that showcase the unique culture of the Auvergne-Rhône-Alpes region, including the Jazz Festival in Vienne, Contemporary Art Biennale in Lyon, the International Design Biennale in Saint Etienne, the Chaise-Dieu and Ambronay festivals, as well as the street theatre festival in Aurillac and the Nuits Sonores in Lyon.

### **New in 2020: LA VALLÉE DE LA GASTRONOMIE**

For the first time in the history of French gastronomy, three major regions – Auvergne-Rhône-Alpes, Bourgogne-Franche-Comté, and Provence-Alpes-Côte d'Azur – have united their strengths and delicious assets to launch a new tourist destination dedicated to excellence in taste, great wine, and the discovery of exceptional local produce. La Vallée de la Gastronomie - France® encompasses the best of regional gourmet delicacies from Dijon to Marseille via Lyon. The aim is simple but ambitious: to present an inspiring selection of the incredibly diverse and imaginative epicurean traditions of these three remarkable regions, highlighting the culinary wealth of each area and giving visitors outstanding quality and authenticity.

### **Responsible tourism**

Visitor expectations are changing. Visitors today are looking for more environmentally conscious tourism, for rewarding encounters with people rather than visits to overcrowded sites, for fair trade and local markets, and for active mobility. Auvergne-Rhône-Alpes Tourism is aware of these emerging societal expectations and has forged a long-term vision to promote France's second most visited region by engaging a path towards consciously considerate and responsible tourism that addresses its economic, environmental, and social impacts. You can find the manifesto online at [www.tourismeveilleant.org](http://www.tourismeveilleant.org).

More information available in the [Press Kit](#).

🌐 <http://www.auvergnerhonealpes-tourisme.com/>

## 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, explorer of Canada, was born here in Saint-Malo and sailed to the future New France from Brest.

### LOCAL PRODUCTS AND SPECIALITIES

Even though deep sea cod fishing now belongs to the distant past, noble species of fish are still found at Saint-Malo, such as **sole from the English Channel, sea bass, and skate** (which the Malouins call "sea eagle") fished along our coast. Along the **Emerald Coast**, restaurateurs can find plenty of ingredients for a sumptuous platter of **shellfish and seafood** to delight holidaymakers who enjoy fine food. The **Cancale oyster**, whether flat or hollow, is characteristically firm to the bite and has a delicate taste of the sea. **Grey shrimp** from the **Mont-Saint-Michel Bay** served with a slice of buttered rye bread and a few drops of lemon juice are absolutely heavenly. Equally good are delicately tender, plainly served **clams, or abalone**, a rare find with an outstandingly fine taste, and **crab**, cooked simply and served with mayonnaise.

### Buckwheat pancakes

A close relation of blini, pita, and tortillas, the "**galette de blé noir**" is a **buckwheat pancake** which originally served both as a plate and as something to eat. Well cooked on both sides, crispy yet soft, it can be topped with an egg, a knob of butter, or slices of andouille or sausage.

### EVENTS

#### **Brest International Maritime Festival 2020** (July 10-16)

Make the most of your break in western Brittany with this truly amazing maritime event. From July 10 to 16, 2020, Brest harbour will be the setting of a display from another era. Each year, it promises a magnificent spectacle on both land and water.

#### **FIL Festival 2020** (August 7-16)

Experience the 50th edition of the most celtic festival of them all! Every summer, over 750,000 people from every walk of life flock to Lorient for its Festival Interceltique (FIL). From Galicia to Scotland, the cream of Celtic music comes together in Brittany in the spirit of joy and good humour.

🌐 <http://www.brittanytourism.com/>

## Côte d'Azur



## Antibes Juan-Les-Pins

### 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 its very beginning, jazz had miraculously already come here, making Antibes the birthplace of the mythic worldwide “jazz age” and “Les Enfants du Jazz”. It began in 1923 as a real-life fairy tale when a handsome and immensely rich young American couple settled on Cap d’Antibes, where they built a fine villa and named it ‘America’.



### LOCAL PRODUCTS AND SPECIALITIES

#### Traditional bread at the Veziano family bakery

A sure, savoury bet: since 1924 the Veziano family has handed down their baking secrets from generation to generation, not only for their traditional bread but also for regional specialties such as pissaladière, chard pie, and orange blossom fougasse. Delicately shaped by masterful hands, round olive breads, floury fougasses, and small olive oil loaves are subtle and distinct, symbols of ongoing life, of artisanal skill and knowledge preserved. In his Antibes shop, a true laboratory where flour is transformed into bread by the addition of love and 40 years of passion, Jean-Paul Veziano innovates and preserves a secular baking tradition that respects and honors real, responsible produce. He is one of the most inspired bakers in the authentic Provençale tradition.

[www.lepain-jpv.com](http://www.lepain-jpv.com)

#### La Cuisine des Fleurs

Yves Terrillon shares his expertise and the secrets of his brand Pétales & Saveurs in his cooking classes on floral cuisine in his Antibes workshop. After his training in Cuisine Classique at the Jean Ferrandi school in Paris, Yves Terrillon started his career in several different starred restaurants in Paris and in Provence. In 2002, in search of a new adventure, he left the Paris region and opened his restaurant L’Amphitryon in Grasse. That’s when he began to work with the flowers of the Grasse region, incorporating them into his already extremely personal kitchen. In 2006 he opened his cooking school centered on flowers of the Grasse region and thus was born La Cuisine des Fleurs. His cooking style is highly refined, ever adapting according to the flowers of the season.

[www.la-cuisine-des-fleurs.com](http://www.la-cuisine-des-fleurs.com)

### EVENTS

#### Jazz à Juan will celebrates its 60th anniversary in 2020!

It has become one of those legendary venues, indelibly marked by the memory of past jazz greats while being constantly renewed 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 enables the audience to witness spectacular sunsets over the bay while listening to amazing concerts.

📄 [www.antibes-juanlespins.com](http://www.antibes-juanlespins.com)

## Normandy



### inDeauville



Experiencing Deauville means strolling the boardwalk, admiring the sea like a garden, discovering its architecture which blends the extravagance of the Second Empire, the golden age of Anglo-Norman design and the striking buildings of the 1890s, an architecture which is explained, protected, and valued, in a resort where everything is accessible on foot or by bicycle. It means playing golf in the heart of Normandy, setting sail on the Estuary that inspired Dufy, witnessing the unforgettable spectacle of a horse race or a polo match.

It means wandering around the market, discovering the cellar of a Calvados producer, tasting the excellent local specialties, enjoying wellness, or simply daydreaming, carefree, on the sandy beach.

#### Flavor and tradition: gastronomy in Deauville

From before-dinner cocktails to meat, fish, shellfish, dairy products, and desserts, Normandy is full of unique delights. With nearly **250 restaurants and grocery stores, plus markets** organized almost every day, “inDeauville” (the tourist area of 11 associated municipalities around Deauville), nestled in Normandy between sea and land, offers a gateway to taste these unique regional flavors, which:



- Rely on generous resources of **fresh fish and crustaceans**. In this **number one oyster-producing region**, turbot, sole, plaice, Peter's fish, gray shrimp and large scallops are abundant;
- Enjoy **agricultural wealth** that inspires exceptional dishes such as **Andouille** de Vire (smoked sausage) and tripe à la Caennaise, plus Pays d'Auge chicken, beef, and lamb;
- Can be beautifully accompanied by one of the three local spirits: **Pommeau**, a typical before-dinner drink made from the marriage of apple must with Calvados left at the bottom of a barrel; **Calvados**, usually enjoyed after a meal and sometimes used to make **flambé desserts**; and dry or sweet **cider**, served with any good meal. About cider, local producers select only 50 of the 750 varieties of apples to obtain the Appellation d'Origine Contrôlée (AOC) label;
- Is known for dairy products, especially **butter and cream**, while the best-known product is **cheese**: **Pont-l'Évêque** is the oldest; **Livarot** is the most structured on the palate; **Camembert** is the undisputed leader; and **Neufchâtel** is known for its small milky heart.

**New in 2020: inDeauville offers a guided tour "Deauville, appetizing stories"** to discover local gastronomy. Through the roads of Deauville, savor interesting stories about Deauville and Norman gastronomy ranging from the markets to the stages of production of regional products. Your appetite will be stimulated by tastings, and local products will no longer be a mystery for you!

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

## Normandy

### Dieppe



***For 500 years, Canada's history has been tightly intertwined with Dieppe, whose streets and monuments are the main witnesses.***

In the 16th century, explorers such as the **Verrazano brothers and Jacques Cartier** were the first Europeans to travel to Canada, which they dubbed "New France". In the 17th century commercial relations increased (fishing, fur) and from 1620 onward Dieppe became one of the main ports of departure for New France. Numerous inhabitants of Dieppe, such as the three Lemoyne brothers, **founded their families in New-France. Canada Square**, inaugurated

in 1924 at the foot of the castle, is one representation of the relationship Dieppe and the Canada have cultivated over the centuries. This close relationship, marked by the **Jubilee Operation**, an **Anglo-Canadian WWII raid** on August 19, 1942, continue to this date.

#### LOCAL PRODUCTS AND SPECIALITIES

The region's largest market, held every Saturday morning in downtown Dieppe, hosts over 200 vendors that offer you a unique opportunity to buy their farm-fresh products (especially vegetables, cheese, and cider-related products) and plenty of other fresh produce.

#### Dieppe fish is mighty fine fish

Dieppe has been a major fishing port since the Middle Ages. Four major species have driven the reputation of our port activity: herring, cod, sole, and scallops. This is why you can find all sorts of fish-based recipes, often accompanied by a *sauce à la dieppeoise*, to try in various restaurants in town.

#### Herring, Scallops

Dieppe, *the* French port for scallop fishery, is also one of the three main ports in France for herring. Every November, on the weekend following November 11, the **Foire aux Harengs et à la Coquille Saint-Jacques** (Herring and Scallop Festival) is held on the Henry IV quay.

#### EVENT

##### Dieppe Kite Festival (September 12-20)

Every two years, **eight hectares of lawn between the city and the sea** open to kite flyers and the public. This exceptional area forms a kind of natural amphitheatre. **Listed among the 300 biggest world events, in all categories taken together**, this innovative festival presents all the kite disciplines. **The best teams and acrobatic kite pilots, the best creative artists, but also a wide panel of traditional kites are faithful participants.** This free event offers many activities. Festival-goers can learn about kite construction at workshops, or about piloting at sessions supervised by professionals. Specific activities are organized for children, schools, and underprivileged members of the public such as people with disabilities. In the kite village, there is always contact with the official delegations.

📄 <http://uk.dieppetourisme.com>

## Normandy

# Juno Beach Centre



The Juno Beach Centre gives its visitors a better understanding of the Canada's contribution during the Second World War. It also showcases contemporary Canada, allowing visitors to learn more about Canadian values and culture. The permanent and temporary exhibits alternate between areas of emotion, reflection, discovery, and remembrance, eliciting the visitor's participation. The remnants of the original harbour defenses of the port of Courseulles form a unique heritage site on the landing beaches as major parts remain buried under sand dunes, which have been advancing since the end of the Second World War, unlike elsewhere on the coast. In 2015, a German machine gun emplacement, also known as a Tobruk, was uncovered on the grounds outside the Juno Beach Centre, and has since been extensively excavated by a team of volunteers. The Tobruk has been open and accessible to the public since 2019. Rehabilitating this unique heritage site enables it to grow as a memorial, as well as a historical and tourist site.



### **“Maple Leaves and Tulips: 75 Years, Then & Now” February 1-December 31, 2020**



In honour of the 75th anniversary of Victory in Europe the Juno Beach Centre presents the temporary exhibit “Maple Leaves and Tulips: 75 Years, Then & Now”. This exhibition, developed and presented by the Juno Beach Centre in partnership with the Liberation Route Europe Foundation, commemorates the 70th Anniversary of Victory in Europe by highlighting the major role played by Canadians during the Liberation of the Netherlands in the final nine months of the Second World War. Historical moments are evoked in order to illustrate the strong ties that united the two countries during the terrible winter of 1945. The

post-war era is also featured, from the many Dutch war brides who followed their Canadian soldier home to a new country, to the first large waves of Dutch immigration to Canada, as well as the many commemorative traditions of the more recent decades. This exhibit demonstrates that Canadian-Dutch friendship, forged in fire, is still very much alive today.

### **Maple Leaf Cycle Tour**

Canadians landed at Juno Beach in Normandy on June 6, 1944. The Maple Leaf Route Cycling Tour follows their path. Cycle the first part of the Maple Leaf Route—the legendary route of the First Canadian Army in Europe 1944-45—and gain an unforgettable first-hand look at Canada's contribution to the 1944 liberation of France. From the Normandy beaches, the Tour reaches deep into the interior of Normandy and then northward to the English Channel port of Dieppe. It also has side visits to the American and British landing beaches, as well the Canadian First World War Memorial at Vimy Ridge.

<https://www.junobeach.org/fr/>

## Normandy

### Honfleur



By turns 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 16<sup>th</sup> and 17<sup>th</sup> centuries, **Honfleur was an active player in the voyages of discovery. Samuel de Champlain, “Father of New France,” geographer, and explorer**, chose Honfleur as the main port from which he prepared his expeditions in the name of the king. Champlain’s first **voyage to Canada** was on March 15, 1603. On April 3, 1608 he set sail on the expedition which led to the foundation of Quebec.



#### LOCAL PRODUCTS AND SPECIALITIES

##### Calvados Pays d’Auge Château du Breuil Distillery

This Château with its pink tiles was built in the 16<sup>th</sup> and 17<sup>th</sup> century and was the property of great noble families such as the Bouquetots, the Montgomerys, the young Tancrede de Rohan, and the Bences. Be fascinated by the activity at the Château du Breuil distillery and discover the distillation process for Calvados Pays d’Auge, a genuine symbol of the gourmet heritage of our region, Normandy.

In this space, with its many oak barrels, the assimilation between the wood, the air and the nectar creates the most bewitching Calvados Pays d’Auge. In the old press room, you can enjoy the results of the work you have just seen: Calvados Pays d’Auge Château du Breuil.

#### EVENTS

##### La Fête des Marins - Sailor's festival (May 31)

Discover 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 (Pentecost) all manner of craft gather in the Seine estuary for a benediction to remember the dead and to bless the boats. During this weekend, a fair comes to the town and the Société des Marins organizes an exhibition and concerts in the Greniers à Sel and concerts paying tribute to fellow seamen.

##### La Fête de la Crevette – Shrimp Festival (Early October)

The grey ship is one of the specialties of the Honfleur fishery. This small crustacean was thus destined to become the symbol of the event that affirms and celebrates Honfleur’s maritime vocation: La Fête de la Crevette. Shrimp lovers, fish fanatics, and seafood enthusiasts in general can not miss this beautiful traditional festival dedicated to the sea, boats, their crews, and to our beloved *petite grise* (our nickname for the shrimp) in its authentic setting. The emblematic Port of Honfleur has been celebrating this little crustacean since 1994. On the menu: sea-themed activities for everyone, sea shanties, concerts, artisans, competitions, tastings, a fish market, cooking demos hosted by Honfleurais chefs... Come and taste *la petite grise* while strolling on the quays of the Vieux Bassin.

📄 <http://www.ot-honfleur.fr/>

## The Loire Valley

# Château du Clos Lucé



After accepting an invitation from François I, Leonardo da Vinci settled in Amboise in the autumn of 1516. He crossed the Alps at the age of 64 and worked at Clos Lucé until his death. 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 scenery, formal decor, living decor, automata, and special effects with sound and lighting.

### PARK AND GARDEN

#### 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 while enjoying a walk that is both fun and educational.

#### Leonardo's Garden

Château du Clos Lucé brings the Master's botanical drawings, geological studies and landscapes to life. 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. The trees, plants, and even the moving water described in the *codex* and paintings come to life in this garden dedicated to nature. Rocks, caves, streams, waterfalls, misty effects reminiscent of the *fumato* technique... Here, even the slightest details of his work are brought to life. Walk around the pond surrounded by centuries-old pines, Italian cypresses, and yews. There you can admire madonna lilies, yellow irises, horned violets, European alders, cyclamen repandums, and of course, the famous *Mona Lisa* rose. As Leonardo used to say "It's all here."

### EVENTS

**Exhibition Leonardo da Vinci and France: Le Château du Clos Lucé, the link between the Italian and French Renaissance** (opening March 1)

**Drawing on new scientific contributions, this exhibition casts light on the fascinating relationships between Leonardo da Vinci and three Kings of France over a 10-year period.** Guided through a series of richly-illustrated themed exhibits — from royal commissions and feats of engineering to sumptuous festivities and final drawings, visitors will discover a multitude of projects built or conceived by the Italian master during his time spent living at Clos Lucé in Amboise.

*Halle Muséographique (In Leonardo da Vinci Park)*

📄 <http://www.vinci-closluce.com/en>

## The Loire Valley

# Royal Abbey of Fontevraud



### 2000-2020: Celebrating 20 years of UNESCO World Heritage for the Loire Valley

The [Loire Valley](#) has been recognized for the quality of its architectural heritage, its unique cultural landscape along a major river, and its cultural monuments which demonstrate the ideals of the Renaissance and Enlightenment to an exceptional degree.

In 1101, Robert d'Arbrissel founded the [Royal Abbey of Fontevraud](#), which has been ruled by women throughout most of its history. It was transformed into a prison and finally opened to the public in the 1980s. Today, it houses a magnificent four-star hotel (54 rooms) with a contemporary design and a Michelin-starred restaurant.



### GOURMET VISIT



Designated a UNESCO World Heritage Site as part of the Loire Valley in 2000, today the Abbey of Fontevraud continues to embody the vision of an “ideal city” held by its founder, Robert d’Arbrissel. This 30-acre site welcomes a daily flow of visitors, artists in residence, and conference delegates. With a program of multidisciplinary cultural events, digital innovations, a gourmet restaurant run by Thibaut Ruggeri, a Bocuse d’Or chef with **1 star in the Michelin guide**, and a hotel whose design has won numerous international awards, the Abbey invites visitors to appreciate its exceptional heritage and enjoy their own experience of Fontevraud, by day and by night.

### NEW

#### **A new, modern museum at the Royal Abbey of Fontevraud** (Spring 2020)

In spring of 2020, the Val de Loire's Royal Abbey of Fontevraud will welcome the private collection of Martine and Léon Cligman in its brand-new modern art museum. Works from Degas, Toulouse-Lautrec and Rodin illustrate the progression of this couple's collection. Come along and discover this amazing scenography in the new jewel of France's art museums. The Fannerie, the former stables of the mother abbesses of Fontevraud, will be the historical building welcoming the museum. The first two levels of the 1,000 m<sup>2</sup> (10,763 ft<sup>2</sup>) building serve as the backdrop for the permanent collection, and the more autonomous third level will be dedicated to temporary exhibitions.

**Story on France.fr** : <https://ca.france.fr/en/loire-valley/article/modern-art-museum-fontevraud>

<http://www.fontevraud.fr/en/>

## The Loire Valley

### Le Mans – Sarthe Tourism



Attractive, natural, secret, authentic...

Le Mans-la Sarthe will surprise, calm, and inspire you! Marvel at magical places such as the medieval city of Plantagenet and its **oldest Gallo-Roman fortification in Europe**, a UNESCO candidate. Be amazed by the breathtaking visual and sound creations at **La Nuit des Chimères**. Beneath its peaceful appearance, Le Mans-la Sarthe hides a fiery side! Sporty and modern with the world-famous **24 Hours Le Mans race**, la Sarthe welcomes fans of extreme activities with open arms!

#### VILLAGES AND LOCAL SPECIALTIES

Among the thousand and one ways of getting to know la Sarthe, its “**small outstanding villages**”, the abbeys at Solesmes and Epau, its more than **200 chateaux** and manor houses, and the relics from Roman times and the middle ages are all examples of our rich and exciting cultural heritage!

It is impossible to talk about la Sarthe and its *rillettes* without mentioning the special le Mans rillettes and its **Guild of Knights of the Sarthe Rillettes**... but they are not the only ones! La Sarthe also boasts its **little sablés (shortbread cookies)**, its **Loué poultry**, its **two AOC wine-growing areas of Jasnières and Coteaux du Loir**... as well as all the skills required to make these treats!



#### NEW

##### Faïence Museum in Malicorne-sur-Sarthe

The historic capital of openwork ceramics today offers a warm welcome to artisans with this unique expertise and who use a special **local clay called Ligron**. The Malicorne Espace Faïence Museum retraces the history of this particular art. Workshops, sensory circuits, and original activities feature on the annual cultural programme of the museum. [www.espacefaïence.fr](http://www.espacefaïence.fr)

##### Piacé and Le Corbusier Ferme Radieuse

The village of Piacé was once at the centre of a utopian rural development project: La Ferme Radieuse, created in the 1930s by Le Corbusier and Norbert Bézard. The **Piacé-le-Radieux Art Centre**'s permanent exhibit takes visitors on a journey to discover this adventure and also showcases around 30 works of contemporary art, design, and architecture. **In June 2020, their flagship event, La Quinzaine Radieuse #12**, will bring together artists who already have a work in progress.

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

📄 <https://www.sarthe-tourism.co.uk/>

## The Loire Valley

### Domaine de Chaumont-sur-Loire



Overlooking on the untamed Loire, offering one of the most beautiful views of the royal river, the Domain of Chaumont-sur-Loire extends over 75 acres and receives over 530,000 visitors annually. It combines the castle (15<sup>th</sup>-16<sup>th</sup> century), the stables, the landscaped park conceived by Henri Duchêne, as well as the world-renowned International Garden Festival.

It is also implementing a lively, varied program of contemporary events focusing on the connection between

art and nature.

#### EVENTS

##### **2020 International Garden Festival: Return to Mother Earth** (April 23 – November 1)

Mother Earth is herself a garden, and a garden should be a lesson on what our relationship with her ought to be, especially in a time when she is too often assaulted, defaced, and now at risk of putting us in danger. Wherever they are and whatever form they take, gardens are our future. They must provide a model that includes balance with nature and new modes of coexistence between humans and non-humans.

The designers of the 2020 gardens have designed positive, ambitious responses to exemplify this idea and give it aesthetic expression. Magnifying the wonders of Mother Earth, they have invented contemporary new displays aimed at enlightening, surprising, and inspiring. The scenarios they unveil for us are so original that we can't help but want to free up and create more and more green spaces.

##### **2020 Art Season** (March 28 – November 1)

Like every year, fifteen or so new artists will imbue the Domaine's château and grounds with the grace and subtlety of their creative worlds. Joël Andrianomearisoa, for example, will be beckoning us on a poetic meditation about night and day in a series of spaces in the Farmyard, with an altogether spellbinding installation.

Meanwhile, Bob Verschueren's installation *L'arbre de Vie*, Marc Nucera's organic creations, Vincent Barré's *Couronnes d'arbres*, Wang Keping's *Oiseaux* and Axel Cassel's *Fumées*, among other works, will enhance the Château's parkland and outbuildings in celebration of nature's infinite diversity of forms, materials, and possibilities. Whether eminent or emerging, the artists of Chaumont-sur-Loire's 2020 Art Season will all share with us the quivering delicacy of rare yet necessary emotions stirred up by their carefully-woven connection with their surroundings.



📄 <http://www.domaine-chaumont.fr/en/>

## Overseas Regions

# Martinique



Martinique, French Island of 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 renowned rums, with no fewer than a dozen distilleries from up north to down south, like Saint-James, Clement, and of course Trois-Rivières!

As a French territory in the Caribbean, Martinique is governed by European hygiene and

security standards. It is safe when travelling alone or with family, the people speak French (but also English and Spanish) and **they are foodies!**

### 2020 Best Culinary Destination in the Caribbean

Designated in **2020 as the best culinary destination in the Caribbean** by the Caribbean Journal, Martinique boasts a rich cuisine, scented with a thousand spices, a craft full of authenticity, all brought together like nowhere else for the pleasure of our visitors.

**The great rums of Martinique** are also part of this exceptional terroir, including the prestigious French Appellation d'Origine Contrôlée (AOC) label from which the island's rums benefit. **Daniel Baudin**, cellar master of Martinique's **Trois Rivières and La Mauny rums**, was named in 2020 **best cellar master in the world** by spirits professionals at the International Rum Conference last September in Miami.

Set off to meet Martinique and its gourmet tours, for a tasty and unforgettable culinary journey. Discover the incredible city of Saint-Pierre in the north of the island, nicknamed "the Pompeii of the Caribbean" and classified as a City of Art and History. End your stay with a visit to the Bay of Fort-de-France, included since 2011 in the exclusive circle of the most beautiful bays in the world.

### Markets of Martinique

To experience a typical and colourful atmosphere, go to the fruit and vegetable markets of Martinique. They all offer **spices, liqueurs, medicinal plants**, crafts, plus local products to take away or to eat on the spot: **accras, boudins...** You can also taste traditional dishes served in small restaurants. The large covered market of Fort-de-France (Blénac, Isambert, and Antoine Siger streets) is the largest. Markets of the other communities are very popular for their local fruit and vegetables and the specialities of the surrounding areas.

🌐 <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 88 km<sup>2</sup>, 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 is open for business!**

Bathed in sunshine year round, the island's vegetation embellishes sprawling beaches and scenic trekking trails. Hypnotic sunsets, enticing nightlife, good deal shopping and activities for couples, families and newfound friends await you. Saint- Martin, the "Friendly Island" is recovering from 2017's Hurricane Irma at a great pace. Roads and beaches have been cleared. Many restaurants, bars and businesses have reopened and are ready to welcome you!

#### **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 alongside hibiscus, coconut palms, and ferns in this singularly 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 all great ways to discover the island without damaging its natural resources.

#### **EVENT**

##### **SXM Festival 2020 (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 international DJs and electronic music talent. SXM Festival prides itself on drawing the most discerning crowd of music lovers. Previous editions of SXM Festival saw an influential group of dancefloor aficionados who value and respect 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/>

## Overseas Regions

### The Islands of Tahiti



Located in the Pacific Ocean, The Islands of Tahiti are a mythical destination. Secluded, tropical, and lush, these islands are a universe where dreams meet reality. With overwater bungalows and a hybrid culture, with pink sand beaches and unexpected adventures like diving and snorkeling, the islands invite you to dive into a world of unparalleled natural beauty. The Islands of Tahiti celebrate local experiences and environmental friendliness, as well as luxury services. Travelers can discover new cruise options to the Marquesas Islands, intimate guest houses, world-class diving excursions, and

the future home of the surfing portion of the 2024 Olympics.

#### Guest Houses

The Islands of Tahiti is so much more than their overwater bungalows, although they remain a key experience for visitors. Increasingly popular guest houses are the new exciting way to engage with local culture in the islands. With its local products including monoï, vanilla, and a single white wine among the islands, the destination offers a unique cultural experience. Its seafood, like its poisson cru, marries well with its fruits and produce, notably coconuts, for unforgettable flavours.

#### Ecotourism

Hotels and resorts are increasingly embracing sustainable practices to respect the delicate ecosystem of each island, especially in combatting coral bleaching among the reefs. Its beaches and crystalline water invite visitors to take world-class dives while heading into the islands to hike and explore the natural beauty away from the coasts. Travellers can also venture further, to the Marquesas Islands, the lesser-known of the five archipelagos in French Polynesia. This region has become more accessible thanks to new cruise options.



#### 2024 Olympic Games

The news is out! The Islands of Tahiti is a destination proud to welcome the surfing portion of the 2024 Paris Olympic games. Surfing was born in Polynesia, so the Tahitian waves are more than ready to take center stage during this international event.

📄 <https://tahititourisme.ca/en-ca/>

DMC

## Finding France



### A UNIQUE TRIP TAILORED TO YOUR INTERESTS

At Finding France, every trip is unique and tailored just for you. Whether you are interested in archeology, architecture or apple tart, we have a program for you!

Your guide will collect and drop you off at the location of your choice and accompany you at your own rhythm to ensure that your day is relaxed and fun.



### EXPERIENCE FRANCE'S CULINARY HERITAGE FIRSTHAND

Discover Hervé's boulangerie with its incredible bread and pâtisseries made with natural yeast in his wood-fired oven, or perhaps Anselme's dairy shop and his award-winning "tomme au foire" cheese matured in locally harvested hay.

Finding France brings together a unique collection of artisanal producers, including winemakers, cider producers and destination restaurants, to give you a taste of France that will linger long in your memory.



### EXPLORE HISTORICAL SIGHTS

France is full of wonderful and historic places.

Thanks to the expertise and knowledge of your guide, you will experience an "insider's view" at every step of the trip, whether we are discovering a charming country village, a UNESCO heritage site, or the hidden secrets of a beautiful Loire Valley Château.



### MEET ARTISANS WHO ARE PASSIONATE ABOUT THEIR CRAFT

At Finding France, we believe that the best way to discover our country is by meeting the people and artisans who keep our long-held traditions alive from generation to generation.

Our trips are a journey of discovery where you will meet colorful, knowledgeable individuals that will make your experience come alive and your trip authentic and unique.

Finding France gives you a glimpse into the real France... its people, its architecture, its passion for making and sharing food, and of course its rich and fascinating history.

Our exclusive small group tours are individually tailored for discerning luxury travelers who are interested in a unique and memorable experience.

### History and gastronomy in Northern France

In Amiens, visit the largest cathedral in France; enter a chocolate-making workshop and taste Amiens macaroons; enjoy a gastronomic meal in a charming restaurant.

In Vimy, honour the memory of the Canadian soldiers who died in France during the First World War; take a guided tour of the memorial and discover the trenches.

In Ypres, explore the historical centre, Canada's Places of Remembrance, then taste the best beer on the planet as well as the Trappist monks' pâté and cheese.

Immerse yourself in the lives of Canadian soldiers during WW1 at the Passendale Museum. Discover the trenches and reconnect with your history (genealogical research available).

Enjoy a night out of time in an exceptional residence such as the Manoir Belle Epoque, a witness to the artistic, literary and military history of the last century.

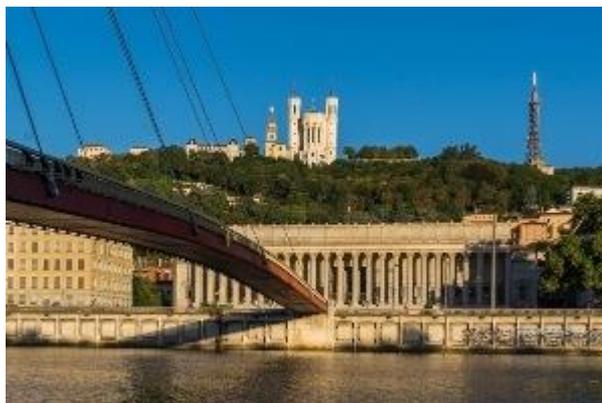
From Pierrefonds to Compiègne, explore a local market and meet the producers (vegetable farmers, cheese producers, fishmongers); visit Pierrefonds Castle, restored by Eugène Viollet-le-Duc, the architect who saved Notre Dame de Paris; take part in a cooking workshop with chef Alix who will welcome you to her home in the heart of the forest of Compiègne; visit the Château de Compiègne, a palace renovated in the 18th century, which has welcomed Marie-Antoinette and Louis XVI.

<https://findingfrance.fr/>

DMC

## Ideal Travel by Fontana Tourisme

Incoming travel agency Ideal Travel by Fontana Tourisme is your specialist for the city of Lyon and the Auvergne Rhône-Alpes region. We organize your trip to offer the very best of our destinations



according to your expectations!

**Ideal Travel Fontana Tourisme** covers a beautifully varied region, one that is urban (large cities such as Lyon), has three wine-growing areas nearby (Beaujolais, Rhone Valley and Burgundy), includes volcanoes of the Auvergne, the mountains with the Alps, and a gateway to Provence. The city of Lyon covers 427 ha and is listed as a UNESCO World Heritage Site. With two major international airports, Lyon and Geneva, getting here is a breeze.

### A Land of Wine and Tradition

From Burgundy to the Rhone Valley and Beaujolais, these multifaceted vineyards offer you a complete wine tourism discovery.

- **HOME IN MÂCONNAIS:** Reception at the Hameau du Vin. Lunch. Afternoon dedicated to visiting the Hameau du Vin, a unique place presenting all the secrets of the winemaker and the wine. Wine tasting.
- **IN THE HEART OF THE RHONE VALLEY:** Guided exploration of an exceptional vineyard. Visit a cellar to taste of the wines of the Northern Rhône Valley: Condrieu, Hermitage, Saint-Péray, Crozes-Hermitage, Saint-Joseph, Côte-Rôtie and Cornas. Lunch. Stop for a guided tour of the Colombier distillery to discover their famous pear brandy.
- **SPLENDID BURGUNDY:** Heading towards Burgundy via the wine route, Meursault, Volnay, Pommard, to Beaune. -Audio-guided visit of exceptional cellars. Taste 8 Burgundy wines with your sommelier. Burgundy lunch. Drive towards Vosne-Romanée. Stop to taste 5 wines including Clos Vougeot. Continue to the Château du Clos Vougeot for a guided tour.
- **AUTHENTIC DISCOVERY IN BEAUJOLAIS:** Morning dedicated to the discovery of a wine estate. Welcome by the vintner, presentation of the family and history of the farm and the Beaujolais hills. Witness traditional sourdough bread baking - you will put your hand to the dough to shape the bread! Initiation to wine tasting. Farm lunch cooked over a wood fire.

### At your service:

Laëtitia Evaux, Group and Receptive Service Manager [laetitia@fontana-tourisme.com](mailto:laetitia@fontana-tourisme.com)

## Accommodations

### Club Med



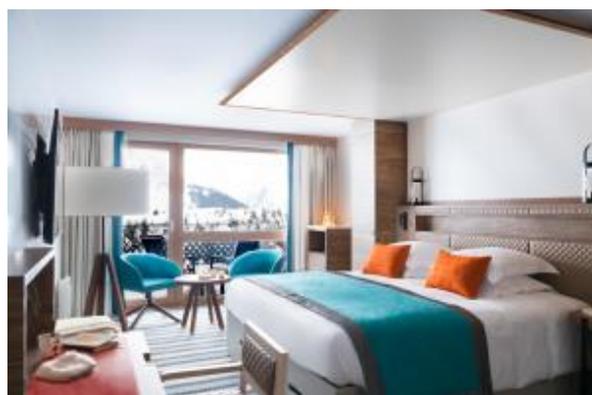
**Welcome to Club Med Alpe d'Huez**, completely renovated and expanded in December 2019. In the Grandes Rousses mountains in Isère, between the Northern and Southern Alps, you'll pass through the 21 legendary Tour de France turns before reaching l'Alpe d'Huez ski area located on a 1860m high plateau. This brand new 4-Trident Club Med Resort, at the heart of the slopes and south-facing, enjoys 300 days of sunshine per year and boasts wide terraces with amazing views over the surrounding summits. It is the best place to enjoy mountain holidays with your family, friends, or as a group

as the Resort has been laid out to welcome each and every one.

#### OPENING

##### Club Med La Rosière

Another gem will open its doors in the French Alps in December 2020: Club Med La Rosière. Perched at 1850m, this Savoy gem is decked out in stone and wood that blends into the natural preserved landscape in a commanding location above the Tarentaise Valley. With a strong Alpine identity, it is in the heart of the international San Bernardo Space straddling France and Italy, which enjoys exceptional snow conditions. Its double heritage between France and Italy will offer refined cuisine inspired by the Savoy and Valle d'Aosta. Families will enjoy dedicated spaces and childcare for all ages. For a privileged experience, the Exclusive Collection Space will offer incomparable views of the valley and personalized services.



#### Gourmet experience

All new Club Med Mountain Villages have a main restaurant and a Gourmet Lounge to offer different experiences throughout the day and evening, meeting the varied expectations of our clientele.

As a result, Alpine terroir is very well represented on the plates of both the main restaurant and the Gourmet Lounge featuring the region's local specialities. Guests have a unique opportunity each day to taste the regional dishes prepared by our chefs.

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

## Carriers

### Air Canada / Air Canada Vacations



Air Canada is Canada's largest airline and the largest provider of scheduled passenger services in the Canadian market, the Canada-U.S. transborder market, and in the international market to and from Canada. In 2018, Air Canada, together with its Air Canada Express regional partners, carried nearly 51 million passengers, offering direct passenger service to nearly 220 destinations on six continents. Air Canada is a founding member of Star Alliance™, providing the world's most comprehensive air transportation network.

**Air Canada flies to six destinations in France**, including Paris and Lyon year-round as well as Bordeaux, Marseille, and Nice seasonal, and **year-round to Toulouse beginning in 2020**. We also serve the French territories of Martinique and Guadeloupe year-round.

**Air Canada Vacations** offers Old World wonders plus modern comforts and conveniences, all wrapped up in one great package in France.

Whether clients want a guided getaway where everything is included, ready and waiting on arrival in their destination, or if they prefer a more independent escape, where flights and hotels are arranged along with transfers and some meals, but with the freedom to discover France on their own, ACV has exactly what they are looking for. This is, after all, France - served up any style!

Find yourself in Bordeaux, Lyon, Marseille, Nice, and Paris with Air Canada Vacations.

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

## Air France

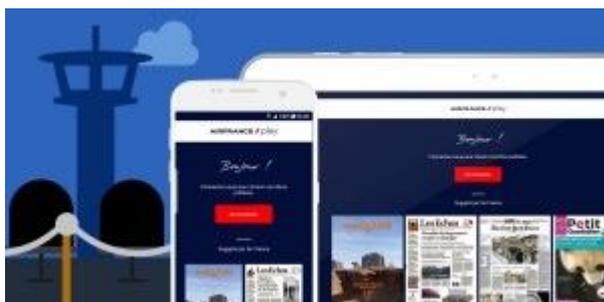
### Air France, the art of French-style travel!

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) and Vancouver (5).

- From July 1 to October 26, the third 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 departures from Paris. - To/from Paris-Charles de Gaulle - Angers Saint-Laud, Avignon TGV station, Champagne-Ardenne TGV station, Le Mans, Lille Europe, Lorrain TGV station, Lyon Part-Dieu, Nantes, Nîmes, Poitiers, Rennes, Saint-Pierre-des-Corps, Strasbourg and Valence TGV station.



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

## Carriers

### CitizenPlane



CitizenPlane is a tool for airlines and tour operators to manage distressed inventory. Thanks to our direct connection with OTAs and metasearches worldwide (eDreams, Opodo, Kayak, Skyscanner, etc.), we distribute and sell tour operators' plane seats instantly. CitizenPlane is proud to be the fastest way of publishing the seats online. Using our platform is completely free.

#### Citizen Plane helps tour operators to...

- Generate extra revenue
- Minimize the risk of unsold seats
- Distribute their content worldwide, free of charge

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

### Rail Europe



Rail Europe is the world's #1 distributor of train tickets and passes. One of our main destinations is France. France conjures up images of rolling vineyards, fine food, and incomparable art. This is a nation to be seen in its entirety. Watch the landscape change from your window and relax as the train transports you through the magic of France. With extensive train routes and 3,000 railway stations, you can go almost everywhere— from chic cities to the countryside and around to the vineyards.

You can effortlessly discover the French Mediterranean coast of Languedoc-Roussillon and the French Riviera Côte d'Azur. Experience the perfect mixture of Europe at its best, between great mountains, Mediterranean shores, famous vineyards, eclectic cities, and charming towns and villages! No matter what region you want to explore, you'll see that trains are the ideal way to get there. Book a Eurail France Pass or point to point tickets from Rail Europe to get extensive travel on the French national rail network. Use it to visit epic spots like the Loire Valley, Marseille, or tasty Dijon.

#### POPULAR ROUTES & TRAVEL TIMES

Within France

Paris CDG–Avignon . . . . .	.3h 35m
Paris–Bordeaux . . . . .	.2h 04m
Paris–Marseille. . . . .	.3h 22m
Paris–Rennes . . . . .	1h 25m
Paris–Strasbourg . . . . .	.1h 46m
Paris–Toulouse. . . . .	.4h 08m
Paris–Tours . . . . .	1h 12m

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

# West Jet



WestJet, together with its regional airline, WestJet Encore, offers scheduled service to over 100 destinations in North America, Central America, the Caribbean, and Europe.

WestJet is proud to be recognized as Best Airline in Canada for 2017, 2018 and 2019 in the TripAdvisor Travellers' Choice awards for Airlines. The airline was also named the Travellers' Choice Winner – Economy, North America, 2018. WestJet is one of very few airlines globally that does not commercially overbook.

Members of the WestJet Rewards program earn WestJet dollars on flights, vacation packages, and more. Members use WestJet dollars toward 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.

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 serves Paris CDG Airport and will start flying from **Halifax and Calgary**.

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

# TERROIR-RELATED LABELS

## Accueil Paysan

Accueil Paysan, a French nonprofit association under the French law of 1901, is a network of cultivators and rural agents who are committed to promoting **rural agriculture and sustainable, fair, and cooperative tourism**. This network, comprising 1200 structures in France and around the world, offers touristic, educational, and social welcomes.

## Bienvenue à la ferme

Behind every Bienvenue à la ferme (Welcome to the Farm) product is a committed and passionate producer, ever ready to open the doors of their farm and share their knowhow. These are people devoted to enabling everyone to rediscover the **flavours and the pleasures of good farm products**. Each and every one of them has made a commitment to welcoming consumers to their farm, by appointment or during open houses, and to answering questions large and small. Nothing makes them happier than sharing their knowledge.

— (Press Kit, in French)

## Vignobles et Découvertes

The Vignobles et Découvertes label, created by **Atout France** in 2009, enables tourist destinations and associated service providers to promote their wine expertise. This includes wine-producing castles, charming vineyard inns, restaurants, and wine bars, as well as cultural and national sites, recreational activities, and events that take place in vineyards.

## AOC, AOP, IPG : Certified Origins

**L'Appellation d'Origine Contrôlée (AOC)** is an official French label that certifies products manufactured entirely according to **recognized knowhow in one particular geographic area**. It is this **expertise that creates the characteristic traits of the product**. But there are additional labels associated with product origins, including IPG, Label Rouge, and AB to name a few. Where do you find them? What do they mean? For a quick guide to a successful gastronomic trip in France, visit the link below:

# GEOGRAPHIC LABELS

## Les Plus Beaux Villages de France

From Provence to Brittany, the Basque country to Alsace, Normandy to Roussillon, fortified villages, mountaintop villages, garden villages, fishing villages, plains villages, significant historical sites or simple witnesses to the daily life and knowledge of an era, Les Plus Beaux Villages de France® (the most beautiful villages in France) are each a page out of our collective history book. Discover 159 exciting sites!

[Les Plus Beaux Villages de France](#) (Press Kit, in French)

## Petites Cités de Caractère

The idea behind Petites Cités de Caractère® was born in the 1970s as a way of highlighting unusual towns – ones that are located in a rural setting, limited in population, yet urban in their history and heritage. The Petites Cités de Caractère® project brings together different stakeholders in saving and preserving patrimony to develop areas.

[Petites Cités de Caractère® de France](#) (Website, in English)

## Villes et Pays d'Art et d'Histoire

Across France and overseas, **202 towns and country areas** have obtained the Ville or Pays d'art et d'histoire designation: **123 cities of art and history and 79 country areas of art and history**. In Villes et Pays d'art et d'histoire, the concept of heritage or patrimony covers the entirety of the city's built heritage – architectural treasures from antiquity to the 20<sup>th</sup> century – as well as the diverse collections of its museums and archives, its natural heritage (green spaces, rivers, and streams), industrial, maritime or port heritage, as well as the living memory of residents as expressed through their stories.

[Villes et Pays d'Art et d'Histoire](#) (Website, in French)

## Ville et Métiers d'Art

Created in 1992 as an initiative by local elected officials, the **Ville et Métiers d'Art (cities and crafts) network** includes over 80 community groups (cities, collective towns, mid-sized cities, or small towns). This represents over **500 towns** today. The members of the Ville et Métiers Art association share the same policy: to encourage the development and sharing of exceptional knowledge and skills. The Ville and Métiers d'Art designation is granted by experts and known professionals, for a period of five years.

[Ville et Métiers d'Art](#) (Website, in French)

## UNESCO World Heritage List

As of 2020, 45 French properties are included on the World Heritage List. Among these exceptional sites is the Loire Valley between Sully-sur-Loire and Chalonnes, added in 2000. The Loire Valley is an exceptional cultural landscape that includes historic cities and villages, major architectural monuments – castles – and cultivated land, shaped by centuries of interaction of people with their physical environment, including the Loire itself.

[UNESCO: French Properties Inscribed on the World Heritage List](#) (Website, in English)

## EVENTS

### 2020 MAJOR EVENTS IN FRANCE

- ▶ Lille Métropole 2020, World Capital of Design, Hauts-de-France
- ▶ 800 years of Metz Cathedral, Grand Est
- ▶ Biennial in Sète, Occitanie (7 - 13 April)
- ▶ Africa Season 2020 (1 June – mid-December)
- ▶ Manifesta, the European Biennial of Contemporary Art, Marseille, Provence-Alpes-Côte d'Azur (7 June - 1 November)
- ▶ Bordeaux Wine Festival, Nouvelle-Aquitaine (18 - 21 June)
- ▶ European Athletics Championships, Paris Region (26 - 30 August)
- ▶ Normandy Impressionist Festival, Normandy (3 - 6 September)
- ▶ Vendée Globe sailing race, Les Sables d'Olonne, Pays de la Loire (8 November)

### 2020 MAJOR EXHIBITIONS IN France

- ▶ "Leonardo da Vinci" - Musée du Louvre, Paris Region, until 24 February
- ▶ "Monet, Renoir, Chagall. Journeys around the Mediterranean" and "Yves Klein, infinite blue" exhibitions, Atelier des Lumières, Paris Region (28 February 2020 – 3 January 2021)
- ▶ "Salvador Dali, the endless enigma" exhibition, Carrières de Lumières, Baux-de-Provence, Provence-Alpes-Côte d'Azur (6 March 2020 - 3 January 2021)
- ▶ "Black Suns" exhibition, Musée du Louvre-Lens, Lens, Hauts-de-France (25 March - 13 July)
- ▶ "Pharaoh Superstars" exhibition, Mucem, Marseille, Provence-Alpes-Côte d'Azur (29 April - 17 August)
- ▶ "Body and Soul, Sculpture in Italy from Donatello to Michelangelo", Musée du Louvre, Paris Region (6 May - 17 August)
- ▶ "The Advent of the Artist", Musée du Louvre, Paris Region, until 29 June
- ▶ "Civilizations and Cultures on the Silk Road" exhibition, Musée du Louvre, Paris Region (October 2020-January 2022)
- ▶ "Chagall, the master of light" exhibition, Centre Pompidou – Metz, Grand Est (17 October 2020 - 15 February 2021)

### 2020 GRAND OPENINGS IN FRANCE

- ▶ Reopening of La Samaritaine by the LVMH group, Paris Region (April 2020)
- ▶ Opening of the Bassin des Lumières, Bordeaux, Nouvelle-Aquitaine (17 April 2020)
- ▶ Opening of the Musée d'Art Moderne, Abbaye de Fontevraud, Pays de la Loire (May 2020)
- ▶ Opening of the Hôtel de la Marine de Paris, Paris Region (June 2020)
- ▶ Opening of the Fondation Pinault, in the former Paris Stock Exchange, Paris Region (June 2020)
- ▶ Opening of the Musée du PSG, Paris Region (Summer 2020)
- ▶ Opening of the "Food Society", the largest food hall in Europe, Paris (Montparnasse), Paris Region (2020)

# Gout de France / Good France



## A day celebrating gastronomy in over 150 countries

For the sixth consecutive year, on April 16, 2020, France will be organizing #GOODFRANCE #GOUTDEFRANCE, a unique event taking place in over 150 countries on 5 continents.

Chefs and representatives of the food and wine industries from around the world are invited to participate by creating a French menu or by organizing an event showcasing French food products.

On this day, chefs will be serving over 300,000 guests a menu celebrating French gastronomy, their know-how and the universal values of sharing and of the environment.

This year will mark one full decade since UNESCO declared France's gastronomic meal a world heritage.

Like in 2019, this year's event will focus on responsibly-sourced food and gastronomy and on chefs' commitment to protecting the planet.

Cooking schools, wine tasting venues, grocery stores, bakeries, cheese shops, and more will now be able to participate in this Goût de/Good France event.



[WWW.GOODFRANCE.COM](http://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

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