



**PRESS  
KIT**

**#RemarkableFrance**



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# FRANCE OFF THE BEATEN TRACK

**A collection of  
19 unexpected places,  
off the beaten track,  
gathered under hashtag  
#RemarkableFrance.**

Sites & Cités remarquables de France  
along with Atout France offer ideas  
and inspirations to explore places,  
discover or re-discover the unique charm  
of the natural, cultural, architectural  
and gastronomic treasures of France.





**SITES &  
CITÉS  
REMARQUABLES  
FRANCE**



The **#remarkablefrance** initiative will be enriched with new discoveries each year.

Explore  
France™







# LET YOURSELF BE CARRIED AWAY BY NEW ADVENTURES

During the summer of 2019, Atout France and Sites & Cités remarquables de France organized a long journey from town to town for two talented travel influencers.

The idea: let these two globetrotters, Pauline and Benoît from @Worldelse, express their creativity to showcase these sites. Pictures are available on <https://uk.france.fr/en/campaign/remarkablefrance>

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# DISCOVER FRANCE DIFFERENTLY

Please find enclosed places to stay and to visit  
the treasures of the #RemarkableFrance offer.

Be inspired by new ideas for visitors eager  
to discover new sites in France, off the beaten track.





## UNEXPECTED TOWNS

Ideas for visiting remarkable towns to combine **cultural discoveries** and **activities in the great outdoors**.

### CALAIS



*The town of lace...  
and now of the dragon*

Calais offers many surprises, you can observe a breathtaking landscape from its belfry, participate in different water sports by the sea, or take part in various concerts and events at the Channel, a place of life, symbol of the spirit of this town on the move.

#### ♥ OUR FAVORITE

The fascinating Cité de la Dentelle et de la Mode, the landscapes of Cap Blanc-nez and Cap gris-Nez, the impressive dragon that breathes life to the seaside since 2020.



### BESANÇON



*« Ô temps suspends ton vol »*

Historic cradle of French clock and watch creation, Besançon is delicately nestled in the meanders of the Doubs river, at the foot of the Citadel. The architectural heritage is outstanding: Gallo-Roman vestiges, religious or military heritage, palaces and hotels from all periods. Not to mention the presence of more than 2,400 hectares of natural beauty.

#### ♥ OUR FAVORITE

Saint-Pierre church, the municipal library, walks along the Doubs river.



### LE HAVRE



*The brilliant renewal of a martyr*

Destroyed in 1944, the town centre was entirely rebuilt. You cannot remain insensitive to the charm of the town, its difference and its uncommon style. Just a few minutes away from the town centre, discover a true sanctuary of peace and quiet: the Jardin du Carmel.

#### ♥ OUR FAVORITE

The cultural centre Scène Nationale Le Volcan, Saint Joseph Church, the cliffs of Etretat.





Here are three towns where life is sweet,  
in the south-west of France, **time flies with delight...**  
the climate, the gastronomy, the singing accent  
of the locals, the charm of the **landscapes are**  
**ingredients for daydreaming.**

## LIFESTYLE TOWNS

### SAINT-JEAN-D'ANGÉLY



#### *A beautiful detour in France*

The heritage of the town is revealed along its alleys where medieval houses and 18<sup>th</sup> century mansions still exist, giving the impression of going back in time! By climbing to the top of the two towers of the incompleated abbey, enjoy a magnificent panoramic landscape of the town and the surrounding countryside.

#### ♥ OUR FAVORITE

The Clock Tower, concerts and cultural events at the L'Eden hall, the covered market every Saturday morning.



### PÉRIGUEUX



#### *The beating heart*

Its heritage is both architectural and natural. The Saint-Front cathedral, whose original architecture is a reminder of ancient churches of the Orient. It reveals this famous town. The Isle river, in Périgueux, offers the ideal setting for various sport activities such as paddle or canoeing.

#### ♥ OUR FAVORITE

The Gallo-Roman Vesunna museum, the roof terrace of the Mataguerre tower.



### DAX



#### *An authentic town*

From the cathedral to the Saint-Martin d'Agès hotel , including the bull-ring, Dax offers a wide range of surprising discoveries. The Art Deco buildings reflects the wealth of the "town where life so enjoyable"

#### ♥ OUR FAVORITE

The Splendid hotel where you can enjoy a thermal spa, the five days of the Dax Festival, shows and local traditions.





# TREASURE TOWNS

Inspirations to discover French towns, which offer **treasures, style and charm**, as you start exploring them.



## LANGRES



*One of the most beautiful fortified towns in France*

The hometown of philosopher Diderot has preserved its exceptional heritage over the centuries. The best way to discover it is to wander in the maze of streets of the historic centre and contemplate the landscape from the curtain walls.

♥ OUR FAVORITE

The Tour Piquante, the Museum of Art and History of Langres, the Estival des Hallebardiers.



## MOULINS

### *Capital of Bourbons*

Famous history, modern-day treasures, countless outstanding buildings are the main treasures of Moulins: you can also visit the cathedral, the Jacquemart Tower, the Courthouse or the Grand Café with beautiful Belle-Époque settings.

♥ OUR FAVORITE

The Saint-Pierre and Saint-Paul priory church, the magnificent views from the castle of the Dukes of Bourbons, the Grand Café. Not to be missed: the National Centre for Stage Costume and Scenography.







## LECTOURE



### *The French Tuscany*

The rolling countryside and breathtaking landscapes, surround Lectoure. Its is also known as the French Tuscany, thanks to its rich historical past, and magnificent old-built constructions.

#### ♥ OUR FAVORITE

The village of antique dealers, the Centre for Art and Photography, the «Nuits Musicales en Armagnac» festival.



## FIGEAC THE LOT & CÉLÉ VALLEYS

### *Jewel of French medieval heritage*

Nestled in the Lot and Célé valleys, Figeac stands out of its own : a place where time passes by slowly. Its medieval alleys and its half-timbered houses reveal its historic heritage. The surroundings are also a must-see.

#### ♥ OUR FAVORITE

The Champollion Museum of World Scriptures, the Viguiers du Roy castle, the market every Saturday morning.



## CULTURE AND NATURE TOWNS

A great stroll to visit towns with an **emblematic heritage**. With the Vosges mountains and the Lorraine regional natural park in the background, **nature is everywhere..**

### SAINT-DIÉ-DES-VOSGES



#### *In the heart of nature*

The town shows both a modern and innovative style. Nature activities within the Vosges mountains are a priceless asset of the city.

#### ♥ OUR FAVORITE

Saint-Dié cathedral, Saint-Hyulphe abbey in Moyenmoutier, Lake Maix.  
Not to be missed: the street art.



### LUNÉVILLE



#### *Royal Lorraine*

Lunéville castle, also known as the little Versailles, is one of the many architectural treasures not to be missed. Its Bosquet park is a place to relax and savour a real breath of fresh air.

#### ♥ OUR FAVORITE

Saint-Jacques Church,  
Place Léopold, Maison du Marchand.





Another amazing stroll, between two remarkable towns rich in **culture and history**. Closeby, the Ardennes massif and the banks of the Meuse river offer a multitude of **inspiring or sport-orientated walks**.

## CULTURE AND NATURE TOWNS



### CHARLEVILLE-SEDAN



#### *Two towns, one heart*

Charleville-Mézières and Sedan are unknown little treasures, by the Meuse river. Their nice town centers offer ideal places for quiet walks. The unique world festival of puppets attracts 150,000 visitors every two years.

#### ♥ OUR FAVORITE

The Cabaret Vert festival, the urban art route in Charleville-Mézières based on Rimbaud's texts, the daily shows at the Château de Sedan, the Place Ducale in Charleville. Not to be missed: the World Festival of Puppet Theatre



### LONGWY

#### *Land of history, art of fire and open air*

Heirs to two centuries of exceptional craft-work, the earthenware makers of Longwy contribute to its international reputation. But Longwy has also an extraordinary citadel, listed as a world heritage site.

#### ♥ OUR FAVORITE

The Recollets park,  
Longwy golf course, enamels





## VINEYARD TOWNS

Champagne, Chablis... nectars that are appreciated all over the world have their vines next to these two beautiful French towns. To combine **cultural discovery and epicurean pleasures**, a stay between Burgundy and Champagne is a must.



### TROYES LA CHAMPAGNE



#### *A town of a thousand colours*

The second heart of Champagne wine is also a architectural gem. Old houses, gothic churches, the unique Ruelle des chats and its museum of Fine Arts are the main assets of this City whose center is nicknamed «Le bouchon». Cheers !

#### ♥ OUR FAVORITE

Saint-Pierre Saint-Paul cathedral, the town's media library, the Saint-Loup museum.



### AUXERRE

#### *Charming Burgundy wineyard*

Auxerre is a real treasure. Hosting many old-fashioned streets and churches, its historic centre is a must-see. Dont miss its famous wines near Chablis and Irancy !

#### ♥ OUR FAVORITE

A boat trip on the Yonne river, the small village of Irancy, or the unforgettable Chablis.



There are places where the **sun shines** all the time.  
By visiting two Remarkable towns  
in the South of France, the decor, the landscapes,  
the atmosphere but also the activities, you will see  
**France from a different perspective**

SUNNY SOUTHERN  
TOWNS



BEAUCAIRE



*Sunny Beaucaire !*

Near Provence, enjoy a beautiful and relaxing stay in this historical town born in Roman time. Taste the southern specialties while sun bathing.

♥ OUR FAVORITE

The view from the Abbey of Saint-Roman de Beaucaire, the Domaine des Clos, the Château des Mourgues estate, the Beaucaire fortress.



PÉZENAS

*The historic town of Molière*

39 historic monuments and one prominent figure: Molière. The spirit of the famous writer and poet is still alive. Each year, Pézenas hosts a prominent outdoor festival. A unique chance to discover this charming town.

♥ OUR FAVORITE

The works of Libron in Vias, a theatrical visit to the heart of the historic centre and to the theatre, the craftsmen's boutiques.



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# EXOTIC TOWN



*Do not miss this mixture of French and Caribbean way of life and discover this charming small city, whose history is unique.*

## SAINT-PIERRE DE LA MARTINIQUE



*A unique jewel in the Caribbean*

Saint-Pierre, in the west coast of La Martinique is unique : this town, nicknamed «The Little Paris of the Antilles» was totally destroyed by the volcano and rebuilt. But, ruins of this glorious past remain for the pleasure of visitors.

Sunny beaches and blue lagoons are also part of the journey.

♥ OUR FAVORITE

The beach at L'Anse Couleuvre, the market square, Notre-Dame de l'Assomption Cathedral, the unique view from the Vierge des Marins.





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## **PRESS CONTENTS**

**Website #Remarkable : <https://bit.ly/39DLTbQ>**

**Photos link : <https://bit.ly/2T7wQAP>**

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