



dream big
live slow



#ExploreFrance

2024 PRESS KIT



FRANCE.FR



As the world's top tourist destination, France showcases its diverse facets like a veritable open-air museum. With its exceptional natural landscapes, internationally renowned events, locally sourced and eco-friendly gastronomy, and on the eve of the Paris 2024 Olympic and Paralympic Games, France is ready to welcome the world!

From culture to gastronomy and heritage to slow tourism, 2024 promises unforgettable tourist experiences in every corner of France.

Crucially, France embodies sustainable tourism. Embark on a journey to discover iconic locations that reinterpret heritage and give it new life, cultural offerings in innovative settings, eco-responsible cuisine, interactive tour routes, as well as dynamic, innovative venues.

In addition to the many events taking place this year, there are the Summer Olympic and Paralympic Games, 150th Impressionism anniversary, 80th D-Day anniversary and the reopening of Notre-Dame Cathedral, to name just a few. Above all, France is a land of warmth and sharing. While this atmosphere is palpable during large events, it can also be felt on small foodie trips or city breaks with loved ones, when tasting local produce is part and parcel of the French way of life.

Travelling in France means being surrounded by unspoilt nature, with an ever-increasing range of sustainable accommodation and an abundance of local products. Slow, eco-friendly tourism is prioritised both in character villages and in green cities. This highly accessible country is not only blessed with landscapes but also steeped in history, traditions and culture, recognised worldwide by UNESCO.

Set off now for a tasty tour of France where seas and mountains intertwine, cities and countryside blend seamlessly, and forests and plains merge into one!

Amazing experiences await.

#ExploreFrance

dream big
live slow



Contents

KEY FIGURES	5
PARIS 2024	6
MAJOR EVENTS	8
SLOWER, GREENER MEANS OF TRANSPORT	10
EXPLORE NATURE	12
EXPLORE CULTURE	18
EXPLORE ART DE VIVRE	24
ACCOMMODATION	30
CALENDAR	34
CONTACTS	35
PARTNERS	36

KEY FIGURES

The world's leading tourist destination

Almost 100 million international tourists and a presence in all oceans thanks to its Overseas Territories

Art de vivre and gastronomy

Almost **6,000** festivals are organised in France each year

739
AOP / IGP / AOC
local and specialised products in French gastronomy

17
world famous vineyards

Nature and slow tourism

The second-largest maritime territory in the world with 20,000 km of coastline including all overseas departments and regions, the majority being islands

9
mountain ranges

Top ski area in the world with 350 resorts

19,000 km of marked cycle routes (EuroVelo and national cycle routes) and **8,500** places labelled 'Accueil Vélo' (Cyclists Welcome)

476 gardens labelled 'Jardins remarquables' (Remarkable Gardens)

11
National Parks

58
Natural Parks

Heritage and culture

52
properties listed as UNESCO World Heritage

53
'Grands Sites de France' welcoming over 38 million visitors

Over **8,000** museums including 1 200 with the 'Musée de France' label

176 towns and villages classified 'Plus Beaux Villages de France' (Most Beautiful Villages of France)

46,363 monuments, parcs et jardins protected as historical monuments

Accommodation and transport

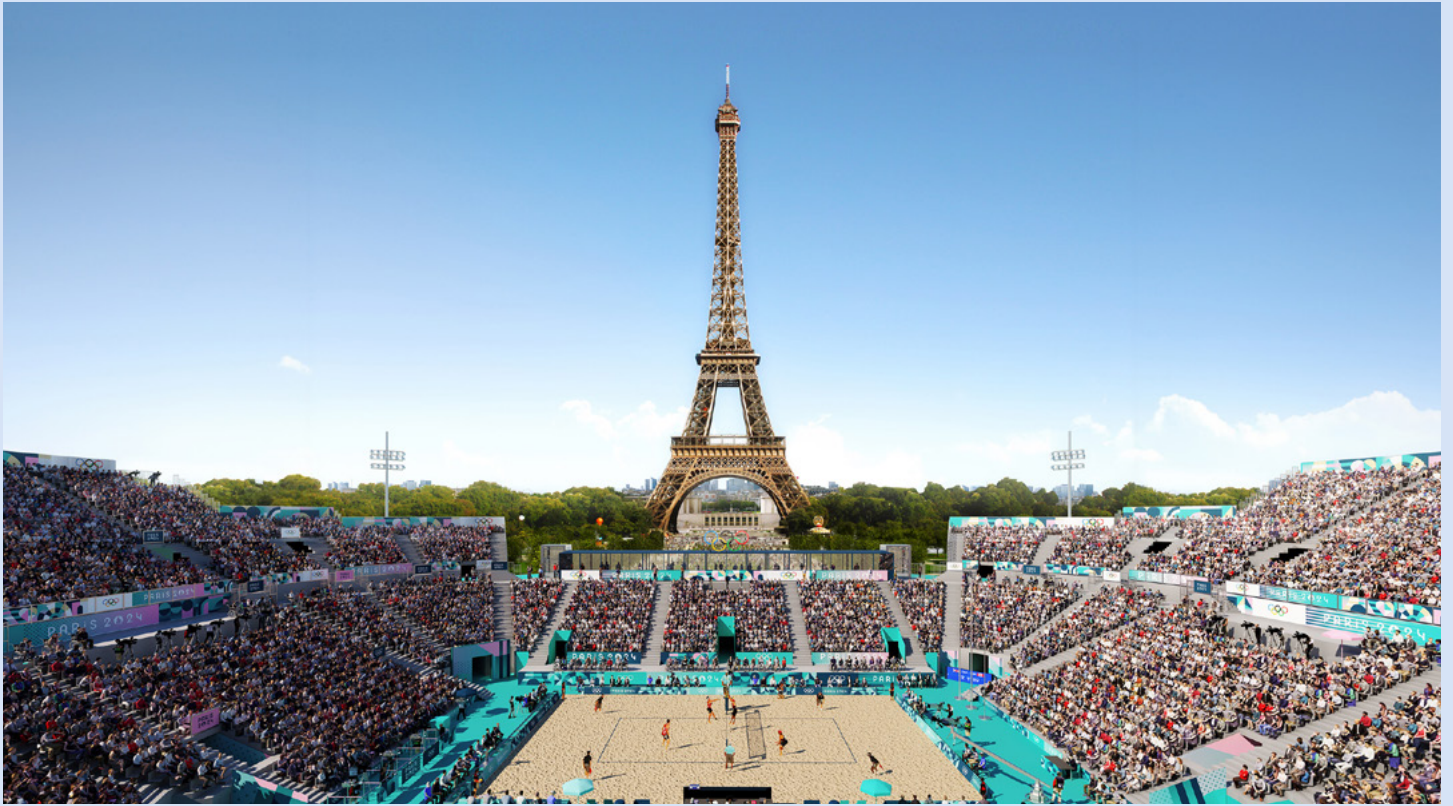
Over **1,500** eco-certified establishments (Clef Verte, Green Globe, Gîtes Panda and Éco-gîte)

4,200 establishments with the Tourism and Handicap label

27,483 km of rail network, including **12,542** km for TGV

PARIS 2024

SUMMER OLYMPIC AND PARALYMPIC GAMES



A FRENCH EXPLORATION OF THE OLYMPIC GAMES

Exactly 100 years after the last Summer Olympics in Paris, France is once again gearing up to be in the international spotlight with the most prestigious and anticipated sporting event in the world. From 26 July to 8 September 2024, the French capital will host 15 days of Olympic competitions followed by 10 days of Paralympic events. With an estimated global audience of 3 billion viewers, Paris plans to redesign urban spaces to host athletes against spectacular backdrops. It will be an unparalleled opportunity for France to showcase its expertise in organising large-scale events, while highlighting its commitment to sustainability and inclusion.

→ france.fr

→ paris2024.org

INNOVATIVE SITES AT THE HEART OF CSR

Taking a dynamic and innovative approach, the Paris Olympic and Paralympic Games promise surprising sports competitions in iconic and unexpected locations such as the foot of the Eiffel Tower, the Grand Palais, Les Invalides, the Place de la Concorde, the Château de Versailles and even on the Seine. Beyond their aim for an immersion in France's rich cultural heritage, the Games place environmental sustainability and social responsibility at the heart of their efforts, with clear commitments to the issues of inclusion, gender equality and accessibility. From Lille to Marseille via Saint-Étienne, Bordeaux, Lyon, Nice, Nantes and Châteauroux, without forgetting French Polynesia and the legendary Teahupo'o waves for surfing, the whole of France will be the stage for intense competition in the most iconic sports venues. These Games promise a memorable Olympic and Paralympic celebration.



THE OLYMPIC TORCH RELAY FROM OLYMPIA TO PARIS

The journey of the Olympic flame over several months is an essential tradition linked to the history of ancient Greece. On 16 April 2024, the torch will be ignited by the sun's rays in Olympia, Greece. This symbolic gesture underscores the divine origin attributed to the sacred fire. It marks the start of a long journey to France, with an arrival in Marseille on 8 May. From there, it will travel through numerous cities during a 69-day relay, until the opening ceremony in Paris, scheduled for 26 July. A journey to highlight wonderful sites and convey a universal message of peace and unity between nations around the world.

#JOP2024 #PARIS2024

[➔ Link to the Paris 2024 press kit](#)



MAJOR EVENTS



ACROSS FRANCE

THE TOUR DE FRANCE 2024

Scheduled from 29 June to 21 July 2024, the Tour de France will start in Florence, Italy and finish in Nice. This modification of the route is as a consequence of the Olympic Games in Paris. For the first time in history, the Tour will not finish in the French capital and the honour of hosting the last stage of the 111th Tour will instead go to Nice. It introduces a series of new stages and challenges, including a climb of the Col du Galibier on the fourth day, sections on unpaved roads in Troyes, the highest point on the summit of Bonette, and a decisive time trial in the last stage.

→ letour.fr/en

The third Tour de France Femmes, scheduled from 12 to 18 August 2024, will for the first time start from outside France. The route will take riders from the city of Rotterdam in the Netherlands to the slopes of the Jura Mountains and the Alps, culminating in a finish at Alpe d'Huez.

→ letourfemmes.fr/en

PARIS REGION

REOPENING OF NOTRE-DAME DE PARIS

Notre-Dame de Paris, a jewel in the world's historic heritage, is preparing for its spectacular reopening at the end of 2024. After the fire in 2019, restoration efforts have been stepped up to welcome back visitors and admirers on 8 December 2024, promising a memorable rebirth of this iconic monument.

PARIS REGION AND NORMANDY

150 YEARS OF IMPRESSIONISM

In 2024, France is celebrating the 150th anniversary of the first Impressionist exhibition in Paris. Monet, Renoir, Morisot, Degas, Pissarro, Sisley and Cézanne unveiled works that would profoundly change the course of art history. To mark this historic date, the Musée d'Orsay is staging an exceptional exhibition, "Paris 1874. Inventing Impressionism". Alongside this exhibition, the virtual reality experience "An evening with the Impressionists. Paris 1874" invites you to relive the inauguration of the first Impressionist exhibition as a Parisian in 1874.

The anniversary will also be celebrated at the Normandy Impressionist Festival from 22 March to 22 September, with a focus on artistic innovation and tributes to world-renowned artists such as Whistler, Wilson and Hockney throughout Normandy. In Nice, the "Berthe Morisot à Nice, escales impressionnistes" exhibition highlights the impact of Berthe Morisot's stays on the Riviera, particularly in relation to those produced by Renoir and Monet. Events across France mark a national tribute to the Impressionist movement, highlighting its lasting impact on art.

→ [More information](#)



NORMANDY

THE 80TH ANNIVERSARY OF THE D-DAY LANDINGS AND THE BATTLE OF NORMANDY

At midnight on 6 June 1944, over 150,000 allied soldiers from around 15 nations turned the tide of the Second World War. That day, to put an end to Nazism, 10,500 men were killed, wounded or taken prisoner. What followed were three months of battles to liberate Normandy, then Paris, and finally all of Europe. This complex operation unfolded across the five beaches of Utah, Omaha, Gold, Juno and Sword, as well as at Pointe du Hoc. These 80 kilometres of Normandy coastline are filled with countless places to visit, including 44 museums, 29 cemeteries and 21 natural sites - all key Remembrance tourism sites, essential for passing on the history of this crucial period to future generations. Every year, museums in the region offer special programmes including lectures, documentaries and exhibitions. To commemorate peace and reconciliation, the 18th D-Day Festival, running this year from 1 to 16 June, will offer around 100 activities at Omaha Beach, in the presence of heads of state and international representatives. Some of the highlights include a spectacular drone show over the five D-Day beaches, an international peace march and a giant picnic on Omaha Beach itself.

→ [Browse the programme](#)

→ 80e-normandie.fr/en



SLOWER, GREENER MEANS OF TRANSPORT

1 Cycle tourism is on the rise!

In the ever-changing landscape of global tourism, this booming trend combines discovery and sustainability. With 21 major signposted itineraries, carefully designed urban routes, over 1,000 cycle loops and a selection of major mountain bike crossings, not forgetting the legendary passes of the Tour de France, France offers a rich and varied exploration of its territories.

France Vélo Tourisme invites adventurers and families to discover the beauty and diversity of the French countryside on these safe cycle routes, offering a unique and sustainable way to experience heritage, culture and local gastronomy to the rhythm of your pedal strokes.

With 20,755 km of cycle routes in 2023, France aims to become the world's leading destination for cycle tourism by 2030. The Accueil Vélo label guarantees cyclists a full range of quality services, covering accommodation, bike hire and repairs, restaurants, tourist offices and tourist sites, for an optimum cycling experience. The sector generates an estimated turnover of €4.2 billion, with a significant proportion of the French population cycling on holiday.



The objective for 2030 is ambitious: to extend the network of cycle routes to 25,587 km. To date, the 'Schéma National des Véloroutes' or SNV (National Cycle Route Plan) includes 20,755 km of open routes and 48,900 km of cycle loops, with 465 km being added to the SNV in 2023. The 17 EuroVelo routes, 10 of which are in France, play a crucial role in cycling integration and connection across Europe.

This expansion of cycle tourism in France, supported by strategic investments and a constantly evolving infrastructure, underlines the country's commitment to sustainable and environmentally friendly tourism. It offers a unique opportunity for tourism journalists to highlight a dynamic sector that promotes a greener and more intimate approach to discovery tourism, while stimulating the local economy and preserving France's natural and cultural riches.

→ en.francevelotourisme.com

→ [View the cycle route map](#)



2 Hiking towards new horizons

Hiking is the most popular sport in France, enjoyed by over 27 million people, or 56% of the nation. It appeals for its accessibility, its intergenerational aspect and its well-being benefits – and is steadily growing. With 227,000 kilometres of paths, marked and maintained by nearly 9,500 volunteers, France offers a diversity of landscapes to explore, noting particularly the iconic GR®20 in Corsica, GR®34 in Brittany and GR®10 in the Pyrenees. Created in 2017 to support Paris' candidacy for the Olympic Games, the GR75 explores the emblematic and popular districts of the capital, passing through the parks of Boulogne and Vincennes. It provides an immersion into the Olympic history of Paris, connecting the sites of the 1900 and 1924 Games, and those to come in 2024. All illustrate a commitment to discovering natural and cultural heritage, reflecting a quest for a healthy lifestyle and a connection with nature.

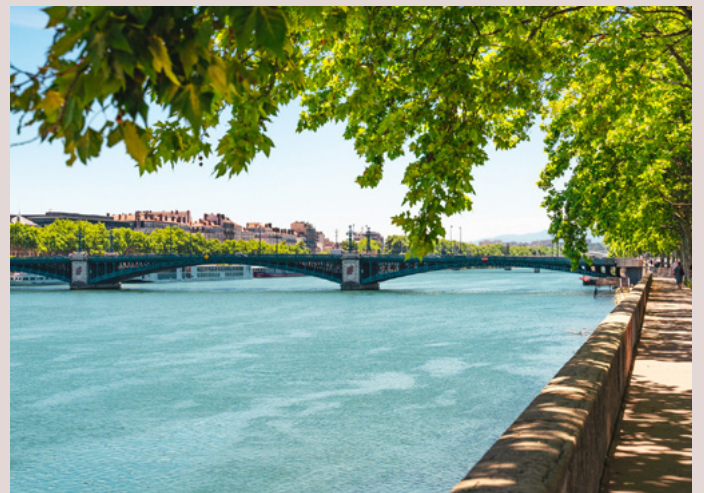
→ ffrandonnee.fr (French only)



3 River trips that go with the flow

With 8,500 km of waterways including rivers and canals, France has the largest navigable network in Europe, a true feat of engineering and territorial planning. This network offers a wide range of experiences, from short boat trips to multi-day cruises. Of the jewels of this fluvial heritage, particularly noteworthy are the Loire Valley and Burgundy canals, which combine exceptional architectural heritage with local food and wine; the famous Canal du Midi, whose tranquil landscapes are listed by UNESCO; the Marne-Rhine canal which winds through the regional natural park of Lorraine, the Vosges and the Alsace plain; without forgetting the majestic Seine! The combination of canals and towpaths creates ideal holidays that are both active and restorative, allowing you to explore France at a leisurely pace. This concept takes advantage of the 'Accueil Vélo' label, specifically tailored to the needs of cycle tourists. This synergy aligns perfectly with the slow tourism trend, promoting a deep immersion in natural splendours and local cultural heritage, while stimulating the economy and the attractiveness of the regions crossed. Known as 'fluvestre' tourism ('fluvestre' being an amalgamation of 'fluvial' and 'terrestre'), this hybrid approach constitutes an opportunity to see France anew from an original and environmentally friendly position.

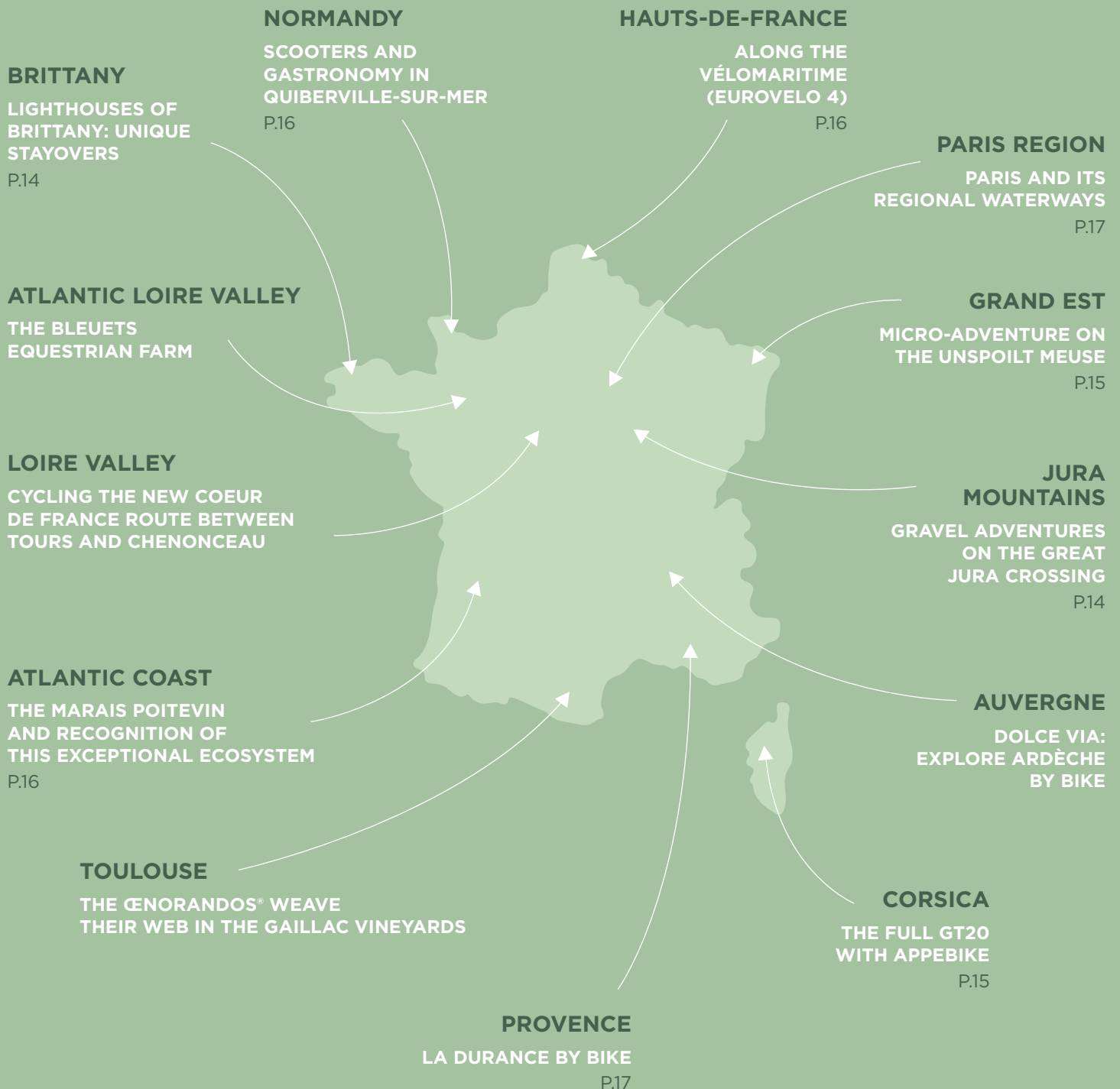
→ vnf.fr (French only)



A vibrant, sunlit field of tall green grass. In the foreground, several bright red poppies are in bloom, interspersed with white, fluffy seed heads. The background shows a blurred wooden fence and a clear, bright blue sky. The overall scene is a lush, natural landscape.

EXPLORE NATURE

Discover the irresistible charm of the great outdoors. From cycling adventures alongside winding rivers to leisurely hikes through forests, these escapades are an invitation to reconnect with the essentials, to breathe fresh air, and to marvel at the surrounding beauty.



JURA MOUNTAINS



GRAVEL ADVENTURES ON THE GREAT JURA CROSSING

From spring 2024, the Jura Massif is opening up to cyclists with 380 km of routes designed for gravel enthusiasts, a hybrid form of cycling ideal for leaving the tarmac behind and exploring varied terrain. Whether you're an experienced cyclist or a novice seeking accessible routes, these itineraries will lead you into the beauty of the Jura Mountains, from the Maïche plateau to the Alpine panoramas of Mont d'Or, passing through the dense forests of the Hautes Combes, territory of the capercaillie and the Eurasian lynx. The routes offer two choices: a heritage route via La Praille for a more leisurely experience, or a sporting challenge towards the Col du Grand Colombier. An exceptional experience in the natural landscapes of the region and a wonderful opportunity to meet local producers at every stage.

→ gtj.asso.fr/en



BRITTANY

LIGHTHOUSES OF BRITTANY: UNIQUE STAYOVERS

In the summer of 2024, the great lighthouse of the Ile de Sein, a historic gem located at the tip of Brittany, will be transformed into a cosy cottage with panoramic views of the Atlantic. Surrounded by one of the stormiest seas in France, this accommodation will sleep 15, ideal for family reunions or get-togethers with friends. Towards the end of the year, the bay of Morlaix will also reintroduce a well-kept secret: the île Noire lighthouse, known for its mysterious appearance and its emblematic silhouette. Currently undergoing renovation, the structure will be reinvented as an exceptional place to stay. These two renovation projects underline the commitment to Breton maritime heritage, while offering innovative and environmentally friendly tourist experiences.

→ baiedemorlaix.bzh/en

CORSICA



THE FULL GT20 WITH APPEBIKE

Whether you're an experienced cyclist or a novice, Corsica is the perfect terrain to indulge your passion. Embark on the GT20 adventure, a cycle-tourism journey that crosses the Isle of Beauty from Bastia to Bonifacio, and vice versa. This 600 km route, with a total of 10,000 metres elevation gain, reveals a mosaic of sea and mountain landscapes. The stops in authentic Corsican villages also encourage you to meet local producers. Designed to adapt to all levels, whether you are on a road bike or have electric assistance, this 12-stage crossing requires five to eight days for the fittest. Love a challenge? From 8 to 12 May 2024, take up the gauntlet with the third holding of the Corsica Cyclo GT20 event!

→ visit-corsica.com



GRAND EST



MICRO-ADVENTURE ON THE UNSPOILT MEUSE

Nestled between Champagne and Alsace, halfway between Paris and Strasbourg, the Meuse discreetly reveals itself as a gem of French tourism. Fancy a two-day micro-adventure? Glide across the calm yet invigorating waters of the Meuse in a canoe or kayak. This route stretches over several kilometres, beginning in Pont-sur-Meuse, an accessible starting point with easy launching. The route then leads towards Saint-Mihiel, winding through areas renowned for their biodiversity (birds, fish and plant life). The route offers breathtaking views of seemingly timeless villages, including historical monuments and even remnants of the First World War.

→ lameuse.fr



HAUTS-DE-FRANCE

ALONG THE VÉLOMARITIME (EUROVELO 4)



This spectacular route winds along 1,500 km of the coast of northern France, from Dunkirk to Roscoff. This route, completed in 2021, offers you a unique cycling adventure, with sections suitable for both long-distance journeys and short breaks. It connects the North Sea, the English Channel and the Atlantic, and crosses Hauts-de-France, Normandy and Brittany. Along the way, cyclists travel between spectacular landscapes, historic towns and picturesque seaside resorts such as Wimereux, Le Touquet-Paris-Plage and Saint-Valéry-sur-Somme. The Vélomaritime promises an experience rich in discoveries, from the coastline of the Pink Granite Coast to Mont-Saint-Michel, via the Landing Beaches and the cliffs of Étretat. A beautiful adventure passing through the exceptional heritage of the region.

→ lavelomaritime.com

NORMANDY

SCOOTERS AND GASTRONOMY IN QUIBERVILLE-SUR-MER

Here is a unique outdoor experience just a few kilometres from Dieppe, on an all-terrain electric scooter. The excursion begins in Quiberville to learn the subtleties of off-road riding, at a maximum speed of 25 km/h. The route promises great exhilaration, especially on the descents. It takes the GR®21, famous for its breathtaking views of the cliffs and the sea, before diving into the Longueil marsh and crossing woodlands dotted with beautiful mansions and maritime pines. A stop at the Vasterival valley reveals an unspoiled beach at the foot of the ochre cliffs, while a visit to the Ailly lighthouse highlights the singularity of the local vegetation. The day ends in Sainte-Marguerite-sur-Mer with an aperitif on the beach and a tasting of local products while admiring the sunset.

→ en.normandie-tourisme.fr



ATLANTIC COAST

THE MARAIS POITEVIN AND RECOGNITION OF THIS EXCEPTIONAL ECOSYSTEM



On 1 December 2023, the Marais Poitevin (also known as the Green Venice) received the prestigious Ramsar label, an international distinction which highlights the ecological importance of this wetland, comparable to renowned sites such as the Everglades. Announced by the Ministry of Ecological Transition, this label highlights the exceptional role of the Marais Poitevin in the preservation of biodiversity on the Atlantic coast. With 337 recorded bird species, over 1,000 plant species and a vast hydraulic network of 8,200 km, it constitutes a remarkable area of biodiversity. This recognition strengthens its efforts towards sustainable management, increases its visibility internationally and paves the way for new funding opportunities. A significant step towards the enhancement and conservation of this unique natural heritage.

→ en.aunis-maraispoitevin.com





PARIS REGION

PARIS AND ITS REGIONAL WATERWAYS



Navigating the Seine offers a special and soothing way to discover the historic heart of Paris, as well as the riches of its region. This unique experience encourages you to slow down, take your time and embrace slower, greener means of transport to appreciate the landscapes and the soul of the area. An invitation to savour each moment, to explore hidden treasures, and to create lasting memories along the waterways. The Seine reveals the cultural, historical and artistic grandeur of Paris, bearing witness to the epochs that shaped the city. The iconic monuments lining its picturesque quays are reflected in its waters, offering exceptional panoramas. The banks of the Seine, classified as a UNESCO World Heritage Site, are also the setting for various cultural and artistic events, enriching the experience of discovery.

→ visitparisregion.com/en

PROVENCE

LA DURANCE BY BIKE



Follow the course of the most important river from the Southern Alps to Provence by bike! Stretching over 170 kilometres from Serre Chevalier to Sisteron, the Durance cycle route passes through historic sites and remarkable landscapes. From Briançon, a town of art and history, it crosses the Guisane valley, revealing a mining heritage, and the Écrins National Park, where breathtaking views reward the effort of the climbs. The route then descends to charming villages, winding through lush green countryside and passing through the peaceful village of Bâtie-Vieille. Along the way, panoramic views of the Ecrins and Dévoluy massifs await you. Gap welcomes cyclists with its colourful facades and the Domaine de Charance, followed by Chateauvieux. The route skirts the Château de Tallard, then the Lac de Serre-Ponçon, concluding this cycling adventure through the natural and cultural heritage of the Southern Alps.

→ provence-alpes-cotedazur.com/en

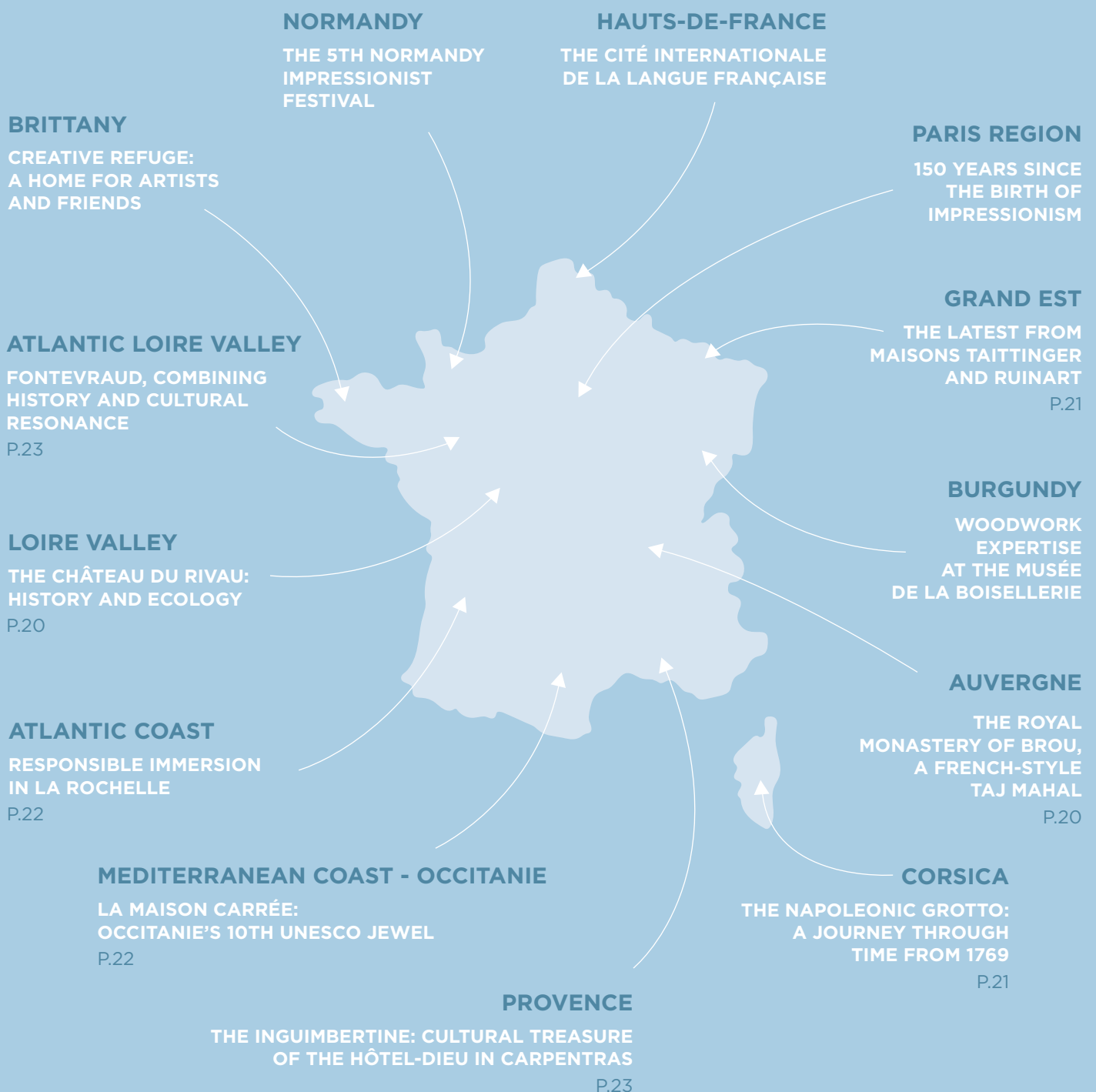




EXPLORE CULTURE

DM DINGUMBERT ARCH EPUS CARPEN EDIFICAVIT

From eternal love illustrated at the Royal Monastery of Brou to the cultural vibrancy of 'French Rome' in Nîmes, through ecological innovation at the Château du Rivau and historical immersion in Napoleonic Corsica, this journey through French heritage unveils a rich fabric of culture, history and environmental commitment.





AUVERGNE

THE ROYAL MONASTERY OF BROU, A FRENCH-STYLE TAJ MAHAL

The Royal Monastery of Brou, built in Bourg-en-Bresse, is an architectural masterpiece and a poignant testimony to the love between Margaret of Austria and her husband Philip le Beau. Founded at the beginning of the 16th century, this monument commemorates their exceptional union and the deep affection of the Duchess of Savoy for the heir of the Netherlands and Duke of Burgundy, who died prematurely. With Margaret's initiative, this construction reflects the intensity of their bond through the church, the cloister and the majestically decorated tombs, illustrating the grandeur and romanticism of this lost love. Each aspect tells this epic tale of eternal love, immersing visitors in a time when royal feelings transcended trials. Steeped in romance, the monastery reveals itself as a timeless sanctuary of love, frozen in stone and history.

→ monastere-de-brou.fr/en



LOIRE VALLEY

THE CHÂTEAU DU RIVAU: HISTORY AND ECOLOGY

The Château du Rivau is just 15 minutes from Chinon in south-west Touraine, and unfolds as a vibrant chapter of history, gracefully blending medieval heritage with Renaissance charm. Since its acquisition in 1992 by the Laigneau family, it has been lovingly restored, skilfully combining history with contemporary art exhibitions in a sumptuous setting. Known for its listed stables and its collections of works of art, it also hosts 'La Table des Fées', a locavore restaurant distinguished by the Clef Verte label, which is committed to responsible eating by favouring local produce, with fruit and vegetables straight from its garden. Environmentally aware, Rivau boasts two conservatories dedicated to preserving biodiversity and rejects the use of pesticides in its gardens.

→ chateaudurivau.com/en



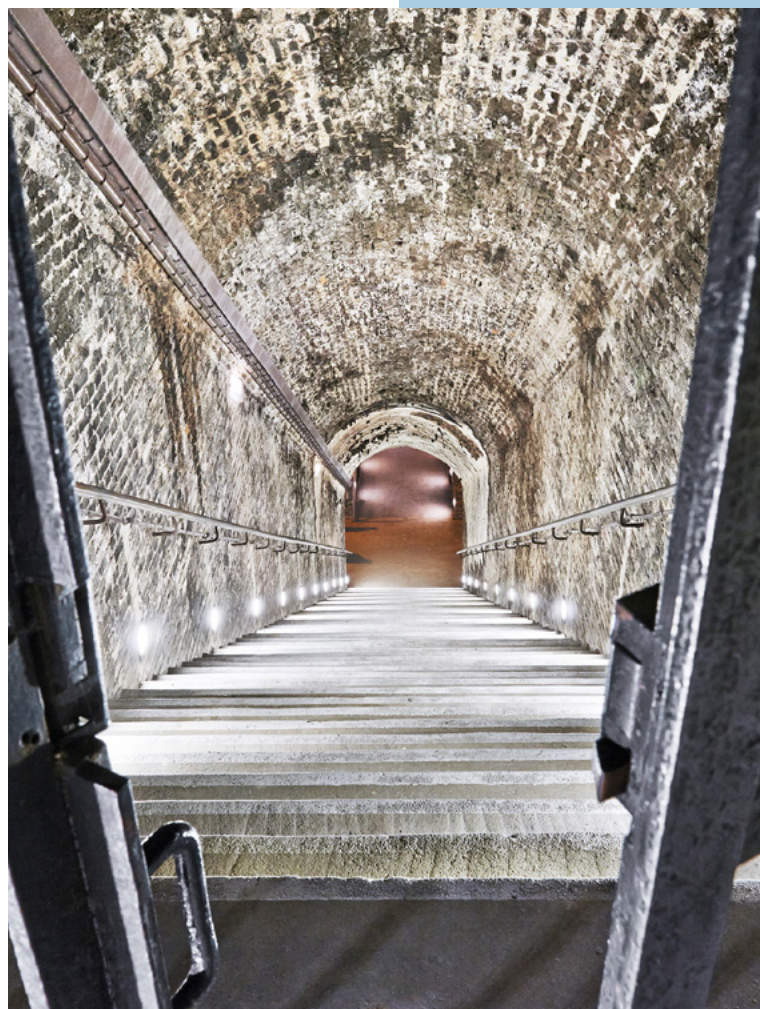
CORSICA



THE NAPOLEONIC GROTTO: A JOURNEY THROUGH TIME FROM 1769

Of the emblematic figures who left an indelible mark on Corsica, Napoleon Bonaparte holds a central place. Born in Ajaccio in 1769, he grew up among the winding streets and houses with colourful shutters, a setting that shaped and enriched his imagination. Just steps away from Maison Bonaparte, the city invites you on a journey back in time with the Grotte Napoléon. This intimate space, crafted from stone, carries visitors back to the youth of one of the most significant leaders in French history through a video projection. It is the perfect opportunity to enjoy a 'spuntinu', an assortment of local delicacies - Corsican cheese, charcuterie such as figatellu or lonzu - served with fresh bread and sometimes accompanied by olives or garden vegetables. This immersive experience perfectly combines culture, history and gastronomy.

→ [visit-corsica.com](https://www.visit-corsica.com)



GRAND EST



THE LATEST FROM MAISONS TAITTINGER AND RUINART

The unique character of Maison Taittinger shines through, while Maison Ruinart has been a profound influence on the history of champagne through its creativity and commitment to the environment. Anchored in tradition for almost a century, they continue to revolutionise the wine industry by combining heritage and the avant-garde. Their quest for excellence is reflected in their cuvées, which combine ancestral craftsmanship with innovation. In 2024, the city of Reims will welcome two new places to celebrate champagne. Maison Taittinger will invite visitors to explore its historic Crayères with a new look tour, revealing the secrets of its centuries-old cellars. Maison Ruinart will open the doors to a tasting space designed by the famous architect Sou Fujimoto.

→ [taittinger.com/en](https://www.taittinger.com/en)

→ [ruinart.com/en-gb](https://www.ruinart.com/en-gb)



ATLANTIC COAST RESPONSIBLE IMMERSION IN LA ROCHELLE

Explore La Rochelle in five days for a unique experience where history, nature and culture blend harmoniously. Whether on foot, by bike, by bus or train, this getaway takes you from historic districts to the impressive cliffs of Pertuis Breton. As soon as you arrive at the station, stop at the tourist office to pick up your 'Ocean Pass', granting you unlimited access to transport and the city's must-see sites. Head to the top of the historic Saint-Nicolas towers and to the lively central streets, passing through museums, the aquarium and the workshops of local artisans. Set sail on a maritime adventure with a catamaran cruise with Kapalouest, or follow the Vélodyssée to Châtelailon along the coastline. Finally, try some of the locally sourced flavours from producers and restaurateurs.

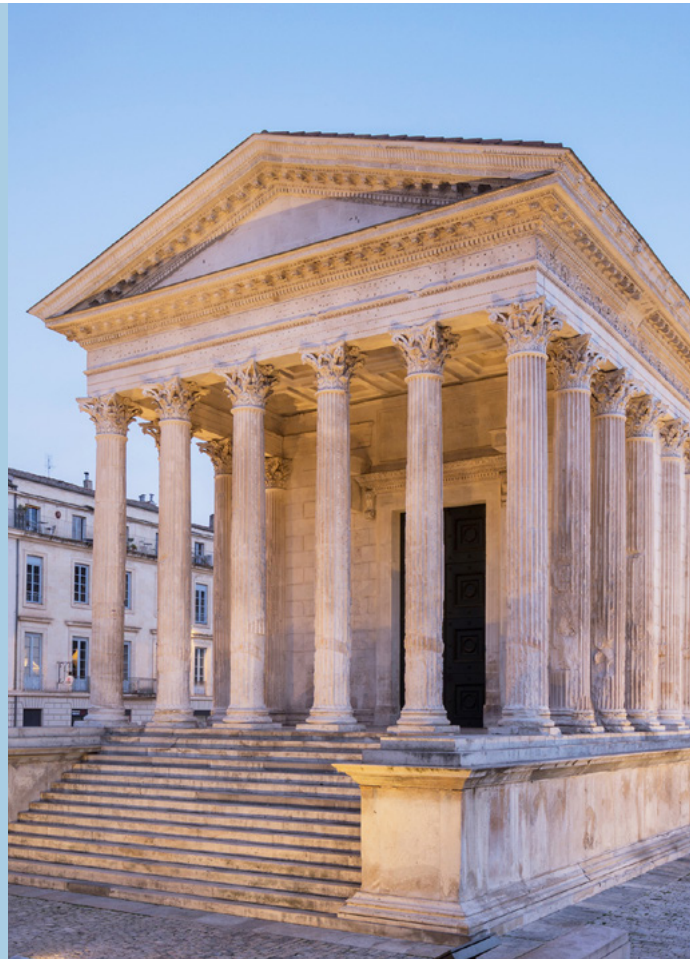
→ holidays-la-rochelle.co.uk

MEDITERRANEAN COAST - OCCITANIE LA MAISON CARRÉE: OCCITANIE'S 10TH UNESCO JEWEL



Since 18 September 2023, Nîmes has shone with a new star on the international stage thanks to the classification of the Maison Carrée as a World Heritage Site by UNESCO, thereby recognising its exceptional value. This temple is the best preserved of the ancient world and reinforces the prestige of the city nicknamed the 'French Rome', alongside treasures such as the arenas, the Tour Magne and the Temple of Diana. As a strategic location, it has been a prime witness to the mingling of ancient civilisations, playing a pivotal role in the network of Mediterranean trade. More than just relics of the past, these structures embody the vibrant legacy of an ancient culture that continues to inspire and educate, affirming Nîmes' position as a lively capital of ancient culture.

→ arenas-nimes.com



ATLANTIC LOIRE VALLEY

FONTEVRAUD, COMBINING HISTORY AND CULTURAL RESONANCE



Founded in the 12th century by Robert d'Arbrissel, the royal Abbey of Fontevraud stands out as one of the largest monastic cities in Europe, profoundly influencing medieval history. Unique in its kind, it was led by abbesses, several of whom came from royal families. As the chosen burial place of the Plantagenets including Henry II, Eleanor of Aquitaine and Richard the Lionheart, it has been of significant historical importance across the centuries. It was converted into a prison during the French Revolution but survived the vagaries of history to be rehabilitated and classified as a UNESCO World Heritage Site. In 2024, the Fontevraud Abbey is set to host two events: an exhibition dedicated to the painter Bernard Buffet from 8 June to 29 September and a celebration of the 900th anniversary of Eleanor of Aquitaine.

→ fontevraud.fr



PROVENCE

THE INGUIMBERTINE: CULTURAL TREASURE OF THE HÔTEL-DIEU IN CARPENTRAS



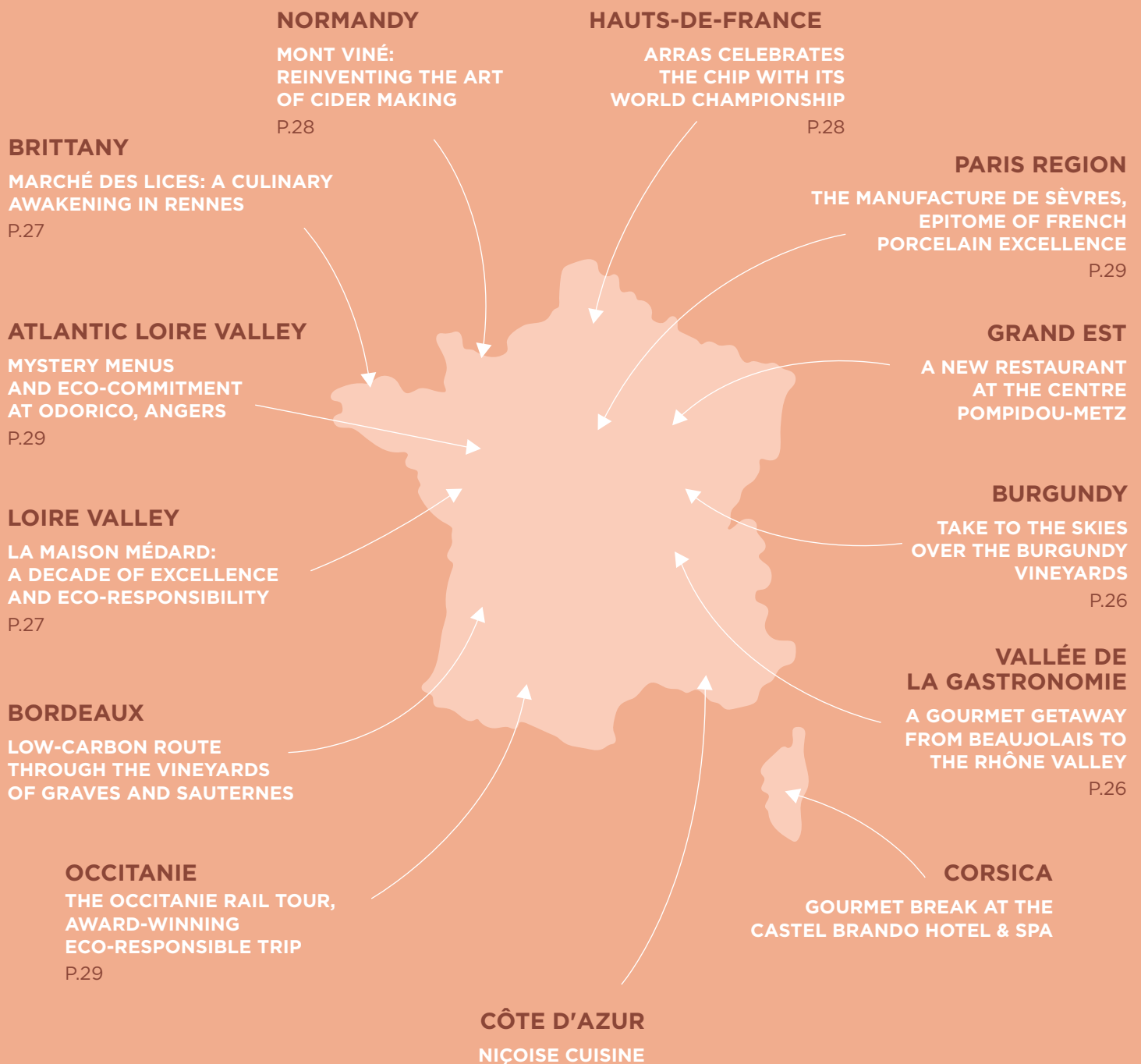
After the Palais des Papes in Avignon, the Hôtel-Dieu in Carpentras stands out as the second major historical monument in Vaucluse in Provence. From April 2024, this 10,000 m² building will be transformed into a library-museum, ready to unveil its cultural richness. Initiated by the Bishop of Inguibert, the Hôtel-Dieu reflected his desire to heal the body and enrich the mind through culture and knowledge. Embracing a humanist vision, it houses an exceptional collection of nearly 250,000 volumes, including 70,000 ancient works, not counting paintings, prints, ancient artefacts, coins, medals and scientific instruments. The public will have the chance to explore a multimedia reading library, heritage collections with guided tours and a permanent exhibition. The opening is scheduled for 19 April.

→ fonds.carpentras.fr (French only)

A close-up photograph of a stainless steel pan sitting on a metal grill. Three shallots are cooking in the pan, their stems pointing upwards. A silver spoon is positioned above the shallots, pouring a golden liquid, likely oil or butter, onto them. The background is blurred, showing the grill's structure and some charcoal. The text "EXPLORE ART DE VIVRE" is overlaid in the center of the image.

**EXPLORE
ART DE VIVRE**

Take the plunge into the heart of the Vallée de la Gastronomie, indulge in an aerial adventure and unforgettable wine experience in Burgundy, and savour French dishes in typical markets. This section invites you to savour the heritage, innovation, and passion that define the culinary and oenology experience in France, celebrating our terroirs and the creativity of our artisans.



VALLÉE DE LA GASTRONOMIE A GOURMET GETAWAY FROM BEAUJOLAIS TO THE RHÔNE VALLEY



The Vallée de la Gastronomie stretches from Dijon to Provence, where the Rhône and Saône rivers cut a furrow through the vineyards. Direction Beaujolais, Lyon and the Hermitage hillsides. The route includes visits to the Château de la Chaize in Beaujolais, where you can explore a cellar listed as a Historic Monument and gardens designed by Hardouin-Mansart. In Lyon, recognised as the Capital of Gastronomy, the experience continues with 'Les Toqués du Fromage', with tastings and activities revolving around cheese and wine. The itinerary is completed by a visit to the world famous Cité du Chocolat Valrhôna, celebrating its 10th anniversary. The Valley is accessible to cyclists via the ViaRhôna EuroVelo route, which offers marked routes through picturesque regional landscapes.

→ valleedelagastronomie.com/en



BURGUNDY

TAKE TO THE SKIES OVER THE BURGUNDY VINEYARDS



Take off on an unforgettable hot air balloon journey with Bourgogne Sensations to see the Climats of the Burgundy vineyards as never before. This privileged perspective reveals the secrets of the vineyard with clarity, transforming this experience into an unforgettable journey in the sky. Experience the highlight of this adventure with an exclusive tasting of three exceptional Burgundian wines up high. Once your feet are back on the ground, extend your wine knowledge with the Sommelier Experience. From theory to practice, this enriching session will open the doors to an even more informed appreciation of wines. This adventure promises to leave an impression on both your memory and your palate. Up, up and away?

→ bourgogne-emotions.fr/en

BRITTANY



MARCHÉ DES LICES: A CULINARY AWAKENING IN RENNES

Explore the new gastronomic journey at the Marché des Lices, a gem of Rennes boasting 400 years of history. It is considered the second-most important and second longest existing market in France. Experience the buzz of the 'food mood tour' and savour the authenticity of artisanal cheese, the freshness of coastal oysters, and local specialties such as the 'parlementin' and the 'frigousse'. Delve into the rich culinary heritage of Rennes with this authentic experience guided by an expert passionate in local products. More than just a tasting, it's a genuine immersion. This stroll will awaken your senses and curiosity, inviting you to explore the stories and flavours that have made this market iconic. Get ready for a culinary journey that, at every step, whets the appetite and broadens horizons.

→ foodmood-tour.com (French only)



LOIRE VALLEY



LA MAISON MÉDARD: A DECADE OF EXCELLENCE AND ECO-RESPONSIBILITY

Nestled in the heart of Sancerre, star chef Julien Médard and his wife Delphine are celebrating in 2024 a decade of culinary success at their restaurant Maison Médard. With a Michelin star to its name, this culinary haven is firmly dedicated to eco-responsibility, championing a 'zero waste' ethos and fostering close ties with local artisans including market gardeners, winemakers and bakers. The chef enhances traditional Berry cuisine with a meticulous selection of wines that highlight each dish. Crowned 4th best restaurant in the world by TripAdvisor last May, Maison Médard now shines on the international stage, proudly flying the flag for its dedication to sustainable and top-quality gastronomy.

→ maisonmedard.com/en





HAUTS-DE-FRANCE

ARRAS CELEBRATES THE CHIP WITH ITS WORLD CHAMPIONSHIP



Celebrated all around the world, the humble chip (or French fry for our US readers) traces its roots back to the history of Arras, which proudly hosted the first World French Fries Championship on 7 October 2023. This city, birthplace of Charles de l'Écluse, pioneer in the study of potatoes, was buzzing with friendly competition that brought together experts and enthusiasts in an atmosphere of festivity and exquisite tasting sessions. The Grand-Place was the scene of culinary clashes between the best talents from Hauts-de-France and elsewhere in several categories: family fries, authentic, creative and the best fry sauce, and under the auspices of François-Régis Gaudry, eminent gastronomic critic. Mark your agenda for the second holding of the event on 28 September 2024. Who's up for this new crispy adventure? Stay tuned for more details!

→ arraspaysdartaois.com/en

NORMANDY



MONT VINÉ: REINVENTING THE ART OF CIDER MAKING

Near Gisors, in Eure, the Mont Viné cider house is alive with the sound of horses. Constance, as vibrant as her cider, introduces visitors to the secrets of the 5-hectare orchards, explaining the diversity of apples necessary for their unique blends. The discovery continues with a warm welcome around a fragrant hot cider, in a room where the family history of the farm is revealed, marked by a shift towards organic farming. Besides cider, flax, beets and cereals add to the diverse production and reflect the community spirit of the estate. Participants are then invited to compose their own cider, from evaluating the aromas to personalising the bottle, taking home the fruit of their creativity. An immersive experience focusing on tradition and environmental commitment.

→ en.normandie-tourisme.fr





OCCITANIE

THE OCCITANIE RAIL TOUR, AWARD-WINNING ECO-RESPONSIBLE TRIP



In 2023, the Occitanie Rail Tour distinguished itself with the winning of the "Rail Tourism Award" for the best regional initiative promoting train travel as a sustainable mobility solution. This honour was bestowed by the European Tourism Commission and Eurail. This recognition underscores Occitanie's dedication to slow, authentic tourism, offering travellers the opportunity to explore the region through 19 regional train routes, designed for environmentally friendly discovery. Whether nature-centric getaways, urban explorations or themed weekends focused on well-being, culture or gastronomy, the Occitanie Rail Tour proves not only to be the greenest mode of transportation, but also a pathway to budget-friendly holidays (just €10 per day) rich in human interaction.

→ visit-occitanie.com/en

PARIS REGION

THE MANUFACTURE DE SÈVRES, EPITOME OF FRENCH PORCELAIN EXCELLENCE



Intimately linked to gastronomy, the tableware from the Manufacture de Sèvres is a testimony to savoir-faire and a unique French art de vivre. West of Paris, the town of Sèvres is the cradle of the historic Sèvres Manufacture, a flagship establishment founded under Louis XV and famous across Europe for the incomparable quality of its porcelain. With a remarkable collection of more than 55,000 works spanning from the Middle Ages to the contemporary era and originating in the four corners of the globe, the Manufacture is a treasure trove of ceramic art. The ground floor is a cultural crossroads where East meets West, exhibiting the diversity of works up to the 16th century. The upper floor presents European collections, enriched by a dynamic programme of temporary exhibitions. The inner workings of the Manufacture reveal the secrets of the famous Sèvres blue porcelain through workshops where visitors can try their hand at manual techniques.

→ visitparisregion.com/en



ATLANTIC LOIRE VALLEY MYSTERY MENUS AND ECO-COMMITMENT AT ODORICO, ANGERS



New restaurant Odorico at the four-star Hôtel d'Anjou, recognised by the Table Gourmande labels from Gault & Millau and Ecotable for its serious commitment to the environment, is also notable for its art-deco style, a tribute to the work of Odorico. This establishment prioritises a cuisine focused on locally sourced and seasonal produce, meticulously selected for their organic quality. The restaurant offers a unique experience, with a tasting menu of four or five surprise courses, created according to your preferences and dietary needs. An unexpected gastronomic journey, where each dish reveals flavours to awaken your curiosity and delight your tastebuds. When gourmet pleasures blend with local flair and culinary discovery.

→ odorico-restaurant-angers.com (French only)



ACCOMMODATION

AUVERGNE

WATERFRONT CHALETSON STILTS IN PUY-DE-DÔME

Nestling in the verdant Massif du Sancy in Puy-de-Dôme, in the UNESCO World Heritage Site of the thousand-year-old Auvergne volcanoes, this exceptional haven of peace is perfect for those looking for escape and authenticity. Imagine a place the wild beauty of nature blends harmoniously with the comfort of unique accommodation. This is what the Chalets Lacustres de Roudeix offer, a collection of six chalets built on stilts, standing serenely above the waters of an 11-hectare lake. After cycling through the volcanoes on the GTMC (Grande Traversée du Massif Central), imagine waking up to the gentle murmur of the water, surrounded by nature that's both wild and soothing... A doorway to a world where time seems to stand still.

→ chalets-lacustres-roudeix.com (French only)

JURA MOUNTAINS

AN EXTRAORDINARY STAY AT CLOS ALICE

On the banks of the Cuisance in Arbois, capital of Jura wines, stands a residence that is about to embark on a resplendent chapter in its history. The charming former residence of the Countess de Broissia is about to reveal its new face: the Clos Alice, a five-star hotel. With five exclusive suites, a gourmet restaurant serving refined local cuisine, a spa for total relaxation and a piano bar for elegant evenings, the Clos Alice is set to become a timeless getaway. The renovation was carried out by local companies, highlighting the region's deep commitment to the community and to regional savoir-faire.

→ leclosalice.fr/en

BRITTANY

FARMHOUSES IN MORBIHAN

The Domaine du Mezo, situated in Ploeren in the Golfe du Morbihan Regional Natural Park, boasts 25 hectares in which to get away from it all. The château is surrounded by stables and outbuildings, offering suites and farmhouses designed in a cocoon style. The English-style parkland, with its meadows, orchard, woodland, ancient trees and ponds, invites guests to explore and relax. The renovated country houses offer elegant bedrooms, while the duplex lofts have been designed as generous, flexible spaces. At the end of 2024, the estate will add six eco-designed lodges near the ponds for even more immersion in nature, allowing a unique opportunity to observe the local flora and fauna, in total respect for the environment.

→ domainelemezo.fr/en

LOIRE VALLEY

TOTAL RELAXATION IN THE ORLÉANS FOREST

Just an hour north of Orléans, La Parenthèse is enchanting visitors with its tiny houses nestling in the largest state-owned forest in France. Each house is a unique creation by talented designers, promising an intimate and comfortable experience. The project was led by a visionary couple, rooted in sustainable principles and aspiring to self-sufficiency thanks to a nourishing forest garden and vegetable patch. Guests can savour the local flavour with seasonal packed lunches or explore the vast Orléans forest on bikes, available for hire. This oasis stands out not only for its commitment to sustainable tourism but also for its setting, just an hour and a half from Paris.

→ parenthese-tinyhouse.fr/en



CORSICA

HOTEL A CHEDA

The charming A Cheda boasts an equally enchanting setting, swathed by countryside around Bonifacio and welcoming guests all year round with its four-star service. With its 18 individually designed rooms and suites that blend harmoniously with the local architecture, this haven of peace offers a serene, leafy setting. Its garden is a feast for the senses, supplying the gourmet restaurant with organic vegetables and aromatic herbs. Guests can indulge in a range of relaxation facilities including an outdoor swimming pool (heated out of season), a jacuzzi, a sauna and a treatment room. Staying here is an experience combining comfort, nature and a personalised welcome.

→ acheda-hotel.com/en

GRAND EST

SLEEP WITH YOUR HEAD IN THE STARS

Bleu Minuit, a hotel operator specialising in unusual ecolodges, presents La Source, an eco destination just 20 minutes from Strasbourg. Here you can spend a unique night under the stars in ecolodges equipped with skylights so you can admire the sky from your bed, with solar glasses for enhanced star gazing. Designed using natural materials and the principles of passive construction, the 27m² lodges offer a cosy atmosphere thanks to their woodburning stoves, allowing for intimate evenings. At La Source, you can't help but connect with nature and enjoy an experience of deep wellbeing in the peaceful setting of the Alsace vineyards.

→ bleu-minuit.com/en

HAUTS-DE-FRANCE

DOMAINE NATUREZA

Nestling in the Pays d'Artois, just a stone's throw from Arras, Domaine Natureza invites you to enjoy a beautiful escape into the heart of nature. This haven of peace offers unique stays in unusual cabins and lodges, combining adventure and comfort. Committed to an eco-responsible approach, the site advocates local, sustainable and zero waste, with eco-designed accommodation and a strong commitment to permaculture and natural purification. As soon as you arrive, the experience begins with leaving your car behind to approach the domaine in a gentler way, by bike or accompanied by the hosts themselves. The estate not only promises relaxation and disconnection from modern life, but also a real immersion in nature.

→ domainenatureza.fr (French only)



NORMANDY

YOUZA ECOLOGES

Just an hour from both Paris and Rouen, Youza offers a unique nature getaway at 18 architect-designed ecolodges. Combining comfort and immersion in the forest, the lodges vary from single-storey structures to cabins perched in the trees, some with private Nordic baths. The site hosts both private and business events, promoting conviviality and eco-friendliness thanks to local cuisine and cosy communal areas for relaxing and eating. Youza's richness also lies in its range of activities: bikes available, adventure sports nearby, and numerous cultural discoveries. An invitation to relax in a natural setting.

→ youza.fr/en



DORDOGNE VALLEY

DOMAINE DE SAINT-AMAND IN THE DORDOGNE

In the heart of the Périgord Noir, Domaine Saint-Amand offers a unique country getaway. Spread over 12 hectares, 55 wooden houses, built by a local carpenter, offer cosy accommodation for up to six guests each. Situated near iconic sites such as Montignac-Lascaux and Sarlat, this pedestrian-friendly estate promotes a return to nature with hiking trails and visits to its truffle farm and vegetable garden. For events, it can accommodate up to 330 people, offering flexible spaces for meetings or relaxation. The Bistrot, the heart of the estate, serves local dishes in a friendly atmosphere, while the grocery shop showcases local produce. Domaine Saint-Amand is a tranquil spot and truly respects the environment.

→ domainsaintamand.com



ATLANTIC LOIRE VALLEY

DOMAINE DE VALLORIS IN MAYENNE

In a clearing in Mayenne, the Domaine de Valloris is a unique escape for anyone looking for peace, adventure and unusual experiences. This little corner of paradise comprises a yurt, sleeping two adults and two children, with a relaxation area overlooking the garden and the Ouessant sheep; a secret cabin, hidden among old oak and chestnut trees; and a stable with a dining area and upstairs sleeping space. Communal facilities include a large covered kitchen and dining room, a vegetable garden and a shower area with washing machine and tumble dryer, allowing guests to socialise while retaining their privacy.

→ gites-de-france.com/en

PYRENEES

Ô CHALET D'EN BAS: A TOP-OF-THE-RANGE GÎTE BUILT IN THE PURE MOUNTAIN TRADITION

The Chalet d'en Bas, nestling in the Vallée d'Aure, offers a unique experience for 15 people thanks to its eco-friendly wood, stone and slate. Spanning 250 square metres, it has comfortable bedrooms, a wellness area and a vast panoramic terrace. Designed by the Coustal family and built using local materials, it is the result of six years of passionate work, combining tradition and modern comfort. The hosts, who are also farmers, enrich your stay with visits to their farm in Vignec and evenings spent sampling local produce, inviting you to discover the region's living heritage in a friendly, authentic atmosphere.

→ ochaletdenbas.com

PARIS REGION

CHÂTEAU DE ROSA BONHEUR

The Château de Rosa Bonheur, in By-Thomery near Paris, offers a glimpse into the world of the famous 19th-century animal painter. Although adulated during her lifetime, her legacy remains discreet in France. The estate, where she lived for the last 40 years, displays her works, sketches and personal objects, creating an intimate link with the avant-garde, feminist artist. The adjacent tearoom serves organic dishes inspired by the château's orchard and kitchen garden, sometimes requiring reservation, especially for Sunday brunch. For an immersive experience, stay in Rosa Bonheur's restored bedroom or her winter studio.

→ chateau-rosa-bonheur.fr/en

PROVENCE

THE SECRETS OF LOU CALEN

Located in Cotignac, close to the Gorges du Verdon and the Côte d'Azur, Lou Calen is a luxury eco-domain nestling in three hectares of greenery. This historic site, deeply rooted in Provençal culture, offers a 34-room hotel, a summer wine bar and an artisanal brasserie, inviting guests to immerse themselves in the local lifestyle. Its restaurant, Le Jardin Secret, run by chef Benoit Witz, has been awarded a Michelin Green Star for its eco-responsible approach to gastronomy - which highlights the estate's commitment to sustainability with initiatives such as organic farming and energy self-sufficiency.

→ loucalen.com/en



CALENDAR 2024

2024 HAUTS-DE-FRANCE

The Cité Internationale de la Langue Française (International Centre for the French Language)

2024 GRAND EST

Strasbourg named UNESCO World Book Capital 2024

2024 COGNAC

300th anniversary of Maison Rémy Martin in Cognac

2024 HAUTS-DE-FRANCE

35th anniversary of Parc Astérix and 65th anniversary of Astérix

26 MARCH TO 1 APRIL MEDITERRANEAN COAST - OCCITANIE

Les Escales à Sète (Festival of Maritime Traditions)

31 MARCH PARIS REGION

135th anniversary of the completion of the Eiffel Tower

APRIL ATLANTIC LOIRE VALLEY, BRITTANY AND NORMANDY

Opening of the La Régalante cycle route

APRIL TO SEPTEMBER PARIS REGION AND NORMANDY

150th anniversary of the birth of Impressionism

1 APRIL NORMANDY AND ATLANTIC LOIRE VALLEY

The Normandy-Maine Regional Park becomes a UNESCO Global Geopark

5 TO 7 APRIL AUVERGNE-RHÔNE-ALPES

20th Quais du Polar in Lyon

24 APRIL TO 3 NOVEMBER LOIRE VALLEY

'Source of Life' gardens at the International Garden Festival at the Domaine de Chaumont-sur-Loire

MAY TO AUGUST NORMANDY

80th anniversary of the D-Day Landings and the Battle of Normandy

10 JUNE LIMOGES

The 80th anniversary of the memory of Oradour-sur-Glane

14 TO 16 JUNE HAUTS-DE-FRANCE

20th Lille Piano(s) Festival

14 TO 16 JUNE ATLANTIC LOIRE VALLEY

4th 'Nature is Bike': gravel and adventure cycling festival

27 TO 30 JUNE BORDEAUX

Bordeaux Fête le Vin (Wine Festival)

JUNE TO JULY AUVERGNE-RHÔNE-ALPES

Reopening of Maison Vermorel in Villefranche-sur-Saône

SUMMER CÔTE D'AZUR

Reopening of the fortified tower-monastery on Saint-Honorat Island

1 JULY TOULOUSE

Opening of the Fermat Museum in Beaumont-de-Lomagne

4 JULY PARIS REGION

90th anniversary of the death of Marie Curie

12 TO 17 JULY BRITTANY

The Brest Maritime Festival returns after an 8-year absence

21 JULY CÔTE D'AZUR

The 2024 Tour de France finishes in Nice for the first time

26 JULY CÔTE D'AZUR

60th anniversary of the Maeght Foundation

26 JULY TO 11 AUGUST ACROSS FRANCE

Paris 2024: Summer Olympic Games

2 TO 10 AUGUST BURGUNDY

Les Nuits Bulleuses (Bubbly Nights) at the Crémant de Bourgogne festival

15 AUGUST PROVENCE

80th anniversary of the Provence Landings

28 AUGUST TO 8 SEPTEMBER ACROSS FRANCE

Paris 2024: Summer Paralympic Games

6 TO 15 SEPTEMBER NORMANDY

50th Deauville American Film Festival

3 NOVEMBER CÔTE D'AZUR

70th anniversary of the death of Henri Matisse & reopening of the Matisse Museum in Nice

10 NOVEMBER ATLANTIC LOIRE VALLEY

Start of the 10th Vendée Globe solo sailing race from Les Sables-d'Olonne

8 DECEMBER PARIS REGION

Reopening of Notre-Dame Cathedral

EUROPEAN CONTACTS

Austria

Ilona PERROT
ilona.perrot@atout-france.fr

Netherlands

Sannerien VAN AERTS
sannerien.van-aerts@atout-france.fr

Belgium

Annemie DECOMMER
annemie.decommmer@atout-france.fr

Spain

Valérie WATINE
valerie.watine@atout-france.fr

Denmark

Charlotte LESÉNÉCAL
charlotte.lesenecal@atout-france.fr

Sweden

Anna LUNDEN
anna.lunden@atout-france.fr

Germany

Monika FRITSCH
monika.fritsch@atout-france.fr

Switzerland

Cécile KABA
cecile.kaba@atout-france.fr

Italy

Barbara LOVATO
barbara.lovato@atout-france.fr

UK

Marine TESTE
marine.teste@atout-france.fr

NORTH AMERICAN CONTACTS

Canada

Mélanie PAUL-HUS
melanie.paul-hus@atout-france.fr

USA

Kate SCHWAB
kate.schwab@atout-france.fr

➤ [Address book](#)

PARTNERS



inauvergnerhonealpes.com/en



bourgognefranche-comte.com



brittanytourism.com



visit-corsica.com/en



explore-grandest.com/en



hautsdefrancetourism.com



en.montagnes-du-jura.fr



nouvelle-aquitaine-tourisme.com/en



en.normandie-tourisme.fr



visit-occitanie.com/en



visitparisregion.com/en



atlantic-loire-valley.com



provence-alpes-cotedazur.com/en



loirevalley-france.co.uk



Explore France™



FRANCE.FR