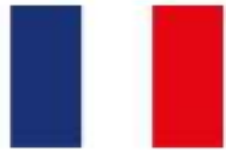


Explore  
France™



# **Online Press Kit**

**1. Top Reasons to Visit France**

**2. Destination News 2020**

**3. EcoTree presentation**



# FRANCE – STILL THE MOST POPULAR DESTINATION

⇒ Almost 89 million tourists in France in 2019

⇒ 2,25 million tourists from the Nordic countries in 2019

700 000 from Sweden

650 000 from Denmark

450 000 from Norway

450 000 from Finland

⇒ expecting over 15 million Nordic hospitality nights i 2020

# INVESTMENTS IN FRANCE

- ⇒ 14 milliarder € investeret i fransk turisme i 2019
- ⇒ 31 Palaces hotels in France in 2019
- ⇒ Franske Alper - 350 millioner € årligt
- ⇒ Investering i fremtiden :  
Første Verdens Kongres for Natur Beskyttelse (UICN)  
den 11-19 juni i Marseille

# INFRASTRUCTURE

## SNCF TGV TRAINS

Paris - Lille in **1 h 05 min**

Paris - Poitiers in **1 h 36 min**

Paris - Montpellier in **3 h 30 min**

Paris - Biarritz in **4 h 05 min**

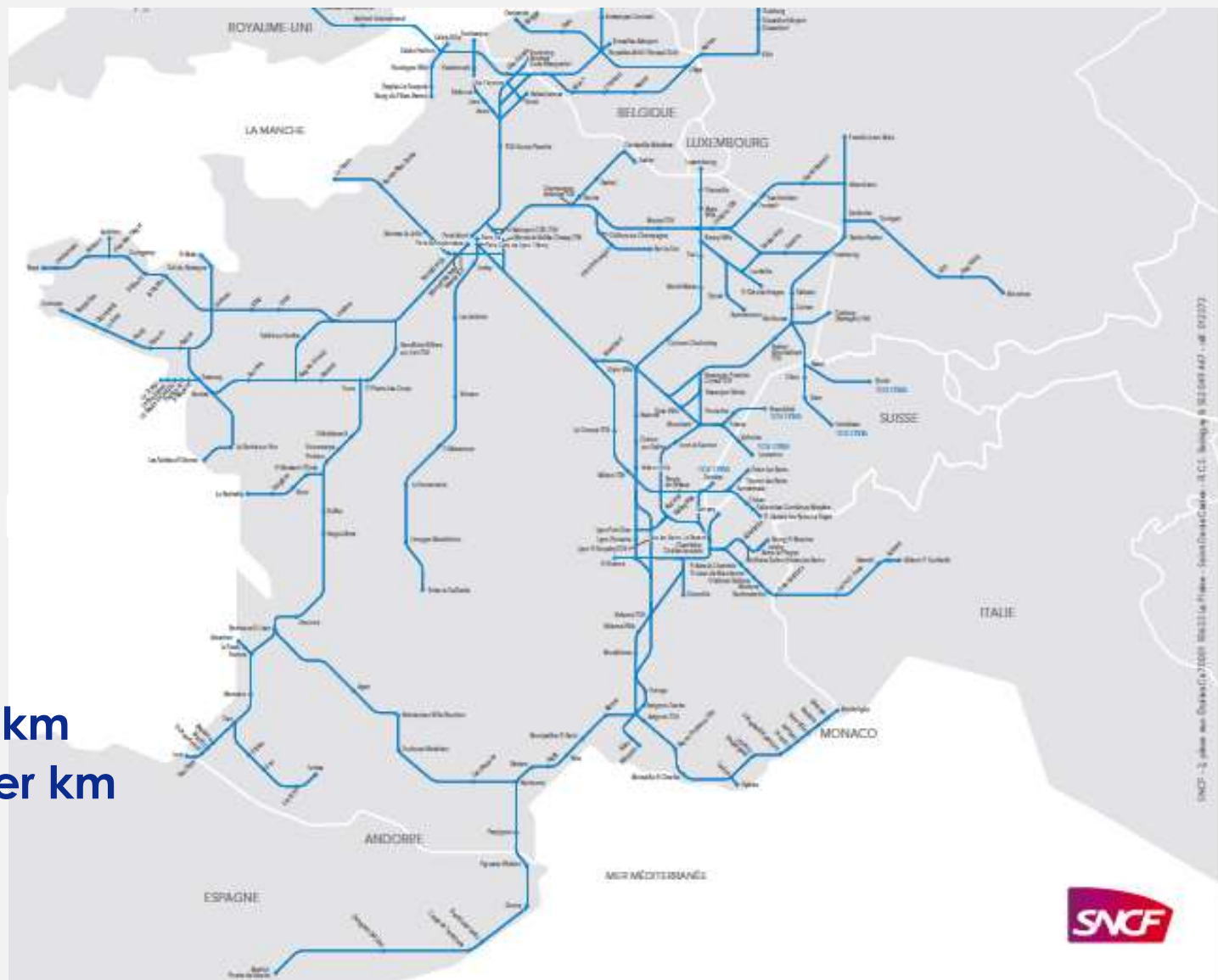
TGV train: **3.2gr of CO2 per km**

Bus: **22.8gr of CO2 per km**

Car in France: **205gr of CO2 per km**

Domestic flights: **168gr of CO2 per km**

Source: <https://en.oui.sncf/en/>



# TOP REASONS TO VISIT FRANCE 2020

⇒ **The ED “Exploring Companies”**

⇒ presented on this site <https://www.entrepriseetdecouverte.fr/>

⇒ 2000 companies are open for tourists to visit: candy, cheese and ham manufactures, perfume makers, power plant visits and traditional crafts and makers. This is the ultimate list of French savoir-faire!





# TOP REASONS TO VISIT FRANCE 2020

## OPENINGS & RE-OPENINGS – HOSPITALITY

The 5\* Bulgari in Paris opens in 2020 with 76 rooms and a 25 metre pool

[https://www.bulgarihotels.com/en\\_US/paris](https://www.bulgarihotels.com/en_US/paris)





# TOP REASONS TO VISIT FRANCE 2020

## OPENINGS & RE-OPENINGS – HOSPITALITY

Two new Okko Hotel openings in 2020 in Lille and Toulon

Modern French 4\* design hotels in 9 cities in France with competitive prices

<https://www.okkohotels.com/en/>



OKKO  
HOTELS

\*\*\*\*

FOUR STARS, NO CLOUD

# TOP REASONS TO VISIT FRANCE 2020

## OPENINGS & RE-OPENINGS – HOSPITALITY

The 5\* Hotel du Palais in Biarritz scheduled to open in summer 2020 after a thorough renovation and the G7 summit in 2019





# TOP REASONS TO VISIT FRANCE 2020

## OPENINGS & RE-OPENINGS – HOSPITALITY

Opening of the LVMH luxury hotel Cheval Blanc in Paris

72 rooms, 5\* and spa in La Samaritaine – interior design by Peter Marino

<https://www.chevalblanc.com/en/maison/paris/>



# TOP REASONS TO VISIT FRANCE 2020

## OPENINGS & RE-OPENINGS – HOSPITALITY

Re-opening of Chateau-Hotel Grand Lucé in the Loire Valley

Neo-classical 5\* luxury. Listed as a 2020-favorite by CNN and other media

<https://chateaugrandluce.com/> <https://www.instagram.com/chateaudugrandluce/>



# TOP REASONS TO VISIT FRANCE 2020

## EXHIBITIONS

Manifesta – Modern Art Biennial  
Marseille from June to November 2020

<https://manifesta13.org/>





# TOP REASONS TO VISIT FRANCE 2020

## EXHIBITIONS

Salvador Dalí at Carriere des Lumieres

Aix-en-Provence from March 2020 to January 2021

<https://www.carrieres-lumieres.com/en/home>





# TOP REASONS TO VISIT FRANCE 2020

## EXHIBITIONS

**“Monet, Renoir, Chagall” in Atelier des Lumieres  
Paris from February to December 2020**

<https://www.atelier-lumieres.com/en/home>





# TOP REASONS TO VISIT FRANCE 2020

## EXHIBITIONS

Opening of Bassins des Lumieres: Gustav Klimt and Paul Klee

Bordeaux from April 2020 to January 2021

<https://www.bassins-lumieres.com/en/home>





# TOP REASONS TO VISIT FRANCE 2020

## EXHIBITIONS

**“Body and Soul Sculpture in Italy from Donatello to Michelangelo” at le Louvre, Paris from May through August 2020**

<https://www.louvre.fr/en/expositions/body-and-soul-sculpture-italy-donatello-michelangelo>



# TOP REASONS TO VISIT FRANCE 2020

CULTURE, FESTIVALS & EVENTS

46<sup>th</sup> American Film Festival

Deauville September 2020





# TOP REASONS TO VISIT FRANCE 2020

## CULTURE, FESTIVALS & EVENTS

Festival of Impressionism

Normandy from April to September 2020

<http://en.normandie-tourisme.fr/normandy-tourism-1-2.html>





# TOP REASONS TO VISIT FRANCE 2020

## CULTURE, FESTIVALS & EVENTS

Goût de France / Good France festival

The Nordic countries in mid-April 2020 – Loire Valley theme!





# TOP REASONS TO VISIT FRANCE 2020

## OTHER OPENINGS

Opening of the Franciscaines culture centre  
Deauville, Normandy from June 2020

<https://www.indeauville.fr/projet-les-franciscaines>



# TOP REASONS TO VISIT FRANCE 2020

## OTHER OPENINGS

The e-opening of the classic department store La Samaritaine  
Paris from April 2020

<https://www.lasamaritaine.com/fr/projet/265-2/>





# TOP REASONS TO VISIT FRANCE 2020

## OTHER OPENINGS

New hiking trail in the Basque country: Les Sentiers de la Mer. A total of 200 kilometres from Saint-Jean de Luz to Bilbao. A suggested 8 days of walking trail  
The Basque country from 2020





# TOP REASONS TO VISIT FRANCE 2020

## NEWS FOR KIDS!

Futuroscope will introduce its first themed rollercoaster

Poitiers from February 2020 <https://en.futuroscope.com/>





# TOP REASONS TO VISIT FRANCE 2020

## NEWS FOR KIDS!

Disneyland Paris opens a new 4\* hotel: NEW YORK – The Art of Marvel  
Paris opens June 2020. Bonus: “Elza Fest” program runs from January to May 2020

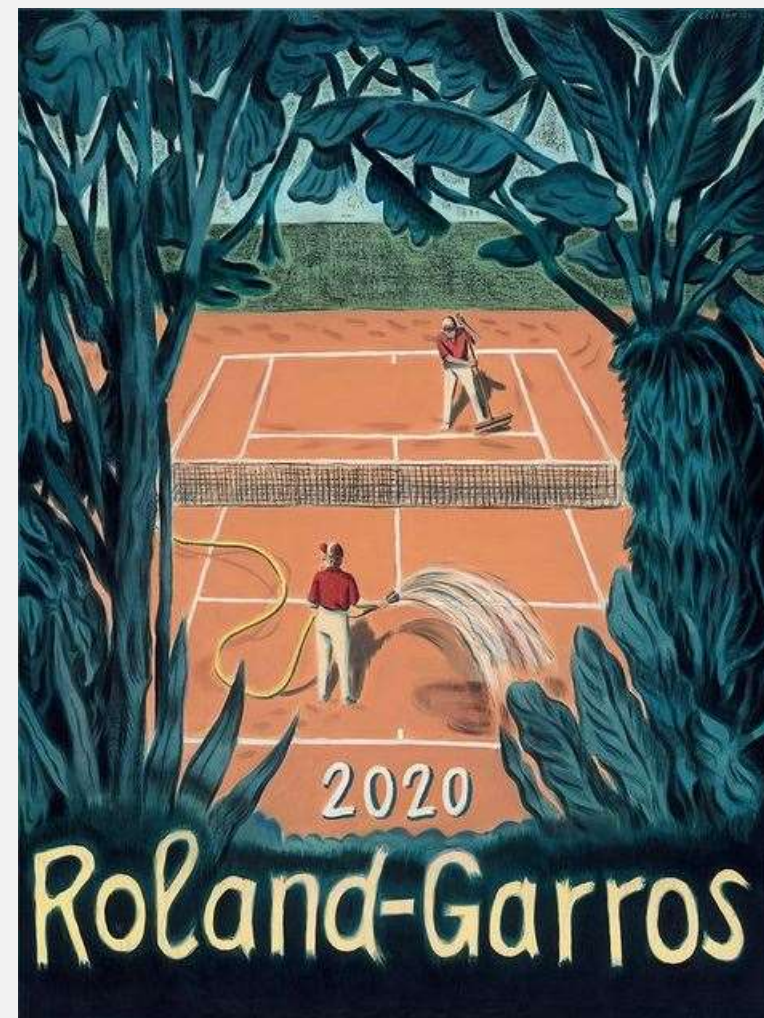
[https://www.disneylandparis.com/language-selection/#r\\_0](https://www.disneylandparis.com/language-selection/#r_0)



# TOP REASONS TO VISIT FRANCE 2020

## SPORT EVENTS

- ⇒ The Paris Marathon - **April**
- ⇒ Marathon at Mont Saint-Michel - **May**
- ⇒ Roland Garros French Open in Paris – **May**
- ⇒ Formula 1 Grand Prix in Castellet - **June**
- ⇒ The Evian Golf Championships - **July**
- ⇒ Tour de France Grand Départ from Nice – **June/July**
- ⇒ The Mont Blanc Triathlon - **August**
- ⇒ Paris Legends Golf Championships - **September**
- ⇒ The Medoc Marathon - **September**





# TOP REASONS TO VISIT FRANCE 2020

## FUTURE EVENTS

2021: Opening of La Caserne in Paris – 3000 sqm dedicated to sustainable changes in the fashion industry

2021: Opening of The Jaqueline & Pablo Picasso Museum & Collection in Aix-en-Provence

2023: The Rugby World Cup in France

2024: The Paris Summer Olympics





France.fr

NICE 

CÔTE

D'AZUR



TOURISME & CONGRÈS

# The Nice Côte d'Azur Metropolitan Area

draws on its geography and history, a special identity stretching from the sea to the mountains. 49 towns and villages offer all the allure of cultural and sporting opportunities for all.

As the Côte d'Azur's capital city and France's second largest tourist destination behind Paris, Nice is a modern, bustling city and the economic heart of the department. The millions of travellers who visit the coastline every year are equally seduced by its urbanity and its artistic modernity, and the greatest artists have made and still make a lasting impression.

Between the sea and the summits, nature has created and converted a space made from highlands and hills. The beauty of the hilltop villages adds to this, as well as the legacy left through the works of numerous artists illustrating how this 'middle' ground is the centre of everything. Perched villages offer a chance to visit famous perfumeries, pottery and ceramics studios, glass blowing factories or oil mills, thereby discovering the region's typical arts and crafts.

With its massive mountain range peaking at 3.143 metres at the Gelas summit, the high land is the citadel of the region, its natural fortress and its water fortress. The thriving of the Alps, alternating cooler and temperate periods, has sculpted the magnificent landscapes.

More and more visitors come to discover the 700 kilometers of ski slopes, lakes and peaks, cross valleys, the highest road in Europe, as well as its artistic heritage and baroque churches for example. It's an ideal training ground for cyclists either on a road or mountain bike. Via ferratas, rock climbing, canyoning as well as Europe's longest zipline also make for very popular leisure excursions. The Mercantour National Park features wonderful hiking opportunities to discover groundhogs, eagles, chamois and even wolves. <https://en.nicetourisme.com/>

# Nice

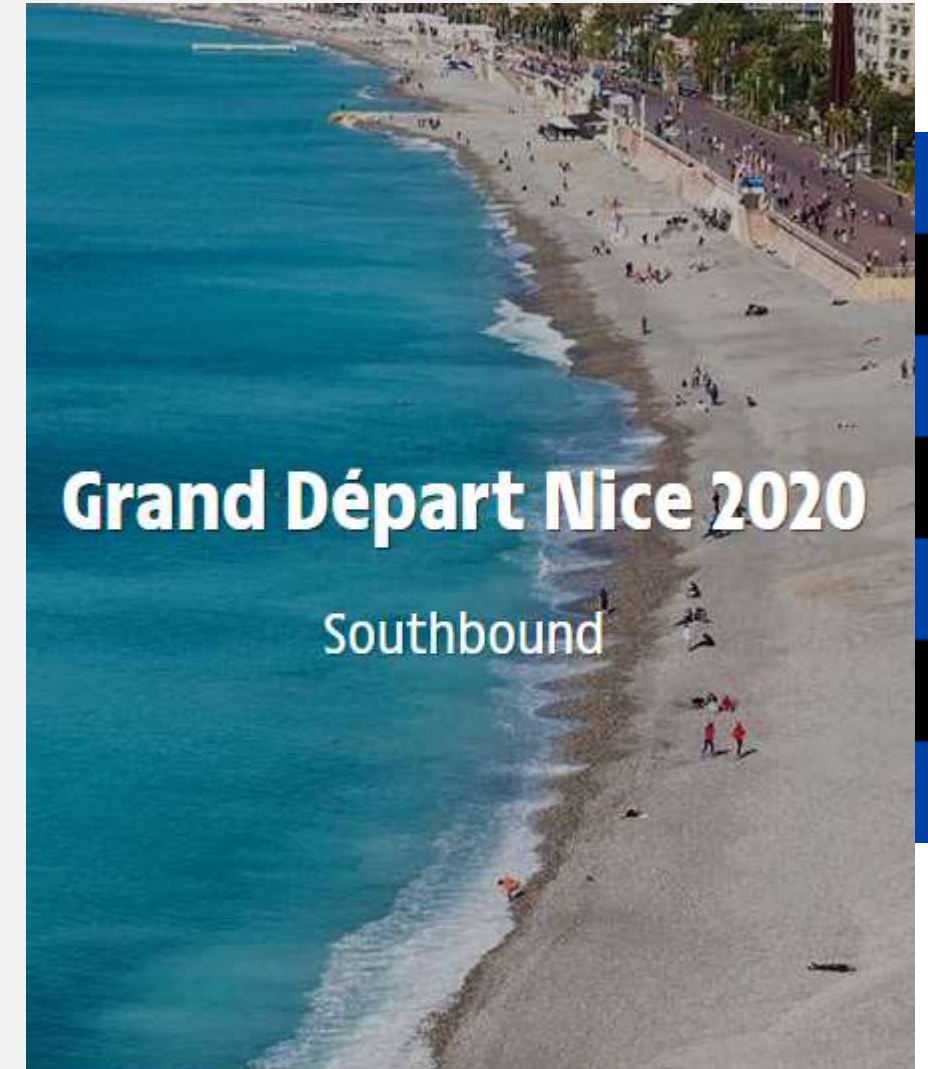
## GRAND DEPART OF TOUR DE FRANCE JUNE 2020

⇒ Nice will, for the second time, after 1981, welcome the Grand Départ du Tour de France.

⇒ The first stage, on June 27<sup>th</sup>, will be covered on a circuit in a rather unfamiliar format: a 50-km loop to be ridden two times and then a third 70-km one. Such a race will give the spectators an opportunity to see the pack go by all along the day before witnessing the first act of the great battle of the sprinters.

⇒ The second stage on June 28<sup>th</sup> will be a very mountainous day with close to 3700m of cumulated elevation. The riders will have to take on the climb to the Col de la Colmiane, the Col de Turini and then battle it out to the Col d'Èze. In the final 17-km loop, the hardest part of that climb, up to the Col des Quatre Chemins, will once again be on the menu.

⇒ <https://www.letour.fr/en/the-race/grands-departs/grand-depart-2020>



# Nice

## LOU CAMIN NISSART – URBAN HIKING

Lou Camin Nissart is the first GR of the Alpes-Maritimes, a new 42km urban hike through and around Nice.

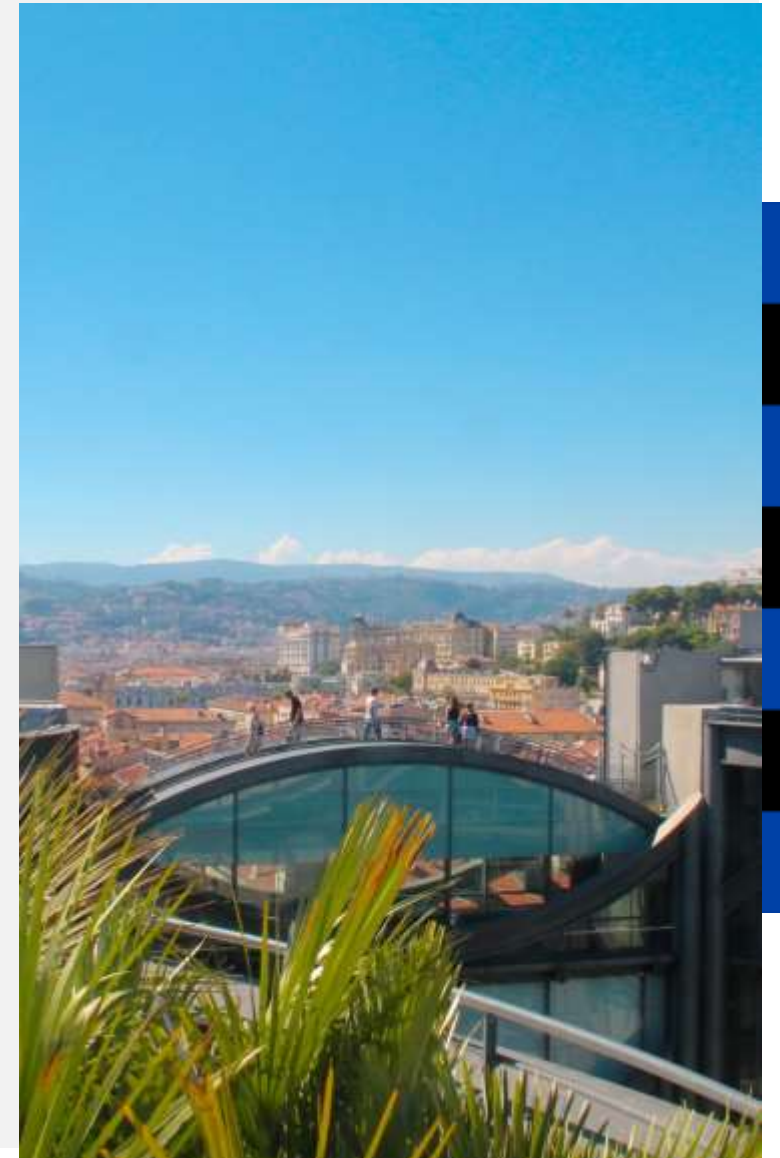
Nice with its Bay of Angels, its hidden paths, vineyards, olive trees.... As many natural settings as hikers can discover along Lou Camin Nissart.

These 42 kms signposted by the French Hiking Federation will offer beautiful sensations to athletes, and delight families for pleasant walks.

⇒This urban trail was created with the will to take Nice and tourists off the beaten path.

The hike starts on the Promenade du Paillon, takes you to the heart of the typical district of the Port of Nice and makes you climb up to the Mont Alban which overlooks the city and offers you a 360° view. Still high, the walkers then discover the Mont Vinaigrier, Saint Pancrace and Saint Roman de Bellet, before descending by Magnan on the Promenade des Anglais.

⇒<https://www.nice.fr/fr/actualites/lou-camin-nissart-premier-gr-de-pays-des-alpes-maritimes/mairie?type=articles>





# Nice

## MAMAC 30 YEAR ANNIVERSARY May to September 2020

⇒ Located in the heart of Nice, MAMAC (Museum of Modern and Contemporary Art) opened in 1990.

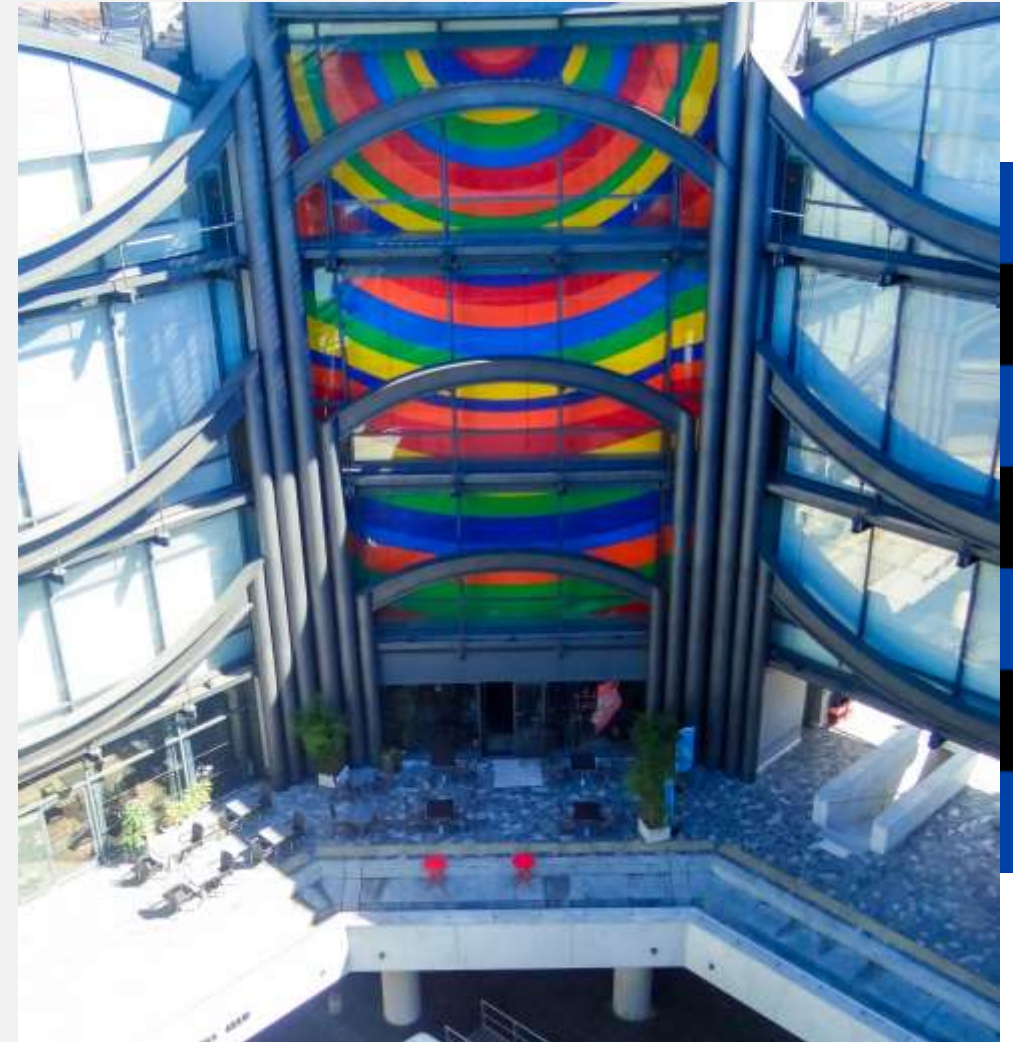
Its collection, focused on the postwar era comprises more than 1.300 works from 300 artists.

⇒ On the occasion of the museum's 30th anniversary, the "*She-Bam Pow POP Wizz! 1961-1973 : the Amazons of the POP*" exhibition plunges back on a strong axis of the MAMAC of Nice history: the dialogue France / United States ; and the relations between New Realism and Pop.

⇒ Behind the French-American artist Niki de Saint Phalle, emblematic and charismatic figure of the museum's collection (she gave a great donation to the MAMAC in 2001 offering the museum the opportunity of being the second most important collection of her works in Europe), a whole generation (European and North American) of amazons of art is being honored.

⇒ This new historical and cultural perspective, echoing societal contemporary issues, confirms the museum's mission of research and its contribution to an updated vision of the POP Art, accessible to all.

⇒ <http://www.mamac-nice.org/english/>



# Nice

## AURON-NICE E-BIKE ITINERARY – JUNE 2020

2020 is definitely the “year of cycling” with the Tour de France of course, but also with the opening, in June, of an eBike itinerary between Auron and Nice with 7 possible stops and different loops and tracks.

⇒To link the heights of the Mercantour to the sea, the cyclist will cover a total of 261 kilometers with an impressive positive climb of 7,000 meters! This route through the Col de la Bonette, Europe’s top road pass, ends on the prestigious Promenade des Anglais in Nice, after crossing 16 municipalities. Free service areas are available throughout the way to recharge, wash or inflate the bike.

This unique system is complemented by 46 certified MTB and ebike circuits, which represents 800 km and pass through 21 municipalities. 8 circuits are primarily for experienced sportsmen and cyclists. The other 38 are within everyone’s reach.





# Nice

## THE CUISINE NICOISE COOKING CLASS

⇒The Nice region is a land of age-old culture and history that has learnt over the centuries to use external influences to its advantage while building on its traditions. It's the development of trade routes from the 18th century onwards was the biggest contributing factor in spreading awareness of Mediterranean food and Nice's cuisine. The 'Nicoise' cuisine reflects the respect for the regional products and lifestyle, always accompanied by the famous olive oil –with an AOP, Registered Designation of Origin- and aromatic plants, and follows the natural cycle of the seasons and festivities.

⇒Nice Côte d'Azur Convention and Visitors Bureau manage since 2014, the appellation « Cuisine Nissarde, le respect de la tradition » and in December 2019, the City of Nice has created the workshop and cooking class "L'Atelier Cuisine Niçoise".

⇒Located in the heart of the old town, next to the flowers and vegetables market, the workshop proposes cooking classes, conferences and cooking contests...

⇒<https://www.nice.fr/fr/actualites/l-atelier-cuisine-nicoise/mairie?type=articles>





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hello  
lille



# Hello Lille is our brand new territory brand.

A name chosen because in Lille, people are really warm and like to meet other people, which is obviously very important for welcoming tourists.

The city is beautiful, joyful with colorful facades in the Grand-Place, the meeting place for everyone who wants to go for a walk, shopping or for a drink.

Lille is a great cultural capital : since 2004, the year we have been the European capital of culture, there are major festivals every two years that attract many visitors. We also have major cultural sites: the Palace of Fine Arts, 2nd most famous museum in France after the Louvre, the La Piscine museum in Roubaix and the Villa Cavrois in Croix, a masterpiece of modern architecture built in the thirties by Robert Mallet Stevens.

This year 2020, Lille is the world Design Capital, the first French city to obtain this award. There will be events starting on spring, new places dedicated to design, exhibitions in different cultural places, participatory workshops, meetings with international designers like Lidjw Edelkoort, a Design week and a World Design Week Forum in October.

Gastronomy is part of the warm and friendly atmosphere of Lille; and one event in particular symbolizes it.

The Braderie de Lille - which is Europe's biggest open market- happens every year and welcomes more than two million visitors who come to roam the streets of the city. We eat the traditional mussels and fries with beer of course.

In recent years, there has also been a new generation of young chefs who mix tradition and modernity, as well as micro-breweries that are reviving the tradition of regional beers. Gastronomy is also the many sweet treats such as the Flemish waffle, the marvelous.

All the ingredients are found in Lille for a good city trip stay : a lively city, many cultural events, good gastronomic places. <https://hellolille.eu/en/>

# Lille

## LILLE METROPOLE 2020 WORLD DESIGN CAPITAL

⇒Following Helsinki, Taipei, Turin, Séoul and Mexico, Lille Metropole is the 2020 World Design Capital.

⇒Major exhibitions will be held throughout 2020, offering a comprehensive view of how design impacts the development of our lifestyles and the role design plays in resolving major contemporary issues: climate change, digital transformation, housing improvements...

⇒“Proved by fiction” highlights the impact of fiction on our behaviour and our imaginations.  
“Uses of the world”

⇒project looks at new housing conditions across the world, at a time of climate uncertainty and digital revolution.

“Colorama” exhibition is designed as a journey through seven main colours, in which artists and designers are invited to present a project or create an artwork. The purpose of Lidewij Edelkoort, curator of the “Labour of love” exhibition, is about the recent joy of re-manufacturing observed among contemporary designers, throughout collective manufactures and open source process, after a decade of exclusive art and craft focus.



# Lille

## SERIES MANIA INTERNATIONAL FESTIVAL 2020 EDITION – 20.03 > 28.03.2020

The Series Mania International Festival shows the world's best series on the big screen, giving an unique opportunity to the audience – over 70,000 spectators in 2019 and 2,500 French and foreign professionals - throughout the course of a 8 day event, to meet the most famous showrunners, screenwriters, directors and talents of yesterday, today and tomorrow's serial universe. Held in the heart of Europe, this festive and free festival event with a program varied and of a high quality is unanimously acclaimed by both the public and the industry from all over the world.





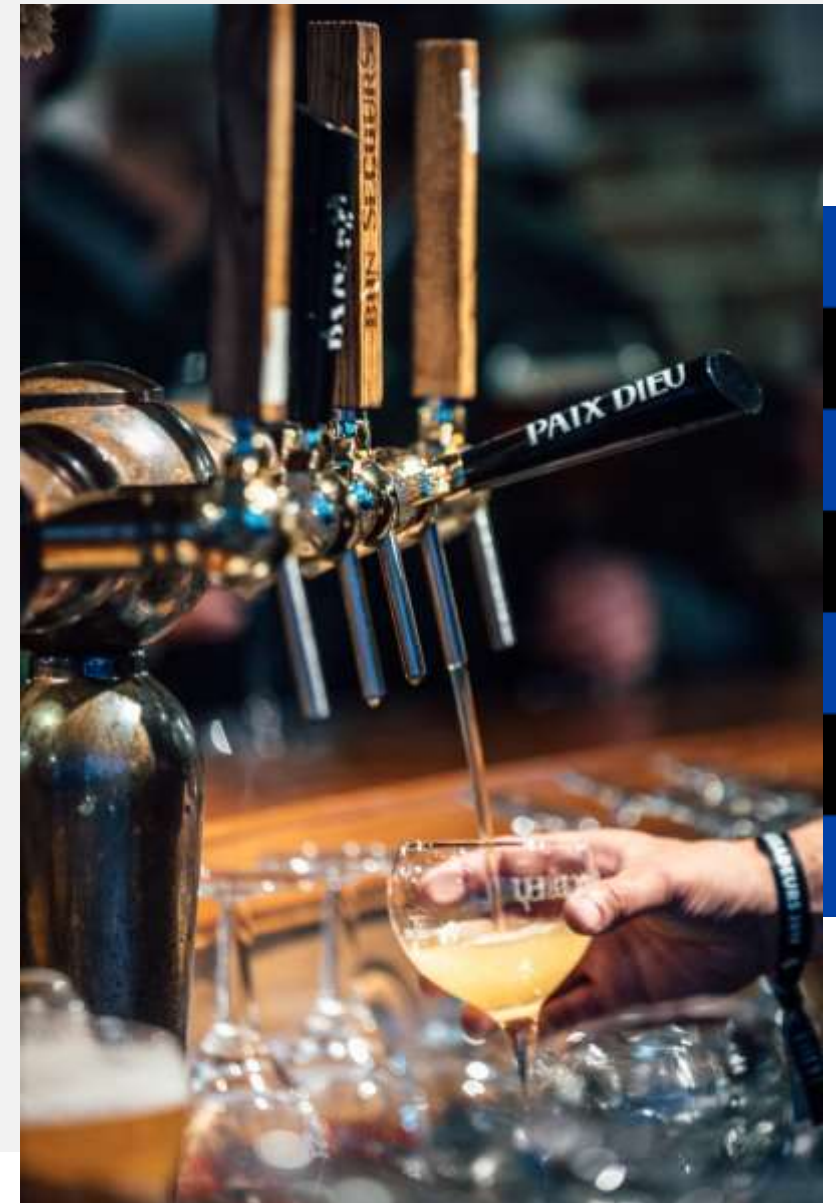
# Lille

## BEER TOURISM AND LILLE BEER FESTIVAL 2020 Edition – 16.11 > 22.11.2020: HELLO BEER!

⇒In Lille, the first traces of beer date back to the end of the first millennium. Since then, beer is one of the markers that have survived through the ages, until a revival at the beginning of the 21<sup>st</sup> century. Urban, family-based and collaborative, the rebirth of beer in the Lille area draws from its multi-faceted history and can be explored in the city's bars, restaurants, beer cellars and breweries.

⇒The annual brewery tourism map, the 1<sup>st</sup> published in France, includes a beer-bike tour, a beer treasure hunt with blind tastings, and no less than 15 breweries to visit and 50 bars and restaurants to discover all the flavours of homemade beers.

Beer has also its own festival, "Biere A Lille", a week of entertainment in November and a great week end of tasting : in 2019, The Gare Saint Sauveur welcomed 75 brewers from our region and all Europe.



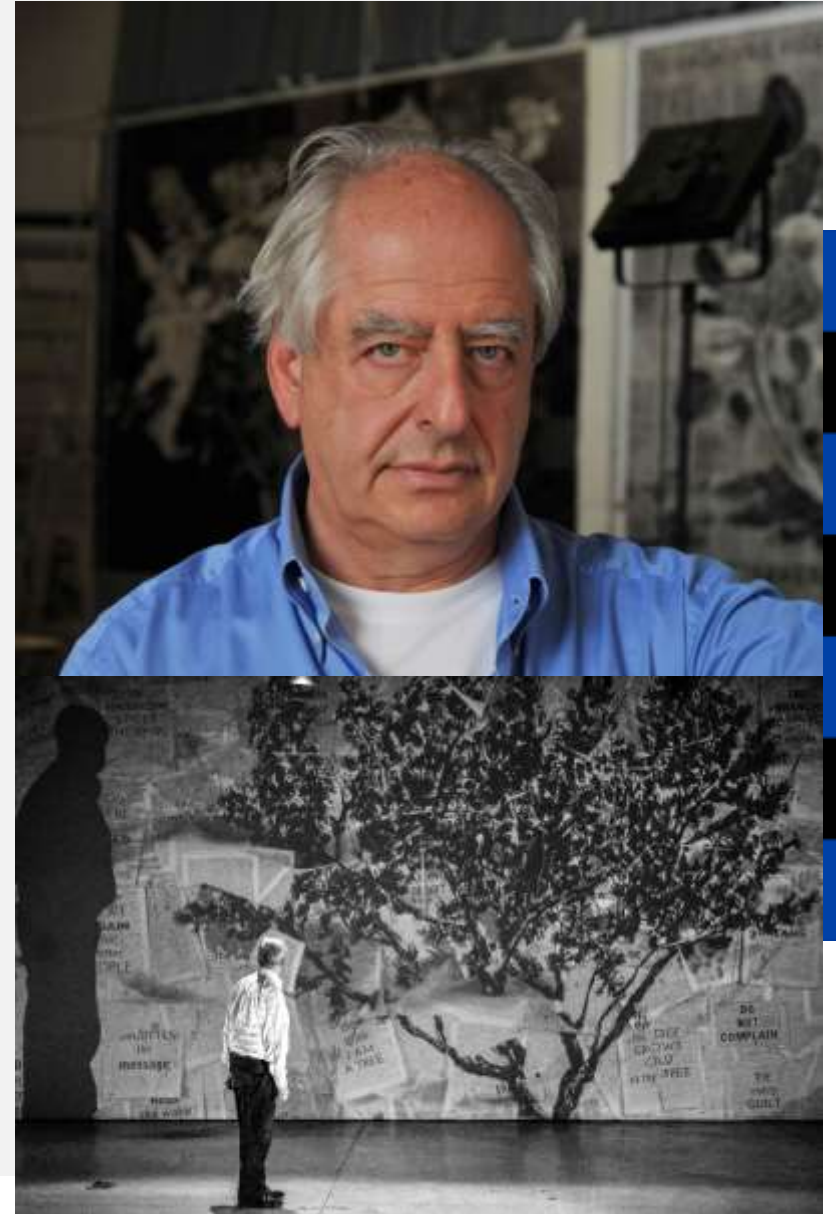
# Lille

## RETROSPECTIVE EXHIBITION WILLIAM KENTRIDGE

“A Poem that is not our town” - 5.02 > 5.07.2020

⇒A major retrospective devoted to William Kentridge opened early february 2020 at the LaM, the first exhibition on this scale commissioned by a French museum. Designed in close collaboration with the artist and the Kunstmuseum in Basel, the exhibition presents previously unseen works never exhibited in Europe. A native of South Africa, William Kentridge has gained international recognition as one of the greatest artists of his generation.

⇒One of the last twenty years' most prolific creators, he explores all mediums with consummate ease, including drawing, engraving, sculpture, tapestry, animated film, performance and video installation. His interest in the theatre has led him to create bridgeways between the visual arts, the cinema and the performing arts, making him a virtuoso in creating and images in motion. His abundant body of work provides a poetic and critical vision of highly delicate subjects as decolonisation, Apartheid, political conflicts and Africa's role in the First World War.



# Lille

## A STREET ART DESTINATION: HELLO STREET ART!

⇒Lille Metropolis has a very strong street art identity, forged for almost 40 years, and several must-seen street artists started their artistic career on that former industrial territory. One may admire the 800 or so works of mural art, among which some of the world wide famous Vhils, Crash, Clet Abraham, C215, Herve Di Rosa, M. Chat, Invader, Monkey Bird, M-City...

⇒20 freely accessible tours are available on [hellolille.eu](http://hellolille.eu), as well as Street Art printed maps in Roubaix, Lille, Tourcoing).

⇒Some events bring amateurs and professionals together : the International Biennial of Mural Art (Biam) in Lille, which takes place in spring (next edition 2021) : mural installations, guided street art tours, screenings, initiation workshops... And the Urban Experiences Festival #XU in Roubaix (next edition October 2020) : 30 proposals in 10 days around the themes of art (street art, rap, hip-hop dance), sport (skateboarding, bmx, courses) and fashion (street wear) in a "lifestyle" logic.



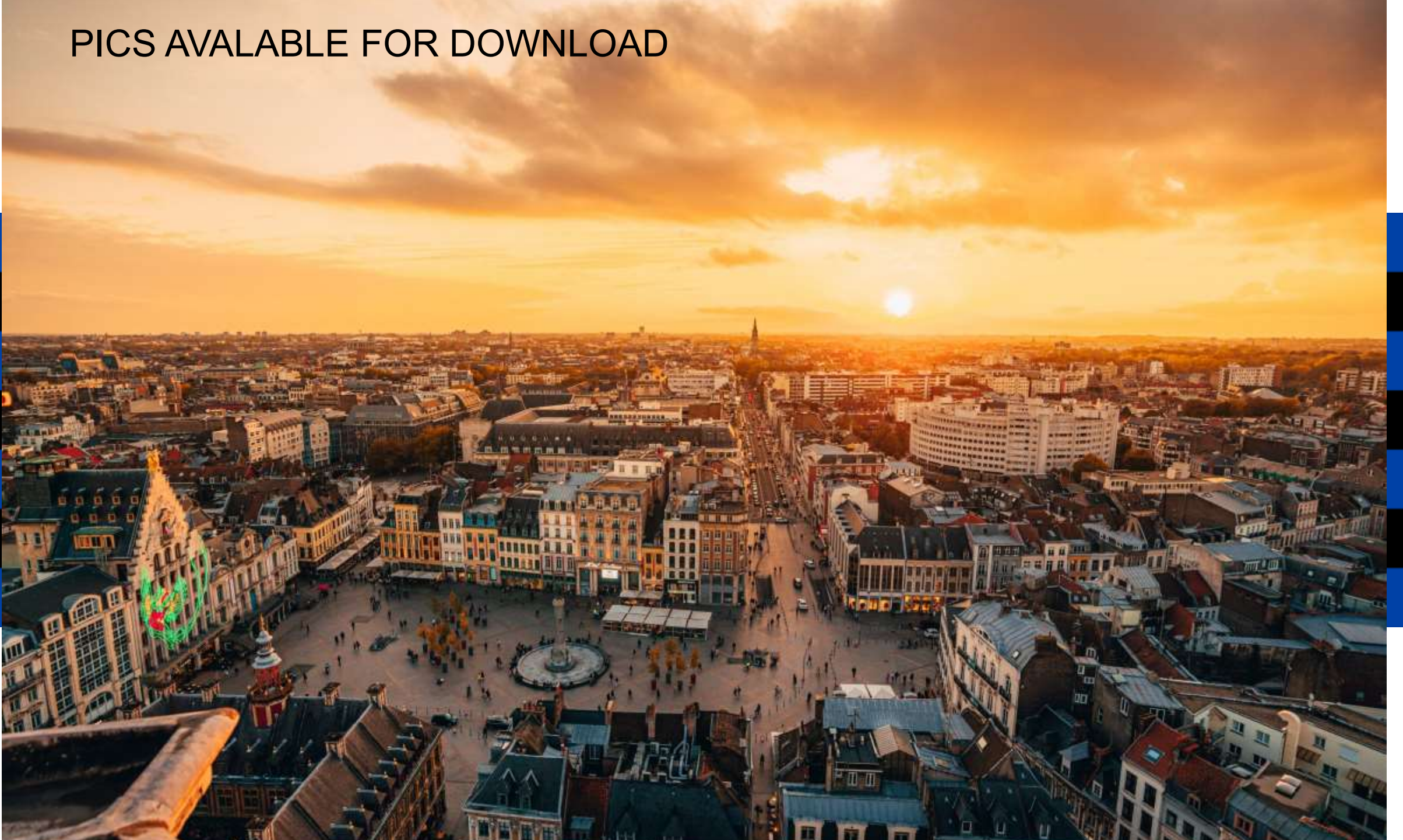


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BIARRITZ  
PAYS BASQUE

— *by Instinct* —



# Biarritz Pays Basque - a destination full of surprises!

Between sea and mountains, towns and villages, sport and relaxation, Biarritz Pays Basque is home to many treasures which guarantee an authentic and intense experience.

This region of Southwestern France has everything it takes to get your heart racing. Few destinations offer the luxury of a mountain hike in the morning and a beach session in the afternoon. From the prestigious Biarritz to the untamed and discreet province of Soule, Biarritz Pays Basque offers a perfect natural balance. Ocean, mountains, countryside, renowned seaside resorts and authentic little villages, there's plenty more to do when you finally do decide to escape the sun.

Biarritz Pays Basque is a feast for the eyes. Elegant seafront villas in Biarritz and Saint Jean de Luz, wide sandy beaches in Anglet and Hendaye, city of art and history like Bayonne, castles, typical basque villages of Sare, La-Bastide-Clairence, Saint-Jean-Pied de Port, ancient caves of Sare and Isturitz and spectacular gorges in Sainte Engrâce dwell together in harmony. Don't leave before visiting these "must see" places!

Biarritz Pays Basque is a huge playground of ocean and mountains, rivers and lakes, making it possible to practice every type of sport! But surfing, golf and Basque pelota are the kings of sport, practiced from childhood and all year round! Walking along the coastal path, from Bidart to Hendaye, with your face and lungs invigorated by the sea air, and just 2 hours away you are transported to Iraty and the biggest beech forest in Europe at an altitude of 1200 meters!

Biarritz Pays Basque is a feast for gastronomy too. Espelette pepper, Bayonne ham, ewe cheese, chocolate and basque cake, Irouleguy wines are real institutions and you'll have hundred occasions to taste them.

<https://www.biarritz-pays-basque.com/>

# Pays Basque

## WALKING TOUR: THE PATHS OF THE SEA From Saint Jean de Luz to Bilbao

What about this trip? 200 km of trail between ocean and mountain, from Saint-Jean de Luz to Bilbao. To be covered in 8 days or to be done in sections; and in the evening, by way of accommodation, the night on board a following sailboat which can accommodate up to 4 walkers (minimum 2 nights). An unusual, human and natural experience. A beautiful route along the ocean and creeks that are still secret and wild. From 80 € to 126.50 € per night on half board (rates depending on the number of nights and the number of hikers).

⇒Infos : [www.lessentiersdelamer.com](http://www.lessentiersdelamer.com) –

⇒[www.labalaguere.com/rando-littorale-au-rythme-des-voiles.html](http://www.labalaguere.com/rando-littorale-au-rythme-des-voiles.html)





# Pays Basque

## A NEW LUXURY HOTEL IN BAYONNE: The 4 star Hôtel Villa KOEGUI

In March, a new hotel will open in the historic heart of Bayonne, a stone's throw from the Basque Museum and the Bonnat-Helleu Museum. A contemporary spirit for this "Signature" hotel with 43 rooms and suites. On the ground floor, the Carré, will be a place for Bayonne living, dining and sharing, open to outside guests.



# Pays Basque

## SOLIKEND INNOVATIVE TOURISM STARTUP

"Hotel breaks for the benefit of the association of your choice": a surprising solidary offer recently created by SOLIKEND, a start-up based in Biarritz (France) by Yoann Magnin.

⇒ Winner of the contest "Innovative Tourism" of "Region Nouvelle-Aquitaine", SOLIKEND develops an innovative device of corporate social responsibility (CSR) to the attention of regional hoteliers in the off-season. Our service is based on occasional use of vacant rooms in hotels, put on sale for association fundraising. When booking the room, customers make a payment which is ENTIRELY donated to the association of their choice. What is in it for hotels? A new way of sustainable engagement, while promoting hotels towards multiple partners (associations, networks of the "économie sociale et solidaire", "comités d'entreprise" of important companies) and a tax deduction for the hoteliers ensuring an accounting profit on the operation.

⇒ Beyond its philanthropic concept, SOLIKEND's aim is to build a fair booking program which values the social-minded side of hotels and promote "Direct booking" (when the "solidarity nights" are unavailable or sold-out, SOLIKEND redirects the users towards official hotels websites and encourage "direct booking").

⇒ [www.solikend.com](http://www.solikend.com)

# SOLIKEND





# Biarritz

## BIARRITZ WORKING TOWARDS THE “INTERNATIONAL RESPONSIBLE DESTINATION” CERTIFICATION

The concept of the international ISO 20121 “responsible international destination” is inspired by the initiative of the G7 summit held in Biarritz last August to be exemplary in terms of limited environmental impact.

This concept concerns the entire local tourism and events ecosystem, involving the city's public and private partners to a more responsible conduct. Biarritz has opted to mobilise in 2020 to become a “responsible international destination” and undertakes to deploy a strategy and actions in favour of the eco-responsible reception of transient visitors (event participants, business and leisure tourists).

The 7 subjects on which Biarritz commits to act in 2020 to obtain ISO 20121 certification :

- ⇒Deploying open and transparent governance
- ⇒Strengthening sustainable mobility
- ⇒Fighting waste
- ⇒Making tourism a driver of inclusion
- ⇒Protecting and enhancing the local economy and heritage
- ⇒Undertaking an innovation programme
- ⇒Involving visitors, organisers and receptive parties in the sustainability dynamic.



# Biarritz

## THE CRADLE OF SURF IN EUROPE IS ALSO ONE OF THE MOST BEAUTIFUL EUROPEAN GOLF DESTINATIONS

Biarritz, who saw a man standing on a wave for the first time in Europe, is a paradise for surfers, but not only... The Biarritz Pays Basque is also a must for European golfers, who find, in the surrounding area, an exceptional choice of courses and a climate conducive to year-round practice. A remarkable golf destination, Biarritz and its region has 16 golf courses within a radius of 100 km. Among them, one of the oldest golf courses in France, Le Phare, built in 1888 in the heart of the city.

⇒

⇒ **The BIARRITZ GOLF DESTINATION PASS** allows to enjoy preferential rates on 8 courses on the Basque Coast and in the Landes (Arcangues, Biarritz Le Phare, Chantaco, Ilbarritz, Makila Golf Club Bayonne Bassussarry, Moliets, Pinsolle-Soustons and Seignosse). Valid all year round, the pass can be booked online and at the golf courses concerned.

⇒

⇒ New in 2020: real-time reservations can be made online on the site : [www.biarritz-destination-golf.com](http://www.biarritz-destination-golf.com)





# Biarritz

## A CHARMING DESTINATION, BIARRITZ IS ALSO AT THE FOREFRONT OF THE NEW TREND OF COLIVING

With a hotel portfolio comprising almost 60 establishments, including the only palace on the Atlantic coast, the Hôtel du Palais, Biarritz is a must-see destination and is constantly improving its offer.

Well known as a charming destination, Biarritz is also today at the forefront of the new trend of coliving, with 3 tourist accommodations based on this concept.

Open last winter, Outsite Biarritz is a serviced coliving space designed to be the perfect hub for digital nomads, flexible professionals, and business travellers looking to live, work, and connect.

This traditional French house is perfect for making the most of the European summer, getting to the surf with no hassle, and making home cooked food with new friends. There are 14 private rooms with en suite bathrooms, 2 private rooms with shared bathrooms and 3 shared rooms that also share bathrooms. There's also a large communal kitchen with everything you'll need during your stay.

OUTSITE BIARRITZ - 19 Avenue Carnot, 64200 Biarritz - <https://www.outsite.co/locations/biarritz>



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Montpellier  
Méditerranée  
*Tourisme & Congrès*

## Creative, vibrant, Captivating - let Montpellier Méditerranée embrace you !

Since day one, Montpellier has always cherished beauty. With some 70 sumptuous private mansions, the Triumphal Arch and Place Royale du Peyrou, built to the glory of Louis XIV, delightful medieval alleys for strolling around, and a medical school, set to celebrate its 800<sup>th</sup> anniversary in 2020... Heritage lovers will find their fill in Montpellier... the city where aesthetics are written in the past, present and future! With fountains in the four corners of the city, including the famous Trois Grâces, the "Ecusson" or pedestrian city centre, colourful tramways designed by top name artists, including French designer Christian Lacroix who created lines 3 and 4, statues and street art works, not to mention jewels of contemporary architecture, which make Montpellier an international reference in the field. Here, art is everywhere. Art calls out and jostles for attention!

A resolutely cultural destination, Montpellier Méditerranée has something for everyone... whatever one's taste or budget! With just one priority: To be bold! And, to be excellent, over and over again! Fine art, with some 900 works on display in the Fabre Museum, photography at the Pavillon Populaire, one of only two photographic art venues in France entirely dedicated to original exhibitions by some of the world's greatest photographers, not to mention the MOCO, a brand new, city-centre contemporary art hub which opened its doors in June, 2019.

Montpellier is a city in perpetual movement, and is a place of passion, confluence and sharing. Here, people come from all over the world to live to the rhythm of festivals: extreme sports, Montpellier Dance Festival, Architectures Vives festival, performing arts, city-centre illuminations festival... Events designed by and for enthusiasts... always a smart combination of performance and aesthetics. Wholeheartedly Mediterranean, Montpellier shines bright and radiates: set in an ideal geographical location, just 10km from the seaside, surrounded by endless vineyards and lush countryside. Local hidden jewels, Villeneuve-lès- Maguelone and its Romanesque cathedral standing proud between vineyards and lagoons, charming fishermen's huts in Pérols, the nearby Camargue countryside... Exceptional playgrounds for nature-lovers and fans of "slow tourism".

<https://www.montpellier-france.com/>

***Generous and accessible, precious and welcoming, unquestionably unique, for one and all.  
Montpellier DESTINATION PLEASURE. To be seen and experienced !***



# Montpellier

## 800<sup>TH</sup> ANNIVERSARY OF THE FACULTY OF MEDICINE

⇒ Throughout 2020, the City of Montpellier will celebrate the 800th anniversary of the Faculty of Medicine, whose statutes were written in 1220, making it the oldest medical school in the Western world still operating today. Many events are planned to celebrate the occasion: exhibitions, visits, conferences, publications. This anniversary has been included in the list of national commemorations for 2020.



# Montpellier

## LE JARDIN DES SENS : Renaissance of a Montpellier institution

⇒The mythical "Jardin des Sens" (3\* in the Michelin guide) created by famous chefs the POURCEL brothers, is set to reopen its doors in spring 2020, at Place de la Canourgue, within the former Montpellier Town Hall, named Hôtel Richer de Belleval, a 17th century historical building. This Relais & Châteaux luxury establishment will include 18 rooms, a gourmet restaurant, bistro, champagne bar, reception facility (in the former wedding hall) and outdoor terrace. A contemporary art gallery will also be part of the ensemble.



# Montpellier

## L'ARBRE BLANC & MARCHÉ DU LEZ : 2 new rooftops and 2 trendy hotspots !

### ⇒L'ARBRE BLANC : Architecture brings a glow to gastronomy

⇒Opened in June 2019 on the banks of the river Lez, the Arbre Blanc, designed by architects Sou Fujimoto, Nicolas Laisné and Manal Rachdi, makes a bold statement on Montpellier's architectural audacity. Much-loved by gourmets and architecture-buffs, the ground and first floor of the building hosts a brand new chefs brasserie by Charles FONTES (La Réserve Rimbaud) and Eric CELLIER (La Maison de la Lozère). An art gallery and tapas bar on one of the 17th floor panoramic terraces, complete the experience.

### ⇒LE MARCHÉ DU LEZ : Trendy & Tasty!

⇒Dynamic Montpellier hosts a village within the city. A creative hot spot, brimming with boutiques, flea markets, farmers' markets, restaurants, food trucks, startups, entertainment and events, exhibitions, the Marché du Lez is located on former industrial and agricultural premises: a printworks, farmhouse and warehouses located on the banks of the river Lez. A compendium of creative initiatives, inviting visitors to discover a new, contemporary lifestyle which is responsible, local and innovative. Indulge yourself in this unique place: nourish body and mind, relax in the sun, share memorable moments with family and friends, and simply take the time to live... In the wake of the gourmet food hall, which opened to the public in July, 2019, the rooftop is scheduled to open in spring, 2020!



# Montpellier

## MONTPELLIER ON THE MEDITERRANEAN BICYCLE ROUTE.

Good news for the cyclotourism lovers : Montpellier is now connected to the « Méditerranée à Vélo », the french section of EuroVelo 8. Also called Mediterranean Route, it is one of the cycle routes of EuroVelo projet (a network o long-distance cycling routes), which will connect 11 countries.

⇒In Montpellier, you can reach the route from the city centre, heading out towards the neoclassical district of Antigone, then Port Marianne from where you can enjoy the architectural prowess of some of the greatest architects of the moment. Once you reach the Jean Nouvel designed town hall, then follow the cycle path along the river Lez, between vineyards and lagoons.

⇒At the end of the ten-kilometre cycle path is the « Mediterranean Route »... flat, secured and ideal for family getaways! From the trail, on the Palavas-Sète section, make a detour to Maguelone Cathedral. Discover a natural, seaside haven! Visit Maguelone Cathedral and enjoy wine-tasting on the estate in an idyllic setting. Complete the day with a fun, family dip in the sea.

⇒Useful information: the Tourist Office, on the Place de la Comédie, is Cycle-Friendly certified





# Montpellier

## LE MOCO MONTELLIER CONTEMPORARY

MOCO Hôtel des collections is Montpellier Contemporary's main, centrally located hub. The cultural platform was inaugurated in June 2019 in the former Hôtel Montcalm. The centre does not host a permanent collection, but exhibits public or private collections from all over the world. Whether collective, individual, topical or historical, each exhibition showcases a specific collection: that of a foundation, a private collector, a company, a museum, or even an artist. Most of the collections shown here have never been seen by the general public before.

⇒ More than just an exhibition centre, MOCO Hôtel des Collections is a bright, buzzing hub. Ideally set in a garden with life plant from five continents, open to the general public, the MOCO also has its own bar and boutique.





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**ecotree**

nature is valuable

# EcoTree



## A new model to reward sustainability



Tree-planting is one of the most simple & efficient ways to **fight climate change and preserve biodiversity** on our planet.

According to a recent UN report, **an additional 900 million hectares of forest** would absorb over  $\frac{2}{3}$  of the CO<sub>2</sub> currently present in the atmosphere.



**By making tree-planting a real investment, EcoTree reconciles sustainability and profitability**



Individuals and companies are increasingly willing to take **tangible actions** to contribute to the sequestration of their CO<sub>2</sub>-emissions.

**The lack of financial resources** is the primary reason stopping companies from transitioning towards more sustainable activities.



## How does it work?

You contribute to the **renewal of European forests**: EcoTree plants **3 new trees** for every cut tree

You receive **100% of the proceeds** from the final cut (approx. 2% annual gain)

You can **geolocalize** your trees, follow their **CO<sub>2</sub> sequestration** & the increase in **financial value**

You buy newly-planted trees & become a **tree-owner**

EcoTree takes care of the **planting and maintenance**

Your trees capture **CO<sub>2</sub>** & preserve **biodiversity**



# EcoTree



## It's time to act

**93%** of Europeans see climate change as a serious problem

**93%** have taken at least one concrete action to tackle climate change

**79%** believe that taking action on climate change will make EU companies more innovative and competitive

***"The best time to plant trees was 20 years ago.  
The second best time is now."*** Chinese proverb

Source: Special Eurobarometer 490 - April 2019 - European Commission





## Our green services

### CO<sub>2</sub> Compensation

Make your **green impact** by contributing to the storage of CO<sub>2</sub> through tree-planting



### Give your business a green boost

Enroll your customers and **boost their engagement & loyalty** by rewarding it with tree-planting



### Invest in your own forest

Build your company's **green legacy** by investing in a safe, meaningful and profitable green asset



### Give a tree

Reward your employees, partners and clients with **an original & meaningful gift**



ecotree

## EcoTree in a nutshell



+20 000

Individual clients



+350

Corporate clients



+600

Hectares and  
+600,000 trees



3 Offices

Brest, Paris and  
Copenhagen

## They trust us



Air Liquide



HSBC

Veepee

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ecotree.green

**AMF**

EcoTree is duly registered at the French financial authority (AMF), which ensures that your trees are a legitimate asset in your balance sheet, with an expected 2% yearly capital gain.

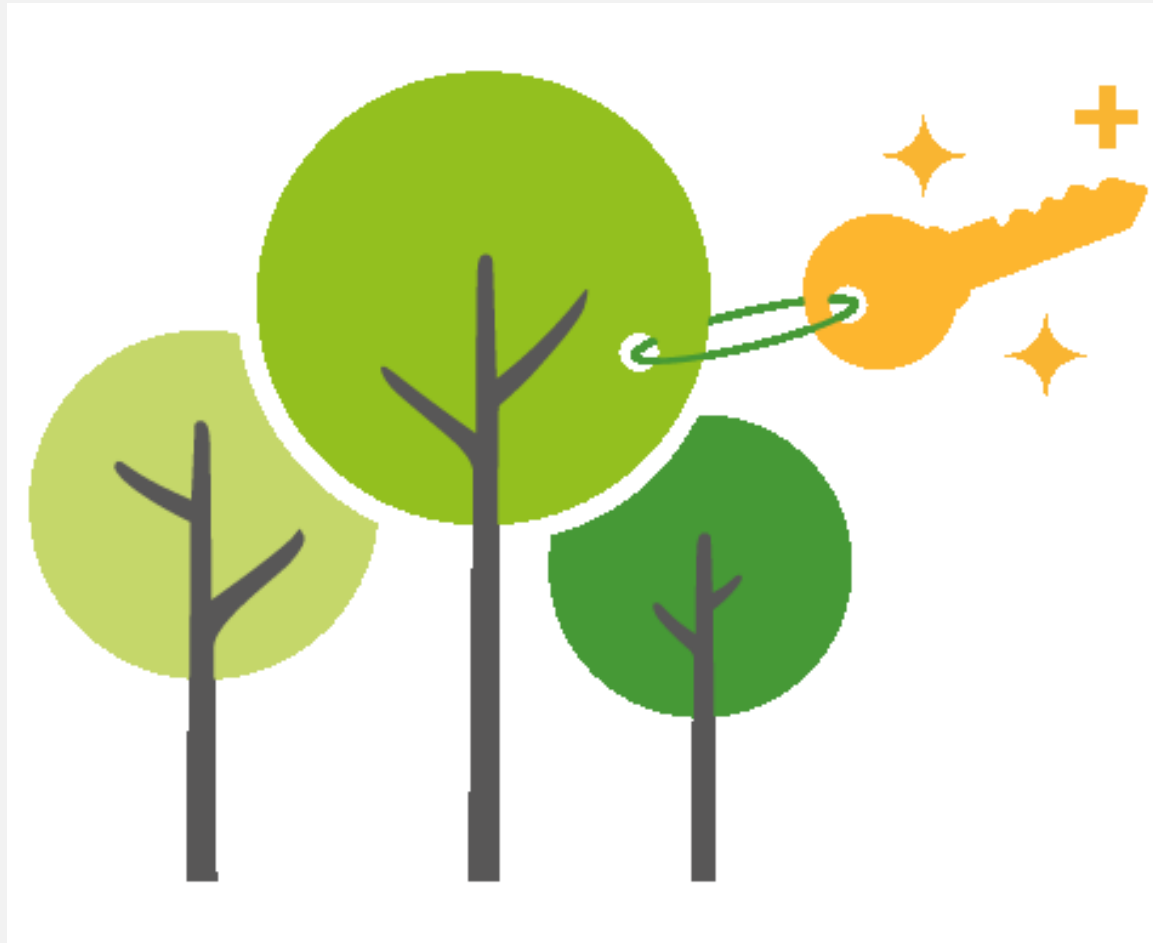
## Your guarantees



EXPERTS  
FORESTIERS  
DE FRANCE

EcoTree commits to **sustainable forestry management** by certifying each forest. We preserve **biodiversity**, use no chemicals, and grow diverse and rich forests that produce **high-quality wood**.





<https://ecotree.green/en/?forceLocale=en>



A photograph of a forest path. The path is a dirt road that winds through a dense forest of tall, thin trees. Sunlight filters through the canopy, creating a dappled light effect on the path and the surrounding vegetation. The trees are mostly deciduous with green leaves. The path is covered in fallen leaves and some small plants. The overall atmosphere is peaceful and natural.

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**For questions, press trip requests and more information.  
Please contact your local Atout France team:**

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