

**FRANCE
MEETS THE
MEDIA**

27 FEB - 2 MARCH

Press trip Catalogue 2012

Organised by ATOUT FRANCE UK and Ireland
Office based in London, WC1V 7JH

Press trips contacts:

Press Office
pressoffice.uk@franceguide.com

Tel: 020 7061 66 35



Contents

I. Group Press Trips	3
1. Summary	3
2. Notes.....	4
3. Details.....	4
II. Individual Press trip	13
1. Summary	13
2. Notes.....	14
3. Details.....	15
III. Multinational Press Trips	28
1. Summary	28
2. Notes.....	28
3. Details.....	29

I. Group Press Trips

1. Summary

MARCH		
14 - 17 March	Normandy	Meets the Brits
30 March - 2 April	Riviera	Enjoy the winter spirit of the French Riviera
APRIL		
Spring or Autumn	Var	The Var, a secret (and astonishing !) destination between Provence and the Med
2 - 4 April	Nantes	Nantes turns art upside down
12 - 15 April	Nord Pas de Calais	Nord Pas de Calais, a cultural destination
19 - 22 April	Vendée	Full sail ahead
26 - 29 April	Normandy	Secret Gardens of Normandy
MAY		
10 - 13 May	Rhone-Alps	Outdoor sports in the Drôme and Ardèche
10 - 13 May	Brittany	Brittany's islands
18 - 20 May	Marseilles	The Calanques : a natural paradise on Marseilles's doorstep
24 - 27 May	Corsica	History and Heritage
JUNE		
7 - 10 June	Limousin	Art and Culture in the Limousin
15 - 18 June	Burgundy	Burgundy's gourmet treats
21 - 24 June	Midi-Pyrénées	Cycling along the Canal du Midi
21 - 24 June	Normandy	Maritime Heritage
28 June - 1 July	Auvergne	"Art de vivre" between chestnut groves and Cantal's volcanoes
JULY		
July	Avignon	Avignon Festival
SEPTEMBER		
8 - 11 September	Brittany	Active Brittany
13 - 16 September	Normandy	D-Day – The Coast of heroes
17 - 22 September	Languedoc Roussillon	Hiking in the UNESCO heritage sites of Causse and Cevennes
22 - 23 September	Dordogne Valley	The most beautiful villages in France along the Dordogne River
27 - 30 September	Riviera	Regattas, gastronomy, spa, olive tour & perfume: enjoy the Indian summer on the French Riviera!
OCTOBER		
5 - 7 October	French Heritage and Culture Club	The fantastic metamorphosis of Lille
11 - 14 October	Savoie Mont Blanc	Gastronomy and wine: meet the producers
NOVEMBER		
9 - 11 November	Normandy	Foodie Delights

2. Notes

- ❖ Places are usually limited to 4 journalists.
- ❖ A confirmed commission is required to take part in press trips organised with ATOUT FRANCE and its partners.
- ❖ Please ensure that you organise adequate travel insurance and have a valid passport when travelling with ATOUT FRANCE.
- ❖ Dates of press trips are subject to modification and this document is non-contractual.
- ❖ Personal expenses are not covered by ATOUT FRANCE.

3. Details

Meets the Brits – Normandy

22 - 25 March

- Discover what life is like in Normandy for a selection of British expats.
- Visit to **Haras du Pin national** stud farm to meet a British guide.
- Meet **France's first British mayor** in Saint Céneri-le-Gérei.
- Take part in a **cookery** class at a British-owned hotel.
- Learn how Brits get involved in local life at the **Bernay golf club**.

Enjoy the winter spirit of the French Riviera – Riviera

30 March – 2 April

- Sleep in the moonlight and catch a **glimpse of wolves**.
- **St Martin de Vesubie** "The little Switzerland in Nice".
- **Le Boreon forest & Alpha**, the **Mercantour Wolf Park**.
- **Colmiane Valdeblore** - Discover the skiing domain.
- Try a **biathlon with laser rifles** and **ski Joering** - Skis pulled by a horse.

Nantes turns art upside down – Nantes 2012

2 – 4 April

A Journey to Nantes is a cultural event held from 15th June to 19th August. Discover a sneak preview of the Journey to Nantes backstage.

- **The slavery abolition Memorial** (opening 24th March).
- **New Machine Gallery** tour (opening 12th February).
- **Marine world carousel** (opening 15 July).
- **Hab Gallery**, new contemporary art exhibition venue & meet **Jean Blaise**.
- Many other quirky discoveries.

Nord Pas de Calais, a cultural destination - Nord Pas de Calais

12 - 15 Avril

- **Lille and Lille 3000** – Cycling visit.
- Visit the **Piscine Museum** and the **slag heap chain**.
- **Lens** – Opening of the Louvre museum coming soon.
- Tour of **Arras & Dunkerque**.
- **Lounge Côte** – walk in the sea, waist deep in water and with a paddle.

Full sail ahead – Vendée

19 - 22 April

- **Noirmoutier Island** – take a tour by bike around the island.
- Tour by boat, on a **rigging**: Le Matroger.
- Meet a **boat carpenter**, a **craftsman of traditional sails** and a **fishmonger**.
- Pic nic on the **Pilier Island**.
- **Sable d'Olonne** & the **Chaume** borough (fisherman's district).
- On board the **Fillao** sailing boat or an introduction to the **Polynesian pirogue**.
- Meet a skipper who is preparing for the **Vendée Globe**.

Secret Gardens of Normandy – Normandy

26 - 29 April

- Discover some of Normandy's hidden **horticultural gems**.
- Meet the owners of the gardens as they reveal their tricks of the trade.
- Learn more about the history of the gardens as well as the châteaux that they house.
- Take a trip to **Monet's house and gardens in Giverny** to get a glimpse of the famous 'Water Garden'.

Outdoor sports in the Drôme and Ardèche – Rhone-Alps

10 - 13 May

- Hiking.
- **Ardeche Gorges** - Canoeing.
- **Drome Valley** – Cycling.
- **Cani-rando** (walking with a dog sleigh).
- **Via Ferrata** (climbing).

Brittany's islands – Brittany

10 – 13 May

Brittany's coastline is dotted with clusters of beautiful islands; these unique and little-known destinations will show you a completely different side of Brittany.

- Discover **car-free islands** just a short boat ride away.
- Do a **cycling tour** and witness a different pace of life.
- Savour the **freshest of fish and seafood** in local restaurants.
- Enjoy **island life** for yourself along with excellent food and drink and charming places to stay.

The Calanques : a natural paradise on Marseilles's doorstep – Marseilles

18 - 20 May

As of June 2012, the **Calanques** will be Europe's 1st National Park located on the out-skirts of a city.

Marseilles offers a true haven of peace. Step back in time, and enter natural surroundings of exceptional beauty – rugged calanques that plunge into a turquoise sea and form hidden coves, traditional fishing villages, sandy beaches and coastal islands. Come and explore Marseilles, a breath of fresh air!

- **A traditional boat trip through the bay** - Embark on a stunning voyage with commentary to discover the geology, ecology and history of the world-famous Calanques, from Marseille to the bay of Cassis.
- **Provençal Picnic in the Calanques** with rosé wine, goat's cheese, fish specialities...
- **Bouillabaisse** dinner by the old port.
- **Hiking in the calanques and bathing in the Mediterranean Sea for the bravest!**
- **Kayaking.**
- Meeting with a representative of the **Calanques National Park.**

History and Heritage – Corsica

24 – 27 May

- **Ajaccio** – Tour of the historic centre. Discover Napoleon's cultural background.
- **Filitosa le Stonehenge** – Guided visit of the site.
- **Sartene** – Visit the city, the most Corsican of Corsican towns.
- **Bonifacio** – Cruise around the cliffs, the Lavezzi islands and the Cavallo one (UNESCO heritage site).
- **Bastia** – Cultural and gastronomic delights in the Genovese citadel.

Art and Culture in the Limousin – Limousin

7 - 10 June

- **Limoges** – Beaux Arts & traditional borough.
- **Follow the impressionists in the Creuse.**
- **Pouligny** – Ecomuseum.
- **Mont de Guéret** – Visit the Animal Park and see wolves.
- **Aubusson** – Discover the art of tapestry.
- **Vassiviere lake** - Boat cruise & contemporary art museum of Aldo Rossi on the Vassivière Island.

Burgundy's gourmet treats – Burgundy

15 - 18 June

- Visit a **cheese dairy** and take part in wine tasting.
- **Dijon** – Discover local products at the market.
- **Burgundy Canal** – Enjoy a ride and cruise along.
- **Chateauneuf en Auxois** – Visit the castle and medieval village.
- Visit the **Alesia Museoparc**.
- **Fontenay** – Visit the Cistercian Abbey (UNESCO heritage site).
- Sleep in the renovated **Cistercian Abbey of la Bussière sur Ouche**.
- Enjoy a relaxing night at the spa resort “**la Cueillette à Meursault**”, a renovated castle which will open in May.
- Taste burgundy's best produce at “**l'Hostellerie d'Aussois**” in **Semur en Auxois**.

Cycling along the Canal du Midi – Midi-Pyrénées

21 - 24 June

- **Revel & St Ferreol** guided visit.
- Biking on the **Rigole green way** and along the **Canal du Midi**.
- **Toulouse** – Cycling tour of the city.
- **Valence d'Agen** – visit the new cycling stops.
- **Moissac** – Guided visit.
- **Montauban & the Ingres** museum.

Maritime Heritage – Normandy

21 - 24 June

- Tour the new exhibition at the **Cité de la Mer**, celebrating the centenary of the voyage of the **Titanic**.
- Enjoy a day out discovering the **Val de Saire** (Saint Vaast, Ile Tatihou, Barfleur etc.).
- Stop by the new visitor facility at the **Mont Saint Michel** and meet those involved with the restoration project.
- Cross the **Mont-Saint-Michel bay** with an English-speaking guide.
- Morning visit and guided tour of the **Mont-Saint-Michel abbey**.

"Art de vivre" between chestnut groves and Cantal's volcanoes – Auvergne

28 June – 1 July

- Visit the **chestnut house**.
- Sleep at the **Auberge de Concasty**.
- Discover **Maroclès**, a medieval village in the heart of the Auvergne's chestnuts groves, and its **Auberge de la Tour**.
- **Aurillac** & its locals craftsmen.
- **Salers** & its **hotel Saluce**.
- Enjoy a meal in a **col d'Aulac "buron"**.
- Hike in **Puy Mary**.

Hiking in the UNESCO heritage sites of Causse and Cevennes – Languedoc Roussillon

6 - 9 September

Discover sites belonging to the UNESCO world heritage sites.

- "Maison du Grand Site" at **Pont du Diable**.
- **Saint-Guilhem-le-desert** & **Gellone Abbey**.
- **Argileum**, the pottery house.
- **Cirque de Navacelles**.
- **Marvejols**, royal city in Gevaudan.
- Wolves and Bison park
- **Tarn Gorges** from **Mende** to la Safraniere in **Chabrits**.

Active Brittany – Brittany

8 - 11 September

Brittany is one big adventure playground with miles of coastline and unspoilt countryside. Come and see for yourself why it's a breath of fresh air and the perfect antidote to the daily grind.

- Try your hand at **water sports**.
- Take to two wheels and explore **Brittany by bike**.
- Relax with a **spa treatment** after all that hard work.

D-Day: The Coast of Heroes – Normandy

13 - 16 September

- Visit the **Mémorial de Caen**.
- Jeep tour of the **D-Day landing beaches**.
- Meet a selection of people whose lives have been directly/indirectly influenced by the Second World War.
- Comparative visits to the various museums and sites dedicated to soldiers of varying nationalities, including **American cemetery** and visitor centre, **Juno Beach centre** and **British and German cemeteries**.

The most beautiful villages in France along the Dordogne River – Dordogne Valley

22 - 23 September

- **Beaulieu-sur-Dordogne** – Traditional “gabare” boat trip.
- **Brive-La-Gaillarde** – Visit the medieval city, a jewel of roman art.
- **Curemont** & its 3 castles and churches.
- Visit **Collonge la Rouge** – **Turenne** – **Martel** – **Loubressac**.
- **Carennac** & its abbey.
- **Autoire** & its gorge and waterfall.

Regattas, gastronomy, spa, olive tour & perfume :

Enjoy the Indian summer on the French Riviera! – Riviera

27 - 30 September

- **Croisette and its classic yachting** - Régates Royales & Trophée Panerai.
- **St Honorat** private island & its monastery.
- **Thermes marins** - Spa treatments & thalassotherapy.
- **Forville** – Food market & centre.
- **Petanque experience**.
- **Grasse** - olive oil tasting & visit of the international perfume museum.
- **Florian** – Sweet factory.

The fantastic metamorphosis of Lille – Lille 3000 with the heritage and culture club

5 – 7 October

- Arrive by train at Lille Europe station and meet the **mist sculpture** in the square.
- Become a master of time with the great digital clock on the **Grand'Place**.
- Feel very small in front of the **Theo Mercier monumental and frightening sculpture** of the Rambla.
- Be amazed by walking on the **Jardin des Geants**.
- Visit **la Piscine** an art deco museum.
- **Beaux Arts Palace** guided tour & the exhibition about the Flemish landscape of the 16th century.
- **Tripostal** guided Tour - For the 1st time **Nick Cave** will present "**sound suits**".

Gastronomy and wine: meet the producers - Savoie Mont Blanc

11 - 14 October

- **Chambery** – Visit the city and the market.
- **Cheese dairy** experience.
- **Savoy Wine cellar** experience: tasting and cycling through the vineyards.
- Meet a traditional gardener in their 88 kitchen gardens and a walnut oil producer.
- **Bourget lake** – from Aix-les-Bain port to Hautecombe Abbey and the vineyard of Jongieux.

Foodie Delights – Normandy

9 - 11 November

- **Cookery lesson**, learning to prepare Norman specialities.
- Learn how one of Normandy's best-known exports is made with a visit to a **local cheese farm**.
- Join the locals in haggling for the freshest produce at a **traditional market**.
- **Mushroom foraging** – equipped with a large basket, wander the many forest paths gathering mushrooms with an expert.
- Experience the bustling atmosphere at the annual **scallop and seafood festival** in the town of **Port-en-Bessin**.

The Var, a secret (and astonishing !) destination between Provence and the Med – Var

Spring or Autumn

Mediterranean Provence:

- **Hyères** - Its British links from the «**Belle Epoque**», its medieval centre and its garden terraces.
- **Villa Noailles** & its international art and design centre.
- Coast and **Corniche des Maures** - From the **little Camargue** to the "**jardin des Méditerranées**".

At the heart of the Var:

- The **Maures Forest**.
- Markets of provence - enjoy the wine and gastronomy.
- **Thoronet abbey** - the singing abbey.
- **Sainte Baume** - country of mysteries and legends.
- **Royal Convent & the Basilica of Saint Maximin de la Sainte Baume**.
- Hiking to the **Marie-Madeleine cave** on the Sainte Baume mount.

II. Individual Press trip

1. Summary

Auvergne	Climbing Auvergne's volcanoes
Auvergne	Discover Auvergne's flavours
Auvergne	Drive through Auvergne's heritage in a classic car
Auvergne	Along the river
Auvergne	Cycling in Auvergne
Burgundy	Tracing Burgundy's Gauls and Romans
Burgundy	Burgundy's gourmet markets
Burgundy	Cycling around Burgundy
Burgundy	Burgundy by boat
Corsica	Land of tradition
Corsica	"Blue" and "green"
Corsica	Chic, but shocking!
Corsica	Cultural Corsica - Museums openings
Dordogne Valley	1001 Flavours of the Dordogne Valley
Dordogne Valley	The natural side of the Dordogne Valley
Dordogne Valley	Arts and crafts
Dordogne Valley	City portraits
Ile de Ré	Family Fun on the Ile de Ré
Ile de Ré	Gourmet trip to the Ile de Ré
Ile de Ré	Ile de Ré, close to nature
Limousin	City break in Limoges
Limousin	Family holidays
Limousin	Exceptional villages of the Dordogne Valley: Limousin
Limousin	Charming accommodation in Limousin
Languedoc Roussillon	Art and architecture
Midi-Pyrénées	Cultural sides of Toulouse and its surroundings
Midi-Pyrénées	Outdoor activities
Midi-Pyrénées	Wine and gastronomy
Midi-Pyrénées	River tourism on the Canal du Midi and the Canal des 2 Mers or the Lot river
Normandy	Family Friendly
Normandy	Equestrian dream
Normandy	Glorious golf
Normandy	Impressive impressionism

Nord Pas de Calais	<i>A trip back in time</i>
Nord Pas de Calais	<i>Luxury Nord Pas de Calais</i>
Nord Pas de Calais	<i>Eco-Friendly Nord Pas de Calais</i>
Poitou-Charentes	<i>The Spirit of Cognac</i>
Poitou-Charentes	<i>Along the river Charente... to the ocean</i>
Poitou-Charentes	<i>Discover the Gironde estuary</i>
Rhone-Alps	<i>Gastronomy, wine and camping in Rhone-Alps</i>
Rhone-Alps	<i>Outdoor activities in the Vercors</i>
Rhone-Alps	<i>Cycle paths in the Isere and Maurienne</i>
Rhone-Alps	<i>Lyon - short break for the biennial dance festival</i>
Riviera	<i>In the footsteps of a great painter : COCTEAU AND THE FRENCH RIVIERA</i>
Riviera / Cannes	<i>Cannes is yours!</i>
Riviera / Grasse & its surroundings	<i>Culture & Perfumes / Art de Vivre / Nature & Wellbeing in Grasse and surroundings of Grasse</i>
Riviera / Mercantour	<i>Wildlife without borders : in the heart of the Mercantour National Park</i>
Var	<i>Pleasures for each of the sens.</i>
Var	<i>The Var a golfer's delight!</i>
Var	<i>Pamper your body and soul !</i>
Var	<i>Through the unspoilt nature of the South</i>
Vendée	<i>Slow Travel in Vendée</i>
Vendée	<i>Windmills of Vendée: a multifaceted building</i>
Vendée	<i>Meet the locals</i>
Vendée	<i>From traditional sailing to the Vendée Globe</i>

2. Notes

- ❖ Regions will be directly handling the press trips with the journalist.
- ❖ Please note ATOUT FRANCE is not participating financially.
- ❖ Dates of press trips are subject to modification and this document is non-contractual.

3. Details

Auvergne

Climbing Auvergne's volcanoes

- Take the brand new **rack railway** called the **Panoramique des Dômes** to go to the highest point, the **Puy de dome** at 1,465 metres.
- Discover the beautiful **Auvergne volcanoes**, unique in Europe, with breathtaking views.

Discover Auvergne's flavours

The art of travel, is knowing where to stay.

- Have a carefree and relaxing stay.
- “**Nattitude**” - settle in to accommodation with a difference, where nature lovers embrace the warm welcome.
- Sample the authentic flavours of local produce, discover a range of fresh talent and savour a cuisine that is rooted in tradition yet open to world influences.

Drive through Auvergne's heritage in a classic car

Auvergne is a landscape jewel only waiting to be discovered or rediscovered driving a 50s to 90s convertible.

Recover a feeling of freedom and adventure.

- Go to dinner in **Vichy** driving an Alfa Spider, travel the great spaces of the uplands of **Aubrac**, the Volcanoes of Auvergne, or **Cantal** driving a Ford Mustang. Meander along the **Upper Allier** driving a Triumph TR4 or play leap hills in the Country, driving an MG A. That's what ClassicArverne offers. Auvergne is a beautiful playground for car lovers. You will forget your troubles and just devote yourself to pleasure.
- **Lavaudieu, Blesle, Arlempdes, Salers, Usson** - villages in Auvergne ranked among France's most beautiful for their charm, history and quality as tourist destinations.

Along the river

Auvergne is the richest mineral water area in Europe.

- **Volvic, Vichy Célestins** and **Saint Yorre**, but also lesser known **Mont Dore, Chateldon, Saint Géron...**
- Experience the **spa les Célestins** in **Vichy**, a city that has been dedicated to fitness for 2,000 years.

Cycling in Auvergne

- Discover the village where the water is naturally the coldest in Europe.
- **Thermoludism** and treatment in **Caleden**.
- Mountain bike in **Saint Urcize** with a professional.
- **Gorge of the Truyère**: visit of **Alleuze Castle & Garabit Viaduc**.

Burgundy

Tracing Burgundy's Gauls and Romans

- Opening of the **Alesia Museoparc** interactive centre.
- Visit of the **Alesia, Chatillon sur Seine, Autun & Bibracte** sites.

Burgundy's gourmet markets

- **Dijon** & its market.
- **Chagny's** vineyards & cellars by bike.
- **Louhans** – visit a poultry farm & the market.
- **Beaune** & its market.

Cycling around Burgundy

- Follow the course of the Burgundy tour from **Dijon** to **Montbard** along the river.
- Discover Burgundy's heritage – **Châteauneuf en Auxois, Pouilly-en-Auxois, Saint Thibault, Abbaye de Fontenay** (UNESCO heritage site).
- Wine tasting in **Flavigny's** vineyards.

Burgundy by boat

- Discover Burgundy by boat.
- Heritage, gastronomy, wine and landscape as seen from the river.

Corsica

Land of tradition

- **Sartène** – “The most Corsican of Corsican cities” – and its prehistoric museum.
- **Filitosa** - with its “palladini” - its “torre” – and its prehistoric site.
- **Alta Rocca & Ste Lucie Tallano.**
- **Bavella pass** to see unique landscapes, the pine forest of **Solenzara** and the **Orezza** spring.
- **Aleria** & roman relics.
- **Castagniccia, Morosaglia, Corte and Bastia** - Rich in art and revolutionary history, their museums and historic buildings.
- **Ostriconi valley & Balagne** region - on the route of craftsmen.
- **Cap Corse tour** and wine tasting.

"Blue" and "green", for fun fans

- **Figari** – Funboarding.
- **Bavella** – Mountain-biking, hiking, 4x4 or horse riding.
- **Propriano** – Jet skiing.
- **Porto and the Piana Calanche** – Kayaking or diving.
- **Niolo** – Hiking, climbing, hydrospeeding, canoeing or canyoning.

Chic, but shocking!

- **Scandola natural park** (UNESCO heritage site).
- **Calvi, Bonifacio, Porto Vecchio** – Discover the towns, the ports and the citadels.
- **Tartaigne** forest and **Vizzavona** pass.
- **Ajaccio** by boat & thalassotherapy.
- **Roccapina**, its famous « Lion » and its landscape; **Sperone** and its view of Sardinia.
- Activities to choose from: a helicopter ride, 4x4 forest course or hunting trip.

Cultural Corsica - Museums openings

Discover the 4 main Corsican cities: **Corte, Ajaccio, Bastia, Sartène** and their particularities and be amazed by the cultural side of the French island.

Dordogne Valley

1001 Flavours of the Dordogne Valley

- Treat yourself to a 1* Michelin restaurant.
- **Brive-la-Gaillarde** & the Georges Brassens market.
- Visit a distillery producing walnut wine.
- Meet a producer of “**garriguettes**” **strawberries** or a producer of **vin paillé** (dessert wine).
- See a **walnut oil mill** in action.
- Visit a **Cheese dairy** and taste **Rocamadour** with **Causse du Quercy** wine.

The natural side of the Dordogne Valley

- **Argentat** – The Dordogne river in a canoe and a “gabarre”.
- **Beaulieu-sur-Dordogne** – capital of the strawberry - & its medieval town centre.
- **Carennac** – a pretty riverside town – and its asparagus fields.
- Visit castles by canoe - **Belcastel** and **La Treyne**.

Arts and crafts

- **Brive-la-Gaillarde** – Slate crafting in **Donzenac**.
- **Collonge la Rouge** in the red sandstone countryside – « Couteau de Corrèze » knife workshop.
- **Martel**, the city of seven towers – art of stained glass and enameled jewellery.
- **Souillac** – handmade earthenware.

City portraits

- **Brive-la-Gaillarde** & the Georges Brassens market.
- **Quirky Tulle** – accordion capital of France.
- **Figeac** – a tour of the senses and visit of the Champollion museum “Les Ecritures du Monde”.
- **Cahors** & its fortified bridge **Le Valentré** by boat with wine tasting.

Ile de Ré

Family Fun on the Ile de Ré

- **La Flotte market** – visit a medieval outdoor market of local products.
- **St Martin de Ré** (UNESCO world heritage site) - with its ramparts and narrow streets.
- Ecomusée (ecology museum) of the salt marshes.
- **The lighthouse ‘Phare des Baleines’** & its 257 steps to enjoy the breathtaking views over the island and the ocean.
- Cycling, horse riding, sailing or canoeing.

Gourmet trip to the Ile de Ré

- **La Flotte** - One of the most beautiful villages in France and a trip to the market.
- **Vineyard Cooperative of the Ile de Ré.**
- Visit of the **Salt seller’s cooperative** - Discover the journey of the salt from sea to packaging.
- **Huître de Ré** – Oyster farm.
- **Cycling tour.**

Ile de Ré, close to nature

- On the northern trail: **St Martin de Ré** - Historic capital and an ancient port surrounded by the citadel and ramparts. The Vauban citadel is a UNESCO World Heritage site.
- **Loix** – Ecology museum of the salt marshes.
- **Huître de Ré** – Oyster farm.
- **The lighthouse ‘Phare des Baleines’** & its 257 steps to enjoy the breathtaking views over the island and the ocean.
- Natural park of **Lilleau des Niges** – unique place to see birds on their migration route.
- Cycling, horse riding or canoeing.

Languedoc Roussillon

Art and architecture

- **Montpellier**- with 4 architects given the **Pritzker Award** - is now a main destination for architectural study trips.
- **Ancient theatre front.**
- **Maison Carrée.**
- **Nemausus**, social housing.

Limousin

City break in Limoges

- Visit **Limoges's** old centre: **cathedral, rue de la boucherie**.
- Discover the traditional know-how of Limoges: **porcelain, enamel**.
- Walk in the animal **park of Reynou** or climb up trees at Tarz'en arbres.
- Treat yourself to local products.

Family holidays

There's no better time to get off the beaten track and breathe in some fresh air.

- Try rambling, canoeing, mountain biking... and relax.
- **"Wolves Park"** in Creuse.
- **"Insect City"** in Haute-Vienne.

Exceptional villages of the Dordogne Valley: Limousin

Discover the most beautiful villages of France.

- **Collonge la Rouge**, built in red sandstone.
- **Curemonte** & its three castles.
- **Turenne**, perched on a rock.
- **Argentat** and its **"gabariers"** port.
- **Beaulieu sur Dordogne** and its roman collegiate.

Charming accommodation in Limousin

During your stay, you will contemplate our rich heritage and discover our beautiful and varied landscapes.

When the sun has set you will enjoy the comfort of a hotel, the warm welcome of a bed and breakfast or the pleasure of staying in a countryside self-catering house.

No matter which type of accommodation you choose, you bound to feel at home.

Midi-Pyrénées

Cultural sides of Toulouse and its surroundings

- “Water Year”.
- **Caravaggio** exhibition.
- Restoration of 3 museums: **Augustin, Abattoirs** and **Toulouse-Lautrec** in Albi.
- New **Airbus factory** tour.

Outdoor activities

- **In the Pyrénées** : hiking in the National Park of the Pyrénées, cycling the passes of the Tour de France, mountain biking, rafting & spa.
- **In the Aveyron** : cycling amongst the Most Beautiful Villages of France, paragliding above the Millau Viaduct, tree top climbing, mountain biking, via ferrata near the Millau Viaduct, bungee jumping in a Templar Village.
- **In Tarn-et-Garonne** : pot-holing, canoeing, climbing in the very nice setting of St Antonin Noble Val surrounded by cliffs.

Wine and gastronomy

- Treat yourself to a Michelin starred restaurant.
- **Toulouse** & its market.
- **Cahors** and its truffle sellers.
- **The Millau viaduct.**

River tourism on the Canal du Midi and the Canal des 2 Mers or the Lot river

The Canal des Deux Mers between the Atlantic and the Mediterranean is made up of the Canal du Midi and the Canal de Garonne.

- The romanesque **Abbey of Moissac**, a major stop on the way to Santiago de Compostella.
- The **Pont Canal de Cacor**.
- **Montauban**, beautiful bastide town and birthplace of the painter **Ingres** with a museum dedicated to the artist.
- **Toulouse**, the capital of Midi-Pyrénées and red brick city, hides many secrets in its enchanted little historical squares and in the choir stalls of the famous **Basilique St Sernin**.
- **St Cirq Lapopie**, perched at the top of the cliffs above the lot valley.
- **Cahors** and its medieval **Valentré** bridge.

Nord Pas de Calais

A trip back in time

- **Battlefields of Artois** including **Notre Dame de Lorette** and the **Memorial Park of Vimy**.
- **Arras**, its belfry, its squares & **Wellington Quarry** - battle of Arras Memorial.
- **Cambrai** - Wilfrid Owen Memorial.

Luxury Nord Pas de Calais

- **Le Touquet resort** : horse riding & Westminster Spa.
- Along the **Opal Coast** treat yourself to a gastronomic restaurant.
- **Lille**, paradise for shopping.

Eco-Friendly Nord Pas de Calais

- Eco-lodge on the **Lys river**.
- **Clairmarais watergang**.
- Cooking lesson and parks and gardens.
- Fresh air on the **Opal Coast**.

Normandy

Family Friendly

- Feel part of the action with a **jeep trip** around the D-Day battle sites.
- Be transported back in time with a trip to the **Bayeux Tapestry**.
- Get to grips with nature and spend a night in a tree house.

Equestrian Normandy

- Visit Normandy's two **national stud farms**.
- Marvel at the **Mont-Saint-Michel** on horseback.
- Learn about the preparations for the **2014 World Equestrian Games** in Caen.

Glorious Golf

- Tackle some of Normandy's **40 golf courses**.
- Try your hand at **links** or **woodland courses**.
- Enjoy fine food and drink at excellent restaurants.

Impressive Impressionism

- Take a tour of **Monet's house and gardens**.
- Be inspired by the stunning **cliffs of Etretat**.
- Follow in the footsteps of the masters in **Honfleur**.

Poitou-Charentes

The Spirit of Cognac

- **Cognac** with Renaissance heritage, beautiful buildings, Francis 1st castle, and the indoor market.
- Relaxing cruise on the **Charente** on board “La Dame Jeanne”, a traditional **flat-bottomed wooden** boat.
- Guided tour of one of the main **Cognac houses**.
- The **Charente valley** & its vineyards, mills and Romanesque churches.
- Between **Cognac** and **Saintes** - meet small producers of **Pineau des Charentes**, an aperitif or dessert wine made from grape juice and cognac.

Along the river Charente... to the ocean

Between **Angouleme** and the **Atlantic Coast** - follow the river and discover an incredible heritage and unexpected sites.

- **Angouleme** & the architecture of the south-west with an artistic touch. It is now the Capital of Comic Strips, and 20 murals can be found around the city centre.
- **Saintes** - roman and Romanesque city.
- **Rochefort** & its maritime heritage - Visit the royal rope factory, the rebuilding of the Hermione frigate and the maritime museum.

Ile d'Aix by bike – where Napoleon spent his last days on French Soil. A small museum is dedicated to him.

Discover the Gironde estuary

- **Royan** & its sandy beaches and surprising architecture - a unique mix of elegant villas and minimalist urban design.
- **The pine forest of La Coubre** - Spectacular views across the sand dunes of the Côte Sauvage. Climb to the top of the Courbre lighthouse on the tip of the Arvert Peninsula for spectacular views over coast and countryside.
- Fishing village of **Meschers-sur-Gironde** - guided tour of cave houses hollowed out of the cliffs.
- **Talmont-sur-Gironde** – one of the most beautiful villages in France with its cliff top Romanesque church.
- **Chateau de Beaulon** & its gardens offer a nice place to stroll and explore - hidden in the depths of romantic woodland, see the blue waters of the natural springs.
- Cruise around the estuary & see from the sea: **Cordouan lighthouse**, La **Pointe de Grave**, **Port Médoc**, Le **Verdon's harbour**, the troglodyte caves of **Meschers**, the **Pointe de Suzac**, **St George's** and **Royan's** bay.

Rhone-Alps

Gastronomy, wine and camping in Rhone-Alps - June, July or September

- Discover the local gastronomy through traditional B&B, **country-side picnics** and **gastronomic lunches** - taste the Georges Blanc (Michelin starred chef) menu.
- Also Taste wines (Bugey, Beaujolais, Côtes du Rhône), Bresse poultry and cheeses.
- Travel all over the Beaujolais wines route& its vineyards.

Outdoor activities in the Vercors – June or July

- Hiking in the pedestrian **Vercors Natural Park**.
- **Golfing** or **canyoning**.
- **Mountain biking**, for all levels.
- Spa and wellbeing in the mountains.

Cycle paths in the Isere and Maurienne – June, July, August or September

- Discover the cycle paths of **Isere** and **Savoie - Maurienne Valley**.
- Itineraries for all levels: Sporting ones with legendary passes - **Galibier, Télégraphe, Alpe d'Huez** - or family ones around the **Paladry lake** for example.
- Sleep in special accommodations for cyclists on the road of Tour de France.

Lyon - short break for the biennial dance festival - 9 to 30 September

- Show of the greatest dance companies on 9th September.
- Attend several shows.
- Discover the city of **Lyon: silk story, gallo-roman heritage**, gastronomy and typical “**bouchons**” of Lyon, markets...

Riviera

In the footsteps of a great painter : Cocteau and the French Riviera

- Guided tour of **Menton** and the Cocteau landmarks: **Jean Cocteau Museum, Séverin Wunderman Collection, the Bastion** and the **Wedding Hall**.
- Guided tour of **Villefranche sur mer** - Chapel Saint Pierre decorated by Cocteau.
- Villa Santo Sospir in St Jean Cap Ferrat.

Cannes is yours!

- **Forville Food market** in the old city with a chef from one of Cannes's gastronomic restaurants.
- Stroll around the old town and its pedestrian streets.
- **Cannes** as a shopping destination with luxury boutiques but also affordable shops.
- Experience "petanque" under the guidance of professional "boule" players.
- **St Honorat** private island - Cistercian monks' wine tasting & visit the old monastery.
- Spa treatments at les Thermes Marins.
- Michelin starred restaurants, 5* hotels & night club "le Baôli".

Culture & Perfumes / Art de Vivre / Nature & Wellbeing in Grasse and surroundings of Grasse

- Take a carriage ride and visit the **nature reserve** with bison & przewalski horses.
- Guided visit of the **Confiserie Florian** (traditional confectionery).
- Guided visit of **Grasse** «On the trails of Jean-Baptiste Grenouille ».
- **International Perfume Museum & new Fragonard Museum** - Perfume workshop.
- **Olive oil mill** visit & oil-making workshop.

Wildlife without borders : in the heart of the Mercantour National Park

- **Relais des Merveilles**, located at an altitude of 1600 meters, down by the "Gordolasque" riverside – it's the perfect place to take a rest and have a meal before discovering the Mercantour National Park.
- Trekking & lunch in the Gordolasque Valley.
- Visit "Col de Turini" (part of Monte Carlo Rally) & a llama farm.
- Walking tour to discover the "Squall of the deer".
- Liqueur tasting.
- The "**Authion**" - historical route in **la Bollene Vesubie**.

Vendée

Slow Travel in Vendée

- **The Briton marsh** (marais breton) and its **chinese port** by foot or canoe.
- **Noirmoutier Island** and **Gois** by bike.
- The **marsh of Poitou** by gypsy caravan.
- The **hedged farmland** by air balloon.
- Sleep in quirky and eco friendly places.

Windmills of Vendée: a multifaceted building

- On the coast: **Jardin du vent**, a dreamy windmill to visit, the **Moulin de Rairé** in activity & the famous windmill of the Atlantic on **Noirmoutier Island**.
- In the hedged farmland: The **Mont des Alouette**, a war windmill, visit the **Moulin Migné** to have lunch, and **La Vallée de la Roche** water windmill to stop for the night.

Meet the locals

For example, and regarding the profile you are looking for :

- Claudie Vardel, queen of sardines in **Saint Gilles Croix de Vie**
- Françoise Violleau, fishmonger in **Sables d'Olonne**
- Isabelle Annonier, offers a bed and a homemade breakfast.
- Michel Charrier, one of three last **saddlers** in France (excellent craftsman).
- The **Hawk Master** of the Puy du Fou theme park.
- Nicole Hubert and his castle as heritage.

From traditional sailing to the Vendée Globe

- **Noirmoutier Island**: on board old rigging. Meet a boat carpenter and craftsman of traditional sails.
- Visit a **marine cemetery** and the **Saltern**.
- **Sables d'Olonnes, a city in the sea**: Meet a fishmonger, hop on board the Fillao sailing boat or introduction to the Polynesian pirogue.
- Meet a skipper who is preparing the **Vendée Globe** race.

Var

Pleasures for each of the senses

Discover the gastronomy and wines of Provence:

- Cooking from Provence.
- Local produce.
- Meet local producers & craftsmen.
- Visit markets.

The Var a golfer's delight!

In the hinterland near the **Verdon Canyon** or on the **Med's shore - the Saint-Tropez Gulf** - in dramatic countryside or just above the sea, with 300 days of sunshine a year golf in any season and everywhere in the Var!

Pamper your body and soul!

Spa and wellness from a Provencal hill-top village to the beach, in "Provence Méditerranée" and the Bandol Wine area.

Through the unspoilt nature of the South

Preserved and protected nature and natural spaces from **Hyères** to **St-Tropez**.

Gardens, coastal paths, old salt marshes, islands: the green coast is in the Var!

III. Multinational Press Trips

1. Summary

MARCH		
26 - 28 March	Paris	"Rendez-vous en France" exhibition
MAY		
21 - 25 May	Lorraine	Opening of "1917" exhibition at Metz-Pompidou Centre
JUNE		
6 - 10 June	Rhone-Alps	Golfing in Rhone-Alps
14 - 16 June	Nantes	A Journey to Nantes
JULY		
5 - 9 July	Rhone-Alps	Jazz in Vienne
SEPTEMBER		
Autumn	Marseilles	Marseilles-Provence: European capital of culture 2013
Autumn	Aquitaine	Coastal and wine tourism

2. Notes

- ❖ These trips are organised by our headquarters in France.
- ❖ Group Composition: 10 journalists from different countries (usually two from the UK).
- ❖ Dates of press trips are subject to modification.
- ❖ This document is non-contractual.

3. Details

"Rendez-vous en France" exhibition

26 - 28 March / Paris

With around 40 worldwide journalists, meet tourism professionals during the international exhibition « Rendez-vous en France ».

Opening of "1917" exhibition at Metz-Pompidou Centre

21 - 25 May / Lorraine

In light of the centenary of the 1st world war, discover the Pompidou Centre in Metz and head to Verdun.

Golfing in Rhone-Alps

6 - 10 June / Rhone-Alps

Discover the various golf courses in the Rhone-Alps region by means of a daily competition organized by each of the courses.

A Journey to Nantes

14 - 16 June / Nantes

Discover the exceptional environment of Nantes and its surroundings: Atlantic coast, La Baule “the most beautiful beach in Europe”, Guérande salternes, La Brière natural park, Clissons Valley & its Italian charms and lots of other hidden gems.

“A Journey to Nantes” is an annual event to highlight the cultural and artistic aspects of the metropolis.

Jazz in Vienne

5 - 9 July / Rhone-Alps

The 32nd edition of the « Jazz in Vienne » festival will take place from 28th June to 13th July. It's the opportunity to meet international jazz stars and enjoy a concert every evening.

Marseilles-Provence: European capital of culture 2013

Autumn / Marseilles

Marseilles will be the European capital of culture in 2013 so come and discover its hidden gems before everybody else.

Coastal and wine tourism

Autumn / Aquitaine

Aquitaine is one of the main destinations for wine tourism and a pleasant and warm place in spring and autumn, so why not conciliate both of them in only one trip?