

WELCOME | BIENVENUE | VELKOMMEN | VÄLKOMMEN | TERVETULOA | TERE TULEMAST | LAIPNI GAIDĪTI | SVEIKI



## Top Reasons to Visit France 2021

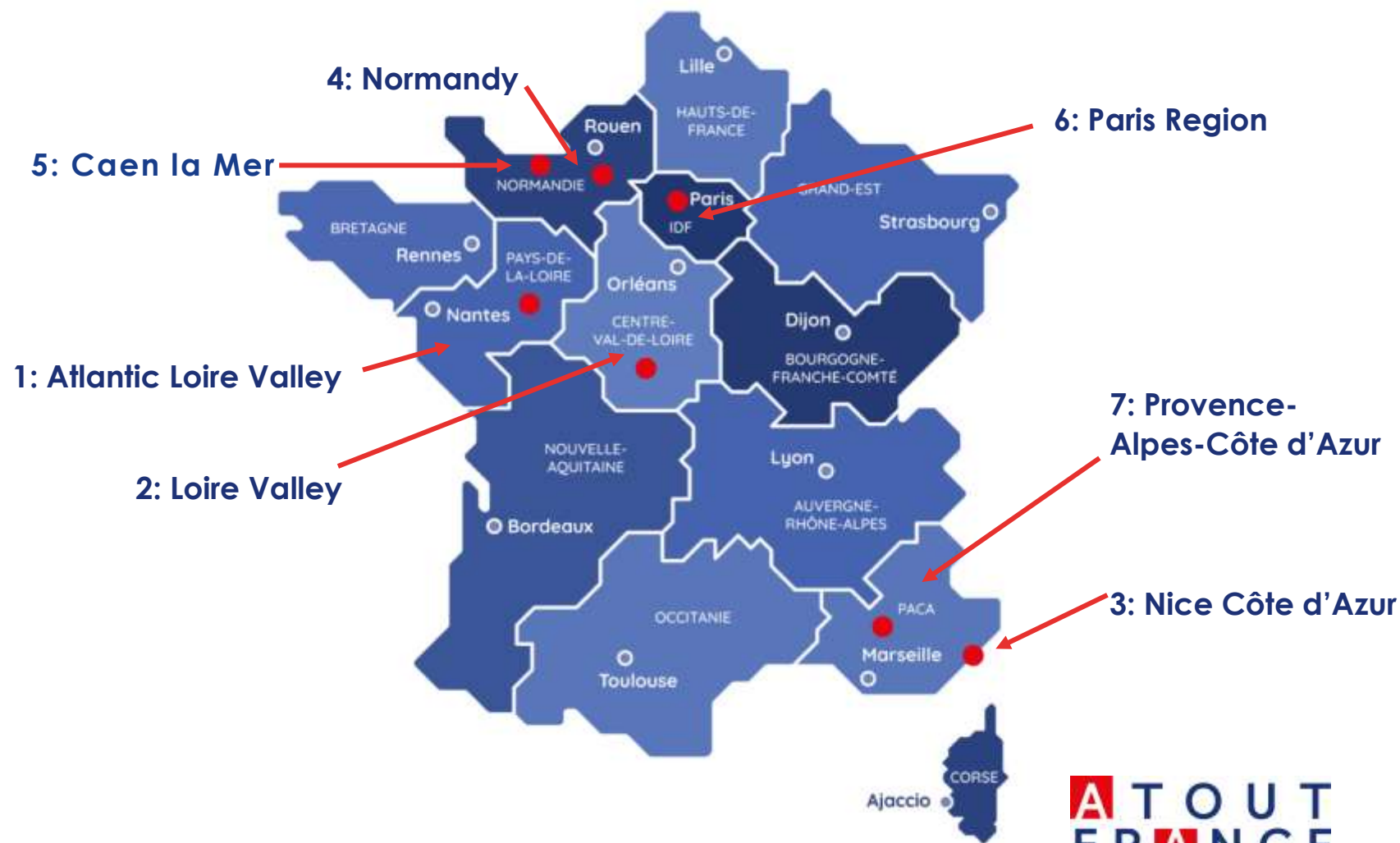
Virtual Press Conference  
17th March 14.30 - 16.30



ATOUT  
FRANCE  
Agence de développement  
touristique de la France

# TODAY'S PROGRAM

- ❖ WELCOME TO “TOP REASONS TO VISIT FRANCE 2021”
- ❖ Welcome words by Benoit Chollet, director of Atout France Nordic
- ❖ Presentations of the seven destinations →
- ❖ Dialogue Session 1
- ❖ Dialogue Session 2
- ❖ QUIZ:
  - A four night stay in Normandy & Caen
  - A two night stay in Nice – Côte d'Azur
- ❖ Questions ?
- ❖ Thank you for today



# YOUR CONTACTS AT ATOUT FRANCE NORDIC

## STOCKHOLM



**ANNA LUNDÉN**

Travel Trade and Press Manager  
Sweden



## COPENHAGEN



**HENRIETTE LETH**

Media Relations Manager  
Denmark, Finland & The  
Baltic Countries



## OSLO



**SISSEL DAHL**

Travel Trade and Press Manager  
Norway



**ATOUT  
FRANCE**  
Agence de développement  
touristique de la France

# BENOIT CHOLLET



**Top Reasons  
to  
Visit France  
2021**

Virtual Press Conference  
17th March 14.30 - 16.30



# WELCOME TO ATLANTIC LOIRE VALLEY

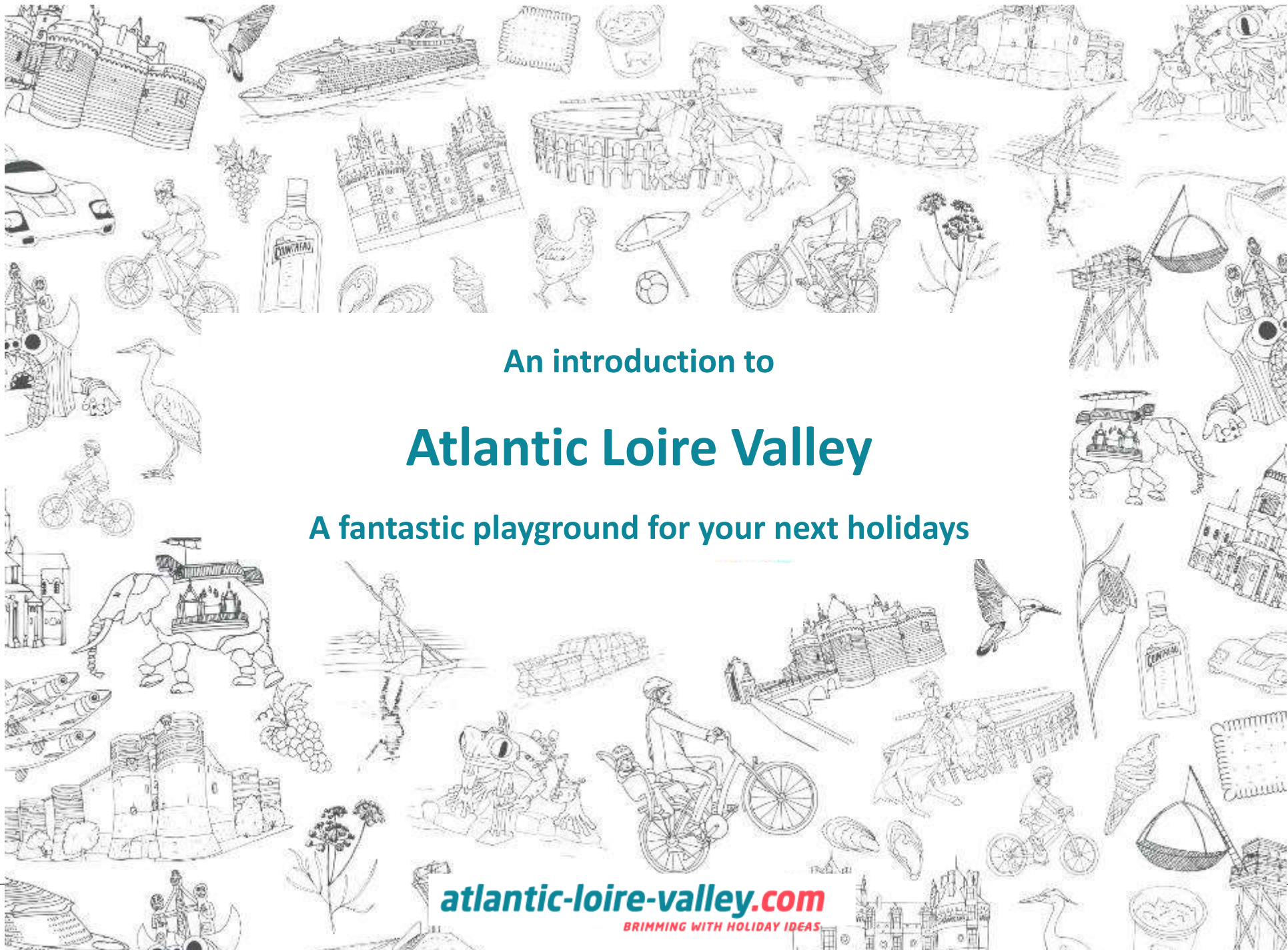


**Hélène HAUBOIS**

International Tourism Development  
Atlantic Loire Valley

***atlantic-loire-valley.com***

***BRIMMING WITH HOLIDAY IDEAS***



An introduction to

# Atlantic Loire Valley

A fantastic playground for your next holidays

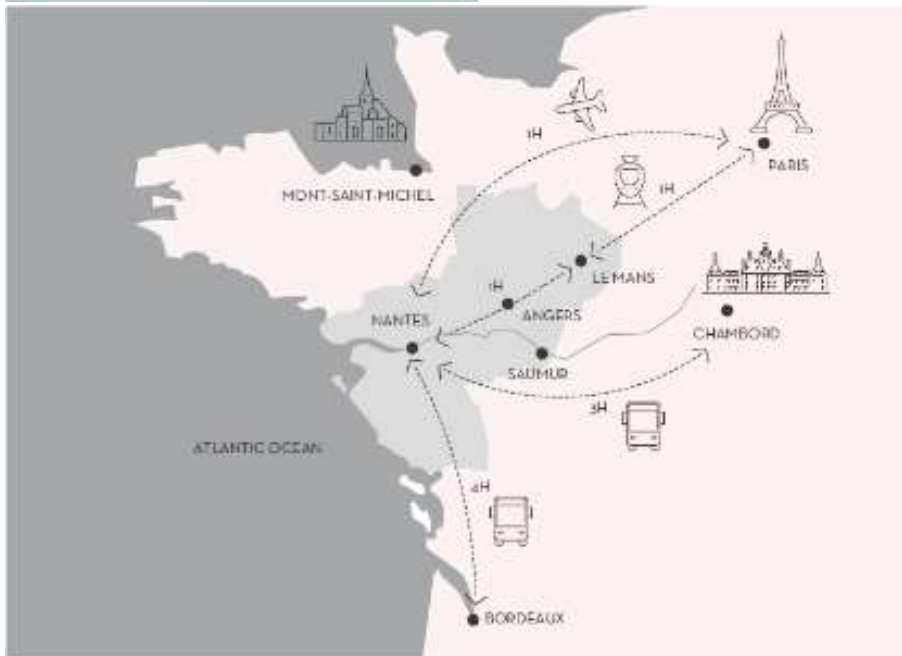
[atlantic-loire-valley.com](http://atlantic-loire-valley.com)  
BRIMMING WITH HOLIDAY IDEAS

# 1. How to reach Atlantic Loire Valley?



## BY PLANE

*via Paris*



## BY CAR

### To Angers

➤ 1,748 km from Copenhagen

### To Le Mans

➤ 1,562 km from Copenhagen

### To Nantes

➤ 1,735 km from Copenhagen

## ➤ BY TRAIN from Paris

➤ Le Mans : 1 hour by high speed train (TGV)

➤ Nantes 2 hours by high speed train (TGV)

➤ Direct TGV connections from Paris Charles de Gaulle airport



# Atlantic Loire Valley in a nutshell

Double attraction of the Atlantic Ocean  
and the Loire Valley!



**250 km of Loire River**

**215 km of beaches & 450 km of coastline**

**3rd vineyard in France.  
More than 200 wineries  
open to the public**

**3,000 km of cycling routes**

**4 regional nature parks**

**Vibrant cities: Nantes,  
Angers, Le Mans and lovely  
town and villages**

**A land of culture & heritage**

# Discover the DNA of Atlantic Loire Valley



# TAKE IT SLOW IN ATLANTIC LOIRE VALLEY! TRY THE ATLANTIC LOIRE VALLEY LIFESTYLE !



# Take it slow in Atlantic Loire Valley!



# Cycling activities



# Cycling activities: 4 major itineraries



- The Loire by bike – EV6 – 900 km
- The Velodysey – EV1 – 1,200 km
- La Vélo Francette – 630 km
- La Vallée du Loir à Vélo – 320 km



Plenty of services for cyclists, Secured and signposted cycle routes

Over 500 « Accueil Vélo » professionals: accommodation, bike rentals, attractions...





Live your best life on the Atlantic Coast!





# Live your best life on the Atlantic Coast!

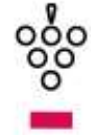


With 425 km of coastline Atlantic Loire Valley offers plenty of seaside experience both for families, beginners and athletes

- › Try « Foil » in les Sables d'Olonne. It will enable you to literally fly over the sea (safely) with [Ohana surf](#) thanks to a brand new technique accessible to beginners. From 65€ / personne.
- › Depart from St Nazaire harbour and enjoy a ride in a catamaran boat with [Mouette & sea](#). A peaceful journey to discover the amazing landscapes of the Atlantic Coast
- › On the island of Noirmoutier, enjoy a fabulous moment tasting the local oysters dans seafood including lobsters at [La Cabane d'Adrien](#) in the middle of the salt marshes



# Atlantic Loire Valley land of fine wines...



# Atlantic Loire Valley land of fine wines...



## LOIRE VALLEY WINES

**At the heart of the Loire Valley wine region:**

One of the 10 European vineyards on the UNESCO World Heritage list [UNESCO-listed wine route of over 800km](#)

12 grape varieties, of which 4 major vines : cabernet franc, chenin, melon de bourgogne and sauvignon

35% of white wines, 30% rosé, 20% red wines, 15% « fines bulles » sparkling wines

250 million Loire Valley wine bottles sold every year in 140 countries, i.e. 8 bottles per second

Muscadet, Anjou, Saumur, Layon, and many more



# Atlantic Loire Valley land of fine wines... and passionate winemakers



## Countless opportunities for wine tasting across the region

Great ambassadors such as : **Pascaline Lepeltier**, best French sommelier in 2018 grown-up in Angers and **Evelyne de Pontbriand** who came to winemaking after a long career teaching French abroad at **Domaine du Closel** in Savennières.

Once a teacher, Val created « **Les Vignes selon Val** » to share her passion for the Layon Valley, a combination of hiking in both public footpaths and private ones with wine tasting. Learn about AOC, typical grape varieties, terroirs, winemaking processes...'. From 28 € / person.

On your e-bike or e-car discover **the Mourat vineyards** and enjoy a **gastronomic picnic** in Vendée prepared by a local chef.

Over 50% of our vineyards are certified in organic farming. Pay a visit to **Domaine de l'Ecu** in Muscadet vineyard near Nantes or **Domaine Gigou** in Sarthe



# Houseboating in Atlantic Loire Valley



# Houseboating in Atlantic Loire Valley

**With 375 km of waterways...**

In Mayenne, in Sarthe or on the Canal from Nantes to Brest, rivers turn out to be the most beautiful ways to discover an area. At the bar of a barge and sailing to the slow rhythm of the river, it is the amateur navigators themselves who will pass the locks.

For a day, a weekend or a week, the boats are an opportunity to sail peacefully to discover the valley, the old villages and many surprises along the river.



## **Houseboats offers :**

- On the river Mayenne : Les Canalous [www.canalous-mayenne.com](http://www.canalous-mayenne.com)
- On the river Sarthe : Anjou Navigation [www.anjou-navigation.fr](http://www.anjou-navigation.fr)
- On the Canal from Nantes to Brest : Bretagne Fluviale [www.bretagne-fluviale.com](http://www.bretagne-fluviale.com)

# Contacts



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<https://www.instagram.com/paysdelaloiretourisme/>



<https://www.facebook.com/visitatlanticloirevalley>

# THANK YOU

# ATLANTIC LOIRE VALLEY



**Hélène HAUBOIS**

International Tourism Development  
Atlantic Loire Valley

***atlantic-loire-valley.com***

***BRIMMING WITH HOLIDAY IDEAS***



# WELCOME TO LOIRE VALLEY



**Océane Bahuchet**

Press Officer

Centre Régional Tourisme Centre - Val de Loire



**Marieke GOURDIN**

Responsable Communication et Relations Médias

Agence Départementale du Tourisme de Touraine



CENTRE-VAL DE LOIRE / LOIRE VALLEY

# Nature, culture and Art de Vivre an exceptional blend

---

by Marieke Gourdin and Océane Bahuchet



**1h to 2h20**  
drive from the South of Paris

Quick accesibility by motorway



**1h from Paris**  
Direct TGV from CDG international airport and Paris to Tours  
Regional trains from Paris to Orléans, Chartres, Bourges



**2h from Nantes**  
Regional trains from Nantes to Tours, Blois and Orléans

LOIRE  
VALLEY



# THE CHÂTEAUX OF THE LOIRE VALLEY

280 km

listed as UNESCO World Heritage Site

23 monuments to visit : 15 in our region

Known as the Garden of France



Château of Sully-sur-Loire

Château of Chambord

Château of Chaumont-sur-Loire

Château of Valençay



# THE NEWS IN THE CHÂTEAUX

## «The Panoramic Picnics» Royal Château of Amboise

A real balcony overlooking 360° the landscapes of the Loire Valley, The château garden opens its lawns in the evening for a picnic evening

On July 16, 30, August 6 and September 3

### Château of Amboise



## New immersive cultural space dedicated to da Vinci at the château of Clos Lucé

In spring 2021, the château of Clos Lucé will inaugurate the new «Galleries Léonard de Vinci painter and architect».

An immersive experience to discover the creative process of the artist thanks to digital technologies.

### Château of Clos Lucé



## New restaurant, bioclimatic garden and luxury accommodation at the château of Rivau

In September 2020, the château opened their gourmet restaurant «Le jardin secret»

A dry garden «Le Jardin du Papillon» will be integrated from April in the 15 gardens of the Domaine.

The château offers the possibility to sleep in one of the 7 luxury rooms hidden in the heart of the estate

### Château of Rivau



# THE LOIRE BY BIKE

## 3 THINGS TO KNOW



Quality guaranteed  
The label "Accueil Vélo"



- Adapted service on the whole cycle road
- Luggages transportations ✓
- Intermodality (trains and bikes) ✓
- Network of rental agency ✓
- Electric terminals for electronic bike ✓

- Mix of nature and culture
- UNESCO
- Castles
- Nature
- Respect of the environment

900 km

"La Loire à vélo" cycling route from Cuffy (Loire Valley Region) to Saint-Brévin-les-Pins (Atlantic Loire Valley Region)



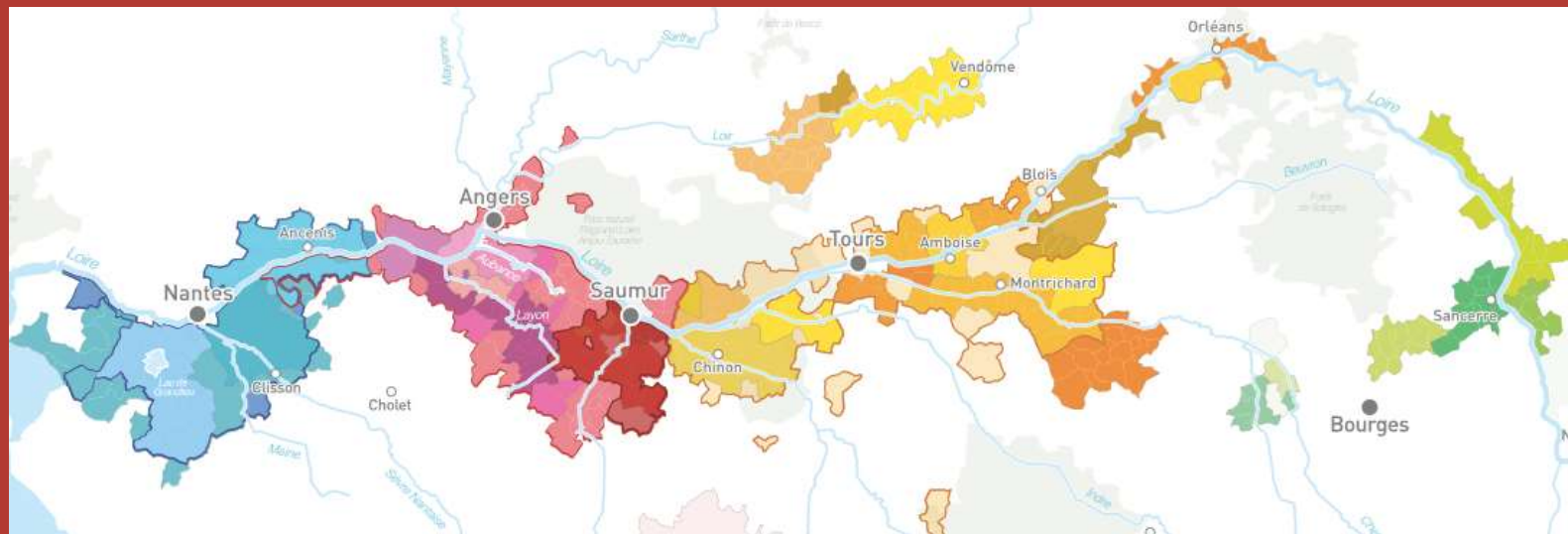
# THE LOIRE VALLEY : WINES

**MORE THAN 85** AOCs  
in the Loire Valley.



## Activities

Wine Tasting in a wine cellars, Gyroway in the vineyards, Wine making Escape Game, wine tours sur mesure and so much more to discover



In Centre Val de Loire, we have the AOC Touraine, AOC Sancerre, AOC Vouvray ...

## Figures

250 millions of bottles exported in 140 countries and more than 350 touristic wines cellars

## Varietals

From Chenin to Cabernet through Sauvignon and melon de Bourgogne, 24 grape varieties make their diversity .



# EN ROUE LIBRE

## EN ROUE LIBRE

is a site dedicated to slow tourism.

More than 15 experiences have been written to express how our region has so much to offer in term of quality of life.



# ACCOMMODATION

## AN ACCOMODATION FOR EACH NEEDS

Inside the woods to get back to Nature

In a boat float next to a castle or on the Loire River with the nature

In a troglodytic room with the tuffeau stone that built more castles than we could know about

In a chateau-hôtel to live a pleasant moment

## ACCOMODATIONS IN CENTRE-VAL DE LOIRE

Quality of life

Quality of services

Quality in term of activities

Various accomodations to satisfying each of one of visitors



# THANK YOU LOIRE VALLEY



**Océane Bahuchet**

Press Officer

Centre Régional Tourisme Centre - Val de Loire



**Marieke GOURDIN**

Responsable Communication et Relations Médias

Agence Départementale du Tourisme de Touraine



# WELCOME TO NICE CÔTE D'AZUR



**Savita COUTY**

Chargée des Relations Presse  
Office de Tourisme  
Métropolitain Nice Côte d'Azur

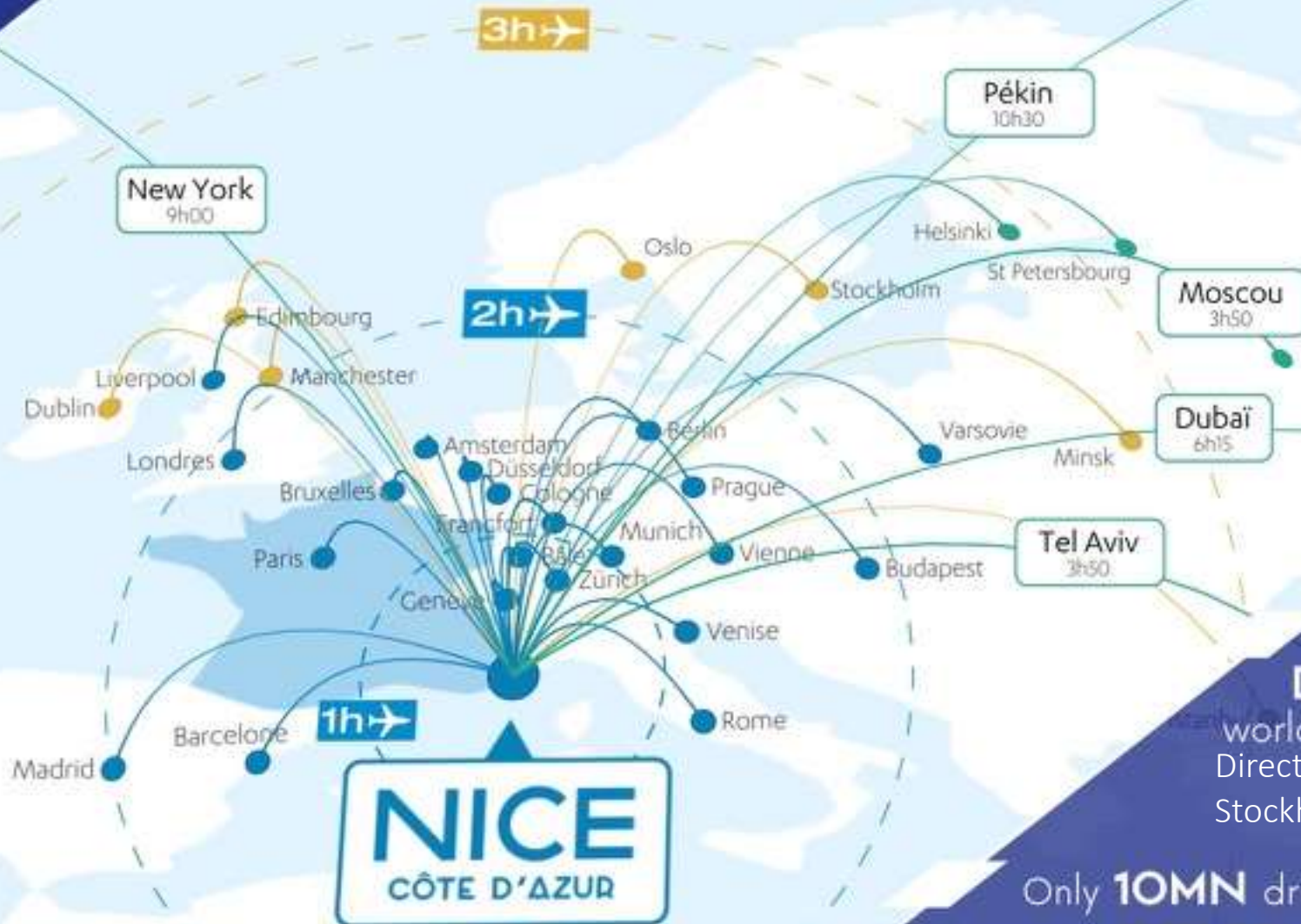
EXPLORE  
NICE   
CÔTE  
D'AZUR

**A T O U T  
F R A N C E**  
Agence de développement  
touristique de la France

EXPLORE  
NICE   
CÔTE  
D'AZUR

WELCOME TO NICE CÔTE D'AZUR !

# A WORLDWIDE CONNECTED DESTINATION



**2<sup>ND</sup>** international  
**AIRPORT**  
in France

**120+ DIRECT  
DESTINATIONS**

worldwide  
Direct flights from Nice to Copenhagen,  
Stockholm, Oslo, Helsinki, Tallinn, Riga, Vilnius...

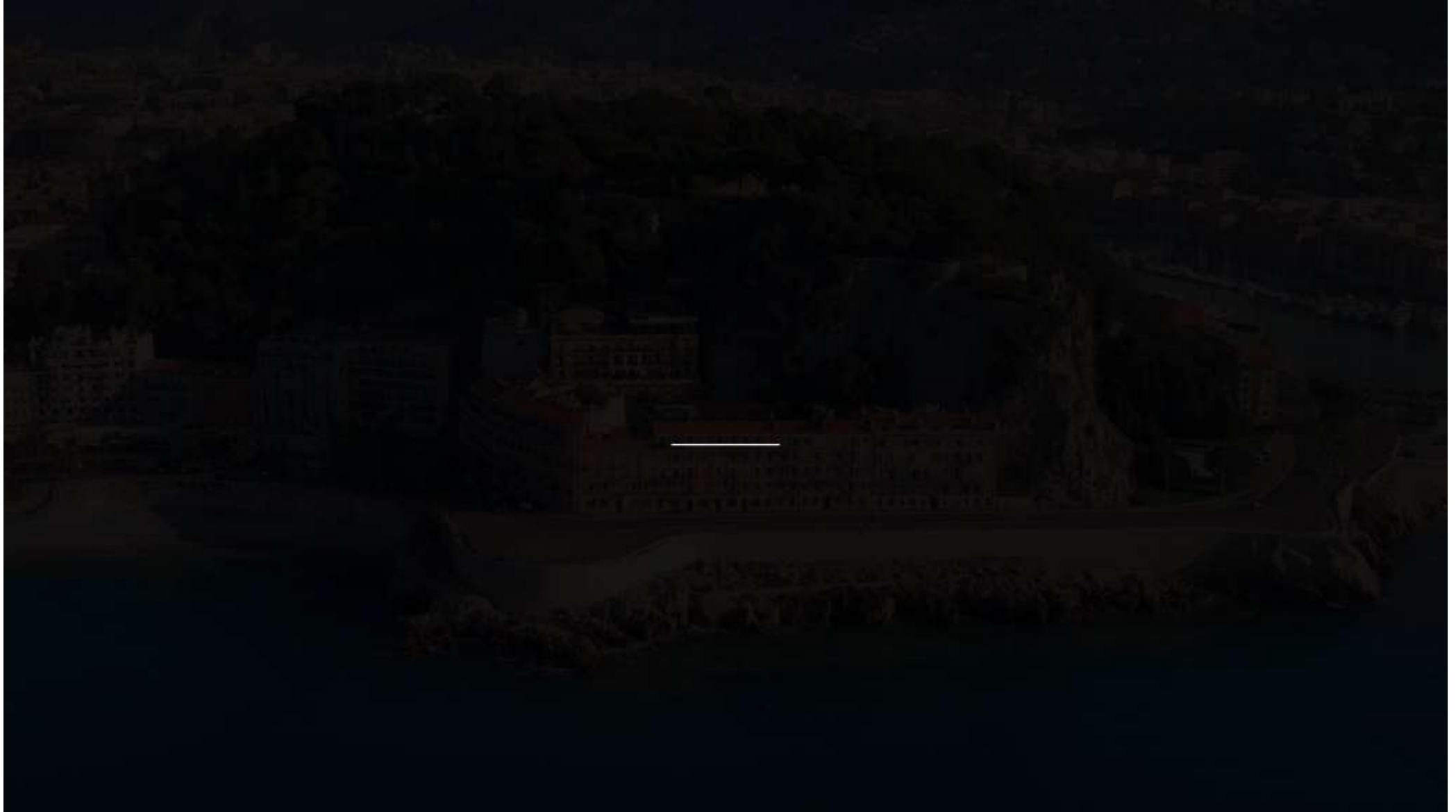
Only **10MN** driving distance  
from the **CITY CENTER**

MEET IN  
**NICE** <sup>FR</sup>  
CÔTE  
D'AZUR

# NICE, CAPITAL OF NICE COTE D'AZUR

AN INTERNATIONAL CITY ON A HUMAN SCALE







# HERITAGE AND CULTURE



# FOOD, FOOD, FOOD !



---> A **GENUINE**  
local Cuisine

---> A « Cuisine Nissarde »  
label

---> 10 AWARDED Michelin stars  
in 2020 in the Métropole

---> The **HEALTHY** way of  
mediterranean diet

---> **LOCAL** wine, **LOCAL** olives & more

EXPLORE

NICE

CÔTE

D'AZUR

EXPLORE

NICE   
CÔTE  
D'AZUR



# A NATURE DESTINATION



# A SLOW TOURISM DESTINATION



# SPORT & OUTDOOR ACTIVITIES



# PERCHED VILLAGES



# NEWS AND HIGHLIGHTS IN 2021





**JUNE 2021**  
**OPENING OF THE AURON-NICE MOUNTAIN BIKE WITH**  
**ELECTRIC ASSISTANCE ITINERARY,**  
**261 KMS and 7 STOPS**



# 80th ANNIVERSARY OF THE BELLET WINE APPELLATION



- > BELLET WINE  
local vineyard
- > One of the oldest  
vineyard in
- > Red, white and rosé  
wine
- > AOC appellation  
granted in 1941
- > Visits and wine  
tastings available

# NICE COTE D'AZUR OBSERVATORY



---> **OPENING OF THE UNIVERSARIUM  
IN OCTOBER 2020**

---> **PERMANENT EXHIBITIONS,  
IMMERSIVE FILMS AND  
INTERACTIVE PLAY AREAS**

# AN OVERHAUL OF THE HOTEL LANDSCAPE

## OPENING IN 2020

→ B&B HOTEL NICE AIRPORT ARENAS (3\*)

## OPENING IN 2021

→ CROWNE PLAZA (4\*)

→ HOLIDAY INN (3\*)

→ LOKO (3\*)

→ HILTON GARDEN INN (3\*) : LATE 2021, EARLY  
2022

## OPENING IN 2022

→ OKKO (4\*)

→ SHERATON (4\*)

→ ANANTARA PLAZA NICE (5\*)

→ LE VICTORIA (5\*) :



# AN OVERHAUL OF THE HOTEL LANDSCAPE



## OPENING IN 2023

- > **MOXY BY MARRIOTT (4\*)**
- > **NEHO HOTEL (4\*)**
- > **PALAIS SEGURANE - HOTEL RESIDENCE (4\*)**
- > **BOUTIQUE HOTEL GARIBALDI (5\*)**



# METROPOLITAN NICE CÔTE D'AZUR CONVENTION AND VISITORS BUREAU

## CONTACT

[savita.couty@nicedazedazurtourisme.com](mailto:savita.couty@nicedazedazurtourisme.com)

[presse@nicedazedazurtourisme.com](mailto:presse@nicedazedazurtourisme.com)

## INFORMATION

[nicedazedazur.com](http://nicedazedazur.com)

# THANK YOU NICE CÔTE D'AZUR



**Savita COUTY**

Chargée des Relations Presse  
Office de Tourisme  
Métropolitain Nice Côte d'Azur

EXPLORE  
NICE   
CÔTE  
D'AZUR

**A T O U T  
F R A N C E**  
Agence de développement  
touristique de la France

# WELCOME TO NORMANDY



**Émilie Ursule**

Chargée de Mission Europe – Marketing Executive  
Comité Régional de Tourisme de Normandie

**NORMANDY**  
— TOURISM

**A T O U T**  
**F R A N C E**  
Agence de développement  
touristique de la France



# Normandy, venture off the beaten track!



©Maxime\_Coquard\_Best\_Jobers\_CDT50

- Welcome to Normandy!
- What's new in 2021?
- Local sustainable tourism

**NORMANDY**  
TOURISM



©Pierre-Yves\_GILLARD

The Mont-Saint-Michel

Welcome to Normandy!



# Welcome to Normandy!



The Mont-Saint-Michel

History of Vikings

D-Day Landing Beaches

William the Conqueror

Impressionism

Gastronomy – calvados & camembert

Stunning coastline/ idyllic countryside



© Eva TESSIER

Giverny, House and gardens of Claude Monet

**NORMANDY**  
TOURISM



Norman gastronomy





Rouen

What's new in 2021

**NORMANDY**  
TOURISM

©Herve\_SENTUCA

# What's new in 2021?



©Stéphane MAURICE

Caen

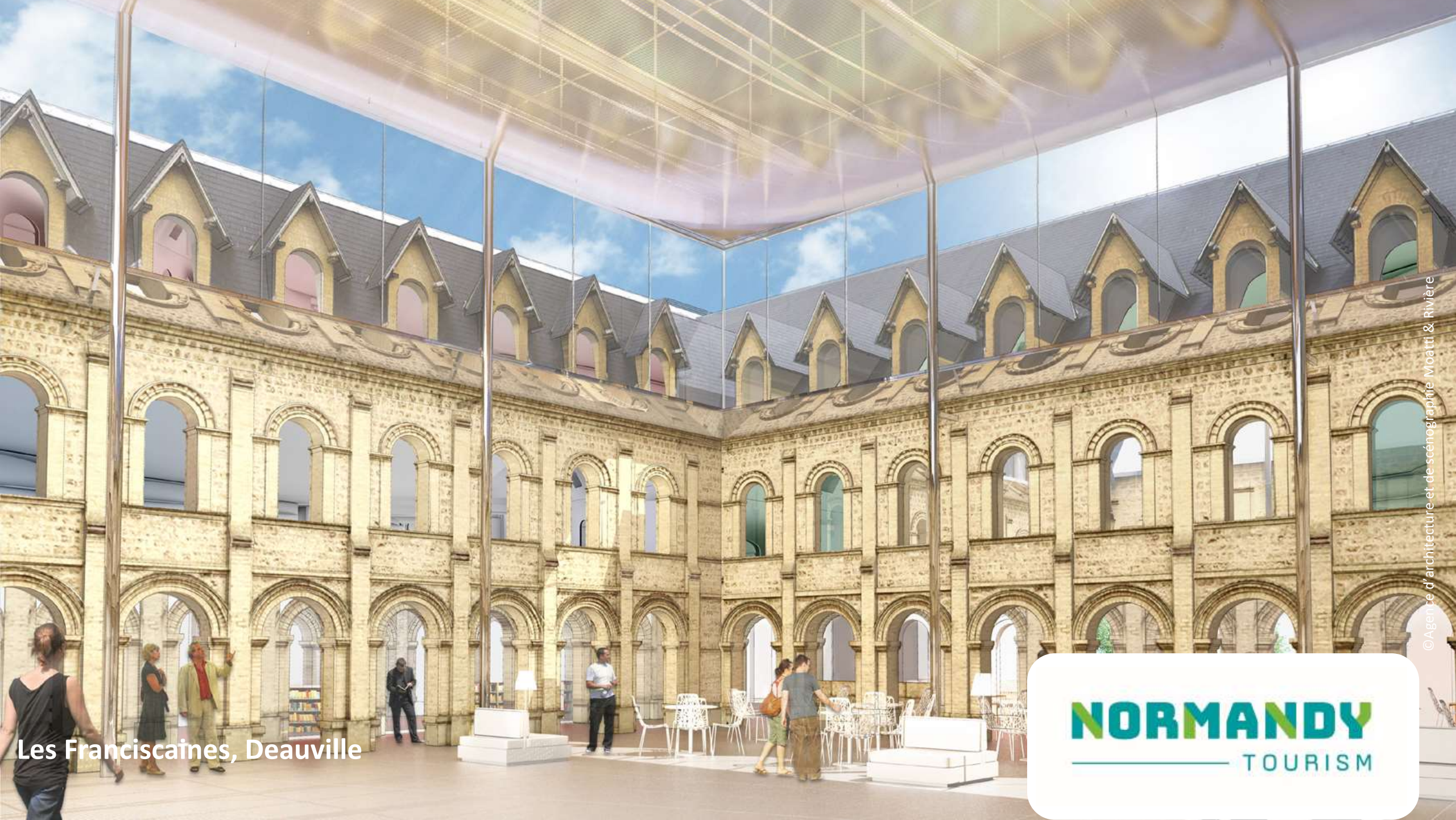
**April 2021 – June 2022**  
**Bicentenary of the birth of Gustave Flaubert**, famous French novelist

**Caen Nordic**  
Increase Franco-Nordic relations

**Spring 2021**  
Les Franciscaines in Deauville

**3rd April 2021**  
La Villa du Temps Retrouvé in Cabourg

**NORMANDY**  
TOURISM



Les Franciscaines, Deauville



©Agence d'architecture et de scénographie Moatti & Rivière





© Ville de Cabourg

La Villa du Temps Retrouvé, Cabourg





©World Else

The Suisse normande

Local sustainable tourism



# Local sustainable tourism



©Sabina Lorkin

D-DAY Landing Beaches

Three values:

Freedom, Authenticity and Sharing

Since 2019, the Normandy Region is involved in decreasing the impact of local tourism on climate change

In 2021, creation of a regional ecological label

Normandy Experiences

**NORMANDY**  
TOURISM



©Clair Pickworth

La Maison Perchée, Perche area





©Danielle Dumas

Stand-up paddle boarding in Étretat



# Press contact



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[www.normandy-tourism.org](http://www.normandy-tourism.org)

Facebook: [normandy.tourism](https://www.facebook.com/normandy.tourism)

Instagram: [normandy\\_tourism](https://www.instagram.com/normandy_tourism)

Twitter: [Normandy](https://twitter.com/Normandy)

Photo library:

<https://media.normandie-tourisme.fr/>

**#NormandyNow**

**NORMANDY**  
TOURISM

*See you soon!*



**NORMANDY**  
TOURISM

# THANK YOU NORMANDY



**Émilie Ursule**

Chargée de Mission Europe – Marketing Executive  
Comité Régional de Tourisme de Normandie

**NORMANDY**  
— TOURISM

**A T O U T**  
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Agence de développement  
touristique de la France



# WELCOME TO CAEN LA MER



**Florence NIKOLIC**  
Responsable Promotion-Presses  
Caen La Mer



A photograph of a stone archway with a green roof. The archway is made of light-colored stone blocks. Above the archway, there is a green roof with tall grasses. In the background, a modern building with a brown facade and a blue sky is visible. The text "CAEN LA MER" is overlaid on the image, with "LA" in a blue hexagon. Below it, the text "Destination Normandie" is written in a cursive font. People are walking through the archway.

CAEN **LA** MER  
*Destination Normandie*



# A destination

just 2 hours from Paris





# Caen la mer in figures



**277km**  
OF CYCLE PATHS,  
INCLUDING VELOFRANCETTE  
AND VELOMARITIME ROUTES

**271 742**  
INHABITANTS

**29 000**  
STUDENTS ON 5 CAMPUSES



**48**  
MUNICIPALITIES



**366**  
Km<sup>2</sup>

**1** THALASSOTHERAPY  
centre

**Le Mémorial**  
DE CAEN



**10 km**  
OF FINE SANDY  
BEACHES



**15 km**  
OF CANAL  
BETWEEN CAEN  
AND THE SEA



**1** THEME  
parc

**1** CAEN CARPIQUET  
airport



**1** casino



**Sword  
Beach**  
ONE OF THE  
5 D-DAY BEACHES  
IN NORMANDY



**The Orne  
estuary**  
THE MOST IMPORTANT  
NATURAL PROTECTED  
SITE IN CALVADOS

**2** MARINAS  
**1** FISHING PORT  
**1** COMMERCIAL  
HARBOUR  
**1** CROSS-CHANNEL  
FERRY TERMINAL



**25%**  
OF THE TOTAL AREA OF  
CAEN HAS BEEN DEDICATED  
TO GREEN SPACES



# 10 good reasons to visit

Caen la mer

- ♥ Caen Castle is one of the largest fortified strongholds in Europe
- ♥ It is said that Caen has more bookshops per inhabitant than anywhere else in Europe
- ♥ Caen hosts the largest 20th century history museum, with a particular focus on World War II
- ♥ Yes, Caen la mer... is indeed by the sea! The long sandy beaches on the outskirts of the town are within easy reach by bus, bicycle or car.
- ♥ Colleville-Montgomery/Ouistreham beach is the only beach that was liberated on D-Day by a French Commando unit.
- ♥ Two of Caen's most famous buildings owe their existence to William the Conqueror's love for his wife, Matilda of Flanders
- ♥ Green spaces account for 25% of the land area of Caen
- ♥ There is a striking blond that you can't fail to notice in Caen
- ♥ High-quality markets, local produce and great places to eat... the perfect recipe
- ♥ On a bike or in a boat.. Alternative ways to discover Caen la mer



# Slow and sustainable tourism

- Local and craft products, short food supply chain with products direct from local farmers and companies in Normandy
- 2 protected natural areas: la Falaise des Confessionnaux and La Pointe du Siège
- The blue flag label : Colleville lifeguard station and Ouistreham Riva Bella nautical basin
- Bike rental and electrical free Caen city centre bus shuttle – Public transport from the city to the beach
- La Délicate : an immersive and moving experience with this sound tour





# Active and Family holidays



## ACTIVE

- Cycling
- Hiking
- Water activities : landsail, paddle, kayak...

## FAMILY Friendly

- Festyland : amusement park
- Children trails to discover the destination
- Ornavik – History Park about the Vikings in Normandy
- Farms and orchards with outdoor activities
- water and beach activities



- 🇫🇷 Poterie de Bavent : rooftop finials (common roof ornament in Normandy)
- 🇫🇷 Madeleine Jeannette : biscuit factory since 1850
- 🇫🇷 Flax, Normandy's green gold
- 🇫🇷 Gastronomy : food and scallop festivals, modern and high level gastronomy (2 Michelin star restaurants and many other fine eating places)



🇫🇷  
French art de  
vivre  
Local know-how



# CAEN MER

*Destination Normandie*

**Caen la mer - Normandy Tourist Office &  
Convention Bureau**

12 Place Saint-Pierre  
14000 CAEN

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*Tout est* 

[www.caenlamer-tourisme.fr](http://www.caenlamer-tourisme.fr)



# THANK YOU CAEN LA MER



**Florence NIKOLIC**  
Responsable Promotion-Presses  
Caen La Mer



# WELCOME TO PARIS REGION



**Michel Mari**

Direction de la Promotion et des Clientèles d'Affaires  
Comité Régional du Tourisme Paris Île-de-France



VISIT PARIS  
REGION



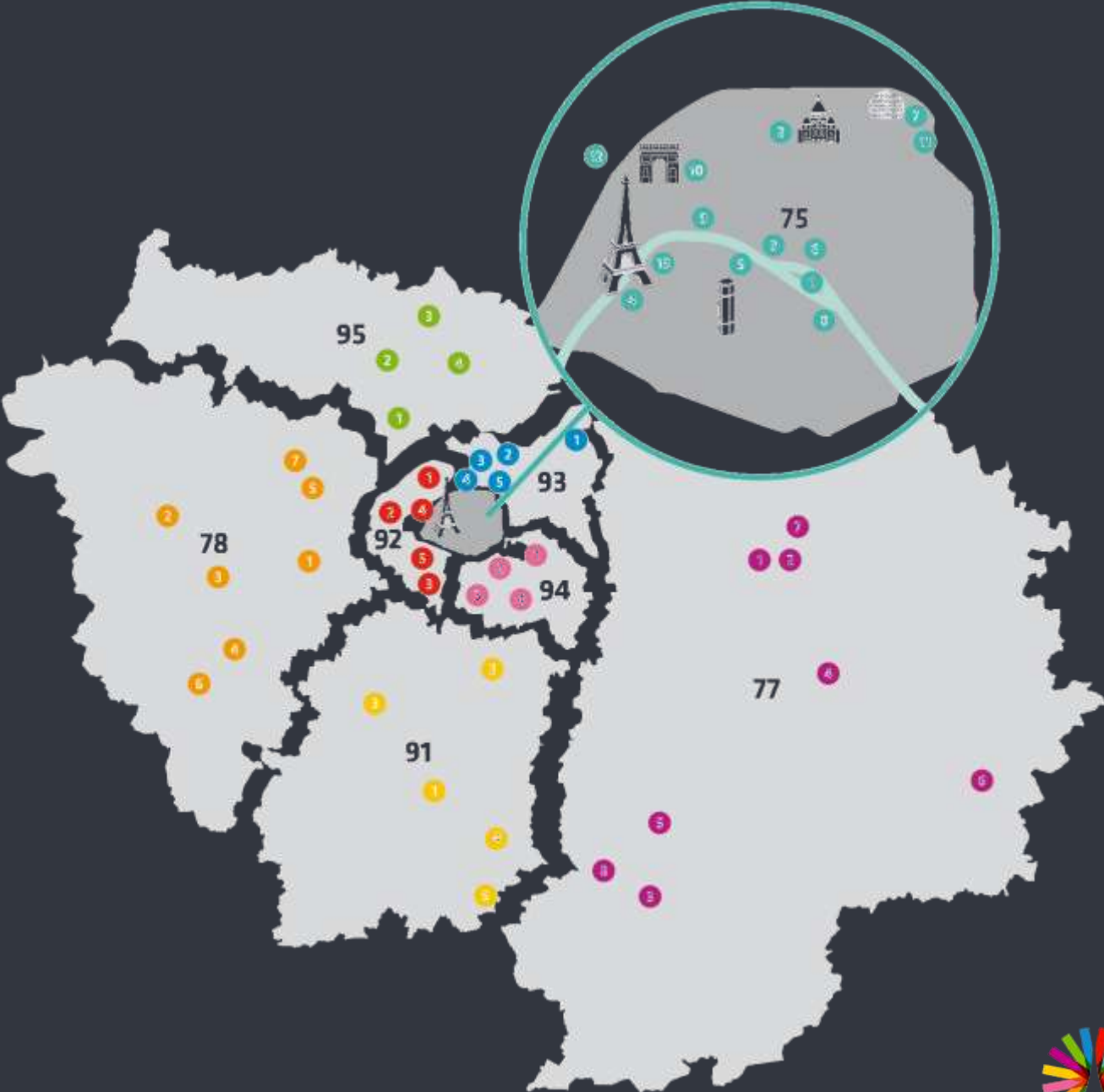
A T O U T  
F R A N C E  
France Tourism Development Agency

UPDATE YOUR PARIS REGION



# PARIS REGION

- PARIS
- SEINE-ET-MARNE
- ESSONNE
- YVELINES
- HAUTS-DE-SEINE
- SEINE-SAINT-DENIS
- VAL-DE-MARNE
- VAL D'OISE



# VISITOR NUMBERS

+50 million visitors to the Paris Region in 2019 \*  
€21.7 billion in tourist revenue



2 641 000



1 866 000



1 252 000



1 113 000



950 000



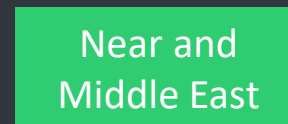
942 000



858 000



668 000

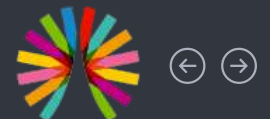


Near and  
Middle East

544 000



508 000



# THE KEY SITES OF THE PARIS REGION



EIFFEL TOWER



ARC DE TRIOMPHE



THE LOUVRE MUSEUM



MUSEE D'ORSAY



MONTMARTRE



CHATEAU DE VERSAILLES



PROVINS



CHATEAU DE FONTAINEBLEAU

PARIS REGION

# CULTURE – NEW MUSEUMS



BOURSE DE COMMERCE – PINAULT COLLECTION

## THE LAST TWO YEARS!



**OPENING** : Lafayette Anticipation, Atelier des Lumières, CITECO ,  
Musée de la Libération de Paris

**REOPENING** : Musée de l’Air et de l’Espace and Musée Carnavalet  
(late 2019)

## OPENINGS 2020 / 2021

**Permanent collections at the Palais Galliera**, the Gabrielle Chanel rooms (late 2020)

**Hôtel de la Marine** : opening late 2020 Place de la Concorde

**Bourse de Commerce Collection Pinault – Paris**, one of the largest collections of contemporary art (spring 2021) in the heart of Paris





PARIS REGION

# ACCOMMODATION



THE HOXTON PARIS

2020

2,400 hotels across Paris and its Region

158,550 rooms

- 75,000 in 2 and 3 \*
- 60,300 in 4 and 5 \*

Youth accommodation:

8660 beds



# ACCOMMODATION



HOTEL du GRAND CONTROLE  
- VERSAILLES

## LUXURY HOTELS

### 11 palaces

NEW 2020/2021

#### L'Hôtel du Grand Contrôle à Versailles 5\*

A charming and prestigious 23 room hotel, a high-end gastronomic French restaurant by Alain Ducasse.

#### Maison Cheval Blanc

transformation of the former Samaritaine department store into a luxury hotel with 72 rooms and suites.





PARIS REGION

# GASTRONOMY



The « French Meal » was listed as « **Intangible Cultural Heritage** » by UNESCO

in 2020, 134 **Michelin star Restaurants**, including 10 \*\*\*, are listed in the Paris Region .

## NEW VENUES!

**Le Jules Verne** (3<sup>rd</sup> floor Eiffel Tower) – reopening in 2020 with a new chef , **Frédéric Anton**

**Renovation of the Café de la Paix** (Opéra) , reopening late 2020

**Opening of Table Square**, bistro-gastronomy style *food court* of 4,000m<sup>2</sup> at La Défense- 2020

**Hôtel de la Marine , place de la Concorde** (December 2020) : 3 restaurant spaces including a tea room by **Alain Ducasse** and a restaurant by **Jean-François Piège**

**2021 :**

- **Le 58 Tour Eiffel** (1<sup>st</sup> floor Eiffel Tower) with new chef, **Thierry Marx**

- Opening **Restaurant Ernest** on the ground floor of **Samaritaine** by chef **Naoelle d'Hainault**

- **La Halle aux Grains**, restaurant by Michelin star chef **Michel Bras** at the Bourse de Commerce - Collection Pinault-Paris

**PARISIAN BRASSERIES :** **Groupe Bertrand**, **Groupe Beaumarly**, **Julien & Floderer**

**Groupe Alain Ducasse** : opening in 2020, a brasserie at the Gare Montparnasse and a restaurant at La Mutualité

**MUSIAM PARIS** : a complete range of restaurants located in the heart of the most iconic museums of Paris and its region : Louvre, Orsay, Versailles, Orangerie, Musée du Quai Branly...



PARIS REGION

# SHOPPING – NEW!



## OPENING 2019

- Galeries Lafayette on the Champs-Élysées,
- The Forum des Halles mall
- Eataly

## OPENINGS

### La Samaritaine,

The former hub of shopping in the heart of Paris, near the Pont Neuf

### Coming soon...

#### Dior flagship store, avenue Montaigne

3,000 m<sup>2</sup> and a restaurant with gardens

#### Dior Couture

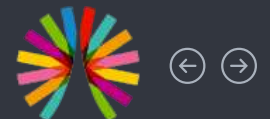
At 127 Champs-Élysées

#### Shopping centre at Paris d'Austerlitz railway station

26,000m<sup>2</sup>

#### Louis Vuitton

At Paris-Charles-de-Gaulle airport



# BUSINESS DESTINATION



GUSTAVE – VEDETTES DE PARIS

## LATEST OPENINGS



**ACCORHOTELS ARENA** A surface area of 4,000 m<sup>2</sup> including 54 lodges and a sports bar (up to 400 people)

**GUSTAVE (Vedettes de Paris)** : new static floating space across 3 levels including a unique rooftop terrace at the foot of the Eiffel Tower (opening 2020)

**PALAIS DES CONGRES DE VERSAILLES** : reopening in December 2020 after nearly one year of works: new scenography, more modern and functional, which respects the original architectural heritage.

## EXHIBITION CENTRES :

**PARIS EXPO PORTE DE VERSAILLES** : 7 halls (216 000 m<sup>2</sup>) entirely redesigned and renovated + creation of a congres centre with 5,200 seats



PARIS REGION

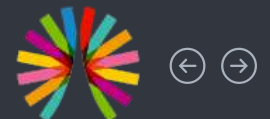
# 79 GOLF COURSES!



**NEW**

## **Golf de Roissy en France :**

18 hole course opening in September 2020 with a 6 hole pitch & putt (Arrows), a practice area, an academy, a putting green and a club house-restaurant.



CALENDAR OF EVENTS 2020/2021

# CULTURAL EXHIBITIONS :

## THE UNMISSABLES

09/02 > 18/07/2021

Picasso – Rodin

MUSEE PICASSO PARIS AND MUSEE RODIN-PARIS

10/02 > 21/06/2021

Magritte in the sunlight. The "Renoir" period 1940-1947

MUSEE DE L'ORANGERIE

24/02 > 25/07/2021

Icons of Modern Art. The Morozov Collection

FONDATION LOUIS VUITTON

**14/04 > 19/09/2021**

**Napoléon**

**GRAND PALAIS / VILLETTE**

18/09 > 03/10/2021

The Arc de Triomphe wrapped up

ARC DE TRIOMPHE



Icônes de l'art moderne. La Collection Morozov

© Ermitage



CALENDAR OF EVENTS 2020/2021

# SPORTING EVENTS



17/05 > 06/06/2021

THE FRENCH OPEN TENNIS

Roland Garros

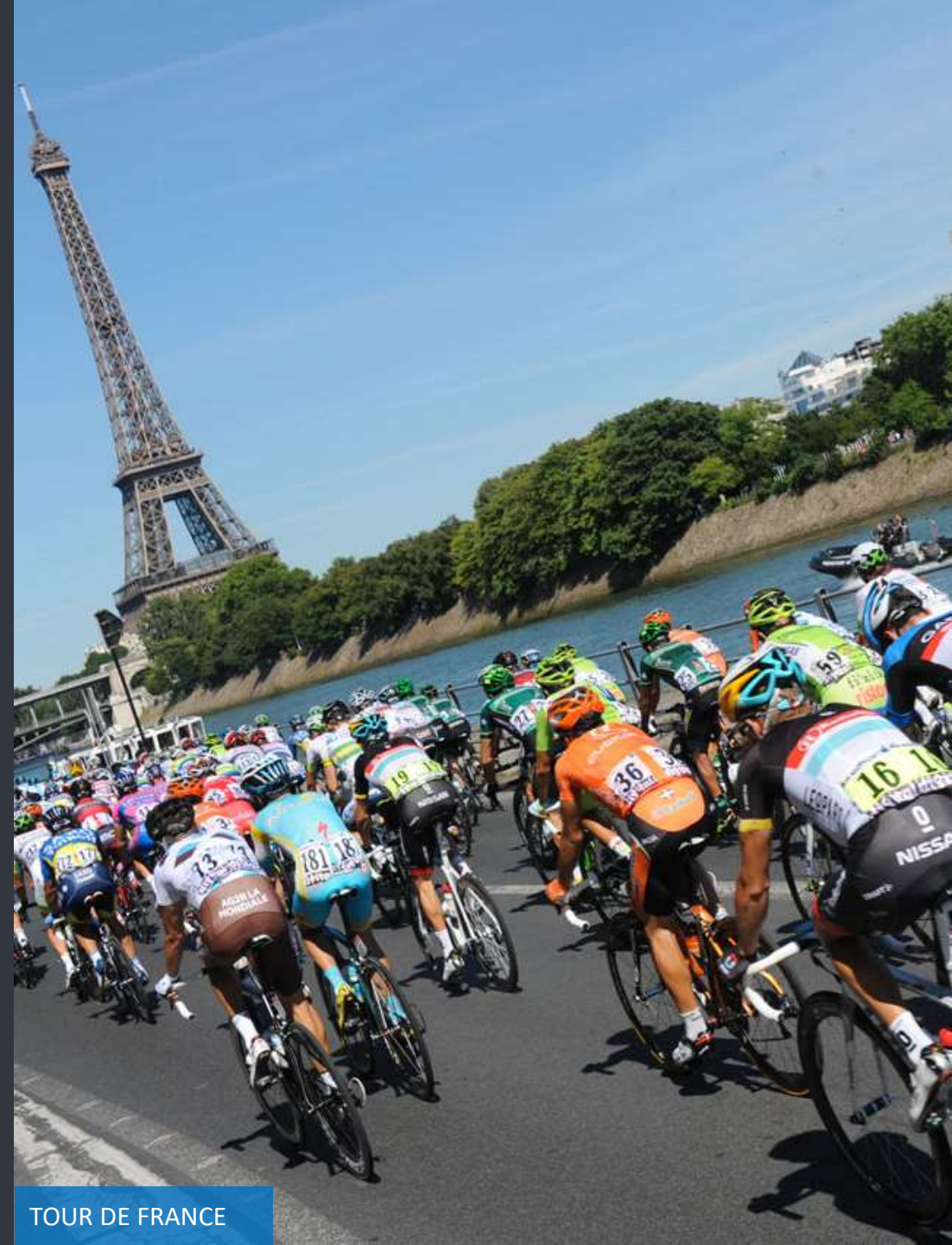
26<sup>th</sup> of June to 18<sup>th</sup> July 2021

Last stage of the TOUR DE FRANCE

Finish on the Champs-Élysées

17 October 2021

44<sup>th</sup> edition of the Schneider Electric PARIS MARATHON



TOUR DE FRANCE



CALENDAR OF EVENTS

# MAJOR SPORTING EVENTS TO COME



2022 → **WORLD AMATEUR GOLF CHAMPIONSHIPS**

2023 → **RUGBY WORLD CUP**

2024 → **OLYMPIC & PARALYMPIC GAMES**

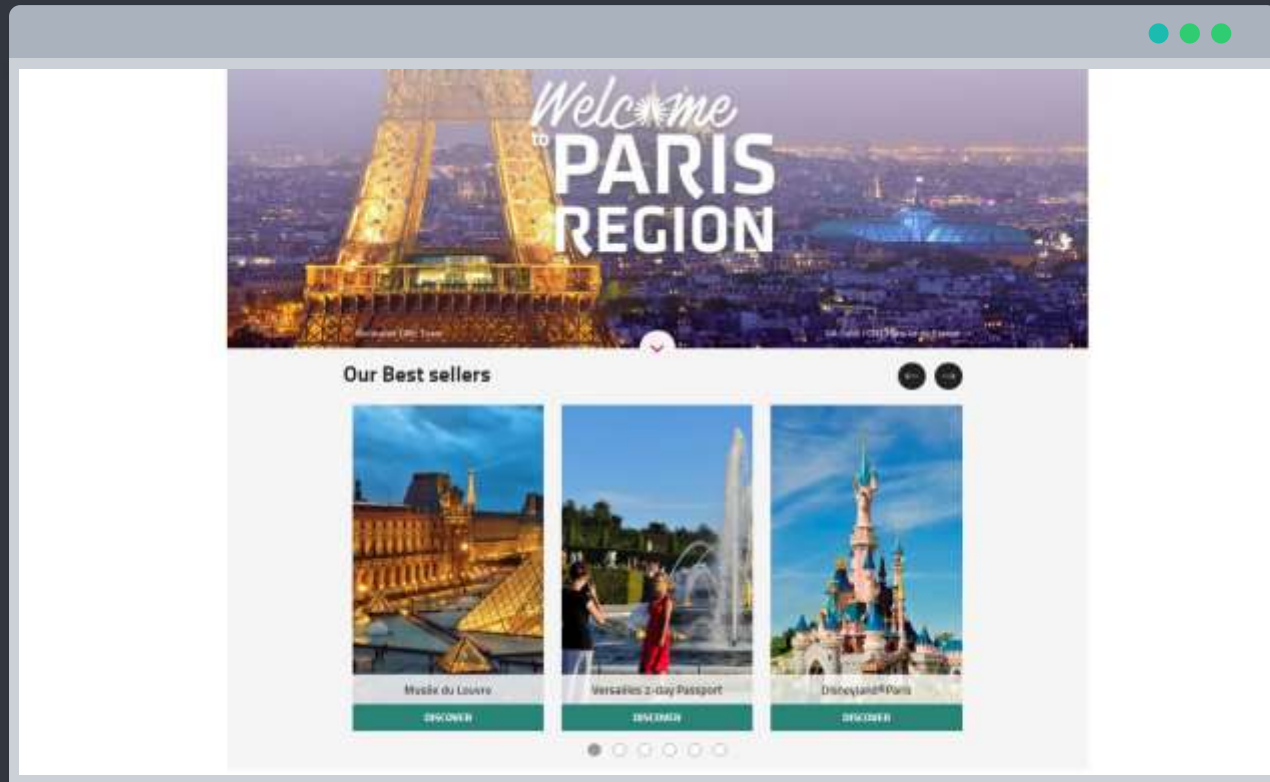


**RUGBY  
WORLD CUP™**  
HOST CANDIDATE  
2023

**#FRANCE  
2023**



# NEW WEB SITE VisitParisRegion



In just a few clicks, [visitparisregion.com](https://www.visitparisregion.com)

Lets you explore:



The essentials of the destination



The main events and cultural exhibitions



Themed trails and itineraries



Practical services and information



Access to an area devoted to travel trade professionals



Horaires Time	Destination Destination	Vol Flight	Terminal Terminal	Horaires Time
1650 LYON	AF 784R	AU 071R	2F	A 1 1650R
1650 REIMS	AF 787R	MI 232R	2F	A 1 1650R
1655 AMSTERDAM	AF 1140	MI 201R	2F	A 1 1655R
1655 PARIS CDG	AF 104R	MF 034R	2F	A 1 1655R
1855 VILNIUS	BT 702	AF 788B	2D	A 1 1855R
1700 ALGER	HM 1215		2C	A 1 1700R
1700 ILE DE FRANCE	UK 641		1	A 1 1700R
1700 NURE F. JUNICINU	HF 140	MUT3	2F	A 1 1700R
1700 ST. CRUC LA PALME	CC 24		3	A 1 1700R
1700 VIEHNE	CC 4	M2	2D	A 1 1700R
1705 CLERMONT FERRAND	AF 77	5D	2D	A 1 1705R
1705 MILAN Linate	AF 77	5D	2F	A 1 1705R

WE'LL SEE YOU SOON IN THE PARIS REGION!

[visitparisregion.com](http://visitparisregion.com)



# THANK YOU PARIS REGION



**Michel Mari**

Direction de la Promotion et des Clientèles d'Affaires  
Comité Régional du Tourisme Paris Île-de-France



# WELCOME TO PROVENCE ALPES-CÔTE D'AZUR



**Rabiha Benaissa**

PR MEDIA

Comité Régional du Tourisme Provence-Alpes-Côte-d'Azur



# TOP REASONS TO VISIT SOUTH OF FRANCE 2021 PROVENCE ALPES CÔTE D'AZUR



#VisitSouthofFrance

**RÉGION  
SUD**  
PROVENCE  
ALPES  
CÔTE D'AZUR



COMITÉ  
RÉGIONAL  
DE TOURISME

PROVENCE  
TOURISME ALPES CÔTE D'AZUR



alpes  
FRANCE SOUTH

CÔTE D'AZUR  
FRANCE

# 3 DESTINATIONS

## PROVENCE, ALPES, CÔTE D'AZUR



### ▪ HIGH SPEED TRAIN (TGV) FROM PARIS

AVIGNON	(2h40)
AIX EN PROVENCE	(3h00)
MARSEILLE	(3h10)
TOULON	(4h00)
NICE	(5h35)



### ▪ AIRPORTS

MARSEILLE PROVENCE  
TOULON HYERES  
NICE CÔTE D'AZUR









# TOP OF ANCIENT & MODERN ART

**40<sup>th</sup> of UNESCO MONUMENTS**

**LUMA TOWER, FRANK GERHY**

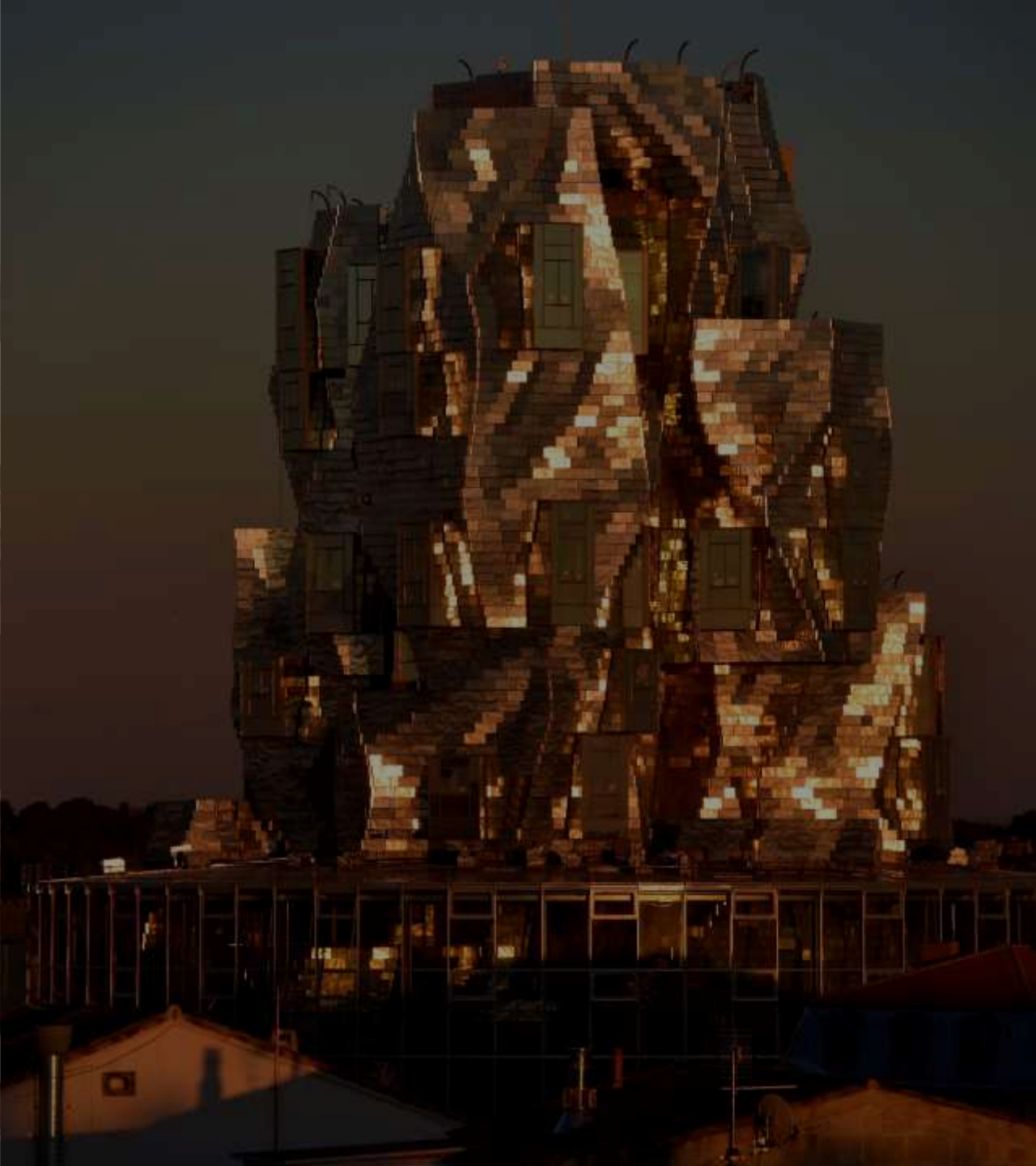
**LES RENCONTRES DE LA PHOTO  
EXHIBITION**

**FOUNDATION LEE UFAN**

**IN ARLES CAMARGUE,**

**AND ALSO IN...**

**LES BAUX-DE-PROVENCE,  
PORQUEROLLES ISLAND, ...**









# TOP OF 3-STARS TO STREET FOOD

**MEET ALEXANDRE MAZZIA IN MARSEILLE  
THE NEW 3-STARS MICHELIN  
AND HIS FOOD-TRUCK 'MICHEL'**

**ENJOY STREET FOOD MENU AT LESS THAN 15€  
TASTE OUR CHICKPEA FLOUR SPECIALITIES:  
SOCCA IN NICE, CADE IN TOULON  
AND PANISSES IN MARSEILLE**

**WE WISH YOU SUNNY PICNICS. BON APPETIT !**





# TOP OF NEW VINEYARD

**MEET ELOISE & JEAN-LUC  
AND THEIR DOG SYRAH**

**AT THE NEW  
DOMAINE DES BERGERIES  
BETWEEN  
PROVENCE & SOUTHERN  
ALPES**



# TOP OF ART & WINE

**STROLL BETWEEN  
ART, NATURE IN VINEYARDS**

**CHATEAU LACOSTE**

**DOMAINE DE PEYRASSOL**

**CHATEAU VIGNELAURE**

**CHATEAU BONISSON**





# TOP OF GOLF PASS

**30 GOLF COURSES  
BY THE SEA, IN THE CAMPAIN  
OR IN THE MOUNTAIN?  
AND ENJOY FABULOUS  
AFTER-GREEN EXPERIENCES...**



# TOP OF CHIC BIKE

**NEW AND SAFE ROUTES**

**ELECTRICAL-ASSISTED BIKES**

**PROVENCE LANES LINED WITH OLIVE GROVES  
AND LAVENDER,**

**PANORAMIC SEASCAPE  
COTE D'AZUR,**

**MYTHICAL SOUTHERN ALPES PASSES.**

**CHOOSE YOUR FRESH AIR AND YOUR LEVEL!**

PROVENCE-ALPES-CÔTE D'AZUR

# WHAT'S NEW?

NEWS & EVENTS

2021

#PROVENCE  
#ALPES  
#COTEDAZURFRANCE

PROVENCE  
UNIQUE TO THE WORLD

alpes  
PROVENCE ALPES  
CÔTE D'AZUR

CÔTE D'AZUR  
FRANCE

RÉGION  
SUD  
PROVENCE  
ALPES  
CÔTE D'AZUR



TOURISM  
BOARD



# TOUS BESOIN COULEURS

*na Tous Besoin Du Sud*

# ALL WE NEED IS SOUTH

**PRESS KIT**

**WHAT'S NEW 2021**

**CALENDARS**

**EXHIBITIONS, CELEBRATIONS, FESTIVALS**

**SPORTS**

**MEDIA LIBRARY**

**CRT and THEEXPLORERS**

**VIDEOS**

**PROVENCE-ALPES-CÔTE D'AZUR**

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**www.provence-alpes-cotedazur**

**#VisitSouthofFrance**

**KEEP IN TOUCH WITH THE SOUTH**

# THANK YOU

# PROVENCE ALPES-CÔTE D'AZUR



**Rabiha Benaissa**

PR MEDIA

Comité Régional du Tourisme Provence-Alpes-Côte-d'Azur



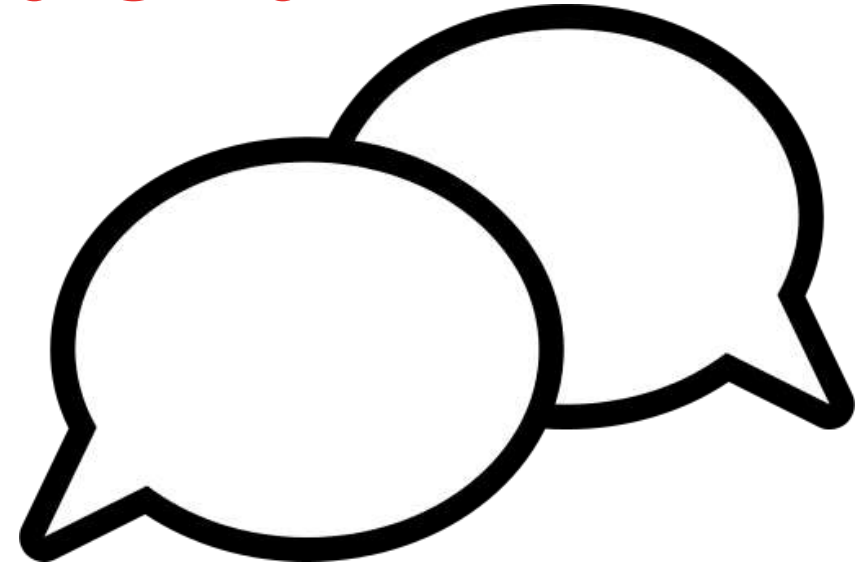
# DIALOGUE SESSIONS

THANK YOU TO  
ALL OUR PARTNERS FOR THESE INTERESTING PRESENTATIONS

NOW IT IS TIME TO CONTINUE THIS PRESS CONFERENCE IN  
SMALL DIALOGUE SESSIONS FOR THE NEXT **7 MINUTES**

WE ARE LOOKING FORWARD TO SEING YOU AGAIN – WE HAVE  
A QUIZ FOR YOU - WITH VERY EXCITING PRIZES:

- FIRST PRIZE OF THE KAHOOT: FOUR-NIGHT STAY IN  
NORMANDY & CAEN LA MER
- SECOND PRIZE OF THE KAHOOT: THREE BOTTLES OF FRENCH  
ORGANIC CHAMPAGNE
- + A DRAW AMONG EVERYONE PRESENT TO WIN A TWO-  
NIGHT STAY IN NICE



# DIALOGUE SESSIONS 1

# WELCOME BACK





# THANK YOU TO OUR SPONSORS

## 1. PRIZE KAHOOT:

### **A four night stay in Normandy & Caen La Mer for two people (valid until June 30, 2022)**

- Car rental for 5 days in Normandy
- 2 nights at the [Manoir de Surville](#), accommodation classified green key in Normandy (equivalent to the Danish green key label). This includes breakfast, access to the spa, to the heated swimming pool, and to the large library lounge
- 2 nights at the modern [best western hotel](#), labeled green key (in a double room, breakfast included) - excluding public holidays and June 6
- Guided tour of Caen by [small train](#) to discover the city
- Stroll "[The Delicate](#)" to discover the seaside in a new and immersive way
- Entrance to the [Caen Memorial](#), the must-see museum in Caen



# THANK YOU TO OUR SPONSORS

## 2. PRIZE KAHOOT:

**Three bottles French organic Champagne**



# THANK YOU TO OUR SPONSORS

**Draw prize among all attendees:**

**A two night stay in Nice for two people  
(valid until June 30, 2022):**

- Best Western plus [Hôtel Masséna Nice](#) :
- The Nice Côte d'Azur tourist office offers 2
- French Riviera passes lasting 24 hours. This is a card that allows you to discover the most important tourist sites and activities in nice and the côte d'azur with free access



**A T O U T  
F R A N C E**  
Agence de développement  
touristique de la France



# DIALOGUE SESSION 2

**QUIZ TIME**

# KAHOOT.IT

# And the winners are:



- A four night stay in Normandy and Caen la Mer
- Three bottles of French Organic Champagne...
- The winner of the draw: A Two night stay in Nice





©Disney

**A T O U T**  
**F R A N C E**  
Agence de développement  
touristique de la France

# YOUR CONTACTS AT ATOOUT FRANCE NORDIC

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**ATOOUT  
FRANCE**  
Agence de développement  
touristique de la France

# WANT TO KNOW MORE?

## ATOUT FRANCE MEDIA SITE: PRESS KIT – TOP REASONS TO VISIT FRANCE 2021:

**DANISH:** [HTTP://DK.MEDIA.FRANCE.FR/DA](http://dk.media.france.fr/da)

**SWEDISH:** [HTTP://SE.MEDIA.FRANCE.FR/SV](http://se.media.france.fr/sv)

**NORWEGIAN:** [HTTP://NO.MEDIA.FRANCE.FR/NB](http://no.media.france.fr/nb)

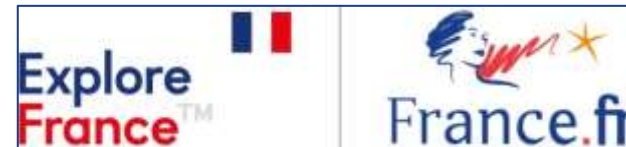
**ENGLISH:** [HTTP://FI.MEDIA.FRANCE.FR/EN](http://fi.media.france.fr/en)

## EXPLORE FRANCE WEBSITE (FOR YOUR READERS AND FOLLOWERS):

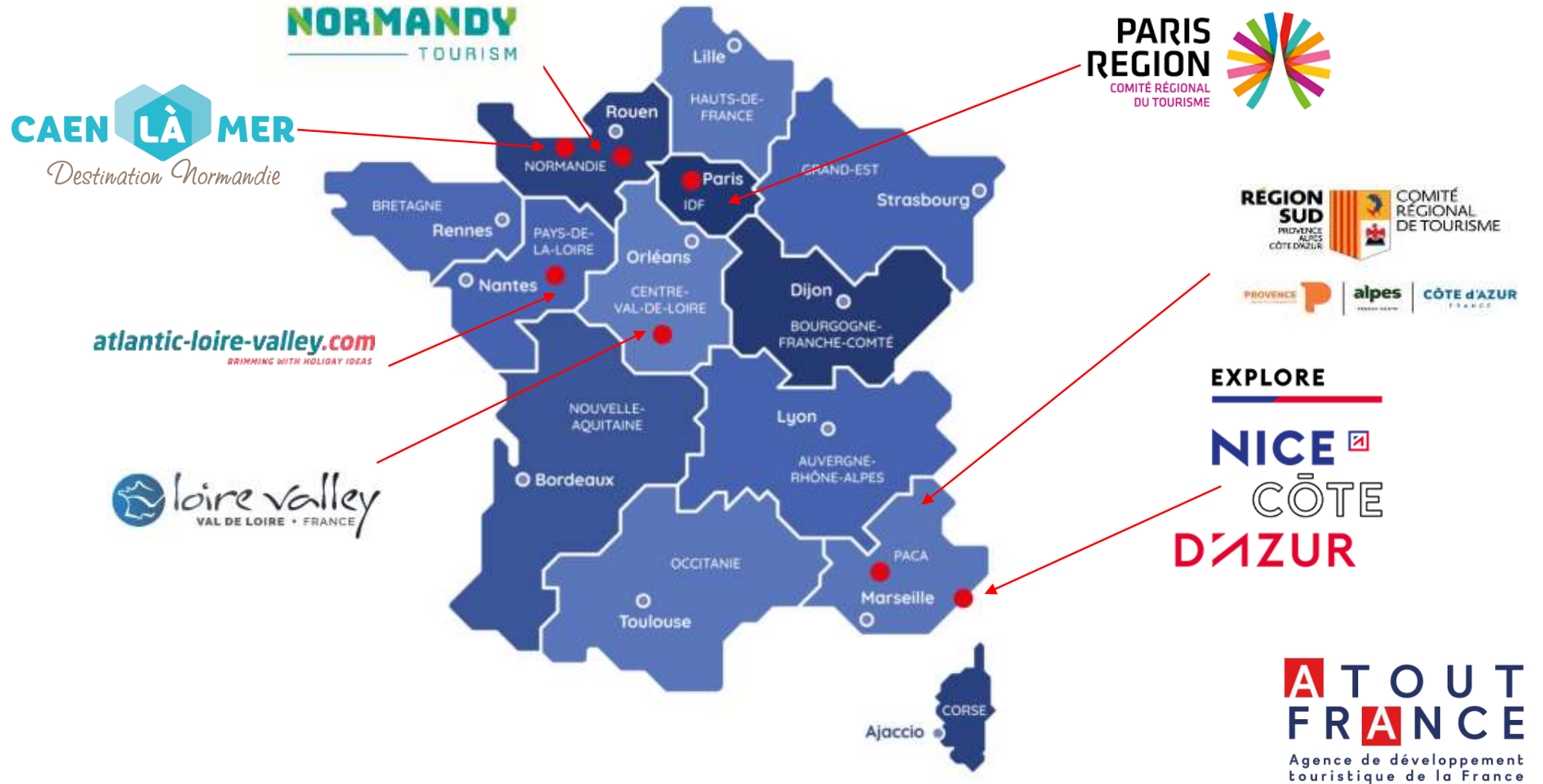
<https://www.france.fr>

## ATOUT FRANCE NORDIC LINKEDIN

<https://www.linkedin.com/company/atout-france-nordics-and-baltics>



# MERCI



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F R **A** N C E

Agence de développement  
touristique de la France