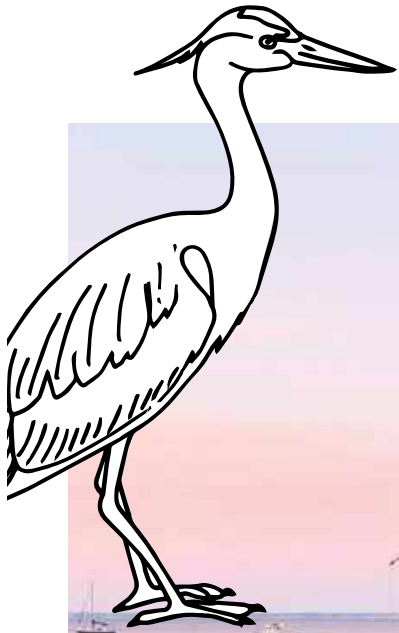


TRAVEL DIARY

2020
PRESS KIT



atlantic-loire-valley.com
BRIMMING WITH HOLIDAY IDEAS



'Sharing our love of nature'

Catherine & Florent, stock farmers



'Experiencing the joy of sailing'

Bruno, sailing instructor



'Cultivating a taste for the local terroir'

Bastien, winemaker



'Exploring the region from a new angle'

Damien, cycling guide



Map by solutions^{co}
 Illustrated map and illustrations – Albane Métrone
 Graphic design – Mayet & Associés
 Printing – Vancor Imprimeries, Edition 2019
 Photo credits: P. Belloni, P. Belloni – Mayenne Tourisme ;
 J.P. Berlier, J. Ben, O. Chénier, J. Darnice, O. Darnice ;
 O. Darnice, A. Geyraud, R. Lamiouze, A. Lamiouze ;
 La Velodyne, Puy du Fou, Région Pays de la Loire ;
 Ouest Média, T. Fy
 stock.adobe.com

TOP VISITOR ATTRACTIONS

LOIRE-ATLANTIQUE (44)

1. Blain - Château & Nantes-Brest canal
2. Bouaye - Maison du Lac de Grand-Lieu
3. Châteaubriant - Château of Châteaubriant
4. Clisson - Italianate town, Château & Domaine de la Garenne-Lemaître
5. Guérande - Salt Marshes
6. La Baule - Bay
7. La Boissière-du-Doré - Boissière-du-Doré Zoo
8. Le Croisic - Océarium sea life centre
9. Nantes - Machines de l'île & Château of the Dukes of Brittany
10. Pays d'Ancenis - Oudon Castle
11. Pornic - Fishing huts
12. Port-Saint-Père - Planète Sauvage
13. Saint-Nazaire - Shipyards of the Atlantic & Escal'Atlantic

ANJOU (49)

14. Angers - Château of Angers & Cointreau distillery
15. Baugé - The twisting steeples of Baugéais
16. Brézé - Château of Brézé
17. Brissac - Château of Brissac
18. Doué-la-Fontaine - Biopark and troglodyte houses
19. Fontevraud-l'Abbaye - Fontevraud Abbey
20. Le Choletais - Moulévrier Oriental Park
21. Pays de Segré - Blue Mine and slate
22. Saumur - Cadre Noir & Château of Saumur

MAYENNE (53)

23. Château-Gontier - Refuge de l'Arche
24. Cossé-le-Vivien - Robert Tatin Museum
25. Jublains - Gallo-Roman Archaeological Site
26. Laval - Naïve Art Museum - Le Douanier Rousseau
27. River trips & towpath
28. Mayenne - Carolingian palace
29. Saulges - Caves, canyon and Museum of Prehistory
30. Sainte-Suzanne - Château and town with remarkable architecture & natural heritage

SARTHE (72)

31. Asnières-sur-Vègre - Town with remarkable architecture & natural heritage
32. La Flèche - Zoo and Safari Lodge
33. Le Breil-sur-Mérize - Domaine de Pescheray
34. Le Mans - The 24 Hours of Le Mans - Old Town (Cité Plantagenêt) - Papea Park
35. Le Perche Sarthois - La Ferté-Bernard
36. Mancelles Alps
37. Ponce-sur-le Loir - Gardens of the Château of Ponce-sur-le Loir
38. Vallée du Loir - Château of Le Lude
39. Vallée de la Sarthe - Solesmes Abbey

VENDÉE (85)

40. L'île de Noirmoutier - Le Bois de la Chaise - Le Gols
41. L'île d'Yeu - Old Castle
42. La Roche-sur-Yon and the Machines on Napoleon Square
43. La Tranche-sur-Mer - The surf
44. The Poitevin Marsh
45. Les Epesses - Puy du Fou
46. Les Sables-d'Olonne - The Vendée Globe & Sables-d'Olonne Zoo
47. Moutiers-les-Mauxfaits - Indian Forest & O'Gill's Park
48. Saint-Gilles-Croix-de-Vie - Sardines
49. Saint-Jean-de-Monts - Sand yachting
50. Vouvant - Town with remarkable architecture & natural heritage



FACTS & FIGURES



80 million

TOURIST OVERNIGHT
STAYS IN 2019



375 km

OF NAVIGABLE
RIVERS



450 km

OF ATLANTIC
COASTLINE WITH
TWO ISLANDS
(YEU AND NOIRMOUTIER)



3 000 km

MARKED AND SECURE
CYCLE ROUTES



3rd largest French

WINE APPELLATION (AOC)



215 km

OF BEACHES



4 regional

NATURAL
PARKS



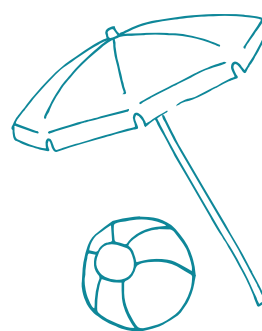
250 km

OF LOIRE WATERWAYS,
75 KM OF WHICH
ARE LISTED AS
UNESCO WORLD
HERITAGE



43 villages and towns

WITH REMARKABLE
ARCHITECTURE
& NATURAL HERITAGE
('PETITES CITÉS DE CARACTÈRE')



CØNTENTS

Highlights for 2020	9
Agritourism and farm stays	10
River trips and watersports	18
Vineyard stays and wine tourism	26
Cycling trips and holidays	34
Events calendar	42
Photo credits	48
Acknowledgements	51

HIGHLIGHTS

for 2020



Culture & Heritage

NEW FONTEVRAUD:

MUSEUM OF MODERN ART

A new cultural space within the Royal Abbey complex

NEW PUY DU FOU AND ITS NEW ADDITIONS FOR 2020

Puy du Fou: second most-visited French amusement park

**LE JARDIN ÉTOILÉ
AND THE SEA SERPENT**

Giant works of art on the Loire estuary

NEW THE LOIRE VALLEY CELEBRATES 20 YEARS AS A UNESCO WORLD HERITAGE SITE

«Unique cultural and architectural heritage along the Loire

NEW PORTE-VUE: A VIEWPOINT AT CHÂTEAU-THÉBAUD

A commanding view of the vineyard

**THE MONT DES AVALOIRS:
THE HIGHEST POINT IN ATLANTIC
LOIRE VALLEY**

«The Belvédère du Mont des Avaloirs through the eyes of artist Seb Toussaint



Atlantic Coast

NEW THALASSO BARRIÈRE
LA BAULE REOPENS

**SEPTEMBER 2020 FOLLOWING
A NINE-MONTH RENOVATION**

The Thalasso got a makeover!

NEW START OF THE VENDÉE
GLOBE 8 NOVEMBER 2020
AT 1.02PM

Conquering the Everest of the Seas

LA FRAISERAIE – PORNIC

Gourmet break on the Atlantic at a popular ice cream parlour

LE GOIS - NOIRMOUTIER
A remarkable tidal causeway between the island and the mainland

**ESCAL'ATLANTIC –
SAINT-NAZAIRE**

All aboard for an ocean liner experience

**LA DÉBARQUE –
ST-GILLES-CROIX-DE-VIE
OPENS SPRING 2020**

An interpretation centre all about sardine fishing



Parks & Gardens

BRIÈRE REGIONAL NATURAL PARK

Leave modern life behind

NEW BIOPARK IN DOUÉ-LA-FONTAINE

Voted France's #1 zoo

THE SAULGES CAVES

The mini Lascaux of Mayenne

NEW LA FLÈCHE ZOO

Spend an unforgettable night
with the grizzlies

THE ALPES MANCELLES

A slice of Switzerland in Sarthe

NEW TERRA BOTANICA CELEBRATES ITS 10TH ANNIVERSARY

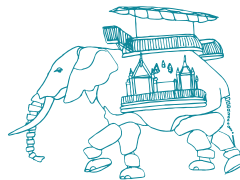
The world's only plant-themed entertainment
park, near Angers

THE MARAIS POITEVIN REGIONAL NATURAL PARK

A haven of peace for nature lovers
between land and sea

PARC ORIENTAL DE MAULÉVRIER

The largest Japanese garden
in Europe



City Sights

STREET ART IN SAINT-NAZAIRE

Brooklyn comes to Saint-Nazaire!

NEW A SCENT FOR NANTES

A fragrance for fans
of Nantes in 2020

NEW LA VISITATION IN LE MANS

A convent, then a prison,
and now the city's latest shopping
and cultural centre

LA CHARTRE-SUR-LE-LOIR

The place to be for art
and antiques lovers

CLISSON

A corner of Tuscany
in the vineyards of Nantes

NEW RESTAURANT LES PETITS PRÉS – ANGERS

A restaurant in Angers opened
by TV Top Chef winner Samuel Albert



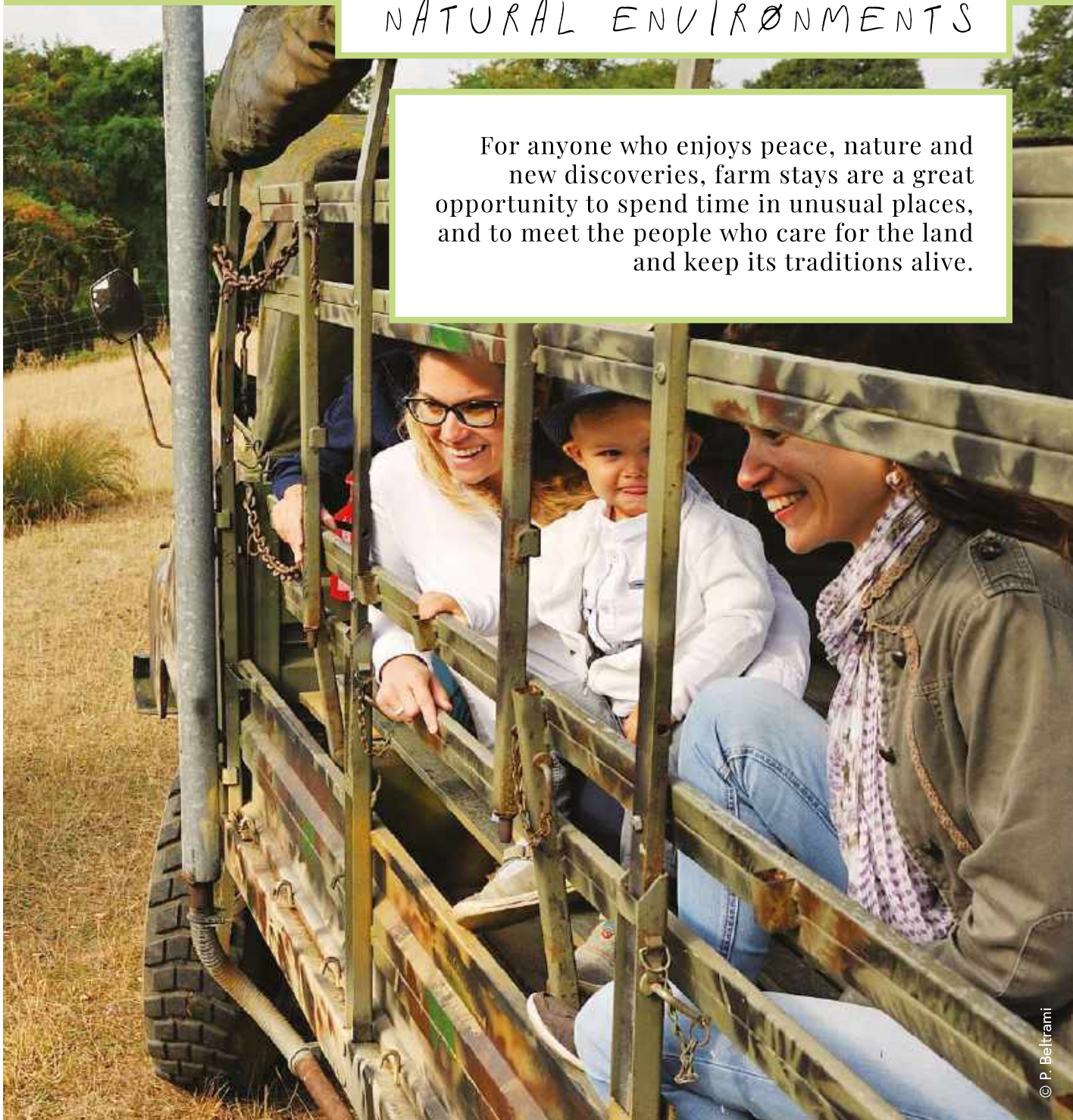
EXPLORE THE WORLD OF AGRITOURISM & **FARM STAYS**





EXPLORING PEACEFUL NATURAL ENVIRONMENTS

For anyone who enjoys peace, nature and new discoveries, farm stays are a great opportunity to spend time in unusual places, and to meet the people who care for the land and keep its traditions alive.



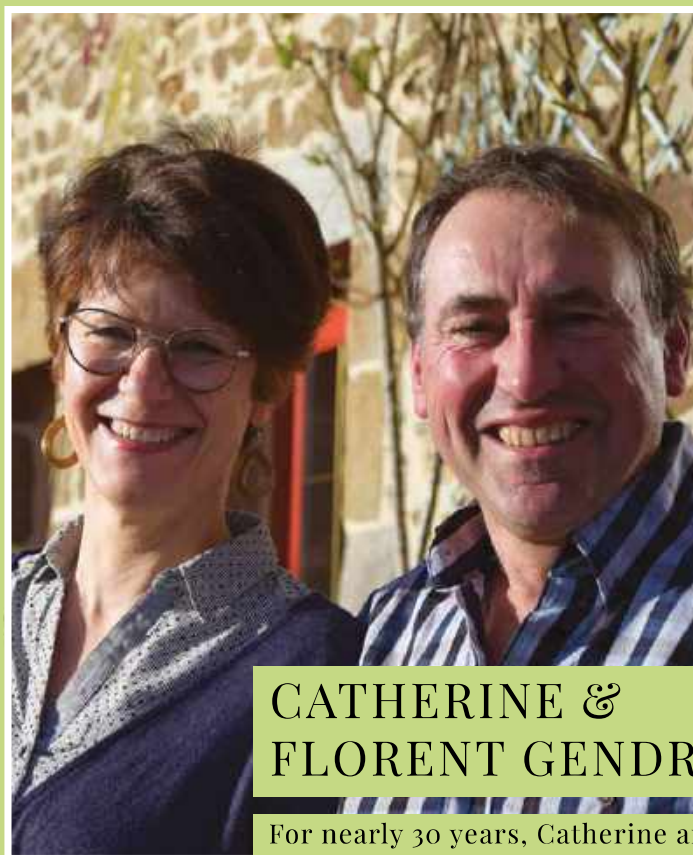
© P. Beltrami



-PORTRAIT-

THE PEOPLE BEHIND FARM STAYS

LA GASSELINAIS
BED & BREAKFAST AND EDUCATIONAL FARM



**CATHERINE &
FLORENT GENDRON**

For nearly 30 years, Catherine and her husband Florent have offered people the chance to live in harmony with the animals on their organic farm in Mayenne. It's an opportunity to taste their homemade cheeses and apple juice, learn more about how farms work and explore the surrounding countryside.



By car

> 3h from Paris

> 2h from Nantes

THE EDUCATIONAL FARM

Keen to share their love of nature, in addition to stays on the farm, Catherine and Florent organise day trips that give school children aged 3-10 the chance to learn how to make apple juice, enjoy a zero-waste picnic and deepen their understanding of farm animals!

PDLL: Where did it all start?

This was my parents' farm. It's small and near the forest and river, so when we took it over in 1990, we thought it would make a great bed & breakfast. Eight years later, we decided to expand the farm and earn our living from it. We both used to work in teaching, so naturally we decided to do something educational with it, and that's why the farm is what it is today.

PDLL: What's different about you?

All our produce is organic and our water is heated by solar power. We do everything possible to make sure our visitors feel completely at home. Some people come back again and again, because their children really

take to the farm – they treat it like their own. They get to meet other visitors who share the same interests.

PDLL: Who is it for?

We get all sorts of visitors, from townies in search of a rural retreat, to people who love exploring and want something a bit different – a holiday with a twist. From March to July, we also invite schools and groups of children, who come and meet the animals and explore life on a farm.

More informations: <http://www.bienvenuealaferme.net/>



FARM STAYS AND ECOTOURISM IN THE ATLANTIC LOIRE VALLEY REGION

The Atlantic Loire Valley region is proud of its farms and its farmers! For holidays in harmony with the environment, there are countless options to choose from. Taste local produce, discover traditional skills,

visit a farm or sleep in the trees: this region is packed with ideas for holidays with a difference – whether you're planning to stay a week or just a few hours.



© Verwan Balança



1 LES JARDINS DE LA MER, AN ECO-FRIENDLY MARINE FARM

Valérie and Jean-Marie pick, prepare and cook seaweed on their eco-friendly marine farm on the Croisic headland. Their specialities? Fresh seaweed tartare, and a surprising combination: nougatine and shortbread biscuits with seaweed. They also organise regular introductory workshops where you can pick and prepare this usual ingredient yourself. It's a wonderful opportunity to learn more about these mysterious plants and their nutritional properties.

www.lesjardins-delamer.fr



2

SLEEP IN THE TREES AT BRIN DE CHEVRETTE

If you love nature and want a complete change of scene, the Alpine goat farm run by Marie and Patrice in rural Ancenis is for you! After a night in a treehouse nestled in the oaks, visitors can help milk the goats and discover what it's like to be a farmer - at least for an hour or two.

www.brindechevette.com



3

BRIN DE LAINE BRIN DE PAILLE: A B&B WITH ALPACAS

Livestock breeders who love life on the farm, Denis and Brigitte rent out three guestrooms in their tastefully restored 'longère' farmhouse, built in 1810. This working farm in rural Torfou, Anjou, makes the perfect place to relax among the alpacas, angora goats and sheep. For an original experience, book a place at the dinner table for a typical farmhouse meal in good company - and a chance to chat to your hosts about the traditional art of weaving!

www.enpaysdelaloire.com/hebergements/chambres-d-hotes/chambres-d-hotes-brin-de-laine-brin-de-paille



4 EDUCATIONAL WORKSHOPS AT LA FERME AU VILLAGE IN MAYENNE

Snuggled against the Château de la Petite Sévaudière in Bouère, at the heart of the Mayenne countryside, La Ferme au Village with its 35 cows is open to visitors of all ages for regular tours.

Here, farmer Eric and teacher Benoit run introductory workshops on farm animals and milk production, where young people can learn more about dairies and traditional livestock breeding. Educational and great fun!

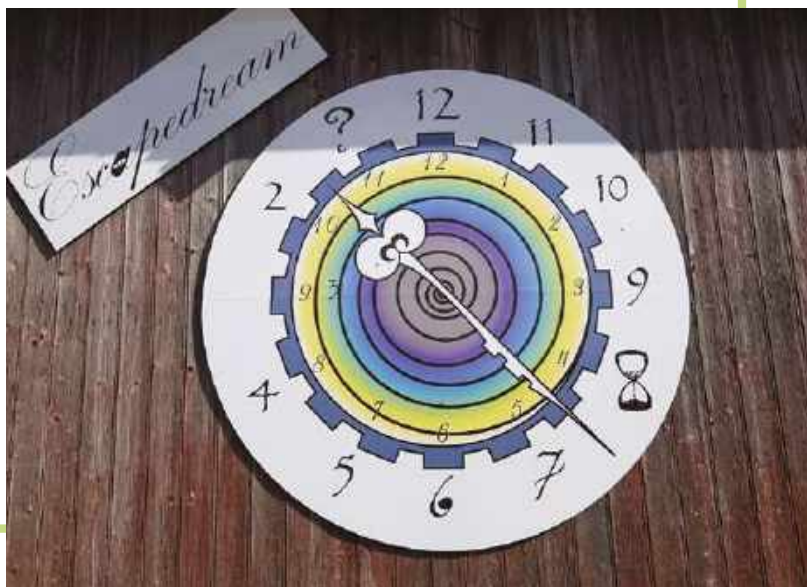
www.fermepedagogiquebouere53.com



5 AN ESCAPE GAME ON A FARM IN SARTHE

Escape Dream is an escape game in Soulligné-sous-Ballon, Sarthe. Inspired by the Paris Agricultural Show, it puts your detective skills to the test as you explore life on the farm. Your challenge is to help a dairy farmer collect everything they need on the farm to show at the Paris Agricultural Show... in four hours' time! A fun new experience to enjoy with family or friends.

www.escapedream.fr





6

REGIONAL CUISINE AND LOCAL PRODUCE AT LA QUICK'NOTTE

Kathleen and David serve hearty and homely food made from local produce in their 'bourrine' - a house typical of the Vendée marshes - in Saint-Jean-de-Monts.

Among the tasty, traditional dishes made with skilfully prepared local ingredients are crayfish soup and fish soup with rouille, traditional 'Jambon Moquette' - cured Vendée ham with moquette beans - and 'caillebotte', a delicious local dessert.

www.restaurant-laquichnotte.fr



7

LA STABUL: A NEW EATERY AT A FARM AND BREWERY

The Ferme-Brasserie La Mulette, in the 'Bocage Vendéen', brews its own craft beers from home-grown barley. Recently it opened La Stabul, a warm and welcoming restaurant with a quirky feel where visitors can sample more than 12 types of beer as they tuck into a homemade hamburger, before leaving with their favourite brews. Light or strong, white, lager or stout - you're spoilt for choice!

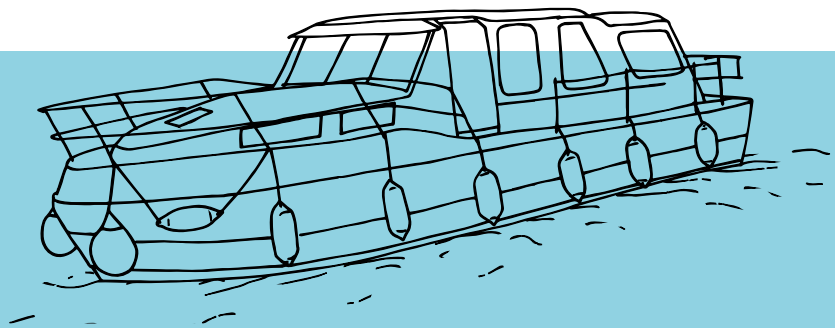
www.brasserie-la-mulette.fr





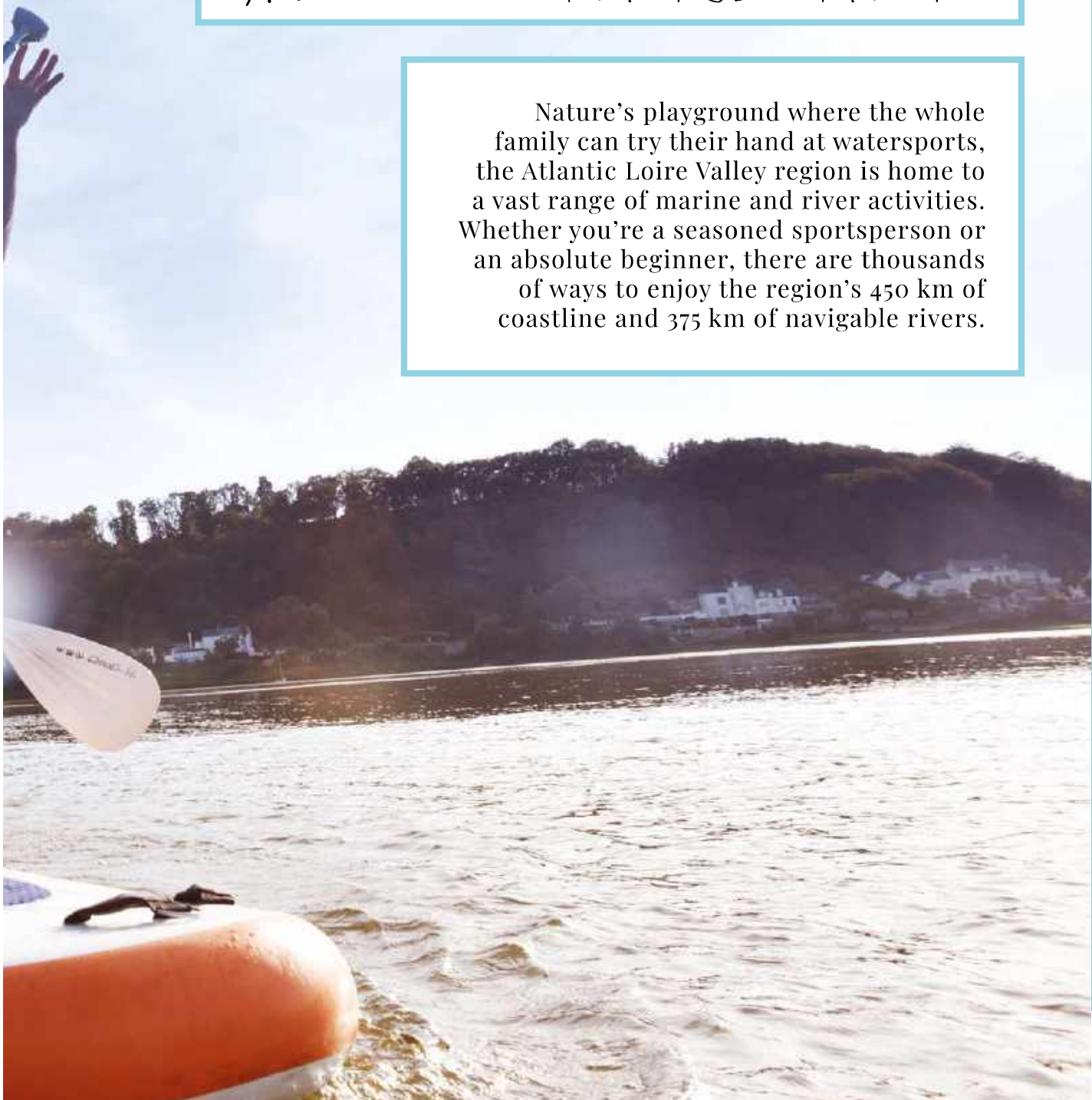
RIVER TRIPS AND **WATERSPORTS**





450 KM OF COASTLINE AND
375 KM OF NAVIGABLE RIVERS

Nature's playground where the whole family can try their hand at watersports, the Atlantic Loire Valley region is home to a vast range of marine and river activities. Whether you're a seasoned sportsperson or an absolute beginner, there are thousands of ways to enjoy the region's 450 km of coastline and 375 km of navigable rivers.





THE PEOPLE BEHIND WATERSPORTS

NAUTISME EN PAYS BLANC

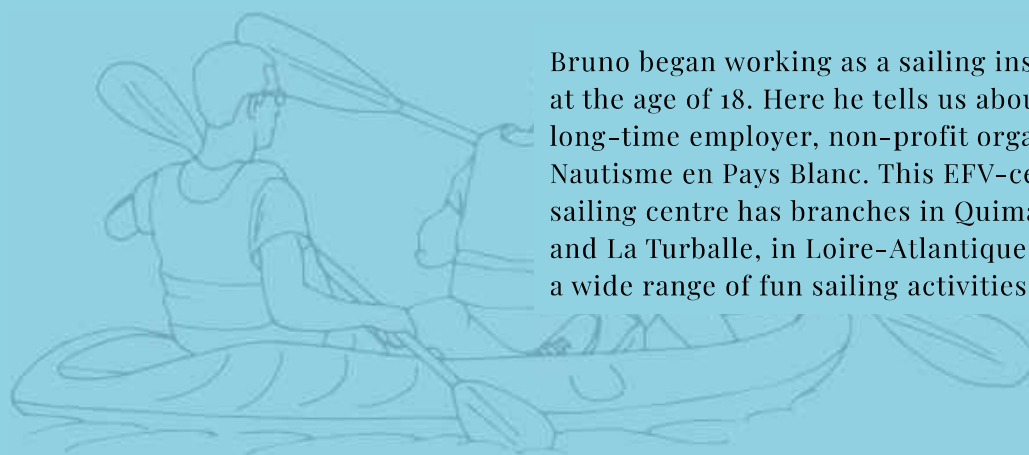
ÉCOLE FRANÇAISE DE VOILE (EFV)

CERTIFIED SAILING CENTRE



BRUNO SCHOCH

Bruno began working as a sailing instructor at the age of 18. Here he tells us about his long-time employer, non-profit organisation Nautisme en Pays Blanc. This EFV-certified sailing centre has branches in Quimac, Piriac and La Turballe, in Loire-Atlantique, and runs a wide range of fun sailing activities.





By train
> 3h15 mins
from Paris
> 1h15 mins
from Nantes



SAILING CLUB

A member of Vogue & Vague, a scheme that promotes watersports for all, Nautisme en Pays Blanc organises year-round sailing activities to enjoy with family or friends. To help you get the most out of sailing, it runs introductory courses, hires out kayaks, stand-up paddleboards and catamarans, and organises schooner trips around Dumet island.

PDLL: Where did it all start?

This non-profit organisation was set up in 1983 by social groups and the district of Piriac to help more people learn how to sail and to promote local sailing activities. Three other districts - La Turballe, St Molf and Mesquer - soon joined the scheme. It is now one of the biggest sailing schools in France and manages three watersports centres, in Quimiac, Piriac and La Turballe.

PDLL: What's different about you?

We now organise sailing trips and activities like kayaking, paddleboarding and canoeing to offer families a wider choice of activities. We also run training courses and multi-paddle excursions so visitors can try each of these three watersports.

In 2020, we plan to offer activities that are more relaxing, to improve people's wellbeing. We are also trained and equipped to assist people with disabilities.

PDLL: Who is it for?

Outside the school holidays, we mainly cater for school groups and young people from the local area. During the holidays, we offer a broader range of activities, including large numbers of tourists from beginners to more experienced people, who want to have fun on the water.

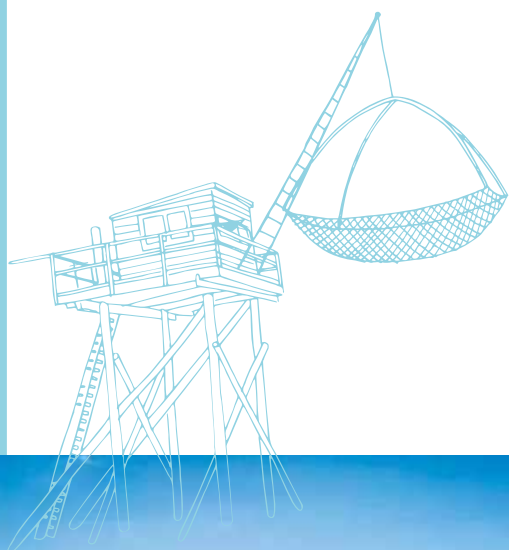
More informations: www.npb.asso.fr/index.html



WATERSPORTS & RIVER TRIPS

From the Atlantic coast to the Loire river and its gently flowing tributaries, the rich and varied landscape of Atlantic Loire Valley is a leading destination for sailing and river trips. Whether you're a seasoned sailor or new to the waves, a fan of surface

watersports, love sailing or live for paddleboarding, there's something for everyone. The Vogue & Vague scheme launched by the region makes it easy to find child-friendly sailing to enable memorable family outings.



1

EXPLORE THE JADE COAST WITH **KAYAK NOMADE**

Kayak Nomade in Pornic invites you to discover the joys of surface watersports. Qualified guide Florent takes you on one of a range of kayaking tours of the coastline – it's a wonderful way to admire the Jade Coast and its many sights, from Pornic's château to the small creeks with their fishing huts.

www.kayaknomade.fr



2 DISCOVERY CRUISES IN SAINT-NAZAIRE

Set out from Saint-Nazaire on a discovery cruise across the estuary and along the seafront on a touring boat equipped with all modern comforts. The two-hour tour-guided trip offers stunning views of the town and surrounding coastline and takes you under the spectacular Saint-Nazaire bridge - it's guaranteed to take your breath away!

www.saint-nazaire-tourisme.com



3 GIANT PADDLEBOARDS FROM CANOËS D'ANJOU



The Canoës d'Anjou hires out giant paddleboards with a capacity of up to eight people. It's a uniquely fun, memorable and original way to discover the thrill of paddleboarding. Tears of laughter guaranteed!

www.canoes.fr

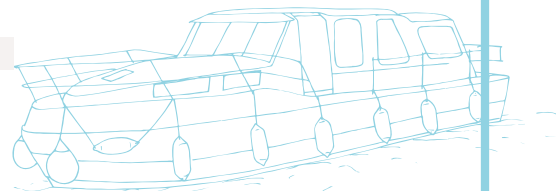


4 A NEW RIVER DESTINATION

The regional departments of Sarthe, Anjou and Mayenne have teamed up to create the first 'river brand' in western France (launch date: March 2020). The largest navigable waterway to the west of Paris, it is prized for the rich landscapes and peaceful atmosphere through which it winds. Unlike canals, rivers still enjoy their natural charm, taking passengers on a tour of the region's remarkable environmental and historical heritage. Three companies rent out houseboats on these waterways: Anjou Navigation, Les Canalous and Aventure Nautique. Passenger boats are also available for hire.



5 HOLIDAYS ON THE WATERWAYS WITH ANJOU NAVIGATION



The best way to enjoy rivers in western France is to spend time on them. From a day to a whole week, Anjou Navigation invites you to spend your holiday on the water. As you don't need a licence to sail one of these boats, everyone - including novices - can experience the joy of navigating their way through the heart of Anjou, Sarthe and Mayenne. Rent boats for 2-12 people, including electric options. A holiday you'll never forget!

www.anjou-navigation.fr



WATERSKIING AND WAKEBOARDING AT CHÂTEAU-GONTIER

The waterskiing club in Château-Gontier, Mayenne, organises a wide selection of activities for everyone who loves the thrill of surface watersports. Try your hand at wakeboarding, wakeskating and donutting, under the watchful eye of a qualified instructor. The sailing centre organises activities for people of all ages - including baby skiing, for children aged three and up. The centre is also accessible to people with disabilities.

www.skinautique53.fr

7 SURFING LESSONS AT ATLANTIC LEZARD SURF SCHOOL

The Atlantic Lezard Surf School has been welcoming fans of surface watersports for over 20 years. Whether you plan to ride the waves for a day or a whole season, the centre is ideally located on the beach at Brétignolles-sur-Mer. Certified by two surfing organisations - Fédération Française Surf and Handi Surf for people with disabilities - the school believes in surfing for all. Open from April to November.

www.lezardsurfschool.com





VINEYARD STAYS & **WINE TOURISM**





A RICH AND VARIED WINE REGION

Covering an area of over 40,000 hectares, the vineyards of Atlantic Loire Valley are as rich as they are varied. From the Fiefs Vendéens and the Vallée du Loir to the vineyards of Nantes and Anjou, the region is filled with fascinating sights and viticultural places to visit for everyone, from novices to connoisseurs.





-PORTRAIT-

THE PEOPLE BEHIND WINE TOURISM

L'ORÉE DU SABIA
AN ORGANIC, BIODYNAMIC VINEYARD



BASTIEN MOUSSET

Situated between the salt marshes and the Atlantic in Brem-sur-Mer, the young Orée du Sabia vineyard only opened its doors to visitors last year. Bastien Mousset and his team run educational and fun activities throughout the year for people who want to know more about organic and biodynamic winemaking.



ORGANIC VINES

Bastien organises tours of the vines and wine storehouse, along with tastings of the estate's wines with the people who work there, to help tourists learn more about the winemaking process.


By car
> 1h15 mins
from Nantes


By train
> 3h30 mins
from Paris

PDLL: Where did it all start?

After studying wine and business, I visited a lot of different vineyards in France and Latin America. I realised there was a lot of interest in wine tourism both here and abroad, so when I got back to Vendée I decided to plant my own vineyard near Les Sables-d'Olonne, which is already popular with tourists.

PDLL: What's different about you?

Throughout the year, we organise tours of our vineyards and wine storehouse, followed by tastings of our various wines. We explain the role soil plays in organic and biodynamic vine-

growing and recently began organising treasure hunts in our vineyards. We've also teamed up with a local restaurant to serve top-quality meals on the estate.

PDLL: Who is it for?

Most of our visitors are couples, families or corporate clients. We want everyone to be able to enjoy wine tourism, which is why we make a point of organising events on the estate throughout the year.

More informations: www.loreedusabia.com



WINE TOURISM & VINEYARD STAYS

Virtually unheard of a decade ago, wine tourism now offers a wide range of original and captivating activities that allow visitors to explore a terroir and its unique expertise. Here's a round-up of

regional wine tourism activities in the Loire Valley, from wine estate tours to the guesthouses and restaurants that serve their wines.

1

LES TABLES DE NANTES AND THE I LOVE MUSCADET

In 2014, the Tables de Nantes restaurant guide launched 'I Love Muscadet', a scheme designed to promote good food and culinary expertise in and around Nantes. It works by giving a voice to restaurant owners who use local produce and raising the profile of wines from Nantes and the Loire Valley. To be awarded the 'I Love Muscadet' label, a restaurant needs to have more than five regional wines on its menu.

www.lestablesdenantes.fr

**I ♥
Muscadet!**

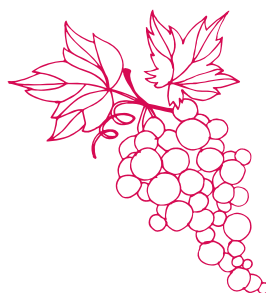


2 VINEYARD TOUR ON A SEGWAY



A specialist in themed tours, Gyroway Val de Loire organises visits to local vineyards by segway. It's an original way to explore local vineyards and taste their wines, great fun for the whole family. Next stop: Château du Cléray in Vallet and Château du Coing in St-Fiacre-sur-Maine.

www.activite-insolite-val-de-loire.com



3 BISTRO LE 20 IN CHAUDEFONDS-SUR-LAYON

Nestled at the heart of the Coteaux du Layon vineyard, Bistro Le 20 enjoys panoramic views over the estate and the surrounding countryside. Argentina-born chef Gabriela Lemos serves sophisticated bistro-style cuisine made from seasonal produce, with a focus on fish. Diners can continue their evening at Le 20 by staying in one of the two guest rooms.

www.enpaysdelaloire.com/restaurants/bistro-le-20





4

**BED & BREAKFAST AT VILLAGE
TONNEAUX, TIRPOIL**

Owner Géraldine invites you to spend the night in a cottage in her 'barrel village' near Cholet, deep in the Tirpoil forest. These barrels, shaped like the wooden casks used by local wine producers, are equipped with all home comforts. An original experience ideal for anyone who loves adventure and the great outdoors.

www.villagetonneauxdetirpoil.com

5

**A FEAST FOR THE SENSES AT
MAISON VEUVE AMIOT, SAUMUR**

Elisa Amiot established Maison Veuve Amiot at the end of the 19th century to make and export prestigious Saumur wine, renowned for its quality around the world. Leading wine enthusiasts continue to praise her floral, sparkling wines to this day. Veuve Amiot organises candlelit tours of its freestone cellars, which include food and wine tastings in the flickering light, alongside musical performances.

www.veuveamiot.fr

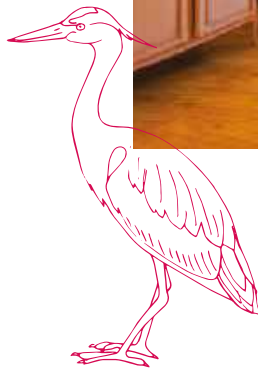


6 BED & BREAKFAST AT DOMAINE GIGOU, LA CHARTRE-SUR-LE-LOIR

After a visit to the wine cellars, you might like to stay in one of the guest rooms run by Sylvie and Joël, self-taught wine enthusiasts who are passionate about the Sarthe terroir.

Close to the Loir (no 'e') and set amid the vineyards, this certified-organic family business is a must-visit if you're looking to combine a wine trip with eco/green tourism.

www.gigou-jasnieres.com



7 TOURS OF DOMAINE SAINT NICOLAS IN VENDÉE

The Saint Nicolas estate offers wine enthusiasts bespoke tours of the wine press and storehouse, followed by tastings of their various vintages.

Its biodynamic approach sets it apart from other domaines, allowing it to grow a wide range of grape varieties – and the location just a stone's throw from the Atlantic is amazing.

www.domainesaintnicolas.com



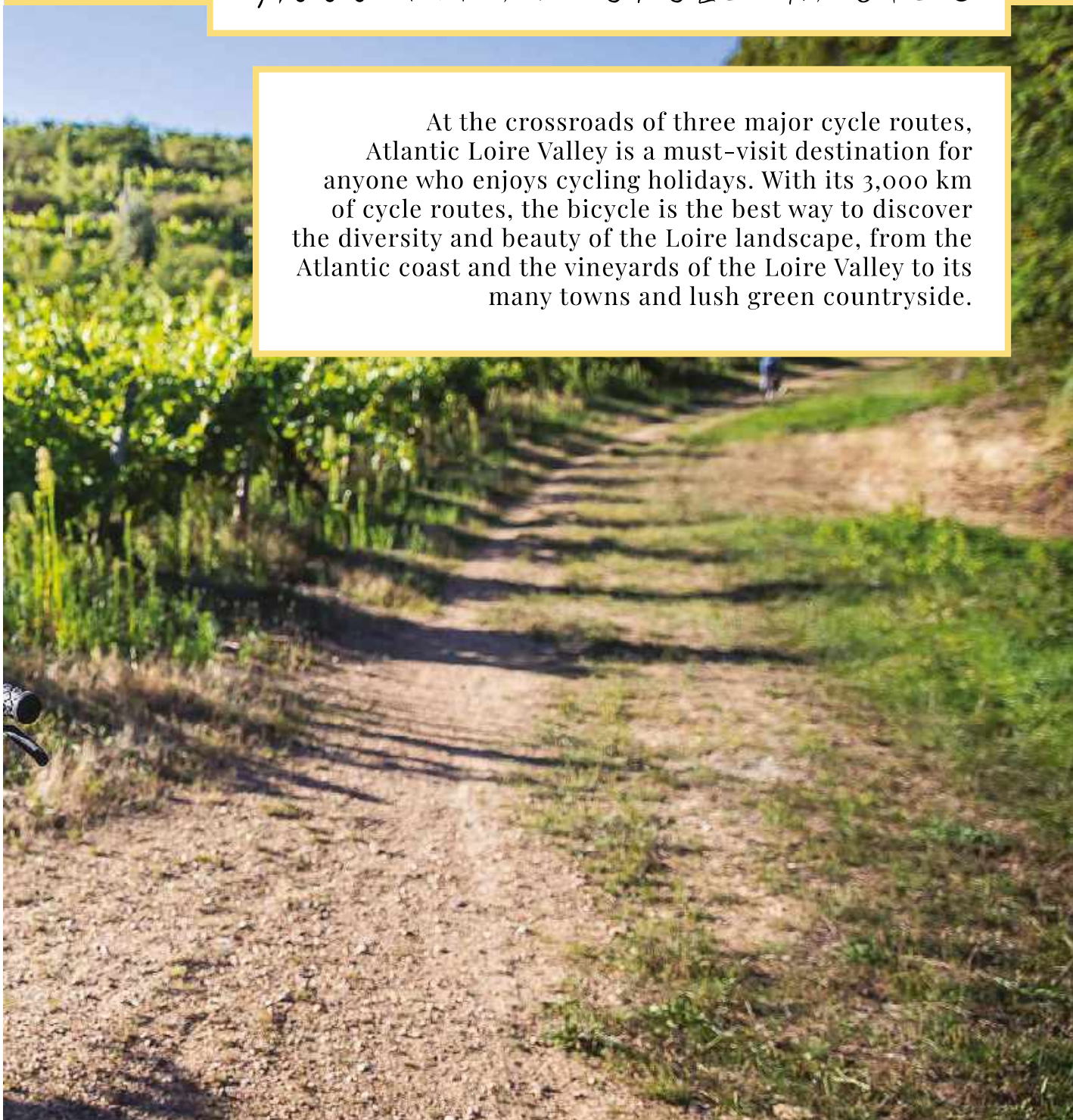
CYCLING TRIPS & **HOLIDAYS**





3,000 KM OF CYCLE ROUTES

At the crossroads of three major cycle routes, Atlantic Loire Valley is a must-visit destination for anyone who enjoys cycling holidays. With its 3,000 km of cycle routes, the bicycle is the best way to discover the diversity and beauty of the Loire landscape, from the Atlantic coast and the vineyards of the Loire Valley to its many towns and lush green countryside.

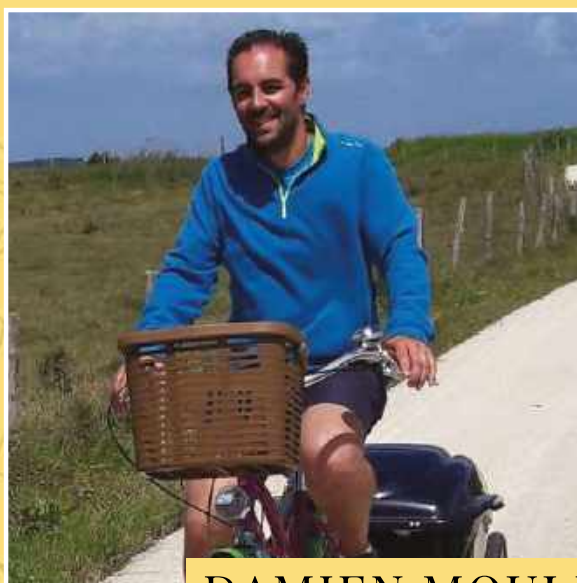




-PORTRAIT-

THE PEOPLE BEHIND CYCLING TRIPS

ORIGINAL VÉLO TOUR CYCLE RIDES THROUGH THE MARSHLANDS IN THE POITOU AREA



DAMIEN MOULIN

The Poitevin marshland and the southern Vendée are more complex and extensive than meets the eye. Set up in 2017, the Original Vélo Tour® takes cyclists off the beaten track to show them more about these remarkable sites and chat to passionate local producers about their fascinating work.




By car
 > 1h30 mins
 from Nantes


By train
 > 3h30 mins
 from Paris

THE ORIGINAL TOUR

Damien's guided food tours for cyclists are a great way to explore the Poitou marshlands, meeting local people along the way who bring this area to life. A fun activity that everyone can enjoy.

PDLL: Where did it all start?

I studied for a degree in events management and then did seasonal work on the coast. In 2011, I was the first to organise guided tours of Ile de Ré for cyclists. When I hit my thirties, I decided to settle down and set up my own business. Cycle tourism sprang to mind, and after thinking about it for a while, I came up with the idea of guided food tours. Little by little, word got round and I started to earn a reputation as a tour guide – and then I became the local go-to guy!

PDLL: What's different about you?

I put people first. From the moment visitors get

in touch with me, I aim to give them the right advice and organise a ride that speaks to them and their interests. Then, during the tour, I take them to meet producers who I select for their ability to clearly explain their work and convey their passion.

PDLL: Who is it for?

I organise tours for groups and companies, as well as families with children, and couples. I tailor every tour to the people I show around.

More informations: www.originalvelotour.fr



CYCLING TRIPS & HOLIDAYS

The Atlantic Loire Valley region is traversed by three of France's main cycle routes – the Vélodyssée, Loire à Vélo and Vélo Francette – making it an ideal holiday destination for cyclists. From the north of

Mayenne and the south of Vendée to the Atlantic coast, the Alpes Mancelles and the Loire, explore the region at your own pace along over 3,000 km of marked, secure cycle routes.

1

THE SAINT-BRÉVIN-LES-PINS CROSSROADS



Situated on the south bank of the Loire estuary opposite Saint-Nazaire, Saint-Brévin-les-Pins stands at the crossroads of two of Europe's major cycle routes: La Loire à Vélo (EV6) and La Vélodyssée (EV1). The long, fine sandy beaches of this Atlantic resort make it an essential stop for cyclists on either of these routes.

www.saint-brevin.com



2

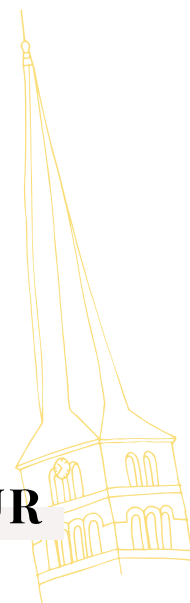
NATURE IS BIKE, THE FIRST GRAVEL BIKE FESTIVAL



An off-road cycling craze from the US, gravel lands in Angers from 27-28 June at 'Nature is Bike', the first festival devoted to this original cycling style that bridges the gap between the world of roads, dirt paths, trails and tracks.

The aim is to get more people involved by organising a sporting challenge and a fun event where cycling meets nature.

www.natureisbike.com



3

HISTORY AND HERITAGE ALONG THE V44: ALENÇON-LE MANS-SAUMUR

This national cycle route connecting La Véloscénie to La Loire à Vélo is ideal for history buffs. Taking cyclists from the Alpes Mancelles to the Château of Saumur, Le Mans with its celebrated Cité Plantagenêt, and the twisting steeples of Baugeois in Haut-Anjou, this peaceful route sheds light on the region's architectural heritage and its rich and varied landscape.

www.francevelotourisme.com/itineraire/la-v44-alencon-le-mans-saumur





4

LA VÉLO FOURCHETTE: A FOODIE CYCLING EVENT IN MAYENNE



Returning this year following its success in 2019, La Vélo Fourchette is a gourmet cycle tour taking foodies along the Mayenne cheese route, with the chance to visit local cheese farms and taste their produce along the way.

www.civambio53.fr/la-velo-fourchette

5

DIONYSOS BIKE: A WEEKEND OF WINE, FOOD AND FUN IN SARTHE

Specialising in cycling holidays, the Dionysos Bike travel agency naturally devised two breaks in Sarthe to help riders explore its wealth of terroirs, heritage and landscapes. The first, more sporty tour weaves through the Alpes Mancelles for a holiday at the heart of nature. The second takes lovers of fine wine through the Jasnières vineyards, to the south.

www.wine-cycling-tour.com



6

NEW

TWO LOOPS ADDED TO THE VALLÉE DU LOIR À VÉLO®

The Vallée du Loir à Vélo® cycle route, which weaves its way between vineyards and orchards, has two new loops. Starting from La Flèche, these greenways take cyclists to Baugé-en-Anjou and the Château du Lude.

www.vallee-du-loir.com



7

CHEZ GREG: AN OYSTER VENDING MACHINE ON THE VÉLODYSSÉE CYCLE ROUTE



Grégory Gaudin invites cyclists riding the EV1-La Véloodyssée route, between La-Tranche-sur-Mer and L'Aiguillon, to enjoy a gourmet pitstop at his seaside oyster hut.

Last summer, Grégory set up a 24-hour vending machine for his Vendée-Atlantique oysters, which proved to be a big hit with hungry seafront strollers.

www.sudvendeeatlantique.com

EVENTS



© Vincent Curutchet

FOUR BRITISH SKIPPERS IN THE 9TH VENDÉE GLOBE

Departure 8 November 2020

The highlight event of 2020, the Vendée Globe solo round-the-world yacht sailing race will depart from Les Sables-d'Olonne on Sunday, 8 November 2020. Taking place every four years and nicknamed the 'Everest of the Seas', this non-stop race is a matchless adventure and the ultimate test of physical and mental endurance for skippers. This year's British skippers total four, an unprecedented three of whom are women (Pip Hare, Samantha Davies and Miranda Merron, alongside the 2016 runner-up Alex Thomson).

January

**FESTIVAL PREMIERS PLANS
(FIRST FILM FESTIVAL)
IN ANGERS (49)**

17–26 January
www.premiersplans.org

**LA FOLLE JOURNÉE
EN RÉGION
(MUSIC FESTIVAL)**

24–26 January
www.follejournee.fr/page/en-region

**LA FOLLE JOURNÉE
DE NANTES
(MUSIC FESTIVAL) (44)**

29 January–2 February
www.follejournee.fr

FOOD'ANGERS (49)
31 January–9 February
www.foodangers.fr/food-angers-2020

February

**LES Z'ÉCLECTIQUES
(MUSIC FESTIVAL)
IN CHEMILLÉ (49)**

6–8 February
www.leszelectiques.com

**LES SPORTS D'HIVER
À LA MER
(WINTER SEASIDE SPORTS)
IN LA BARRE-DE-MONTS
(85)**

15 February–2 March
www.fromentine-vendee.com

MADE IN ANGERS (49)
17 February–13 March
www.madeinangers.fr

March

**LES REFLETS DU CINÉMA
(FILM PROGRAMME)
IN LAVAL (53)**

13–24 March
www.atmospheres53.org

April

**EASTER AT FONTEVRAUD
(49)**

April 2020
www.fontevraud.fr

**HANAMI:
CHERRY TREE FESTIVAL
AT MAULÉVRIER (49)**

Early April
www.parc-oriental.com

**KIDS' FOLIES IN SAINT-
JEAN-DE-MONTS (85)**

4 April–1 May
www.saint-jean-de-monts.com/kid-s-folies.html

**EASTER EGG HUNT
IN LA BAULE (44)**

13 April
www.labaule-guerande.com

**FESTIVAL DES ARLEQUINS
(HARLEQUINS FESTIVAL)
IN CHOLET (49)**

15–18 April
www.cholet.fr

**SPRING CARNIVAL
IN PORNIC (44)**

19 April
www.pornic.com/carnaval-de-printemps-pornic.html


CHOLET CARNIVAL (49)

19 and 25 April
www.cholet.fr/carnaval

**PRINTEMPS DES ÉCUYERS
(SPRING HORSERIDING
FESTIVAL) BY THE CADRE
NOIR IN SAUMUR (49)**

24–26 April
www.ifce.fr/cadre-noir/visites-et-galas/galas/le-printemps-des-ecuyers





**JOURNÉES NATIONALES
DU LIVRE ET DU VIN
(NATIONAL BOOK AND
WINE FESTIVAL) IN
SAUMUR (49)**

25-26 April
livreetvin.com

LAVAL VIRTUAL (53)

22-26 April
www.laval-virtual.com/fr/accueil

**PRINTEMPS DE LA
SARDINE (SPRING SARDINE
FESTIVAL) IN SAINT-GILLES-
CROIX-DE-VIE (85)**

11 April-22 May
www.payssaintgilles-tourisme.fr

May

**DÉBORD DE LOIRE
(SAILING ARTS FESTIVAL)
(44)**

23-26 May 2020
www.deborddeloire.fr

**LA FÊTE DE LA BONNOTTE
(BONNOTTE POTATO
FESTIVAL) NOIRMOUTIER
(85)**

9 May
www.ile-noirmoutier.com/fr

**MARATHON DE LA LOIRE
(49)**

10 May
www.marathon-loire.fr

**60TH ANNIVERSARY
OF LONGINES
JUMPING IN
LA BAULE (44)**

14-17 May
labaule-cheval.com

**HARPES AU MAX
(HARP MUSIC FESTIVAL)
IN ANCENIS (44)**

14-17 May
www.harpesaumax.com

**THE 3 ÉLÉPHANTS MUSIC
FESTIVAL IN LAVAL (53)**

13-17 May
www.les3elephants.com

LA VENDÉE VA'A (85)

20-23 May
www.vendeevaa.com

**DÉFERLANTE DE PRINTEMPS
(STREET ARTS FESTIVAL)
IN SAINT-BRÉVIN-LES-PINS
(44)**

21 May
www.ladeferlante.com

June

**FESTIVINI
(WINE FESTIVAL)
IN SAUMUR (49)**

June-September
www.festivini.com

**LE RIVAGE DES VOIX
(MUSIC FESTIVAL)
IN ST-FLORENT-LE-VIEIL
(49)**

4-7 June
lerivagedesvoix.com

**MEDIEVAL FESTIVAL
IN GUÉRANDE (44)**

6-7 June
www.ville-guerande.fr

**SURFACE WATERSPORTS
WEEKEND IN SAINT-
BRÉVIN-LES-PINS (44)**

6-7 June
www.saint-brevin.com

**FESTIVAL MONTMARTRE
(ARTISTS' FESTIVAL)
IN CLISSON (44)**

6-7 June
www.levignobledenantes-tourisme.com

**CINÉSCÉNIE (NIGHT SHOW)
AT PUY DU FOU (85)**

6 June-12 September
www.les3elephants.com

LAVAL AÉRO SHOW (53)

7 June
laval-aeroshow.com

**FESTIVAL LES MOUILLOTINS
(MUSIC FESTIVAL)
IN SAINT-POIX (53)**

12-13 June
mouillotins.fr/festival

24 HOURS OF LE MANS (72)

13-14 June
www.lemans.org/fr/24-heures-du-mans

TRANSLAYON (49)

12-14 June
www.translayon.fr

**FESTIVAL D'ANJOU
(THEATRE FESTIVAL) (49)**

15-21 June
www.festivaldanjou.com

**HELLFEST (ROCK MUSIC
FESTIVAL) IN CLISSON (44)**

19-21 June
www.hellfest.fr



**FÊTE DU VÉLO (CYCLING
FESTIVAL) IN ANJOU (49)**

21 June

www.maine-et-loire.fr/fete-du-velo

**FESTIVAL FESTI'VENT
(KITE FESTIVAL)
IN LA TURBALLE (44)**

27-28 June

festivent44.com

**ESTIJAZZ AND MUSIQUES
D'AILLEURS (JAZZ AND
WORLD MUSIC FESTIVAL)
IN CHOLET (49)**

26-28 June

**Z'ALLUMÉS MUSIC FESTIVAL
IN CHOLET (49)**

26-27 June

www.ot-cholet.fr

**OFNIJEC RAFT RACES
IN LAVAL (53)**

28 June

www.ofnijec.com

**UN SINGE EN ÉTÉ (STREET
THEATRE AND MUSIC
FESTIVAL) IN MAYENNE (53)**

26-28 June

unsingeenete.com

**NATURE IS BIKE
IN ANGERS (49)**

26-29 June

**À TOUT VENT
(KITE FESTIVAL) IN NOTRE-
DAME-DE-MONTS (85)**

26-29 June

www.festivalatoutvent.fr

**LA FÊTE DES JARDINIERS
(GARDENERS' FESTIVAL)
AT THE CHÂTEAU
DU LUDE (72)**

1st weekend of June

www.lelude.com

July

**LA NUIT DES CHIMÈRES
IN LE MANS (72)**

July-September

www.nuitdeschimeres.com

LE MANS CLASSIC (72)

2-5 July

www.lemansclassic.com

POUPET FESTIVAL (85)

1 July-24 July

www.festival-poupet.com

**ANJOU VÉLO VINTAGE
(VINTAGE BIKE FESTIVAL)
IN SAUMUR (49)**

3-5 July

www.anjou-velo-vintage.com/fr

**FESTIVAL AU FOIN
DE LA RUE (53)**

3-4 July

www.aufoindelarue.com

LE VOYAGE À NANTES (44)

4 July-30 August

www.levoyageanantes.fr

**FESTIVAL LES ENTRELACÉS
(53)**

13-14 July

www.lesentrelaces.com

**LA MAYENNE À TABLE
(FOOD FESTIVAL) (53)**

14 July

www.mayenne-tourisme.com



**LES JOURNÉES DE LA ROSE
(ROSE FESTIVAL)
DOUÉ-LA-FONTAINE (49)**
11-14 July
www.journeesdelarose.com

**LES NUITS
DE LA MAYENNE (53)**
Mid-July-early August
www.nuitsdelamayenne.com

**CARROUSEL DE SAUMUR
(MILITARY DISPLAY) (49)**
17-18 July
www.ot-saumur.fr

**L'HÉRITAGE RÉTRO
(VINTAGE CYCLE RIDES)
IN GRAND-LUCÉ (72)**
18-19 July
www.heritage-velo.com

**FESTIVAL ROCK ICI MÔMES
AT THE CHÂTEAU DE SABLÉ
(72)**
23 July
lentracte-sable.fr/rock-ici-momes

**GRAND PRIX RÉTRO
(VINTAGE CAR RACE)
AT PUY-NOTRE-DAME (49)**
25-26 July
grandprixretro-puynotredame.com

**LES ESCALES
(MUSIC FESTIVAL)
IN SAINT-NAZAIRE (44)**
24-26 July
www.festival-les-escales.com

**LA NOIRMOUTIER CLASSIC
(BOAT RACE) (85)**
31 July-1 August
www.ile-noirmoutier.com/fr

August

**GRANDES TABLÉES
(FOOD AND WINE
FESTIVAL) IN SAUMUR-
CHAMPIGNY (49)**
5-7 August
www.sauumur-champigny.com/fra

**NOIRMOUTIER THEATRE
FESTIVAL (85)**
6-15 August
www.trpl.fr/festival-de-noirmoutier

**LES HEURES MUSICALES
(MUSIC FESTIVAL)
IN HAUT-ANJOU (49)**
1-15 August
lesheuresmusicales.fr

**LES RÉGATES (REGATTA)
AT THE BOIS DE LA CHAISE,
NOIRMOUTIER (85)**
19-21 August
www.vendee-tourisme.com

**FESTIVAL DE FIBRES EN
MUSIQUE IN MONTJEAN-
SUR-LOIRE (49)**
22-23 August
defibresenmusique.com

**FESTIVAL PYROTECHNIQUE
INTERNATIONAL
(FIREWORK FESTIVAL)
IN SAINT-BRÉVIN-LES-PINS
(44)**
29 August
www.saint-brevin.com

**WILLIAM CHRISTIE
GARDENS FESTIVAL (85)**
22-29 August
www.arts-florissants.com

**LES RENDEZ-VOUS
DE L'ERDRE
(JAZZ FESTIVAL) (44)**
24-30 August
www.rendezvouserdre.com/
lesheuresmusicales.fr

September

**LES ACCROCHE-CŒURS
(STREET THEATRE FESTIVAL)
IN ANGERS (49)**
September
www.angers.fr

**LA RENTRÉE DU VIGNOBLE
À VÉLO (CYCLING EVENT)
IN THE NANTES VINEYARDS
(44)**
6 September
levignobledenantes-tourisme.com



**VIGNES, VINS, RANDOS
(VINEYARDS, WINE
AND HIKING)**

5-6 September

vvr-valdeloire.fr

TRIATHLON LA BAULE (44)

12-13 September

triathlon-audencialabaule.com

**FESTIVAL LE CHAINON
MANQUANT
(ARTS FESTIVAL)
IN LAVAL (53)**

15-20 September

www.lechainon.fr

**CAVAL'OCÉANE
(HORSERIDING EVENT)
IN SAINT-JEAN-DE-MONTS
(85)**

19-20 September

www.saint-jean-de-monts.com

**LA BALADE ARTISTIQUE
(OUTDOOR ART EVENT)
IN PORNIC (44)**

26-27 September

and 3-4 October

www.pornic.com

**LE MARATHON DES
ÉCLUSES IN LAVAL (53)**

27 September

www.marathondesecluses53.org

**ENTRE COURS ET JARDINS
(FLOWER AND GARDEN
SHOW) IN LE MANS (72)**

September

www.entrecoursetjardins.com

October

**VISITEZ NOS ENTREPRISES
(BUSINESS OPEN DAYS)**

October

www.visiteznosentreprises.com

**LES MUSCADÉTOURS
(NANTES VINEYARD
FESTIVAL) (44)**

2-4 October

levignobledenantes-tourisme.com

**MONDIAL DU LION
IN ANGERS (49)**

15-18 October

www.mondialdulion.com/fr

**CI T'AS LA TROUILLE
(PUMPKIN FESTIVAL)
SAINT-JEAN-DE-MONTS (85)**

17 October-1 November

www.saint-jean-de-monts.com

November

**ATLANTIQUE ZEN IN
SAINT-JEAN-DE-MONTS (85)**

13-15 November

www.saint-jean-de-monts.com

**THE VENDÉE GLOBE IN
LES SABLES-D'OLONNE (85)**

Starts 8 November

www.vendeeglobe.org/fr

December

**LES LUMIÈRES DE LAVAL
(LAVAL LIGHTS) (53)**

December

www.laval-tourisme.com

**DOUÉ-LA-FONTAINE
CHRISTMAS MARKET (49)**

5-6 December

www.ot-saumur.fr



PHOTO CREDITS

COVER

Fishing huts at Trébézy beach © A. Lamoureux

CONTENTS

Domaine des Génaudières © Clack - Alice Grégoire

FARM STAYS

La Haie farm safari © P. Beltrami

Catherine and Florent Gendron © La Gasselinais

La Gasselinais educational farm © La Gasselinais

Les Jardins de la Mer © Erwan Balança

Tree houses © Brin de chevrette

Bed & Breakfast and alpacas © Brin de Laine Brin de Paille

Cows at the Ferme au Village © La Ferme au Village

Escape Dream exterior © Escape Dream

Restaurant La Quichn'otte © La Quich'notte

La Stabul © Brasserie La Muette

WATERSPORTS

Giant paddleboard on the Loire at St-Martin-de-la Place

© P. Beltrami

The Nautisme en Pays Blanc team © EFV Nautisme en Pays Blanc

An introduction to sailing © EFV Nautisme en Pays Blanc

Explore the Jade Coast in a kayak © Kayak Nomade

Saint Nazaire Renversante discovery cruises © A. Lamoureux

Les Canoës d'Anjou © PBeltrami - Mayenne Tourisme

Rivers in western France © PBeltrami - Mayenne Tourisme

Anjou Navigation © PBeltrami - Mayenne Tourisme

Ski nautique 53 © PBeltrami - Mayenne Tourisme

Surfing lessons at the Atlantic Lezard Surf School © Atlantic Lezard SurfSchool

WINE VISITS

Domaine des Génaudières © Clack - Alice Grégoire

Bastien Mousset, owner of L'Orée du Sabia © L'Orée du Sabia

The team at L'Orée du Sabia © L'Orée du Sabia

Cellar of the Bê2m restaurant © Restaurant Le Bê2m

Vineyard tour on a self-balancing personal transporter

© Le Targat - Gyroway Val de Loire

Bistrot Le 20, Chaudfond-sur-Layon © Julien Tharreau

Bed & Breakfast in the Village Tonneaux, Tirpoil © Village Tonneaux

Maison Veuve-Amiot © Maison Veuve Amiot

Bed & Breakfast on the Domaine Gigou © Domaine Gigou

The Domaine Saint Nicolas in Île d'Olonne © Domaine Saint Nicolas

BICYCLE TRIPS

Loire Layon Aubance cycle loop © M. Chaigneau

Damien Moulin © Original Vélo Tour

Cycling along the Sèvre Niortaise © Original Vélo Tour

Saint-Brevin-les-Pins © A. Lamoureux

Nature is bike festival © Nature is bike

Le Mans Old Town (Cité Plantagenêt), along the V44

© Maxime Oudoux

VéloFourchette cheese cycling tour in Mayenne © Civam Bio 53

Jasnières vineyards © P. Beltrami

Visit to the Château of Le Lude © J. Damase

Chez Greg © La Tranche-sur-Mer Tourisme

EVENTS

Start of the Vendée Globe © Vincent Curutchet

Landing fresh sardines © Pays de Saint Gilles Tourisme

Les lumières de Laval © Kevin Rouschause - Laval La Ville

© Vignes, vin, rando

The Elephant by Les Machines de l'île © Guillaume Chevalier

Photographe

Fête de la Bonnotte - île de Noirmoutier © JS Evrard

Marathon Loire © Photo running

Les Rendez-vous de l'Erdre, ed. 2013 © Franck Charel

William Christie gardens in Thiré © J.Gazeau - Vendée Expansion

Débord de Loire 2019 © Michaël Foucault

Festivini © Festivini

Fête des jardiniers at the Château du Lude © Le Lude

La Nuit des Chimères before the Roman wall © Maxime Oudoux

HOLIDAY IDEAS

WWW.ENPAYSDELALOIRE.COM



@enpays2laloire



Pays de la Loire Tourisme



Enpaysdelaloire

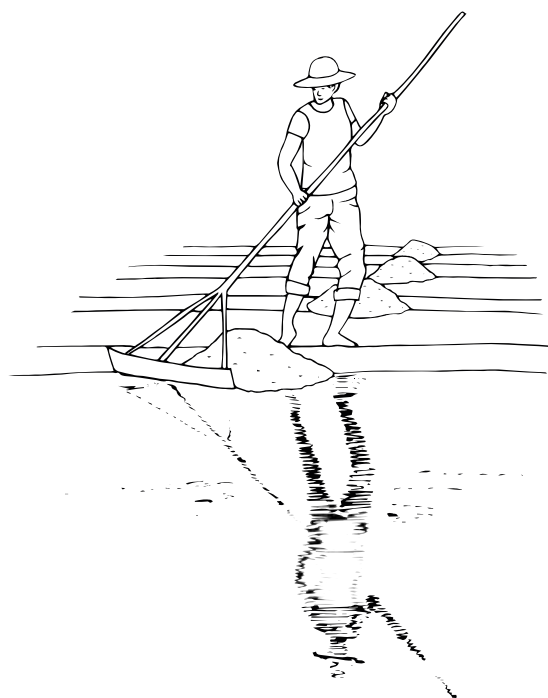


Paysdelaloiretourisme

NOTES

ACKNOWLEDGEMENTS

The 2020 press kit has been compiled by Solutions&co on behalf of the Région des Atlantic Loire Valley with the invaluable support of the main tourist offices and the region's five departmental agencies: Anjou Tourisme, Loire-Atlantique Développement, Mayenne Tourisme, Sarthe Tourisme and Vendée-Expansion.



MEDIA CONTACTS

Atout France UK
Rachel Johnston - +44 (0)20 7061 6604
Rachel.Johnston@atout-france.fr

Solutions&co
Vanessa MONFORT – 02 40 89 89 87
v.monfort@solutions-eco.fr

solutions & co
L'agence de développement économique

