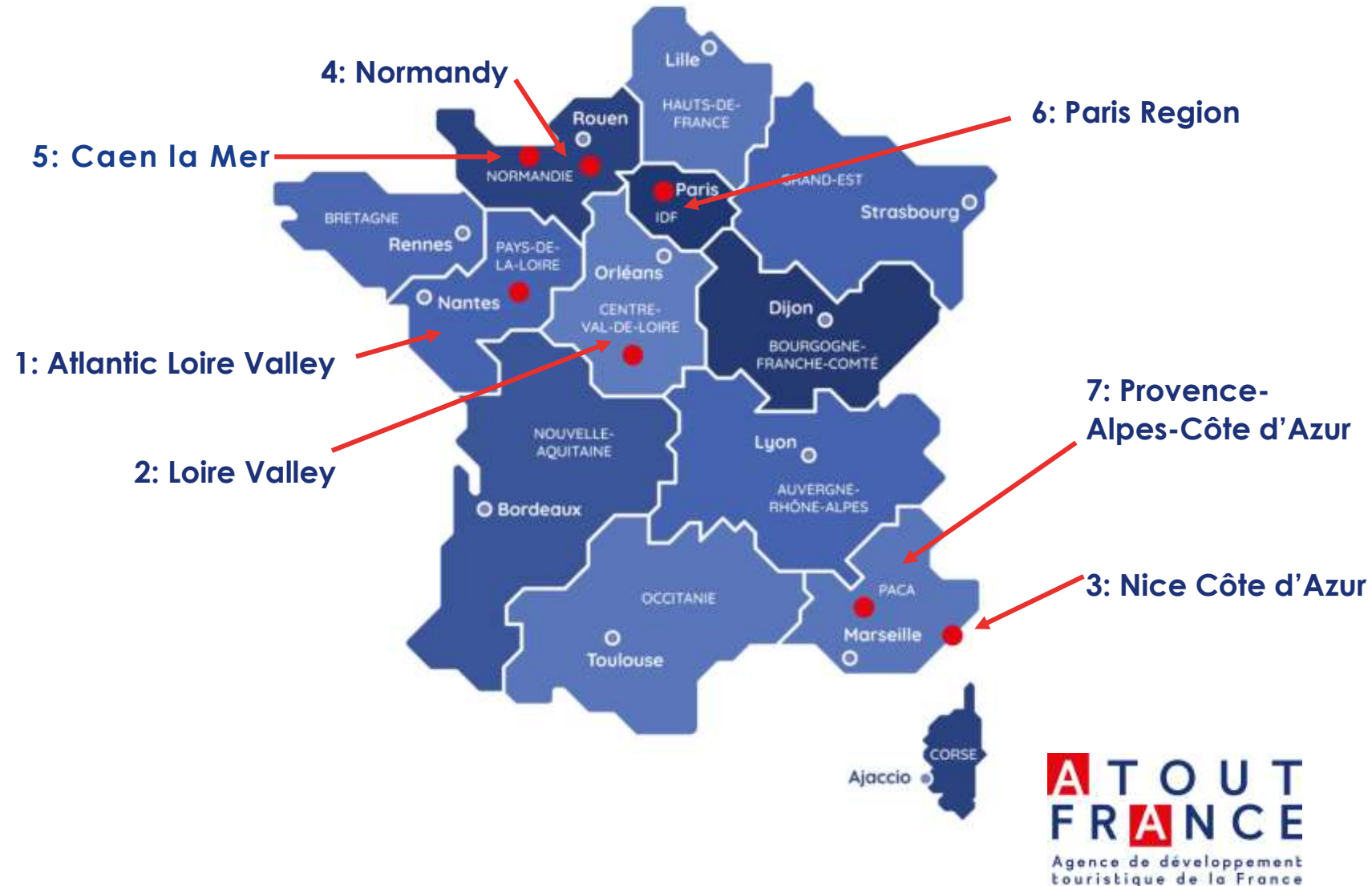


WELCOME | BIENVENUE | VELKOMMEN | VÄLKOMMEN | TERVETULOA | TERE TULEMAST | LAIPNI GAIDĪTI | SVEIKI



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

1. How to reach Atlantic Loire Valley?



BY PLANE

via Paris

BY CAR

To Angers

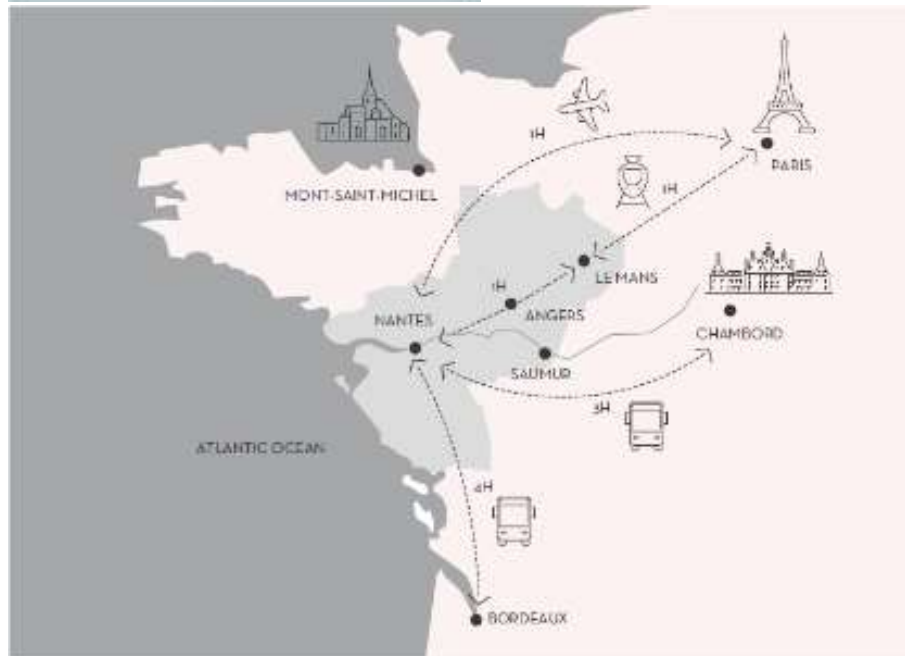
➤ 1,748 km from Copenhagen

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: 4 major itineraries



- The Loire by bike – EV6 – 900 km
- The Velodyyssey – 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...



Cycling activities: Focus on the Velodyyssey, freewheeling down the Atlantic



- 420 km in Atlantic Loire Valley
- The Atlantic coast in Vendée & Loire-Atlantique
- 2 islands: Yeu & Noirmoutier
- The Loire estuary
- The Canal from Nantes to Brest

www.velodyyssey.com



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...



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
- On the river Sarthe : Anjou Navigation www.anjou-navigation.fr
- On the Canal from Nantes to Brest : Bretagne Fluviale www.bretagne-fluviale.com

Contacts



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



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



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THANK YOU

ATLANTIC LOIRE VALLEY



H  l  ne 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

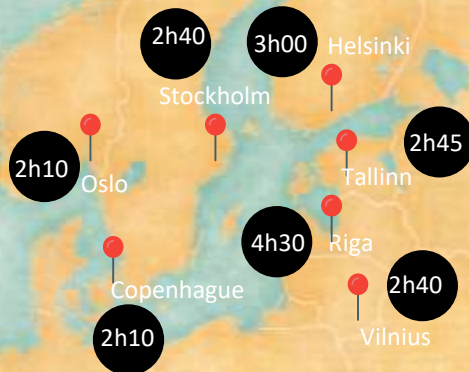


A serene night scene of a campsite by a calm lake. In the center, a small, brightly lit orange tent stands on a sandy shore. To its right, two blue canoes are pulled up. A small fire burns near the tent, casting a warm glow. The background is a dense line of dark trees under a deep blue night sky filled with stars and the faint Milky Way. The entire scene is reflected in the still water of the lake in the foreground.

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 accesibilty 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



<https://youtu.be/PjFjyInSpTc>

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 electrical 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)



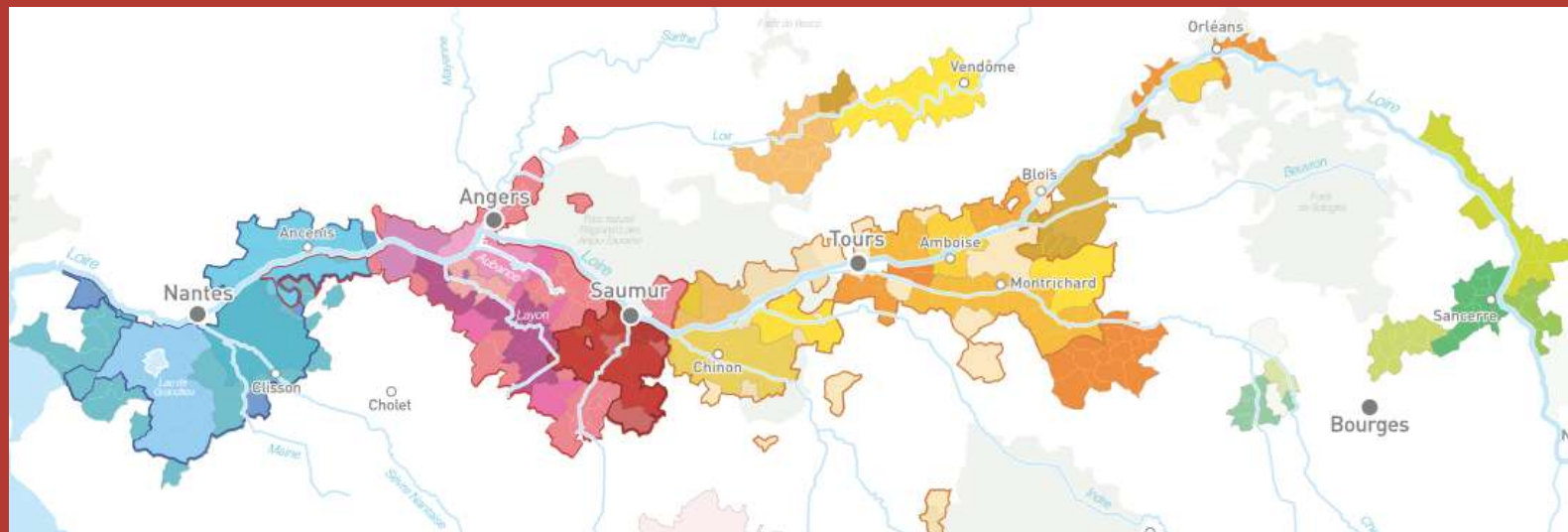
THE LOIRE VALLEY : WINES

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



Loire Valley lodges



Relais de Chambord



Domaine de la Tortiniere



B&B Bagatelle Vouvray

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

WELCOME TO NICE CÔTE D'AZUR !

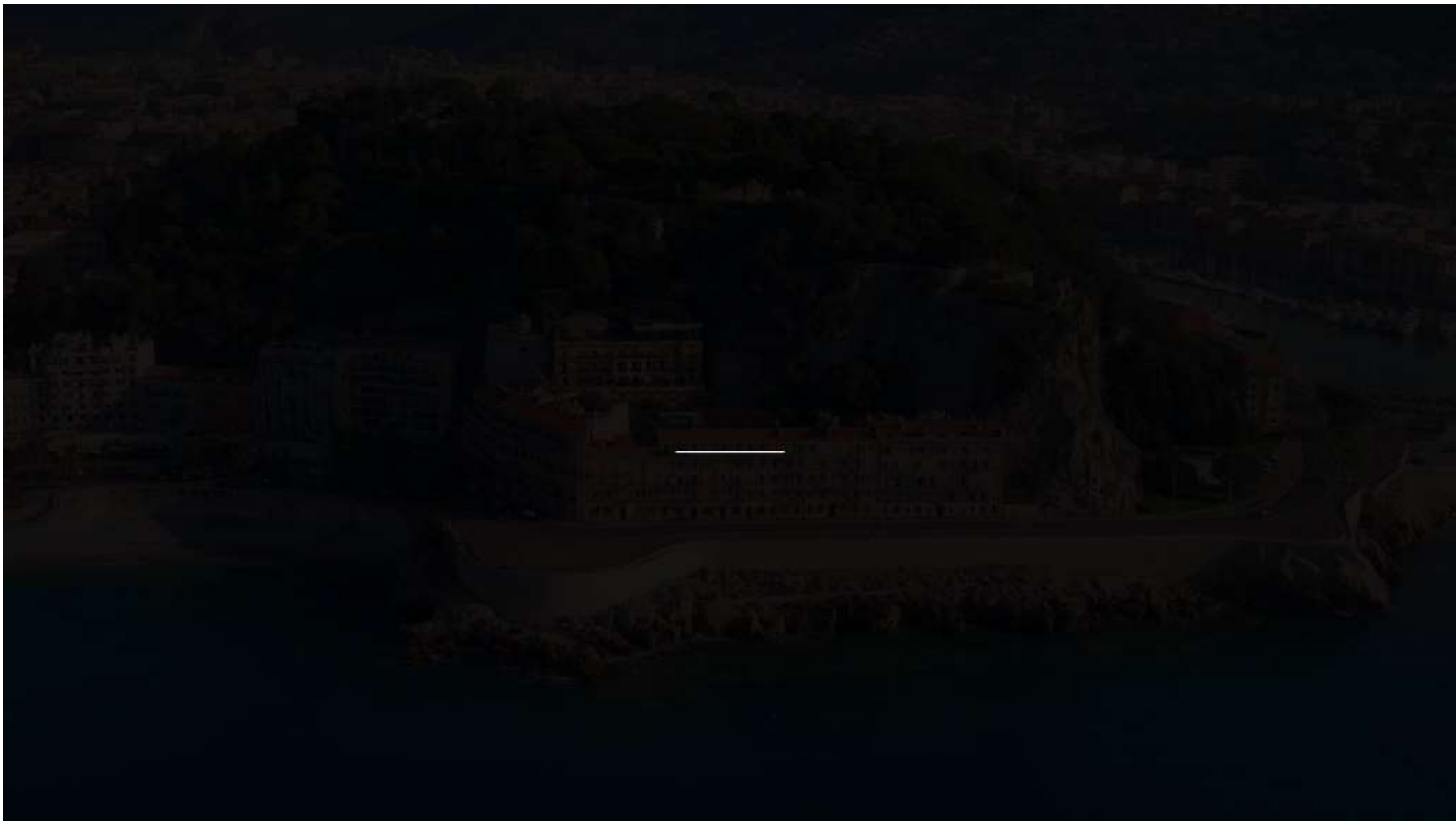
A WORLDWIDE CONNECTED DESTINATION



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*) :



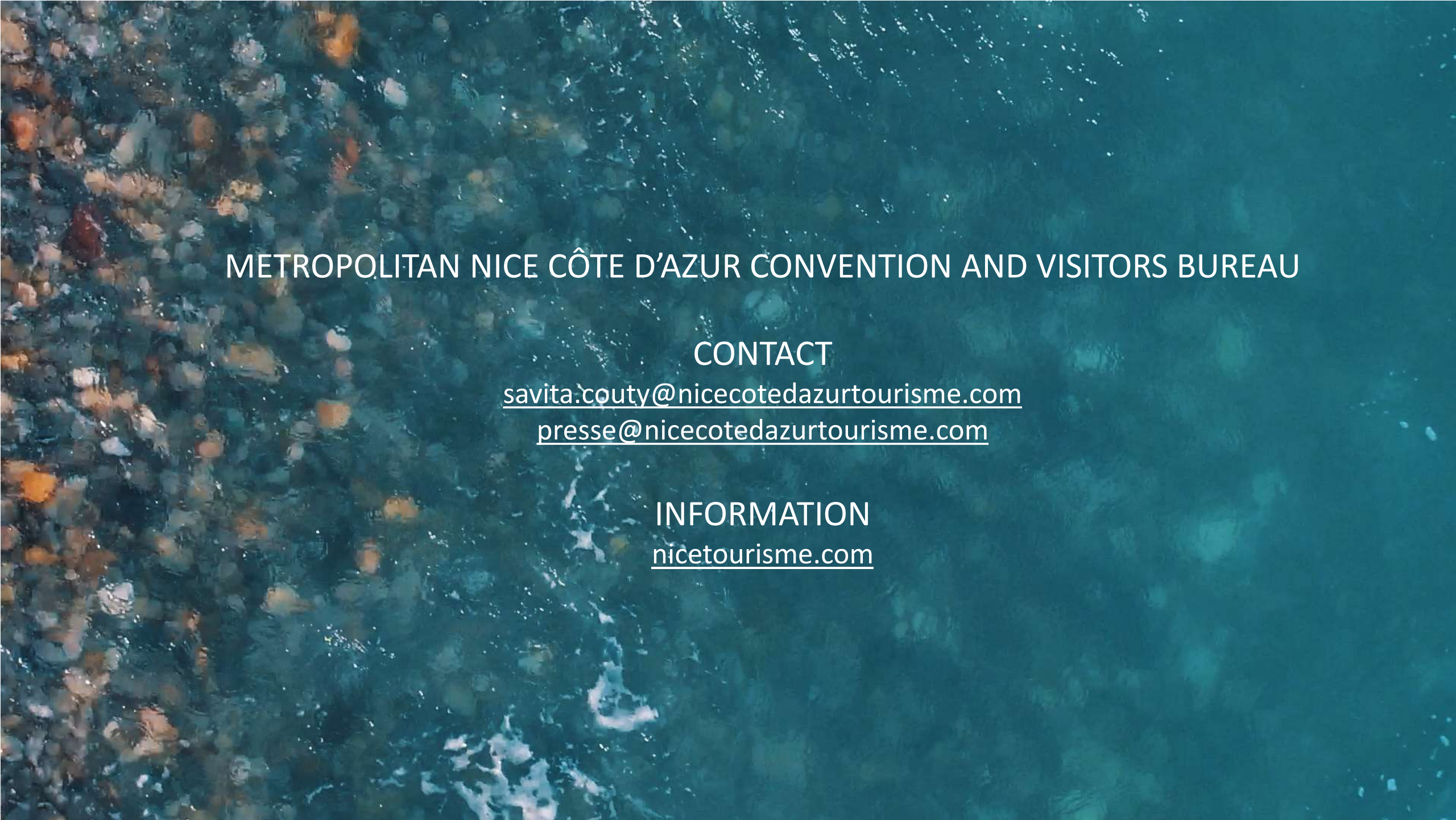
AN OVERHAUL OF THE HOTEL LANDSCAPE



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

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presse@nicedazedazurtourisme.com

INFORMATION

nicedazedazurtourisme.com

THANK YOU NICE CÔTE D'AZUR



Savita COUTY

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



WELCOME TO NORMANDY



Émilie Ursule

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



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_GILARD

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



Giverny, House and gardens of Claude Monet



Norman gastronomy





Rouen

© Herve_SENTUCQ

What's new in 2021



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

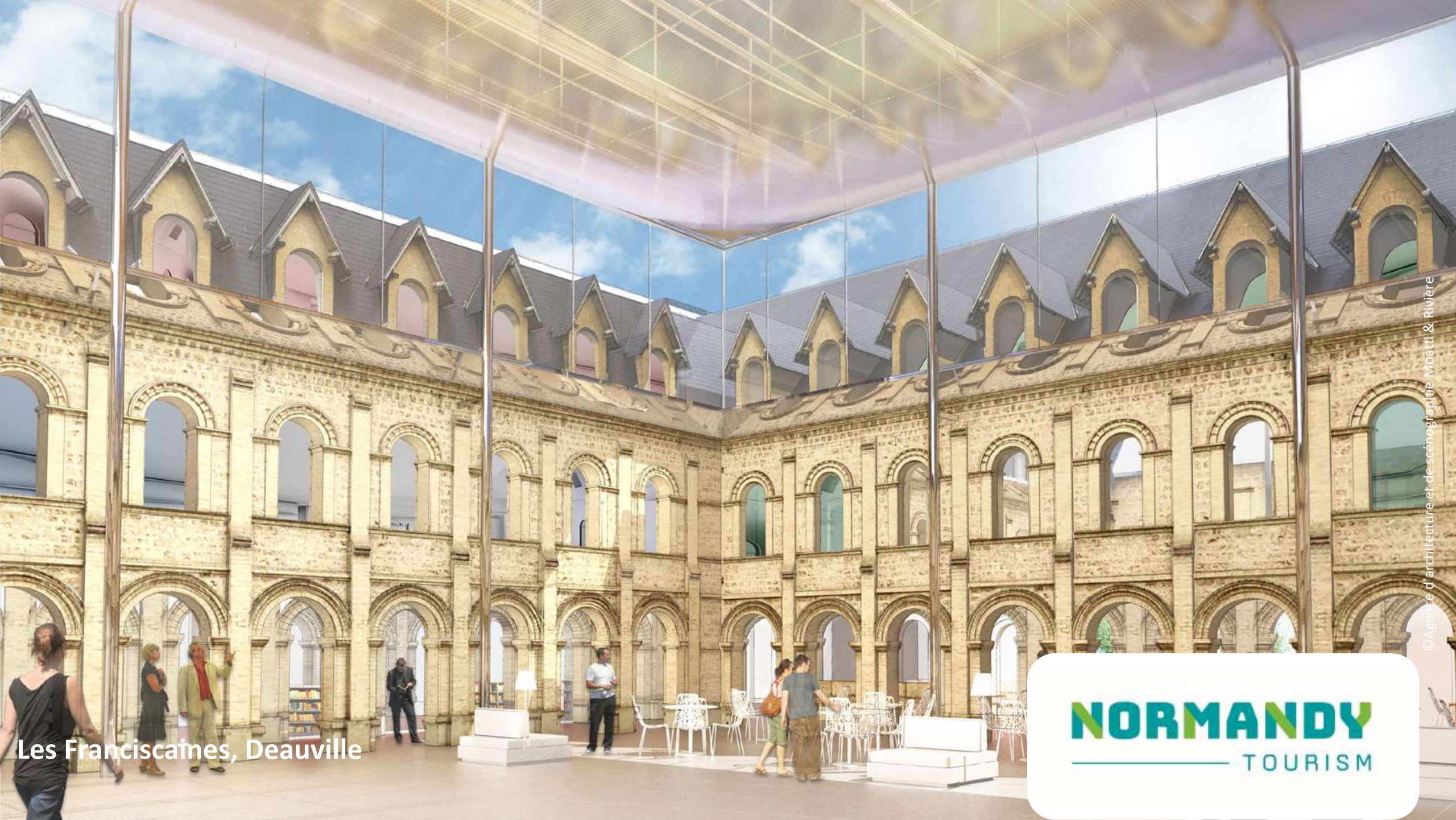
Spring 2021

Les Franciscaines in Deauville

3rd April 2021

La Villa du Temps Retrouvé in Cabourg

NORMANDY
TOURISM



Les Franciscaines, Deauville

NORMANDY
TOURISM



La Villa du Temps Retrouvé, Cabourg



©World Else

The Suisse normande

Local sustainable tourism

NORMANDY
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





Stand-up paddle boarding in Étretat



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Tel. : +33 (0)6 47 57 30 13

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



See you soon!



NORMANDY
TOURISM

THANK YOU NORMANDY



Émilie Ursule

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



WELCOME TO CAEN LA MER



Florence NIKOLIC
Responsable Promotion-Presses
Caen La Mer



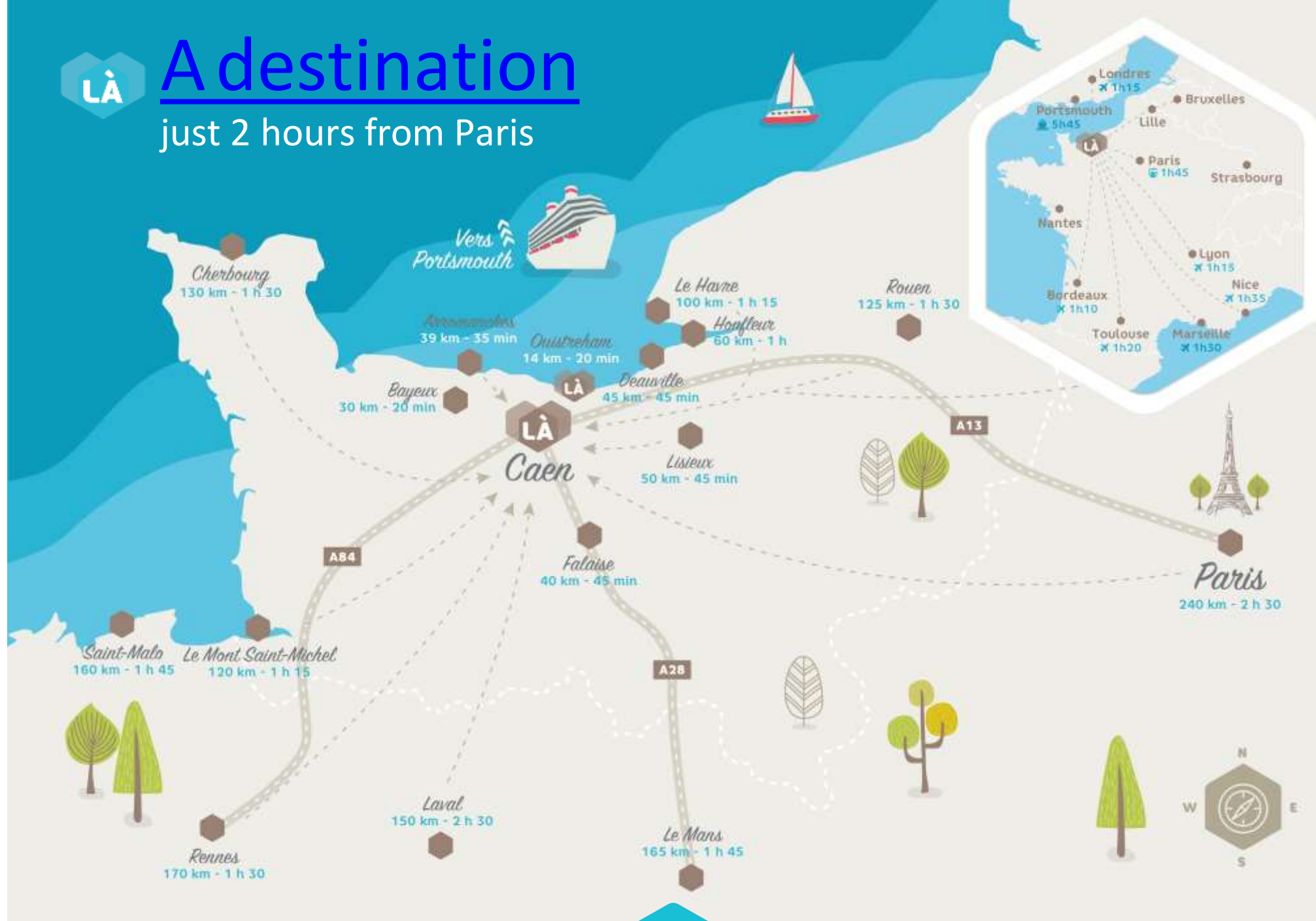
CAEN **LÀ** MER

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
Km²

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



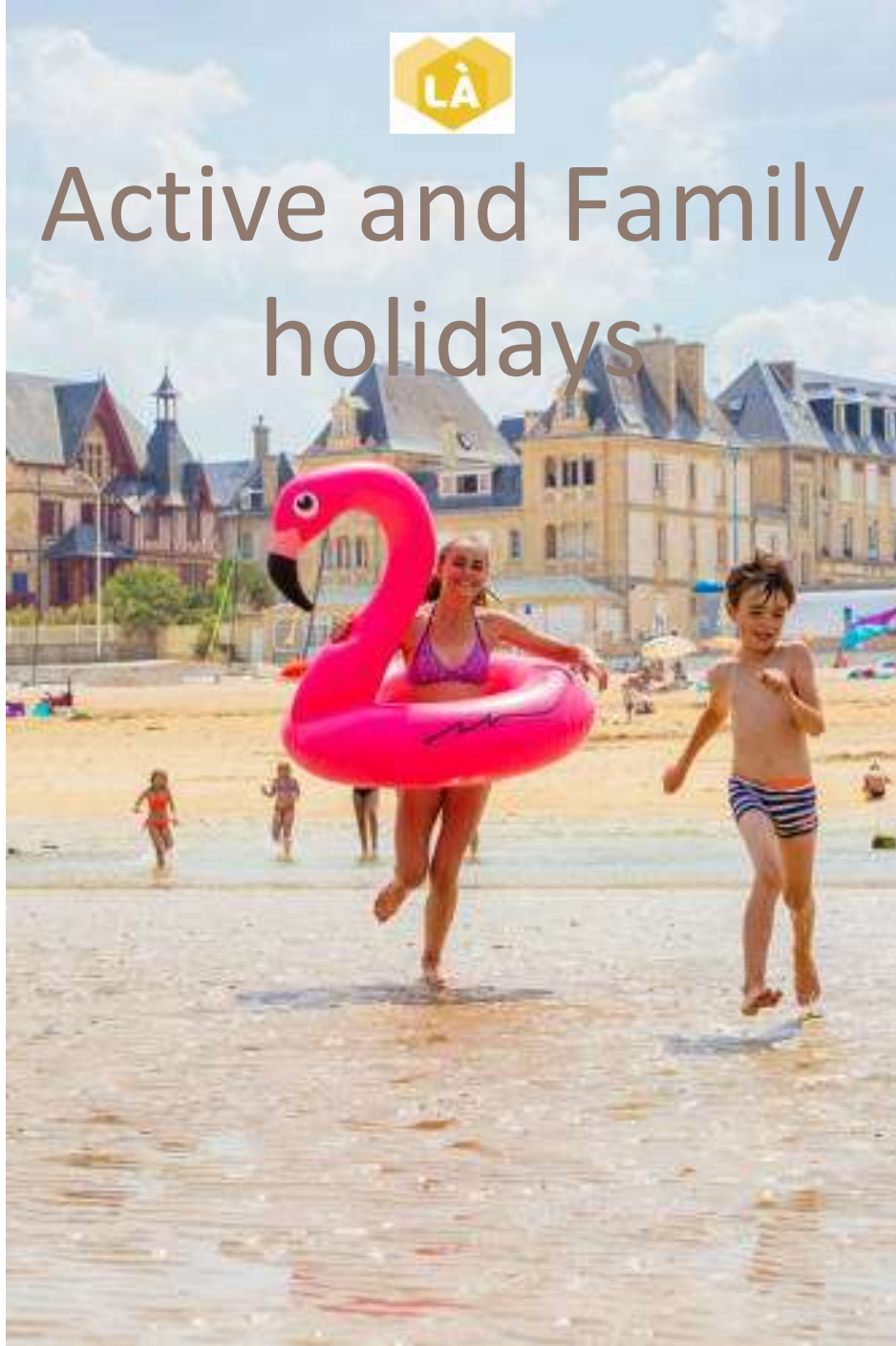
Slow and sustainable tourism

- 🇺🇦 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

CONTACT:

Florence Nikolic

Tel: +33 (0)2 31 27 14 12

Mail: f.nikolic@caenlamer-tourisme.fr

Tout est 

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

**PARIS
REGION**
COMITÉ RÉGIONAL
DU TOURISME



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

VISIT PARIS
REGION



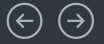
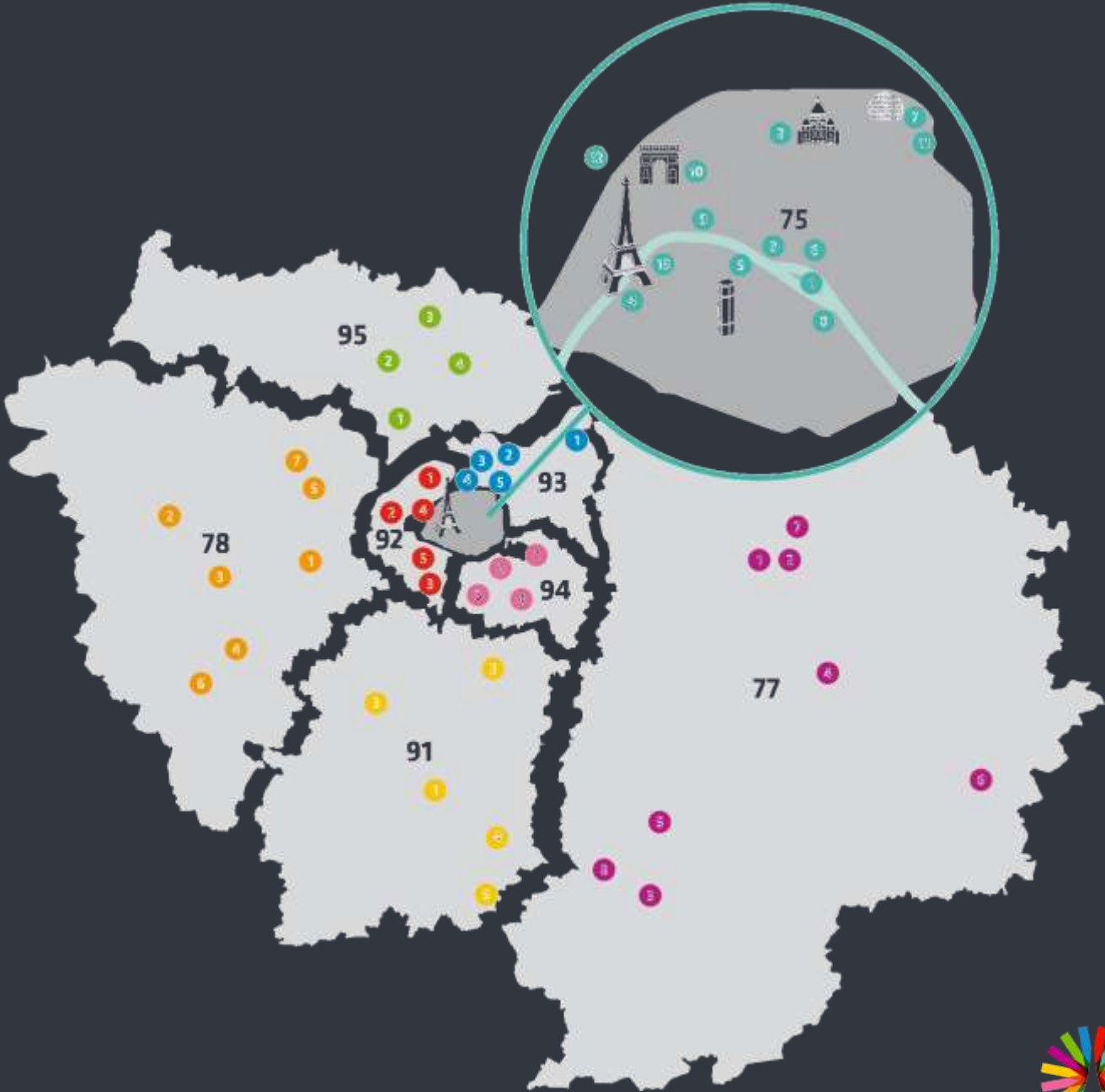
A T O U T
F R A N C E
France Tourism Development Agency

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



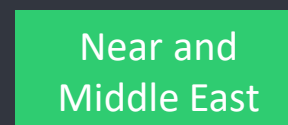
942 000



858 000



668 000



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



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)

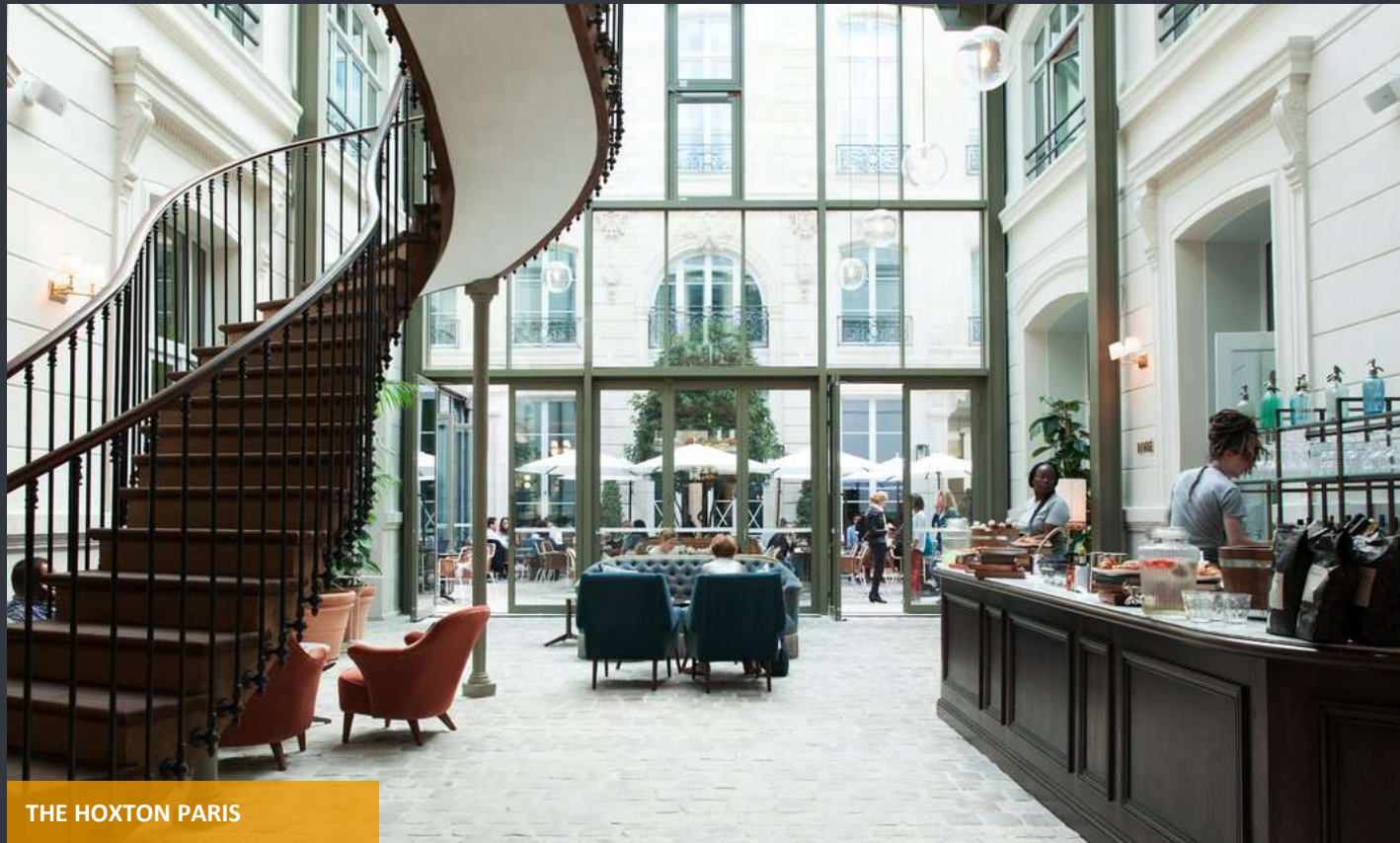
Hôtel de la Marine : opening late 2020 Place de la Concorde

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 (3rd 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 4,000m² 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** (1st 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 m2 and a restaurant with gardens

Dior Couture

At 127 Champs-Élysées

Shopping centre at Paris d'Austerlitz railway station

26,000m2

Louis Vuitton

At Paris-Charles-de-Gaulle airport



BUSINESS DESTINATION



GUSTAVE – VEDETTES DE PARIS

LATEST OPENINGS



ACCORHOTELS ARENA A surface area of 4,000 m² 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 m²) 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

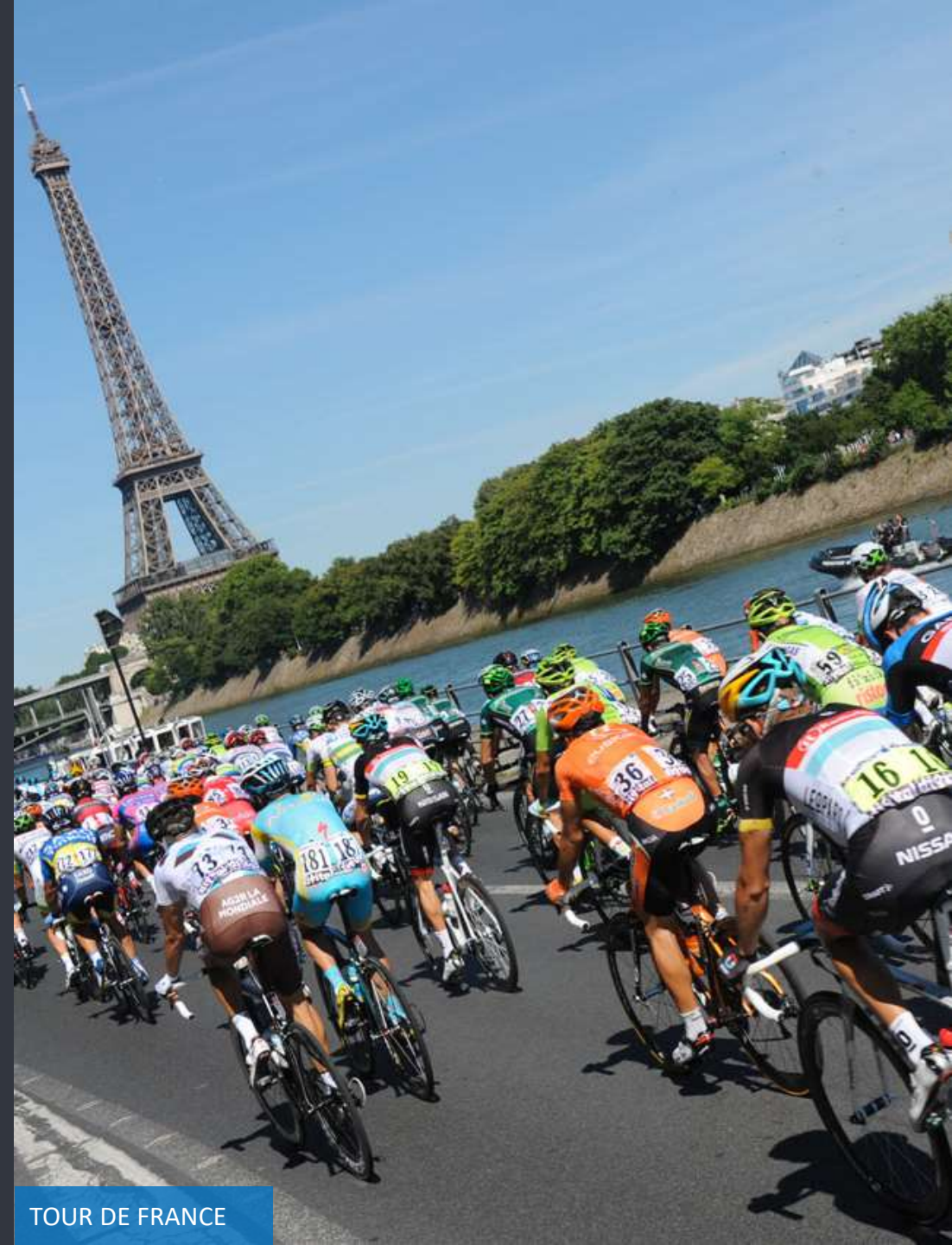
26th of June to 18th July 2021

Last stage of the **TOUR DE FRANCE**

Finish on the Champs-Élysées

17 October 2021

44th edition of the Schneider Electric PARIS MARATHON



TOUR DE FRANCE

CALENDAR OF EVENTS

MAJOR SPORTING EVENTS TO COME



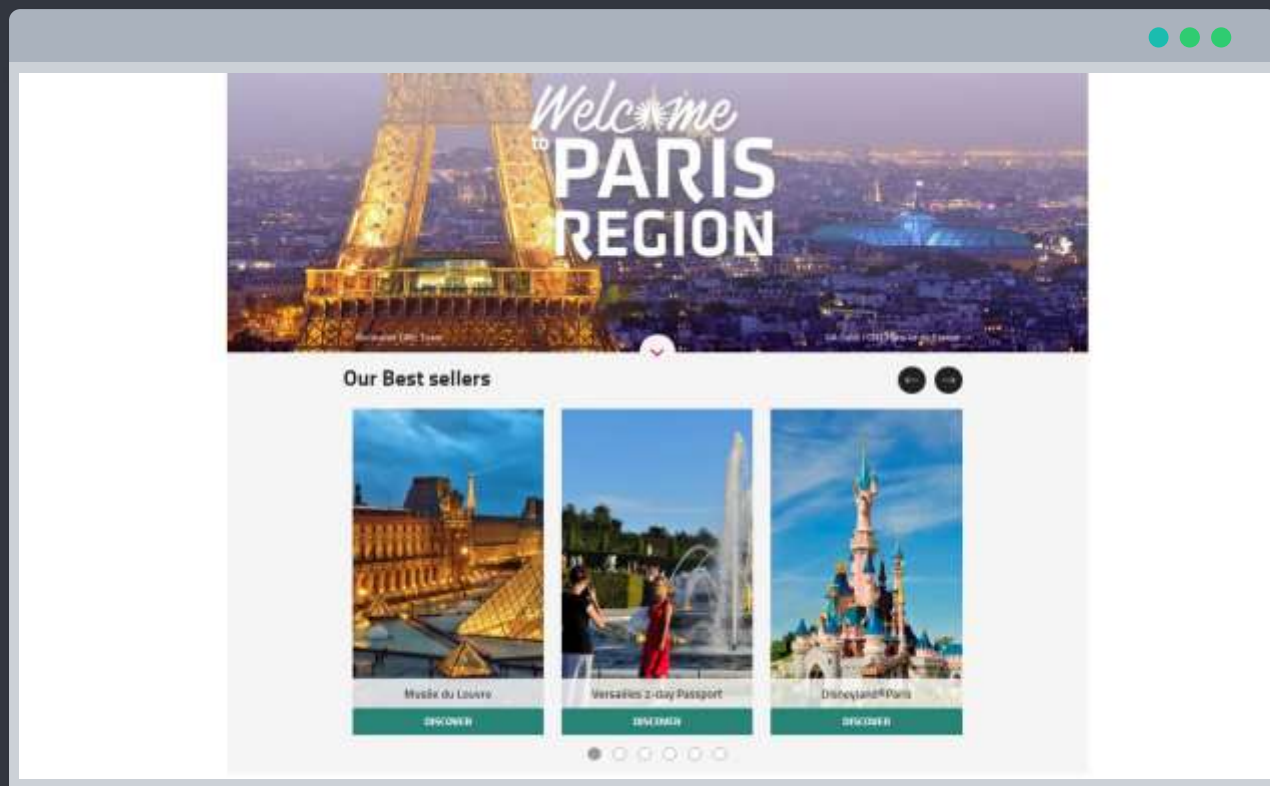
2022 → **WORLD AMATEUR GOLF CHAMPIONSHIPS**

2023 → **RUGBY WORLD CUP**

2024 → **OLYMPIC & PARALYMPIC GAMES**



NEW WEB SITE VisitParisRegion



In just a few clicks, 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





WE'LL SEE YOU SOON IN THE PARIS REGION!

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

**PARIS
REGION**
COMITÉ RÉGIONAL
DU TOURISME



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

WELCOME TO PROVENCE ALPES-CÔTE D'AZUR



Rabiha Benaissa

PR MEDIA

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

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



COMITÉ
RÉGIONAL
DE TOURISME



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
ENJOY THE UNUSUAL

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

40th of UNESCO MONUMENTS

LUMA TOWER, FRANK GERHY

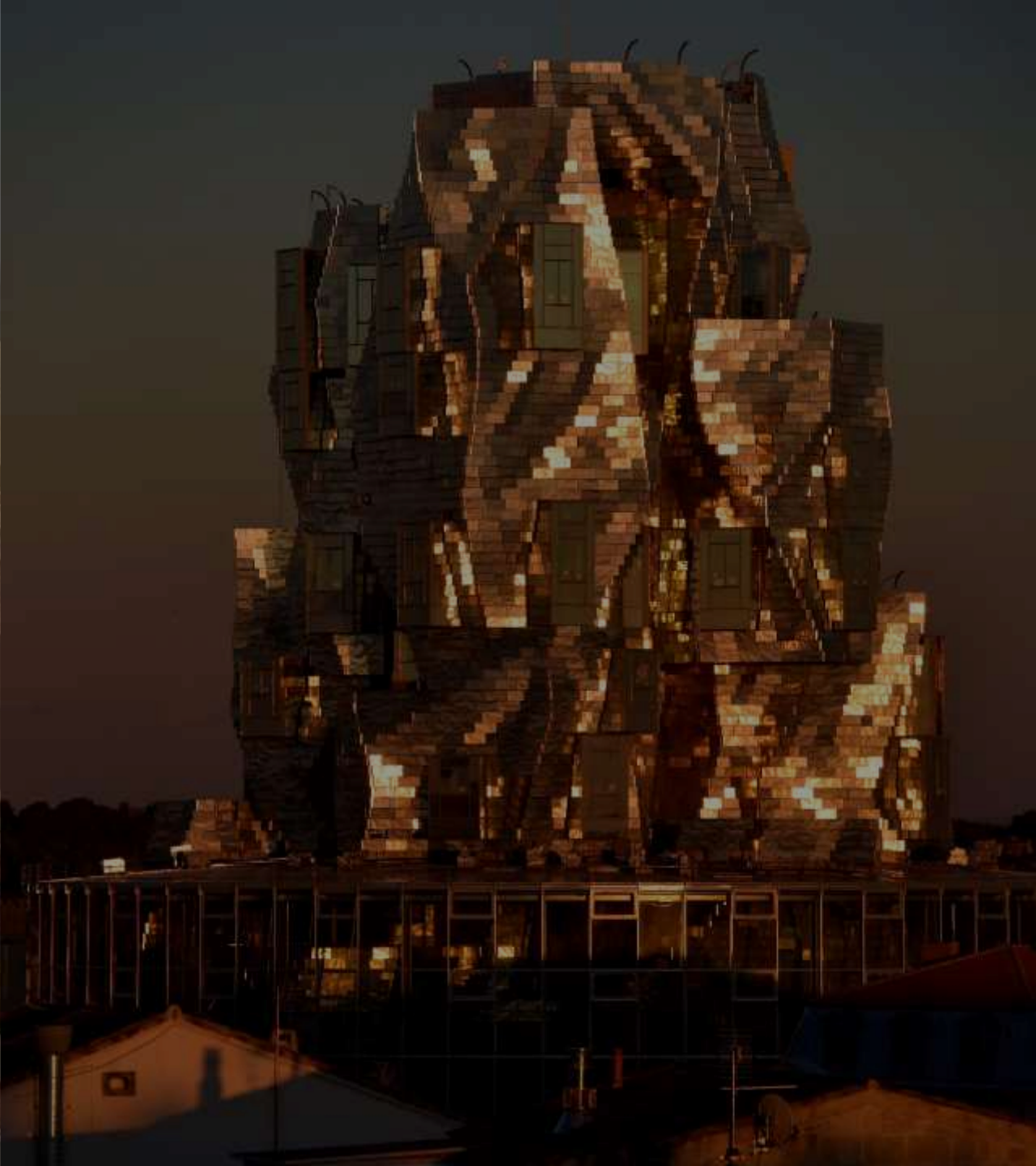
LES RENCONTRES DE LA PHOTO
EXHIBITION

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



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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#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



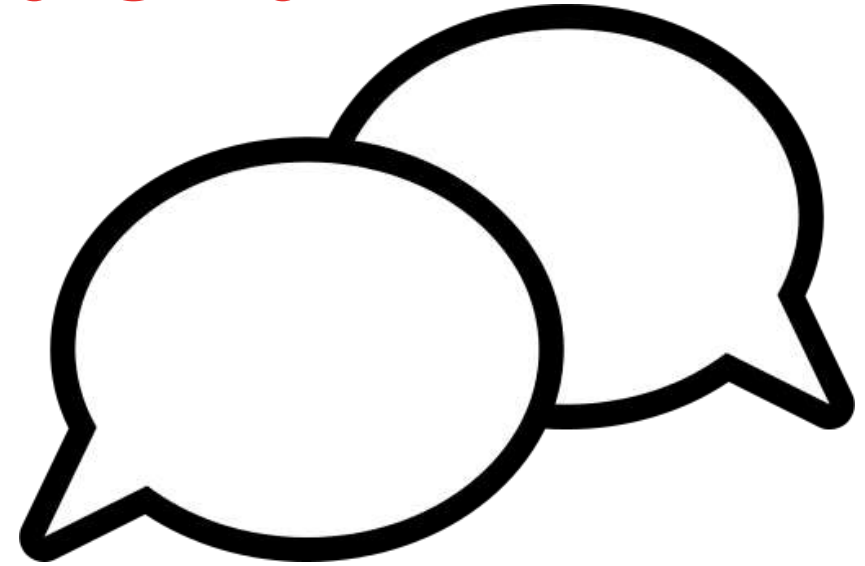
DIALOGUE SESSIONS

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 SEEING 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





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



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**ATOUT
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)

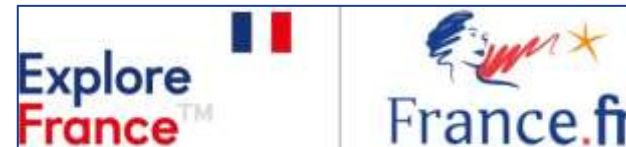
ENGLISH: [HTTP://FI.MEDIA.FRANCE.FR/EN](http://fi.media.france.fr/en)

EXPLORE FRANCE WEBSITE (FOR YOUR READERS AND FOLLOWERS):

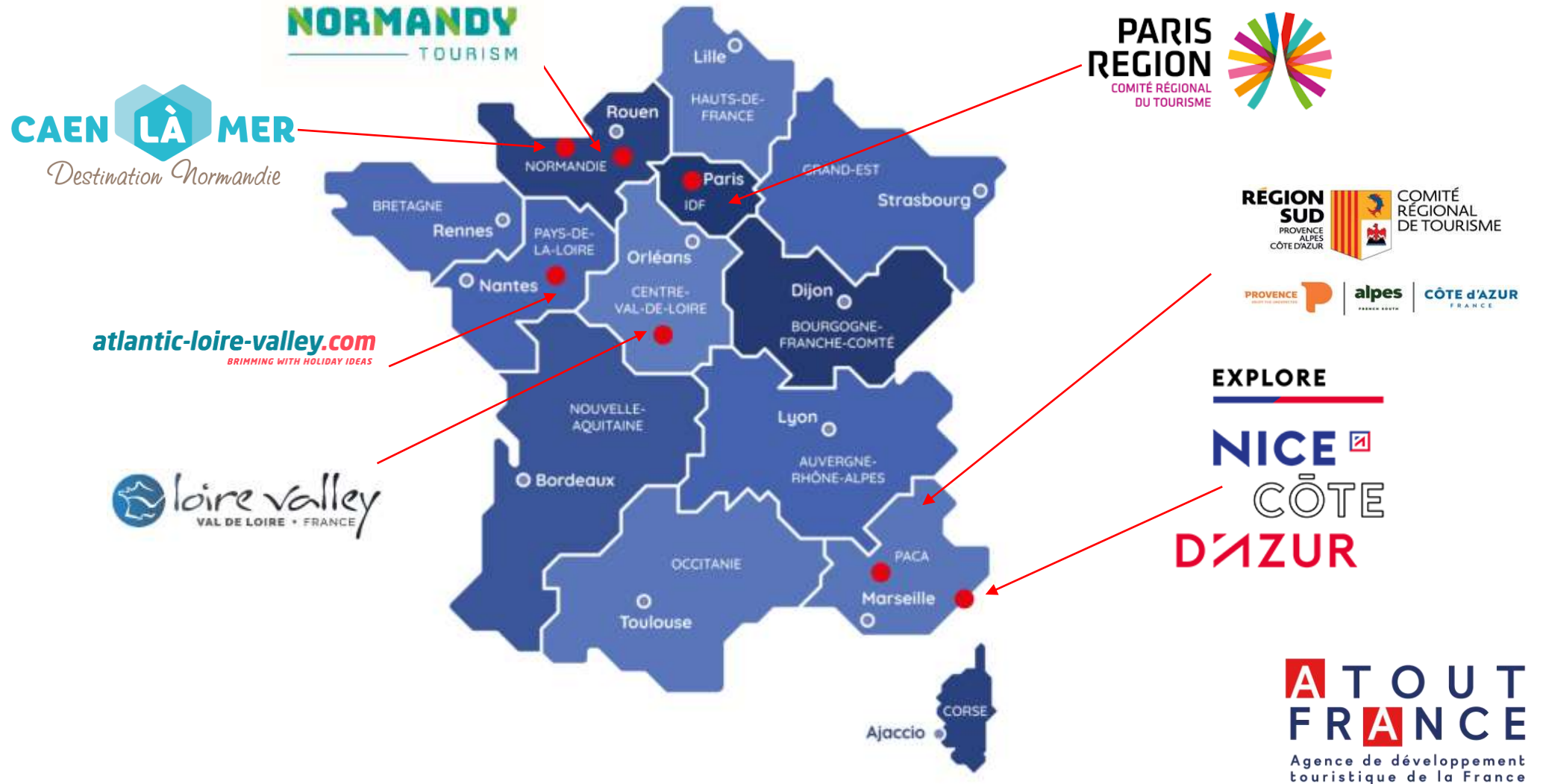
<https://www.france.fr>

ATOUT FRANCE NORDIC LINKEDIN

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



MERCI





Agence de développement
touristique de la France