

# **PRESS KIT DESTINATION NEWS 2019**

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ATOUT FRANCE  
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**DESTINATIONS:**

**Biarritz  
Bordeaux  
Marseille  
Nantes  
Toulouse**



# BIARRITZ

## **The 5\* Hôtel du Palais**

The legendary hotel has just come under Hyatt management and is planning renovations that will be completed by summer 2019 and for the G7 reception at the end of August.

Proud of its Palace category and the Living Heritage Label, the Hôtel du Palais has been one of the strongest icons of Biarritz since 1854. As the former imperial residence of Napoleon III and Eugénie de Montijo, this Second Empire building, still owned by the City, has just come under the management of the Hyatt brand. In addition, it will be undergoing work from October 2018 to June 2019, and will be renovating 50 of its 150 rooms to make them even more stunning and better adapted to the desires and needs of today's clientele. Thus ensuring that it will be able to welcome the hosts of the next G7 in the best conditions in Biarritz at the end of August 2019.

## **Biarritz will host the 2019 ISA World Longboard Surfing Championship (WLSC)**

Set to take place at Côte des Basques from May 26 - June 2, just two years after hosting the ISA World Surfing Games, the city of Biarritz has again been given the honor to host one of the ISA's premier events, which will take place at the Côte des Basques, the cradle of French and European surfing. It is a new opportunity to display the beauty and the quality of the waves of the Basque coastline.

The world championship will follow a recording-break 2018 edition that was held in Wanning, China - where 71 athletes from 22 nations competed for the Gold Medals and Team World Championship Trophy.

Through the hosting of this ISA World Longboard Surfing Championship, Biarritz continues to show its commitment and enthusiasm for the global development of all forms of surfing.

## **Biarritz Art and Gastronomy (B.A.G) association**

It is composed for the most part of Michelin-starred Chefs. Its goal is to give a boost to young talent by offering enjoyment to an ever-wider audience. To do this, it organises events drawing a parallel between art and gastronomy: gourmet competitions and meals, local producer tastings, art exhibitions and artistic performances, etc . The B.A.G will thus provide a professional springboard to a selection of [cooking students](#) who will have the opportunity to assist a renowned chef during a Gala meal. It will also be promoting young artists through heavy media exposure to a targeted audience.

In 2019, the artists' studios of the Serres de la Milady, the Historical Museum of the city of Biarritz (which will reopen its doors in March after renovation), and the Port des Pêcheurs (where the "Final" will take place on May 19 2019), are at the heart of this measure and will give the general public access to art and gastronomy.

## **Art Deco style masterpiece: the Municipal Casino**

An ideal congress centre for events of up to 750 people, will be completed by early

March 2019. After more than a year of work, the Municipal Casino will proudly display its new look. Nearly 8,800 m<sup>2</sup> of facades, classified as Historical Monuments, are currently undergoing an identical renovation. They have not been restored since 1994, and so were due a new lease of life. The railings will be completely redone and the woodwork completely changed. The Municipal Casino will be getting a **new outdoor lighting** that will highlight its newly-renovated Art Deco facades.

### **In summer concerts in front of the sea**

In the Gardens of the Cité de l'Océan: throughout the month of July you will be able to enjoy a unique atmosphere on Thursdays in Jardins de l'Océan or during the new Biarritz pop rock music Festival in Summer which will celebrate its second edition from 19 to 21 July. Between two concerts, head for the Cité de l'Océan: Listen, touch, feel and dive into the depths of the ocean with interactive and immersive 360 ° experiences. Fun devices, 3D animations, surf simulators will turn your visit into a captivating odyssey: the knowledge of the blue planet. Latest attraction: [Seaborg](#). Wearing a virtual reality mask, you'll be able to go on an immersive 4-minute journey at 360°! A guaranteed thrill with the Seaborg rotating at 360°. The attraction was created a few months ago and is the only one in Europe.

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Promo video: <https://vimeo.com/207658013>



## **BORDEAUX**

## **Bordeaux – vibrant bordeaux.**

Capital of the southwest of France, Bordeaux is an unmissable tourist destination in Europe. Located in the heart of the largest fine wine region in the world, Bordeaux has everything to seduce: a pleasant climate, great UNESCO world heritage architecture, quality of life, fine wines & cuisine, river cruises. Here everyone can set their own pace, and enjoy the vibrant energy that pulses through the city.

## **Bordeaux: The international capital of wine**

The oldest and largest area in the world that produces fine wines, Bordeaux includes 65 appellations and covers 112,000 hectares. Hundreds of wine-producing properties, or *châteaux*, open their doors to visitors and are happy to reveal the secrets of how they make their wines. There are many different ways to journey through this magical land: by boat, on horseback, on foot, in a group or a personal tour. Wine is naturally very much part of the city's identity! La Cité du Vin new museum is an excellent example, offering a unique experience in terms of both its architecture and its fascinating interactive exhibits around wine civilizations

## **A foodie city**

From a tasty organic snack at the market, to simple or sophisticated traditional cuisine... Bordeaux has lots to offer gourmets. Bordeaux is home to numerous local and international chefs with Gordon Ramsay (Le Pressoir d'Argent – 2 Michelin stars) and Pierre Gagnaire (La Grande Maison – 2 stars). Also a new guard of audacious young chefs offers exciting flavours and culinary combinations: Symbiose, Racines, Cromagnon.

Food concepts are increasing as 'Les Halles de Bacalan' an indoor market featuring local products and the new 'La Boca', offering a food court-style experience with fifteen independent restaurants. Each one has a kitchen area and a counter while a shared space enables customers to sit at tables

## **A port city**

The natural port formed by its meandering half-circle, from Paludate to Bacalan, like a crescent moon, gave rise to the city being baptised the "Port of the Moon".

The space of a few years, Bordeaux has established itself as a highly fashionable cruise destination. Visitors can get on board for cruises and excursions that can last from an hour and a half to the whole day. From June 20 to June 23, Bordeaux celebrates its river. The 'Bordeaux river festival' promises to offer a rich programme: free concerts, themed exhibitions, tall ships along the quays, nautical events and activities, food village, white-wine tasting and a night-time show on the river: the waterfront will be the scene of lively celebrations !

Coming this year: a new figurehead for the Bassins à Flot district, the Marine and Maritime Museum is dedicated to historical, scientific and cultural aspects of the maritime world. The temporary events space is already hosting a photography exhibition entitled « Under the sea »; the permanent exhibition will open mid-2019.

### **New accommodation**

Near the city center, 22 five-star rooms and suites, a gourmet restaurant and bar and a heated swimming pool surrounded by a garden, are among the luxury facilities available at the new Hotel Palais Gallien. The Radisson Blu with its rooftop bar opened in 2018, offering excellent views of the Bassins à Flot and the nearby La Cité du Vin. Close to the train station, the brand-new Hilton Garden Inn has 166 rooms. The Central Hostel youth hostel recently opened in the centre of town, with a restaurant that is also open to the public. In the vineyard, Château Lafaurie-Peyraguey opened in June 2018 a 5-star hotel and a 1 Michelin-starred restaurant decorated by Lalique.

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<https://www.youtube.com/watch?v=H4UpJllbj8>



# MARSEILLE

## **NEW! Copenhagen will be directly linked to Provence with two flights**

- SAS between June 29<sup>th</sup> and August 10<sup>th</sup> on a two weekly flights basis every Tuesday and Saturday.
- Ryanair starting October 29<sup>th</sup> on a two weekly flight basis every Tuesday and Saturday.

By landing at Marseille Provence you land in the very heart of Provence. In addition to the wide range of car rental offers, you can also reach Marseille, Arles and Aix-en-Provence by train or bus directly from the airport :

- Marseille: shuttle bus departing every 10 minutes (13,40 € return trip) – 25 min journey
- Aix-en-Provence: shuttle bus departing every 30 minutes (13,80 € return trip) just 25 minutes journey
- Arles: up to 16 daily trains from Vitrolles-Aéroport Marseille Provence train station (25,60 € return trip) – 40 min journey

## **AIX-EN-PROVENCE // Tradition & Modernity**

Aix is known as the gem of Provence. It is a city nestled at the foot of the Sainte-Victoire mountain which has been an inexhaustible source of inspiration for the painter Paul Cezanne. Aix is also a very important place for wine-making in Provence, an especially the Rosé.

Few kilometers away from the city, discover 2 emblematic Chateaux that sum up the personality of Aix: looking to the future without compromising its history.

Château La Coste is not just wine. Of the 220 hectares, 123 are dedicated to the vineyard. The rest is pure nature. Explore the area and discover over 28 pieces of contemporary art scattered throughout the property. Frank Gehry, Renzo Piano and Ai Weiwei are among the artists who bring magic to this place. Jean Nouvel erected the cellar. 4 restaurants are available as well as 5-star Villas suite, equipped with spa. Wine tasting not to be missed!

Château Fonscolombe is an elegant Castle from 18<sup>th</sup> century. It is now a 5-star hotel and a very famous vineyard. Walk through the garden “à la française”, disconnect from everything. Enjoy the rooms with their view over the property. The spa, the swimming pool and the restaurant will make you live a truly unique Provence experience.

## **ARLES // The Year of Van Gogh**

Welcome to Arles, the Roman capital of Provence. Discover its unique atmosphere and its light which inspired Van Gogh.

Live an immersive experience in this painter's paintings in “Les Carrières de Lumières”, located few kilometers away at Les Baux de Provence. It is a former limestone quarry, which has been converted into a gigantic video projection space.

The walls, the ceiling, the floor... the projections are everywhere. You step inside the living paintings accompanied by a musical atmosphere that will make you live an unforgettable experience.

Oh, and by the way, plan a little wool! It's 15 degrees inside. Continue your discovery of Van Gogh's work in Arles and visit Van Gogh Foundation which will enlighten you on his sources of inspiration.

### **MARSEILLE // Architecture & Nature**

Marseille bad reputation is now well behind! Awarded by the New York Times amongst the TOP50 destinations to visit worldwide in 2013 (ranked 2nd after Rio!) and 2019, the city is now one of the most trendy places to visit in Europe.

Allow a walk through the Mucem, the Museum of European and Mediterranean Civilizations. It consists of two parts: a former military fort which has been totally refurbished and a new building designed by Rudy Ricciotti. Stroll behind this concrete cobweb, cross the Mediterranean Sea with this long bridge, linking modernity and historical heritage.

Visit "La Cité Radieuse", a unique piece of architecture built by the famous architect Le Corbusier, recently listed as a UNESCO World Heritage site. Outstanding rooftop with Modern Art exhibition.

Cruise from the Old Port to the "Calanques", the Mediterranean fjords and also the only National Park to be located within a city. Discover these lagoon colors and the contrast with the limestone cliffs.

### **GASTRONOMY // Cook your own Bouillabaisse!**

Of course eating a Bouillabaisse, this famous fish soup from Marseille, is already a pleasure... but cooking it with locals is even more inspiring.

You feel yourself the soul of a cook, you want to shine with your friends on your return, then you definitely need a Bouillabaisse cooking class!

The Restaurant "Le Miramar", located on the quays of the Old Port, the heart of Marseille, is offering sessions. To do in a group ideally, you will be managed by the chef of the restaurant who will explain all the steps and will follow your skill in the realization of this dish. Sprinkled with a fresh white wine from Cassis, a neighboring village, it's a pure delight. Contact Marseille Tourism Office to book to cooking class session.

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<https://www.youtube.com/watch?v=JdRLAUdAsqo>

Marseille, Arles, Aix...

**en Provence !**

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



# NANTES

## **A creative and visionary city!**

Nantes in the West of France is the historic capital of Brittany and one of France's most dynamic and remarkable metropolises. Here, the quality of life is high and the growth of prosperity - Nantes is known for its ability to reinvent itself in constant change. Both economically and culturally, the city has become one of the most innovative in France over the past ten years. In 2013, Nantes was named "Green Capital of Europe" and the city's heart banks to protect the environment. With the festival Le Voyage à Nantes (a journey to Nantes, ed.), The city has become a pioneer when it comes to art in public space. Authentic and human, creative and brave. Nantes is the ideal place to start its journey across the western part of France, and the city is also a good destination for families.

## **Les Machines de l'île amusement park & the Quai des Antilles harbor**

Where Nantes' shipyard was in the old days, on the island of Nantes, now the symbol of the city's creative, courageous and restorative heart: At Les Machines de l'île you can experience impressive mechanical creations made of wood, iron and leather. created using craft techniques. Try a ride in the carousel with the animals of the sea, visit the Galerie des Machines workshop and be shown around the park on the back of a mechanical elephant. Here, both insects, sea creatures and birds are represented! The author Jules Verne was born in Nantes, and he was undoubtedly thrilled to see that the enthusiasm of the dream and the journey has never left its roots in Nantes. The adventure continues and in 2022 the park's biggest and final project is lifted: the tree of the heights, which will be gigantic! Not far from the park Les Machines de l'île, right on the tip of the island, lies the Quai des Antilles harbor and reminds visitors that Nantes also had plenty of contact with the outside world in the past! Here, many exotic products were imported from Antilles, America and Africa. Today it is a very active and lively place with bars, restaurants and the well-known gallery Hab Galerie, which exhibits modern art. Along the quay you can also admire one of the great works that were built in connection with the Estuaire art festival in 2007: Read Anneaux by Daniel Buren and Patrick Bouchain.

## **Gastronomy**

Unlike other large French cities, Nantes' cuisine does not distinguish itself by one signature court. A respectful thought is of course sent to the Clémence Lefevre restaurant, where the recipe for beurre blanche was invented, and we also say no to a good local cake ... Nantes' kitchen is distinguished by its ability to transform the local produce into gastronomic wonders. The good seafood is in the center, but also specialties from the Loire River and the green, local goods. A mixed kitchen that history has left its mark on.

The vineyards extend all the way along the banks of the Loire River and reach the northern part of the Vendée department. Here lies the world's largest diving area for white wine, which is made from a single grape variety. Fresh, light and fruity - Nantes' white wines are inevitable in the local cuisine. The landscape is influenced by Italian style of building, and you can visit several different vineyards, go wine-tasting and visit the cozy and charming district of Clisson. The castle, the square halls and the vineyard Garenne-Lemot are especially worth a visit.

## **The estuary of the Loire and Saint Nazaire**

From April to October you can sail on the Loire River from Nantes to Saint Nazaire (the journey takes 2 hours and 45 minutes) and enjoy nature and art. Thanks to the Estuaire art festival, you can see 29 modern works of art along the Loire River. Including the works Villa Cheminée by Japanese artist Tatzu Nishi and Maison dans la Loire by Jean-Luc Courcoult. When Saint Lazaire is reached, a visit to the old underground base or a visit to the Escal'Atlantic is recommended, where the story behind Saint Nazaire's steamships is taken under control. Then you can easily return to Nantes by train (the journey takes 40 minutes).

## **Travel in Brittany: Nantes, Saint-Nazaire, Rennes, Saint-Malo and Mont-Saint-Michel.**

Four cities in western France are united in the present and the history as well as in their gastronomic, artistic, architectural and natural history heritage ... This new collaboration outlines a very special process. From the Atlantic Ocean to Manche in northern France, on land and at sea, Voyage is a Brittany gateway to uncovered treasures, beautiful landscapes, great exhibits and go-to places where Brittany's many other sites can also be discovered. In 2019, the card offers 12 stays and 18 places to visit. The tour combines tourist destinations with cultural sights (the castle le château des ducs de bretagne, the amusement park les Machines de l'île, the art museum of the beaux-arts de rennes, the fortification remparts de saint-malo...) and lesser known places. Along the way, you get the creativity of both Rennes and Nantes while experiencing a varied natural landscape (Brière marshland, the dry-laid farmland around Mont-Saint-Michel). Time to rediscover the story (Saint-Malo's pirates and seafarers), admire the shipyards and finish off with a twilight walk at Mont-Saint-Michel... rediscover the culture of Brittany, let yourself be seduced and take the time to let the emotions and pleasure guide the adventure . An unforgettable journey takes shape!

<https://www.nantes-tourisme.com/fr>

<http://www.estuaire.info/fr/>

<https://www.lestablesdenantes.fr/>

<https://voyage-en-bretagne.com/other-lang/>

**NANTES pictures and press release**

<http://phototheque.levoyageanantes.fr/bdHSOq89T>

**VOYAGE EN BRETAGNE pictures and press release**

<http://phototheque.levoyageanantes.fr/bXBCPX6mV>

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<https://www.youtube.com/watch?v=EqJIUxd2GG8>



# TOULOUSE

## **New summer route from Copenhagen to Toulouse**

In the middle of July, until the end of August 2019, Air France will open a short seasonal route from Copenhagen to Toulouse, capital of Occitania, South-West of France. The route will have two weekly departures a week – every Tuesday and Friday. The perfect way to enjoy the blend of sunshine, party atmosphere and carefree lifestyle that make Toulouse and its region an unmissable holiday destination.

**From 17 July 2019, the Tour de France will descend on Toulouse for the first time in a decade.** Stage 11 of the famous race will start in the small city of Albi and, after 167 kilometres of peddling, the cyclists will arrive in Toulouse, the french Pink City. Stage 12 starts the next day from Toulouse and heads into the Pyrenees for gruelling mountain climbs. Just a short flight from Denmark will take visitors to experience the thrill of the Tour de France where they can cheer on the peloton. For those keen to get active themselves, what better way to see the city than by bike? Cyclists can follow one of Europe's best cycle routes, the Canal du Midi, a UNESCO World Heritage Site.

## **Summertime: pop-up cafés and night food markets**

The atmosphere in Toulouse reveals the personality of people in the South: authentic, friendly and gourmet! In 2019, market traders will serve generous dishes packed with fresh regional produce that can be enjoyed with a glass of wine during one of the traditional night food market. Bands are also invited to bring music and rhythm to this ambiance and make sure these late nights are a success. Summertime also sees pop-up cafés, bars and restaurants that spring up all over Toulouse.

## **A jubilee year for the European capital of air and space**

Toulouse is the historic site of the French aeronautics and space industry with the headquarters of Airbus Group, and hosts a quarter of European employees in space. 2019 marks three important birthdays : 50 years since the 1st flight of Concorde, legendary supersonic aircraft that can be visited at the Aeroscopia Museum, 50 years of Airbus the European aviation giant, 50 years since the first steps on the Moon, event celebrated at the Cité de l'Espace which is the unique theme park dedicated to space exploration.

## **Cruises on the Canal du Midi in summer with « Les Bateaux Toulousains »**

Discover the charming and unique Canal du Midi, listed as World Heritage by UNESCO, thanks to a cruise with commentary lasting around 1h. From July to September 2019, a boat that can hold 75 people will sail along the waters of the Canal du Midi. The boat, a gabare, traditional craft of Occitanie, was originally used for transporting merchandise. For the first time, summer visitors will be able to choose between sailing on the River Garonne or the Canal du Midi.

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<https://www.youtube.com/watch?v=rYxMN5TPZts>

Tourist Office **Toulouse** 