

Atout France orchestrates a second #FestiveFrance bloggers challenge and celebrates this season's magical feel.

Montreal –December 5th, 2016 – **From December 9th to 12th, 6 Canadian bloggers will discover the magic of Christmas in 3 French destinations. This event highlights the holiday season in France and its magical atmosphere.**



6 bloggers, 3 destinations, 3 days

During three days, six Canadian bloggers will be hosted, in pairs, in one of these three French destinations: [Evian](#) (French Alps), [Provence](#) and [Loire Valley](#). Their destination will be announced on December 8th, just before flying to Paris with Air France.

During these three days of visits, encounters and daily missions, each team will try to influence, via social media, the public's vote of the most **festive destination**.

A reunion in Paris

On December 12th, the 6 bloggers will meet in Paris for a magical day in the heart of the capital. The program includes: a VIP visit of the Galeries Lafayette Haussmann, a photo challenge at the top of the Arc de Triomphe and the discovery of the Christmas illuminations' secrets.

This program will be punctuated by an evening in the wine cellar of De Vinis Illustribus, with a tasting of vintage wines and an exchange of gifts from the destinations visited previously!

At the end of each day, an address book, which will be posted on [france.fr](#), will be retracing the bloggers itineraries.

A #FestiveFrance contest

From December 9th to 20th, the bloggers will share posts on their social networks to invite the public to participate in the [#FestiveFrance](#) contest, also promoted by a major advertising

For immediate release



campaign. This action is partly supported by the Tourism Recovery Plan, via the hashtag **#Madein**.

#FESTIVEFRANCE
Choose your favorite festive city!

La Provence

Le Val de Loire

Évian

Follow our bloggers,
vote to win a trip for 2 to France with Air France.

The graphic features a dark purple background with three red circles. Each circle contains a white line-art icon: a laurel wreath for La Provence, a chateau for Le Val de Loire, and a stylized mountain range for Évian. The text is in a white serif font.

By voting for the most festive destination, participants are given the chance to win a trip for 2 in France valued at 4,300 CAD. This prize is offered by [Air France](#), [Rail Europe](#), [ACCOR](#) and the [Galeries Lafayette Haussmann](#).

For this new edition of the bloggers challenge, we would like to thank all the partners that made this campaign possible: [Air France](#), [Évian Tourisme](#) (French Alps), [Centre Val de Loire Regional Tourism Board](#), [Provence-Alpes Côte d'Azur Regional Tourism Board](#), [Rail Europe](#), [ACCOR](#) and [Hôtel Paris Bastille Boutet](#), [Galeries Lafayette Haussmann](#), [MyWebSpot](#), [De Vinis Illustribus](#), [Discover Walks](#), [Centre des Monuments Nationaux](#).

We would also like to thank the bloggers who took in this year's challenges:

- [Ayngelina Brogan](#)
- [Gabrielle Lacasse](#)
- [Carol Perehudoff](#)
- [Gregory George](#)
- [Laure Juilliard](#)
- [Rachel Latour](#)

To follow the bloggers live and their "online battle", go to: <http://ca.france.fr/en/festive-france>

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Contact Presse

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About Atout France

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 33 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 1,200 professionals (institutional tourism and private companies) in their international development. In total, more than 2,800 promotional operations are organized each year. They target the general public, in particular through a strong digital strategy (a powerful site, www.france.fr, 3 million fans on social medias, 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.).