



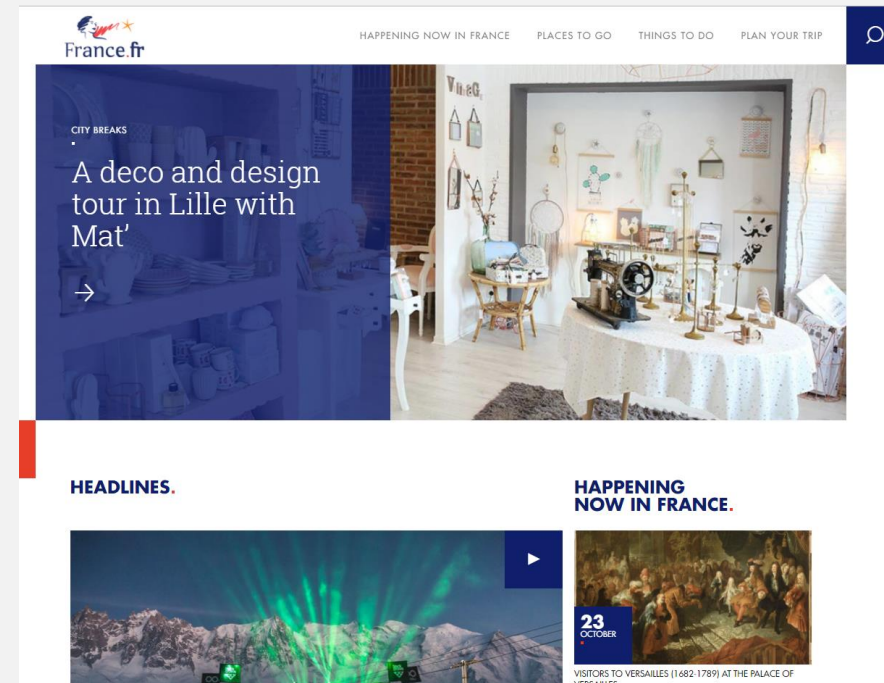
**Press luncheon
March 16th 2018 - Helsinki**

France, 1st worldwide travel destination

⇒ 87 million tourists in France in 2017

⇒ 2 million travellers from the Nordic countries to France in 2016

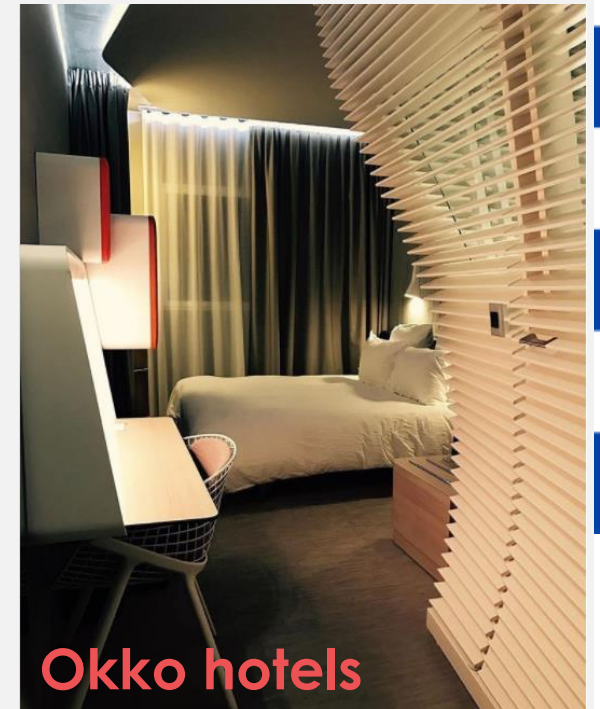
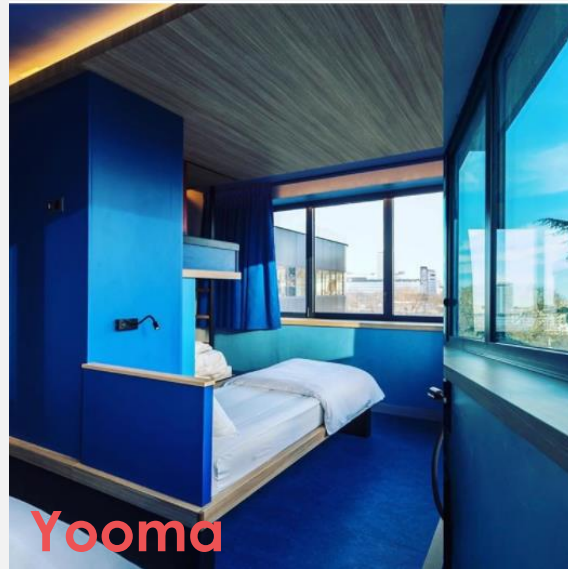
⇒ **france.fr**, new version coming



Investment in France

⇒ Investment in France tourism

⇒ Renewal of the hotel offer



Direct flights

⇒ All year round

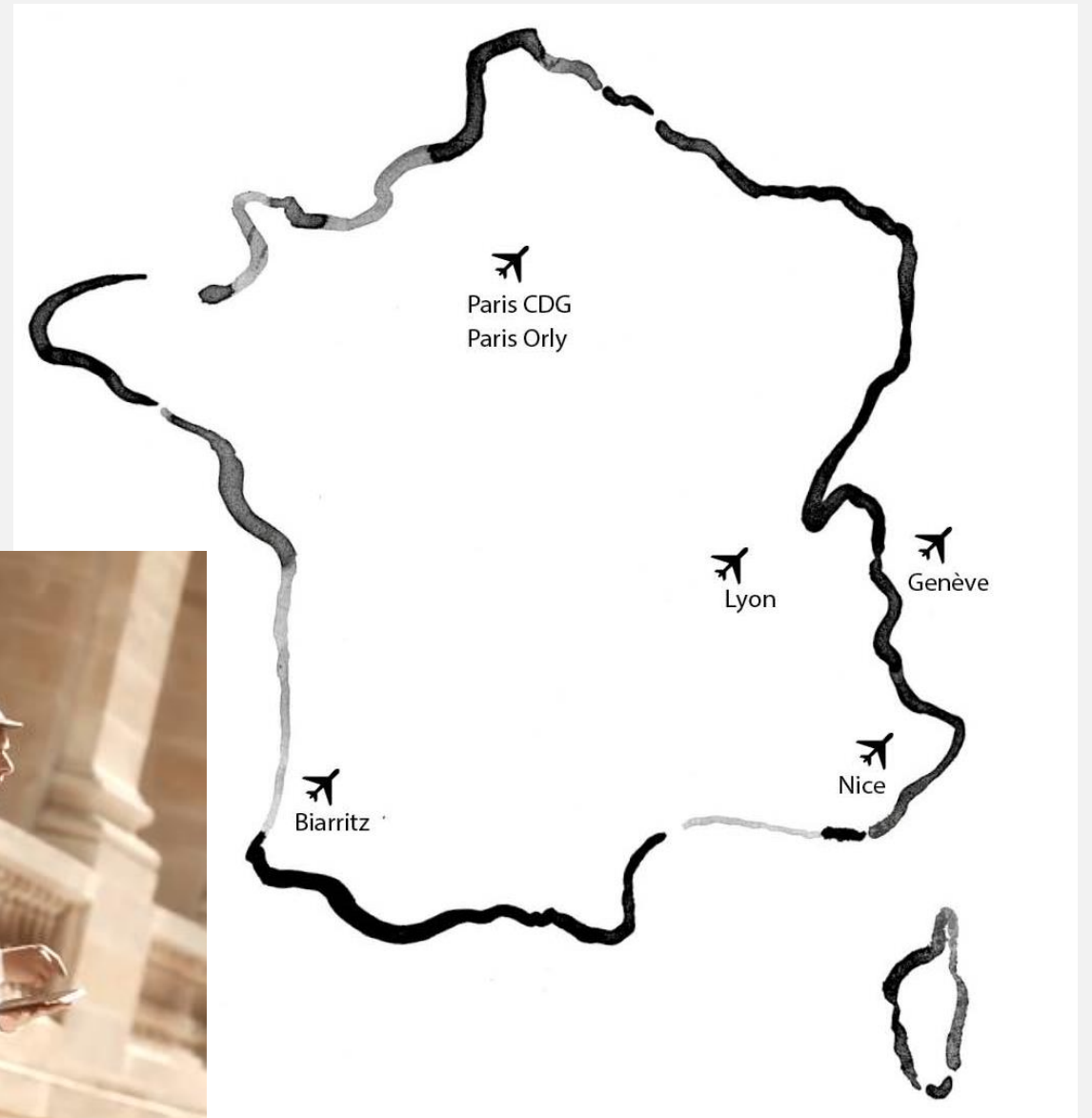
- Paris
- Nice
- Geneva

⇒ Seasonal

- Biarritz

⇒ New

- Lyon



Getting around

⇒ Air France

⇒ easyJet

⇒ SNCF

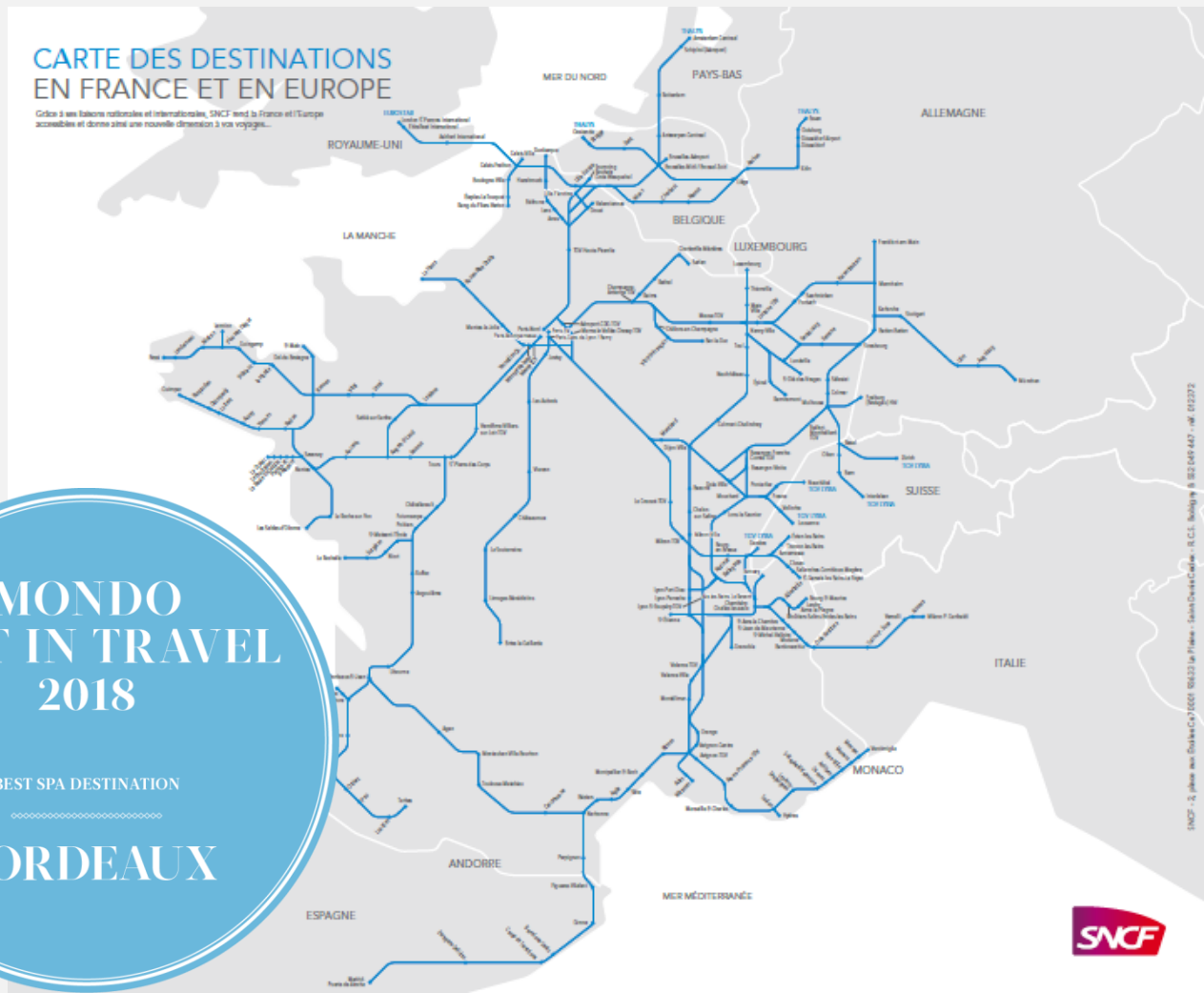
— Paris - Lille

— Paris - Strasbourg

— Paris - Bordeaux

Coming

CDG Express



TOP REASONS TO VISIT FRANCE 2018

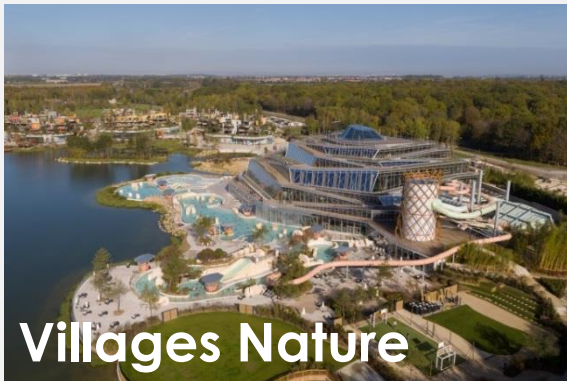
⇒ NEW & RE-OPENINGS

Accommodation

- ⇒ Hôtel Chais Monnet 5*- Cognac
- ⇒ Hôtel le Cheval Blanc 5* - Paris
- ⇒ Hôtel Fauchon 5 * - Paris
- ⇒ Hôtel Royal Champagne – Epernay
- ⇒ Villages Nature – Seine & Marne

Other

- ⇒ Musée Napoléon – Champagne
- ⇒ Carmignac Foundation – Ile de Porquerolle
- ⇒ Jardin d'acclimatation – Paris
- ⇒ New aquarium Nausicaa – Nord Pas de Calais
- ⇒ Cité de la Gastronomie Lyon



TOP REASONS TO VISIT FRANCE 2018

FESTIVALS & EVENTS

- ⇒ Chemins de St Jacques de Compostelle – 20 years of inscription as Unesco heritage
- ⇒ Bordeaux Fête le Vin **(14 – 18/06)**
- ⇒ Rock en Seine **(24 – 26/08)**
- ⇒ Festival Biarritz en été **(20 – 22/07)**
- ⇒ Cultural year of Marseille – MP 2018 Quel Amour **(Feb – 01/09)**
- ⇒ Biennale of dance in Lyon **(14 – 30/09)**
- ⇒ Puy de Fou – historical park

TOP REASONS TO VISIT FRANCE 2018

EXHIBITIONS

- ⇒ Eugène Delacroix – Louvre **(28/03 – 23/07)**
- ⇒ Chagall – Malévitch – Centre Pompidou **(28/03 – 23/07)**
- ⇒ Miro, la couleur de mes rêves – Grand Palais **(Oct – Jan 19)**
- ⇒ Michael Jackson “on the wall” – Grand Palais **(Nov – Jan 19)**



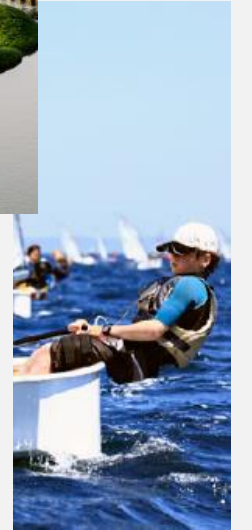
Picasso méditerranée

- ⇒ Picasso méditerranéen – Musée Picasso **(Spring)**
- ⇒ Picasso, périodes bleues et roses – Musée d'Orsay **(18/09 – 06/01/19)**
- ⇒ Picasso et la danse – Opéra Garnier **(September 18)**

TOP REASONS TO VISIT FRANCE 2018

SPORT EVENTS

- ⇒ Ryder Cup – Paris **(28 – 30/09)**
- ⇒ Tour de France **(07 – 29/07)**
- ⇒ Sailing World Cup – Hyères **(19 – 26/04)**
- ⇒ Roland Garros – Paris **(21/05 – 10/06)**
- ⇒ Gay Games – Paris **(04 – 12/08)**
- ⇒ European championship Handball women **(29/11 – 16/12)**



FRENCH OVERSEAS TERRITORIES



TOP REASONS TO VISIT FRANCE 2019

2019

- ⇒ 500 years of the Renaissance
- ⇒ D-Day & the battle of Normandy (**End May – 06/06**)
- ⇒ Armada de Rouen – Normandy (**06 – 19/06**)
- ⇒ Football World Cup women (**07/07 – 07/07**)



France.fr

