

PRESS KIT



Toronto
2016, November 9th

FRENCH CONNECTION

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Dearest journalists, welcome to this yearly meet-up, dedicated to you!

This year, we decided to pick a theme that embodied us getting closer to each other. It is in fact the human rapport, this magical feeling we get when traveling that we wish to put forward today... and its power when combined to technologies which never cease to evolve.

Connect with France tonight.

Connect.... To always know what's new and trending, connect to build and maintain friendships, connect to work together, to inspire each other, connect to revisit our past, connect to live in real time the many joys in our lives, connect to show compassion and solidarity like you've done these last months when our lives were overshadowed by sadness.

France means a lot to you, and she thanks you. She has been visited by 84 million people from all over the world in 2015, from all horizons and backgrounds, with more than a million Canadians. She is followed more and more on social media, and it is in part thanks to your help.

France is also connected with the world. She wants to innovate in order to serve you better. She's always thinking ahead and is always part of new trends = just think of economy based on sharing, the Welcome City Lab Paris start-ups for example, who offer every year new, outside the box services for tourists:

Géovélo, an app for cyclists, developed for the city of Orléans which suggests the best route to take, and where the closest services for cyclists can be found, bike tours with commentaries, etc.,

France Hostels, an app for travelers who decide to stay in youth hostels,

City Locker, an app to find and book secure baggage lockers in Paris,

Bubble-globe, a website which puts tourists in contact with a French person, who will offer them a traditional but unconventional tourism experience,

VizEat, to eat in a local's home,

Mr Gustave in Lyon, to have access to concierge service even while staying at an AirBnB.

Tonight, the star of the show is the new service The French Number, a phone line which allows you to get in contact with a French person who registered as a volunteer to answer your questions about the destination, which we invite you to try out.

But also, an amazing crew with who you will be able to connect tonight : Air Canada and its representatives Sabina Steffensen and Dana Radojevic, this transporter does a lot to encourage exchanges with its many flights to Paris, Nice and Lyon since last year, Pointe-à-Pitre, Fort-de-France, and in a couple of months, Marseille.

Nantes and Rennes, with their representative Marie-Hélène Aubrée, the most incredible duo of cities in France, with who it is impossible not to connect artistically.

The Val de Loire, represented tonight by Virginie Priou and Anaïs Verger, who is launching a new website to better fit the needs of travellers.

The Front de l'Ouest, represented by Julie Abi-Khalil, this group of destinations is connected by being witnesses of havoc as well as heroic acts during WWI, a conflict that has marked the beginning of interactions of a new kind between Canada, France and Europe.

And last but not least, the Scenic river cruises, which allow us to connect with France from shore to shore, and even, when needed, to disconnect, sail slowly and appreciate the scenery to the fullest... Lisa MacCaskill is representing them tonight.

Take the time to meet our partners and let your readers and followers know that they want to connect! France's goal is the same as always, no matter the difficulties of the last months: to welcome 100 million tourists in 2020.

A renewed ambition, and means that have already been updated, starting with a new map of the French regions which you can see here, 20 destination contracts, new strategic agreements giving the destinations an international reach.

There is a will to attract but also to welcome to the best of our abilities tourists, throughout the year, which travellers will be able to see with the new Montréal – Lyon flight.

In conclusion, before we let you connect with our partners, I would like to thank Catherine Lafrasse, our Press Manager, for her time and investment in the preparation of our media tour, with the help of Constance Carpanèse, Naomi Tusseau and Caroline Torregrossa.

Our press kit is online on [ca.france.fr / press](http://ca.france.fr/press) and is full of good reasons to meet up in France in 2017. You will find our partners latest news and a list of the grand openings and events coming up next year.

Thank-you for being here and have a great evening!

Mélanie Paul-Hus

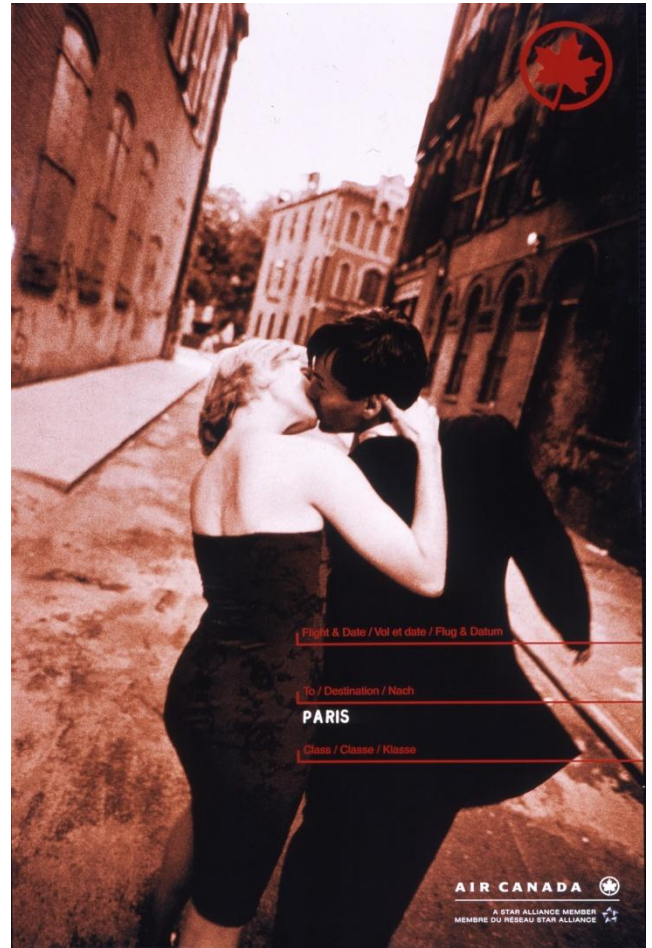
Interim Director for Canada

Atout France

AIR CANADA

10 REASONS TO FLY ON AIR CANADA

- With the addition of Marseille next year, Air Canada offers non-stop service to 4 destinations in France (Paris, Lyon, Nice and Marseille). The addition of Marseille strengthens Air Canada's presence in Provence-Cote d'Azur with a daily product, offering 3 weekly flights to Marseille and 4 weekly flights to Nice
- Begin a dreamy journey to Paris aboard our Boeing 787 Dreamliner and arrive feeling rested thanks to lower cabin pressure, higher humidity levels, ambient mood lighting, and an advanced air filtration system which contribute to a more rested feeling upon arrival
- Escape to Lyon year-round on our non-stop flight, where you can savour the delicacies of the gastronomic capital of France and sip the legendary wines of Beaujolais nearby
- Take a summer holiday and fly to Marseille where you can stroll through charming nearby towns and breathe the lavender-infused air of Provence. Air Canada offers the only non-stop flight operated by a network carrier between Marseille and North America
- Fly non-stop to Nice and wake up on the seductive Côte d'Azur
- Indulge in the succulent menu creations designed by Chef David Hawksworth available in our International Business Class cabins and Air Canada Maple Leaf™ Lounges for international departures
- Treat yourself to Premium Economy and stretch out in wider seats and enjoy a premium meal served on china dishware
- Have a movie night onboard our aircraft and choose from up to 600 hours of top-rated entertainment including new releases in film and hit television shows from channels such as HBO
- Stay connected on an Air Canada flight using Gogo® 2Ku satellite technology enabling you to email, surf the internet and stream entertainment at broadband speeds while flying anywhere in the world
- Air Canada makes long distance relationships simple, comfortable, and convenient by connecting over 200 destinations on six continents



www.aircanada.com

NEWS

Air Canada adds non-stop Montreal-Marseille flights starting in summer 2017 (see the attached press release).

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DESTINATION WESTERN FRONT 14-18

To mark the commemorations of the centenary of the First World War, five regions of North West France that were crossed by the front line have come together to welcome visitors from right across the world.

From the Nord-Pas de Calais to Alsace, passing through Picardy, Champagne-Ardenne and Lorraine, the violence of battle and the massive casualties caused by the World War left traces that are still visible across all these territories that now make up the « Western Front 14-18 » destination.

These territories offer a unique experience and the best way to better understand this page of our history that implicated the people of so many different nations.

Lose yourself in the network of trenches, the shell-holes of the Vosges Forest or the tunnels and underground galleries of the Aisne and the Oise, reflect as you visit the cemeteries and memorials of the Artois, learn more at the Historial de Péronne in the Somme, discover the dizzying depths of the mine shafts of the Boisselle and of Vauquois or even visit the Fort de Pompelle in Reims and the Fort de Leveau in Maubeuge.

Make the most of a veritable season of culture along the Western Front with a programme of exhibitions, audio-visual productions, publications, educational activities and much more besides.



Canadian events in 2017 on the Western Front

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 1917, and also took part in the fighting at Lens, Cambrai and Amiens in August 1918.

2017 - unveiling of the state-of-the-art Vimy Visitor Education Center Vimy to celebrate the 100th Anniversary of the Battle of Vimy Ridge, a seminal event in Canada's history.

1 July 2017 – commemoration of the Somme battle with an event organized at Beaumont-Hamel Newfoundland Canadian Memorial.

2017 will also mark the centenary of the Chemin des Dames battle in Aisne, Picardy.



<http://ca.france.fr/en/great-war-centenary>

NEWS

Domaine de la Klauss 4*

Montenach, close to the border with Germany and Luxemburg, is home to a restaurant that is reputed for its cuisine of the terroir and its fine homemade produce: The Auberge de la Klauss. Flush with its success over a number of years, this family-run inn has expanded with the construction of a 4* hotel-spa, which opened to the public in January 2016.

Les Jardins du Mess 4* à Verdun

A 4* hotel-restaurant in the very heart of Verdun, this establishment opened in May 2016 in the former Officer's mess, an elegant building from the late XIX Century on the banks of the River Meuse. It offers 40 rooms, including 7 suites, seminar rooms, a spa and a bistro style gastronomic restaurant that makes the most of ingredients from the local area.

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NANTES & RENNES

The trail from Nantes to Rennes and Saint-Malo, and onwards to Mont Saint-Michel
Culture, heritage, and creativity

Barely 100km separates the two major cities that lie within Brittany's historic borders, and both are known for their buoyant dynamic and quality of life, their vibrant student scenes, varied cultural events, and the rich diversity of their heritage.



While Rennes boasts the most half-timbered houses in Brittany and is the seat of the famous Palais du Parlement de Bretagne, it asserts its status as a decidedly modern city through a wide range of architecture and installations with a more contemporary feel: FRAC, Aurélie Nemours' L'Alignement du XXI^e siècle, Les Champs Libres and Cap Mail designed by Jean Nouvel. Nantes, meanwhile, is home to the Castle of the Dukes of Brittany, which itself houses the city history museum. But the city also boasts a huge variety of more unique attractions, including the 12m tall elephant at the Machines de l'Île, a city tour taking in myriad works of art, a bar inhabited by a giant bird on the 32nd floor of the Bretagne tower, the famous Passage Pommeraye 19th century shopping arcade, and constantly evolving architecture.

The two cities are now working together to develop a poetic and sensory journey through the region to (re)discover the area through a trail with lots to see and learn at every stop. After exploring Nantes, visitors will be invited to travel the length of the Loire Estuary discovering its monumental works of art. Then it's off to Rennes before following the river Rance to Dinan and onwards to Saint-Malo, the penultimate stop before Mont Saint-Michel, a UNESCO World Heritage Site.

Every stage features inspiring towns and cities and new culinary experiences, often fresh from the sea, as well as unique panoramas, prestigious natural attractions, and unforgettable viewpoints.



www.destinationrennes.com - www.levoyageanantes.fr

NEWS

LGV Bretagne-Pays de la Loire 2017 - Reduced travel time between Paris and Rennes

A new high-speed rail line will link Paris to Rennes in 90 minutes, instead of 2 hours now.

Musée d'Arts à Nantes

Full reopening of the Museum of Fine Arts that will become the Museum of Arts.

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SCENIC

Scenic Tours was founded in 1986, when its owner and chairman, Glen Moroney, began operating coach tours throughout his native Australia. In the ensuing 30 years, the company has grown to include luxury river cruises across Europe and Asia, and today escorts more than 500 land and water itineraries in 66 countries, taking visitors to every continent.

The foundation of the Scenic brand is the fully-inclusive river cruise model, which means guests will never have to reach for their wallet or purse as everything is included, even the luxury “extras” that guests might expect to pay for with other cruise lines. The pricing for Scenic river cruises includes all tips and gratuities; butler service; expert local guides; dining and all beverages, including beer, wine and spirits; all Scenic Freechoice activities and excursions; Scenic Enrich events, which are exclusive to Scenic and its guests; Scenic Sundowner exclusive cocktail parties; airport transfers; and more.

Scenic Space Ships

Scenic’s five-star Space-Ships offer an all-inclusive luxury experience, from private butler service for every guest to full-size private balcony staterooms where the walkout open-air balcony can convert to an all-weather lounge with a push of a button. These visionary vessels also include access to a wellness area, complete with massage services and a hair salon; a gym; special on board entertainment; Wi-Fi internet; e-bikes, which guests can ride on shore at their leisure; and Scenic Tailormade, a handheld GPS guided tour system provided to every guest.

On board cuisine allows for up to six dining options, including the tradition of dégustation at Table La Rive, fine dining at L’Amour and the more casual fare at the River Café.

Sailings in France

France is the world’s leading tourist destination, and Scenic offers an ideal way to see the country via some of its most picturesque waterways. A visit to Paris and a sailing along the Seine River is defined by history and romanticism, and offers in-depth connections to some of the most revered artists of the Impressionist era. Wine enthusiasts will flock to the Bordeaux river cruises, which traverse a region that is home to almost 300,000 acres of vineyards and 15 distinct varietals. Like Bordeaux, the Rhône River Valley is densely populated with vineyards and châteaux, yet is also full of important history, from the invention of the film camera to ornate religious cathedrals, like the Basilica of Notre-Dame.

Scenic offers Seine, Bordeaux and Rhône sailings from 8-11 days, with land extensions to Paris and Monte Carlo available for those who want to experience more of this romantic and beautiful country.

Scenic offers award-winning, all-inclusive escorted tours in Europe, Australia, New Zealand, the Americas and elsewhere, while offering the same level of expertise and the only truly all-inclusive river cruises in Europe and in 2016, the Mekong, Irrawaddy and Douro.

Additional information on these and other cruises, brochures, and reservations can be obtained via travel agents; or in Canada: www.scenic.ca; phone 844-788-7987; or e-mail: canada@scenic.ca. #scenic_canada



www.scenic.ca

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EXPERIENCE THE LOIRE VALLEY!

Romanticism in the gardens

The Loire Valley is peppered with gardens, each one more beautiful and more romantic than the last. The best known, the gardens of the Loire Châteaux, provide a breathtaking view: Château de Villandry and its ornamental gardens or Château de Chenonceau and its floral harmony need no introduction. A number of other, less well-known, but just as intoxicating, gardens open their gates to plant lovers. For a romantic getaway, don't miss the Jardins de Roquelin or the rose garden, Chemins de la rose, at Doué-la-Fontaine. The Terra Botanica park at Angers stands out for its unique plant heritage – great for a family day out.

2017, the year of gardens, will celebrate more than 70 sites in the Loire Valley and promises a rich and varied programme!



From château to château

How can you talk about the Loire Valley without mentioning its prestigious châteaux? An inherent part of Loire heritage and the history of France, the Loire Châteaux continue to be just as captivating. 21 of them are part of the "Grands Sites du Val de Loire" (Major sites of the Loire Valley) network and are symbols of the French Renaissance. Each year, the châteaux get more inventive to offer you unusual visits, adapted to individual tastes. You can also visit other smaller, but just as iconic, châteaux, including Château de Meung-sur-Loire and Château de Montsoreau.



The Loire à Vélo cycling trail, a route through unique landscapes

To discover all the richness the Loire Valley has to offer, the Loire à Vélo cycle route is a great way to get around. From one Loire château to another, following the River Loire, pedal along this perfectly laid-out and signposted 800km cycle route, all the way to the estuary. The route runs through peaceful countryside, fun-filled towns, vineyards as far as the eye can see, the shining River Loire and mysterious troglodyte dwellings, and that's not all!

The art of living like the people of the Loire Valley

From Sancerre to the Nantes area, the vineyards of the Loire Valley spread their vines out alongside the majestic river. Prestigious wines thrive here including Saumur, Chinon, Muscadet, Layon and Bourgueil. The winemakers themselves will tell you, in person, all there is to know about the appellations: in a vineyard, at the heart of a tourist wine cellar, in a museum or in a Maison des vins.

The Loire Valley, thought of as the "garden of France", is also home to beautiful farmlands. Orchards and vegetable gardens produce mouthwatering fruit and vegetables (including asparagus, lamb's lettuce, apples and strawberries). The fish from the River Loire, the meats and the cheeses are all just as delicious. In these lands where the art of living is king, chefs are always able to find something to satisfy their inventive spirits!

www.valdeloire-france.com

NEWS

The Bridge 2017, a unique event: the ocean liner Queen Mary 2, born in the Saint-Nazaire shipyards, will start, June 25, 2017, an unusual race against a fleet of maxihulls between Saint-Nazaire New York

The opening of the brand new **Olivier Debré Contemporary Creation Centre (CCCOD)** in the city of Tours. Designed by Portuguese architects Francisco-Xavier and Manuel-Roca Mateus, it's a perfect pretext to come and visit the city.

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ATOUT FRANCE

Atout France, France's only state tourism agency, is responsible for promoting the development of the tourism industry, the country's largest economic sector.

A unique strategic observation and intelligence platform, Atout France brings its expertise to bear with the aim of making businesses more competitive and destinations more attractive (French and international).

The agency also develops, in consultation with industry professionals, rating systems for the different types of accommodation in France.

Atout France develops its missions internationally through a network of 33 offices located in 32 countries. This unique organisation, which employs more than 250 people, provides the agency with an understanding of international markets and cultures and enables it to successfully target and communicate the promotional activities of its partners. Armed with this multiple expertise, Atout France is able to support its partners through all stages of their tourist production: from design through development to the marketing of their products.

www.france.fr

Press corner : <http://ca.media.france.fr>

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