

November 2018 – News from France

What's new for 2019? New transport routes, accommodation, museums, shopping outlets, sporting events and facilities, tourism initiatives and anniversaries will set the tone for France in the coming year.

TOURISM FIGURES

France witnessed 86.7 million tourist arrivals in 2017, up 5.1% from the previous year. Of these, 78.7% came from Europe (+5.6% from 2016) (sources: DGE, Banque de France and Enquête EVE).

The UK remained the main source market for inbound travellers to France in 2017 with 12.7 million tourist arrivals, representing a 6% increase on 2016. Brits are still the primary foreign clientele visiting France, representing almost 15% of the total number of international tourists, followed respectively by those from Germany, Belgium/Luxembourg and Switzerland.

France is still the second favourite destination for British travellers – behind Spain and ahead of Italy – as well as the second favourite for family holidays and business trips. For mini breaks and winter sports holidays, France remains the British number one.

NEW MUSEUMS & CULTURAL INSTITUTIONS

COMMONWEALTH WAR GRAVES COMMISSION: A NEW 'BEHIND THE SCENES' VISITOR CENTRE

Arras, Northern France

Spring 2019

The Commonwealth War Graves Commission will welcome visitors from Spring 2019 to the battlefields of Northern France, to gain a fascinating insight into the work of this extraordinary international organisation as it opens its first visitor centre in Beaurains, near Arras.

www.cwgc.org

MUSÉE MER MARINE

Bordeaux, Nouvelle-Aquitaine

Spring 2019

With the foundations laid in April 2016, this long-anticipated maritime museum will finally open in the Bassins à Flot area of Bordeaux, with around 40 paintings and 20 drawings by Monet put on temporary display for the occasion. Conceived by entrepreneur Norbert Fradin, the museum will present the universal history of navigation, the main discoveries in oceanography and the new scientific conquest of the seas.

<https://mmbordeaux.com/> (French only)

CITÉ DE LA GASTRONOMIE - LYON

Lyon, Auvergne-Rhône-Alpes

Summer 2019

Lyon has always known how to combine taste with culture. In 2010, the 'French gourmet meal' received the honour of being added to the UNESCO Representative List of Intangible Cultural Heritage, providing Lyon – renowned for its French cuisine – with the opportunity to create a unique space where culinary arts and pleasures come together.

The Cité Internationale de la Gastronomie will offer an exceptional visitor experience, entirely devoted to fine food from around the world and the passing down of culinary traditions, and housed within the newly renovated Grand Hôtel Dieu. The project will itself be listed as UNESCO World Heritage.

(Website to come)

FONDATION LUMA**Arles, PACA****Summer 2019**

Designer Frank Gehry's vertiginous, twisting tower at LUMA Arles is taking shape on its 16-acre site in Provence. The tower will support a variety of functions including research facilities, workshops and seminar rooms, and artists' studios. Work is expected to be completed in summer 2019. While it used only to open during summer, the Fondation LUMA itself is now open all year round.

www.luma-arles.org/en

COLLECTION PINAULT PARIS**Paris, Île-de-France****Autumn 2019**

French billionaire and notable art collector François Pinault is extending his empire. The new Paris home of the Pinault Collection is due to open in 2019 in a historic building, the Bourse de Commerce, curated by Martin Bethenod, also curator of Palazzo Grassi in Italy. An auditorium and 3,000 square metres of contemporary art exhibition spaces are being designed by Tadao Ando, who also restored the exhibition halls of the Pinault Collection in Venice.

www.collectionpinaultparis.com/en/

MODERN ART AT FONTEVRAUD**Fontevraud-l'Abbaye, Pays de la Loire****Autumn 2019**

A new museum of modern art will open at Fontevraud Abbey, containing major 19th- and 20th-century works by Corot, Dubuffet, Degas, Toulouse-Lautrec, Derain and Delaunay. The region of Pays de la Loire has invested €8.6 million in the museum, which will open in the former stables and is intended to receive the 'Musée de France' label.

Fontevraud is the largest collection of monastic buildings in France, burial place of three English royals – Henry II, Richard the Lionheart and Eleanor of Aquitaine –and today a cultural centre, with concerts, exhibitions/artists in residence and an outdoor cinema. The on-site hotel has a Michelin-starred restaurant and guests have access to the abbey all night long.

www.fontevraud.fr/en/

NEW TOURISM INITIATIVES & FACILITIES

LA ROSIÈRE: A NEW SKI AREA

La Rosière, Auvergne-Rhône-Alpes

Winter 2018-19

La Rosière-Espace San Bernardo has expanded its ski area for the 2018-19 season, with a new sector named Mont Valaisan opening in December. Situated on the French side to the right of the Redoute Ruinée Fort, five new red pistes have been created, served by two high-speed, six-seater chairlifts: the Moulin and the Mont-Valaisan. The area to skiers' left remains largely off piste but will be more easily accessible, significantly boosting the resort's appeal to confident skiers. The expansion has cost €15m and offers a more technical ski area with greater freeride opportunities. It's all part of a dramatic transformation of this once-sleepy resort, which is busy adding new hotels and apartments to its two base areas. The Hyatt Centric hotel was the most high-profile opening last season; this winter, it's the Alparena & Spa.

www.larosiere.net/en/new-in-winter-2019

LA VOIE DES VIGNES: FINALLY COMPLETED

Côte d'Or, Bourgogne-Franche-Comté

Spring 2019

Great news for cyclists who love pedaling into the Grands Crus of Burgundy: the Voie des Vignes trail will be completed by spring 2019. From Dijon to Santenay, this cycling route encompasses 46km of peaceful, fully signposted vineyard trails leading you to the heart of the renowned Burgundy wine region. As you pass evocatively-named villages – Vosne-Romanée, Beaune, Pommard, Meursault, Volnay – you'll be enticed into stopping off for a tasting.

www.la-bourgogne-a-velo.com

ANNIVERSARIES

VIVA LEONARDO DA VINCI 2019! 500 YEARS OF THE RENAISSANCE IN LOIRE VALLEY

Centre-Val-de-Loire 2019

2019 will mark the 500th anniversary of the death of Leonardo da Vinci at Amboise, the start of the construction of the Château of Chambord and the birth of Catherine de' Medici in Florence. The Loire Valley region will celebrate the artistic,

scientific and intellectual effervescence of the Renaissance in France with a major programme of events, trips and exhibitions.

www.loirevalley-france.co.uk/

75th ANNIVERSARY OF THE D-DAY LANDINGS AND THE BATTLE OF NORMANDY

Manche, Calvados and Orne - Normandy

1 – 9 June

All eyes will be on Normandy in 2019 as Thursday 6 June marks the 75th anniversary of the D-Day Landings and the Battle of Normandy – a momentous occasion to celebrate peace, liberty and reconciliation. The D-Day Festival will run from 1-9 June with a rich, unprecedented programme of events bringing the memory of this tragic period of world history to life, all the while emphasising the spirit of hope. The 75th anniversary will be commemorated with events and festivities such as parades, firework displays, air shows and military re-enactments.

www.normandy-dday.com

100th ANNIVERSARY OF VICTORINE MOVIES STUDIOS

Nice, PACA

2019

2019 will mark the 100th anniversary of the Victorine Studios in Nice, film industry mecca on the Côte d'Azur. Since 1919 – around the time the first studios in Hollywood were built – the Victorine Studios have played host to the likes of Alfred Hitchcock, Woody Allen, Brigitte Bardot, Grace Kelly and Lauren Bacall, plus many other talented film directors and actors. The Victorine's history is a turbulent one, but quintessentially 'south of France', complete with jet-set glamour, tragedy and shady subplots that will be revealed through various cultural events next year.

(Calendar of events and link to come)

SAINT-PHILIBERT ABBEY CELEBRATES 1,000 YEARS

Tournus, Bourgogne-Franche-Comté

2019

This masterpiece of Romanesque architecture in rose and ochre stone is preparing to celebrate a millennium since its consecration in 1019, with a wealth of festivities planned for 2019. It is also bidding for UNESCO World Heritage status.

www.tournus-tourisme.com/

10 YEARS OF GREAT ROMAN GAMES**Nîmes, Occitanie****3 – 5 May**

Transport yourself back to Roman times for a weekend: Nîmes is celebrating 10 years of its annual games with extra-special circus shows ('ludi') in the arena. Expect horse demonstrations, chariot races and gladiator battles, military parades, Roman bivouacs, themed tours, exhibitions, conferences and almost 500 participating actors from all over Europe. The theme for 2019 is Barbarian Kings.

www.arenas-nimes.com/en

EVENTS**MPG2019: A GOURMET YEAR IN PROVENCE****Bouches-du-Rhône, PACA****March – December 2019**

MPG2019 will be celebrating the culinary know-how and lifestyle of Bouches-du-Rhône with a year-long focus on its famed cuisine, from producers to plate. MPG2019 is a whole year of festivities, kicking off with the Goût de France (Taste of France) grand opening in March. Expect meetings with local chefs, gourmet markets, picnics with a view and urban vegetable gardens. A fabulous foodie voyage through this lovely part of Provence.

www.myprovence.fr/en

TOMORROWLAND**Alpe d'Huez, Auvergne-Rhône-Alpes****9 – 16 March**

Giant DJ-led electro festival Tomorrowland is coming to Alpe d'Huez for its first ever winter version in 2019. The imaginary world that's become the festival's USP will spread across the resort's entire ski area from 9–16 March, entitled 'The Hymn of the Frozen Lotus'. The likes of Afrojack, Armin van Buuren, Martin Garrix and Kölsch will play from quirky festival sets installed as high as 3,330m. It's expected that 30,000 dance fans will attend, while the original summer festival draws 400,000 revellers to Belgium each year.

www.tomorrowland.com/en/winter/welcome

BIENNALE INTERNATIONALE DU DESIGN**Saint-Étienne, Auvergne-Rhône-Alpes****21 March – 22 April**

The 11th edition of the Biennale Internationale Design will see a wealth of actors, institutions and companies uniting to celebrate Saint-Étienne as a centre of design trends, projects and innovations. The only French city to be a UNESCO-listed Creative City of Design – alongside Berlin, Bilbao, Montreal and Beijing – Saint-Étienne is now a global benchmark for design and creativity. China will be guest of honour at this year's Biennale.

www.biennale-design.com/saint-etienne/2019/en/

ELDORADO! AT LILLE3000**Lille, Northern France****27 April – 1 December 2019**

Lille became European Capital of Culture in 2004, an extraordinary milestone that profoundly changed the image of the city and the Eurodistrict. Cultural association Lille3000 has sustained and further developed this dynamic. Following Lille Bombaysers (2006), Europe XXL (2009), Fantastic (2012) and RENAISSANCE (2015), it is now set to present its fifth thematic edition: ELDORADO! There will be opening festivities, urban transformations, major exhibitions at the Tripostal, Gare Saint-Sauveur and many partner cultural venues of Lille Métropole, shows, gardens, firework displays, debates and new events – all themed around South America.

www.lille3000.com

ROUEN ARMADA**Rouen, Normandy****6 – 16 June**

Celebrating its 30th anniversary, this key event in the international sailing calendar draws thousands of sailors to Rouen's quaysides alongside 50 magnificent tall ships, military boats and submarines from all over the world. The 10 days of celebrations will conclude with a parade along the River Seine. The Rouen Armada is one of the largest free-admission maritime events in the world, and expects to welcome over 10 million visitors. The sailors will party with the locals in the city's bars and clubs, while the Armada village will come alive with concerts, fireworks and other entertainment.

<http://en.normandie-tourisme.fr/calendar-of-events/rouen-armada-834-2.html>

FIFA WOMEN'S FOOTBALL WORLD CUP 2019**France (various cities)****7 June – 7 July**

The 2019 FIFA Women's World Cup will be the eighth edition of the championship (formerly known as the Women's World Championship), contested by national teams of the member associations of the Fédération Internationale de Football Association. France won its role as host in March 2019 and it will be its first time to do so, and Europe's third. Matches are planned in nine French cities: Montpellier, Nice, Lyon, Grenoble, Reims, Rennes, Valenciennes, Le Havre and Paris.

www.fifa.com/womensworldcup/index.html

NEW SHOPPING OUTLETS**GALERIES LAFAYETTE OPENS ON THE CHAMPS-ÉLYSÉES****Paris****Spring 2019**

Department store Galeries Lafayette is due to open a branch at 52 Avenue des Champs-Élysées. The 97,000-square-foot store, which represents around a tenth of the Boulevard Haussmann flagship (the equivalent of one floor), is set to open in spring 2019 in a protected Art-Deco building dating from 1932, which was formerly a bank. The store has been designed by an experimental architect, Denmark's Bjarke Ingels, who has never before worked on a retail project – and will feature Instagram-friendly features, a panoramic restaurant and a team of staff with 'exciting personalities' who will embrace the 'new Parisian'.

www.galerieslafayette.com

LA SAMARITAINE REOPENS OFF RUE DE RIVOLI**Paris****End of 2019**

After closing for safety reasons in 2005, La Samaritaine is finally unveiling the results of its large-scale renovation project conceived by the LVMH Group. Several facilities will be grouped together within the buildings, spread over two blocks between the Quai du Louvre and Rue de Rivoli: a department store, a five-star Cheval Blanc hotel with 72 rooms (scheduled to open in 2020), 96 social housing units, offices and a crèche.

www.lvmh.com/houses/other-activities/samaritaine

NEW HOTELS

HOTEL CHAIS MONNET

Cognac, Nouvelle-Aquitaine

December 2018

Conveniently located a stone's throw from some of the town's landmark mansions, the Hôtel Chais Monnet will open its doors with 92 guest rooms and suites, 13 apartments, two restaurants and a state-of-the art spa. The vast heritage site in Cognac's historic centre comprises buildings dating back to 1838, restored and refurbished to the highest specifications.

www.chaismonnethotel.com/en/

GRAND POWERS HOTEL

Paris

15 December 2018

In July 2017, Hotel Powers (which originally opened in the 1920s) closed for a renovation. On 15 December this year, it will reopen as Grand Powers Paris, a member of the Small Luxury Hotels of the World. The 50-room hotel has undergone a total transformation in which old and new go hand in hand, combining Haussmannien architecture, Parisian charm and vintage style with modern materials, crisp colours and custom-made furniture. Located on the corner of Rues Pierre Charron and François-Ier, the hotel is set in the chic 8th arrondissement, close to the Champs-Élysées.

www.hotelgrandpowersparis.com

MGM HOTELS & RESIDENCES

French Mountains

Winter 2018-19

Founded in 1963, MGM has constructed over 30 mountain residences, selecting its sites with respect for the natural environment and using locally-sourced materials such as roofing slates and dressing stones or wood for the structure and cladding. Technical choices also follow the same logic, notably for heating, which relies largely on renewable energy.

The company has added three new properties to its portfolio this season: five-star Residence Alexane in Samoëns, the first MGM property to boast its own restaurant serving Italian cuisine, plus 32 apartments and a four-star hotel; Residence Anitéa in Valmorel, with 40 self-catering apartments; and Les Chalets Éléna in Chamonix-Les Houches, with 49 self-catering apartments.

www.mgm-hotels-residences.com/en

LE REFUGE: THE HIGHEST HOTEL IN FRANCE**Val d'Isère, Auvergne-Rhône-Alpes****Winter 2018-19**

The round-topped peak of La Solaise towers over Val d'Isère, and this winter a new hotel opens at its summit: at the dizzy altitude of 2,551m. La Refuge du Solaise occupies the site of a former cable car station and mountain restaurant, and everyone is invited. Alongside 34 upmarket bedrooms and three luxury apartments, there's a traditional refuge dormitory with 14 beds, a 300-seater restaurant, a library with open fireplace, and a superb spa with 23-metre pool open to the public.

www.lerefuge-valdisere.com

CHALET SAPPHIRE – THE NEW PEARL OF THE FRENCH ALPS**Morzine****December 2018**

The Boutique Chalet Company announced a new addition to their collection of luxury fully-catered chalets. The 'Chalet Sapphire' is scheduled to open mid-December 2018, just in time for the winter season. Built with the mind-set of a 5-star hotel but with an exclusive use offering privacy and a cosy hideaway from it all, this 720m2 star-shaped chalet offers 6 en-suite bedrooms with stunning views, both an indoor and outdoor spa, a spacious living room with a traditional chimney and the opportunity to hire a private chef or chauffeur during your stay. Designed to accommodate up to twelve guests, the capacity can be increased with 'The Little Gem', a 135m2 adjacent chalet for up to 4 guests.

<http://www.theboutiquechalet.com/chalet-sapphire>

BLACK DIAMOND COLLECTION**Tignes les Brevieres****December 2018**

In collaboration with the GC Kollection Boutique Chalet is launching the Black Diamond collection. All six chalets have been designed and built by the French free ski and motor-racing champion Guerlain Chicherit. The Black Diamond Residences are 6 unique and flamboyant properties all with their own private facilities, like a chalet, but also benefitting from incredible communal facilities including The Spa with indoor swimming pool, The Ski Room – including its own rental equipment shop in the property, and The Terrace for apres-ski - with firepits, a bar and regular live music. In essence it will be a fun fusion of chalet, hotel and members club!

<http://www.theboutiquechalet.com/black-diamond/>

OKKO HOTEL, GARE DE L'EST**Paris**

2019

Another Okko hotel is opening in Paris as part of the 'Balcon Vert' project. Constructed on a new path between the busy Gare de l'Est and Gare du Nord, this four-star eco hotel promises the best value for money with its 170 rooms, and will have a large public garden on its roof, facing the station.

www.okkohotels.com/en/hotels/okko-hotels-paris-gare-de-lest

MAMA SHELTER, LILLE**Lille, Northern France****Early 2019**

The Swam Project, a huge complex of 12,000 square metres, will include offices, shops, restaurants – including a gourmet one with panoramic views – and a Mama

Shelter hotel. In addition to its 112 rooms, the 'Mama' will have a bar restaurant and separate rooftop bar. The restaurant's menu will be conceived by Michelin-starred chef Guy Savoy. Shows will also run on a stage 2-3 times per week.

www.mamashelter.com/en

A NEW ECOLODGE SURROUNDED BY MOUNTAIN ANIMALS**Hautes-Pyrénées, Occitanie****June 2019**

The Pyrenees Animal Park covers 14 hectares at the heart of the mountains, home to 100 species including marmots, lynx, bears, grey wolves and eagles. Located on a rocky peak facing the Pyrenees, a new lodge evoking the true spirit of the mountains will open in the summer, boasting a spacious layout and refined decor.

Designed to accommodate up to six, the lodge is ideal for families who fancy staying in the close company of these mountain animals.

www.parc-animalier-pyrenees.com

HOTEL IMPERATOR**Nîmes, Occitanie****Summer 2019**

The new stately Hotel Emperor is set to reopen in Nîmes as a five-star offering under Maison Albar Hotels. Ava Gardner, Ernest Hemingway and El Cordobes stayed here before its renovation – and the preserved Art-Déco spirit will now be combined with the latest technology. Comprising 53 rooms, seven villas & suites, a pool and spa and two restaurants featuring cuisine from Michelin-starred chef Pierre Gagnaire, the Emperor will retake its place as Nîmes' most prestigious hotel.

www.maison-albar-hotel-nimes-imperator.com

KM127: NORMANDY'S FIRST OFF-GRID, LUXURY ECO-RESORT

Boffereaux, Normandy

September 2019

Named after the distance separating it from the French capital, eco-friendly accommodation KM127 will boast eight five-room lodges, an on-site restaurant and a permaculture vegetable garden spread over 110 acres, as well as a low carbon footprint and off-grid water and electricity supplies.

www.km127.com

NEW FOODIE PLACES

L'ARBRE BLANC: ARCHITECTURE & GASTRONOMY

Montpellier, Occitanie

March 2019

A new plant is growing in the heart of the contemporary district Port Marianne in Montpellier: L'Arbre Blanc (The White Tree). This 17-storey, multi-purpose tower will open its doors in March – and become a hotspot for food and drink lovers by mid 2019 with the opening of a new brewery by Charles Fontes (Michelin-starred chef of La Réserve Rimbaud) and Eric Cellier (chef of La Maison de la Lozère). A tapas bar on one of the panoramic terraces on the 17th floor will open later (date TBC). Designed by architects Sou Fujimoto, Nicolas Laisné and Manal Rachdi, the tower will also house 120 apartments, an art gallery, offices and various common areas.

<https://larbreblanc.net/>

MOULIN SEINE: THE FLOATING BAKERY

Paris

Spring 2019

The first floating bakery will soon take up residence in Paris. Named Moulin Seine, it's scheduled to be moored by spring 2019 beneath the Alexandre III bridge and will comprise an open space bakery, baking factory, panoramic terrace on the waterfront and teahouse pergola, under which visitors can relax while appreciating the smell of freshly baked croissants.

(Website to come)

2020

MAISON HELER BY STARCK
Curio Collection by Hilton
Metz, Alsace

Presented at MIPIM (international property market) in Cannes on 15 March 2018, the first hotel designed entirely from scratch by French creator Philippe Starck is scheduled to open its doors in 2020 near the Centre Pompidou-Metz. The building will be one of the 50 remarkable hotels in the 'Curio by Hilton' collection. It will have 119 rooms and suites spread over 14 floors – topped by the famous replica of the Salomon Villa on Avenue Foch – as well as a restaurant and cosy bar-salon.

BVLGARI HOTEL
Paris

This smart new hotel will be located at 30 Avenue George V, which forms the famous 'Triangle d'Or' with the Champs-Élysées and Avenue Montaigne, one of Paris' most exclusive and distinctive areas offering a wealth of luxury shopping, entertainment and cultural attractions. The Bvlgari will offer 76 rooms, most of them suites, plus a full range of luxury facilities including a spa with 25-metre pool and a Bvlgari restaurant and bar, opening out to a charming courtyard garden.

www.bulgarihotels.com/en_US/

NEW TRANSPORT ROUTES**Ryanair**

- London Stansted – Nantes, from 02/10/2018, winter only
- London Stansted – Dole, from 22/12/18, winter only
- Manchester – Marseille, from 02/04/2019, summer only
- Manchester – Bordeaux, from 03/04/2019, summer only
- Dublin – Bordeaux, from 04/04/2019, summer only
- Dublin – Lourdes, from 03/06/2019, summer only
- London Southend – Brest, from 05/04/2019, summer only

EasyJet

- Liverpool – Toulouse, from 28/10/18, winter only
- London Stansted – Lyon, from 16/12/18, winter only

Wizz Air

- London Luton – Grenoble, from 15/12/18, winter only

British Airways

- London Heathrow – Grenoble, from 02/12/2018, winter only
- London Heathrow – Bastia, from 25/05/2019, summer only

Jet2

- Birmingham – Bergerac, from 25/05/2019, summer only
- Manchester – La Rochelle, from 25/05/2019, summer only

Aer Lingus

- Cork – Nice, from 01/05/2019, summer only

Flybe launched additional flights for Christmas and New Year to destinations previously only available in the summer season:

- Southampton – Bordeaux
- Southampton – La Rochelle
- Southampton – Limoges
- Southampton – Rennes

Aer Lingus also announced the extension of its current summer route between Dublin and Toulouse, which will offer four flights per week as of winter 2019.

Finally, from 31 March, the annual liaison between Manchester – Paris Charles de Gaulle operated by Air France will be taken over by the airline company Joon, a new Air France branch targeting millennials.

-ENDS-

For further information please contact:

Anne Pedersen, Head of PR at Atout France

anne.pedersen@atout-france.fr

Tel. 020 7061 6624, www.france.fr

About Atout France

Atout France - France Tourism Development Agency, is responsible for promoting the development of the tourism industry, the country's largest economic sector. Atout France's primary mission is to monitor and analyse the supply and demand in the tourist market. Atout France is also committed to promoting destinations and tourism partners in and from France. This is achieved through marketing campaigns, online promotion, PR and working closely with the travel trade sector. Atout France is represented in the UK and Ireland from its office in London.

