

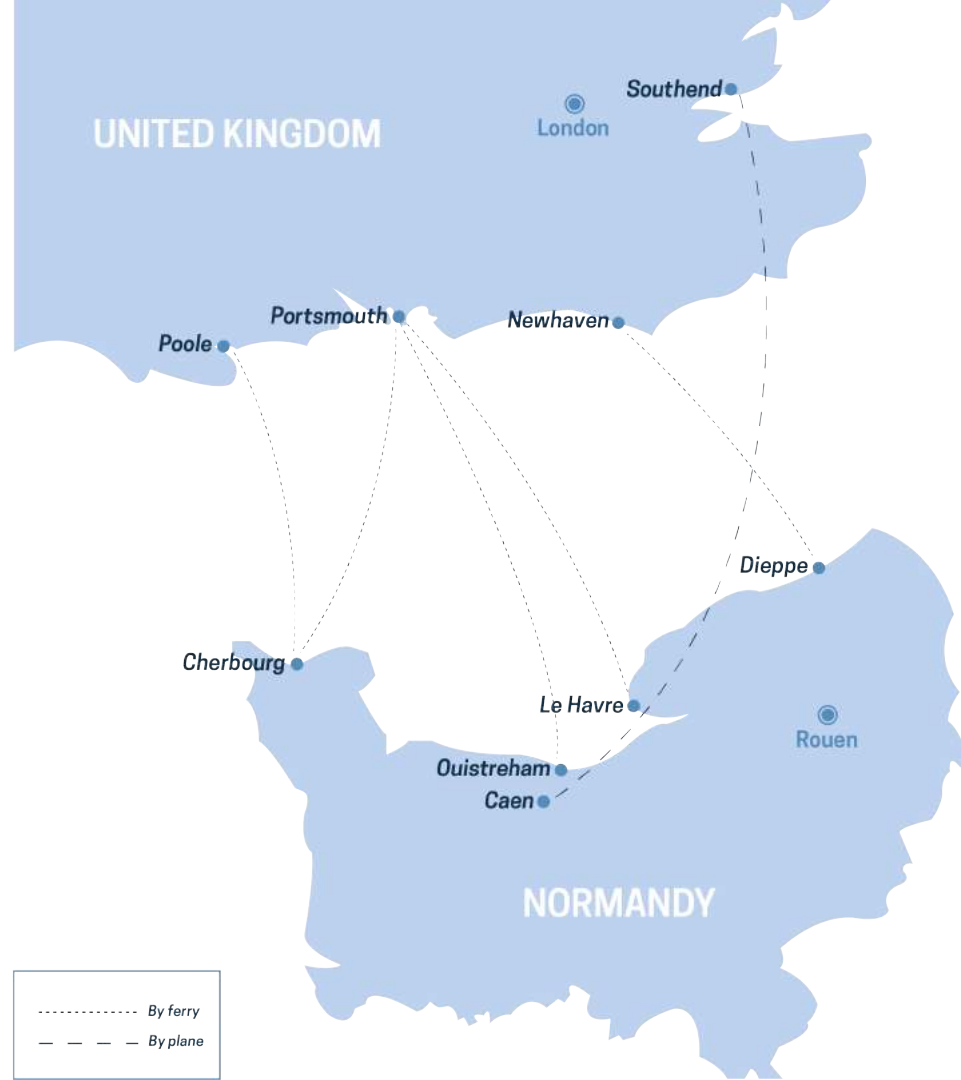
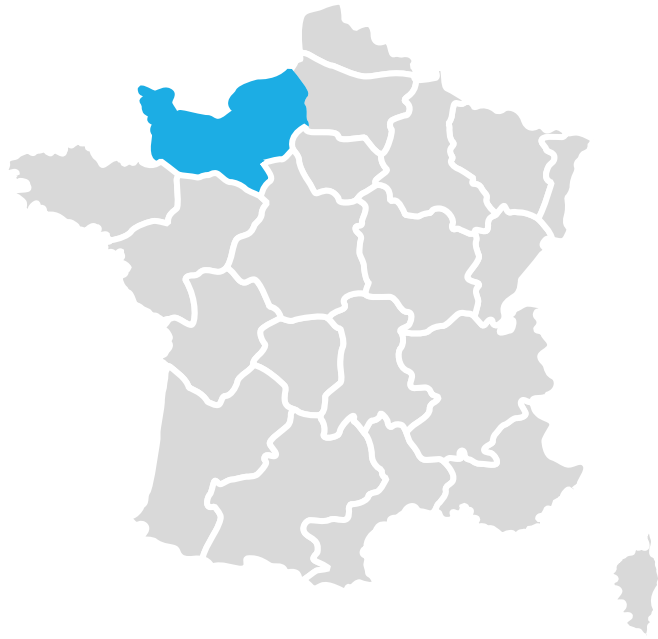
NORMANDY

Actions de promotion au Royaume-Uni



NORMANDY

France at its best, right on your doorstep



Grandes campagnes





BUILDING TIES BEYOND BREXIT



SOME TIES ENDURE

In 2014, one of Brexit's most prominent Leave campaigners was pictured wearing a necktie of the Bayeux Tapestry. While the tie was reportedly worn to "remind people of the last time Britain was invaded," the tapestry itself has come to represent much more than the Norman conquest of 1066.

It has become a symbol of the history the UK shares with Normandy and - with the prospect of the tapestry returning to the British Isles - will come to represent a new future of Anglo-Norman cooperation.

And, even though today marks the day that the UK leaves the EU, we think it's worth remembering that whatever your position, there will always be more to unite us than divide us.

So, whether it's to visit, work, study or trade, you'll always be welcome in Normandy. To learn how together we can build future ties, visit choosenormandy.com



NORMANDY

Certains liens perdurent...



Dom Boyd
@DomBoyd

Wasn't expecting a display of creative inspiration to come from the Normandy Regional Tourist Board. But I was wrong.

[Traduire le Tweet](#)



Sen. Lyndon Farnham @lyndonfarnham · 1 févr.

I could not agree more with our @Normandy cousins. The #UK and the #ChannelIslands are no longer part of the EU but our cultural and economic ties will always unite us. A warm welcome awaits all our European friends who wish to visit or trade with our islands #JerseyCI ✕
🇬🇧 🇪🇺

— Choose Normandy @ChooseNormandy · 31 janv.

As featured in today's @thetimes and @standardnews, our ad shows that long after #BrexitDay, Normandy's #enduringties with the UK will continue. 🇫🇷 🇬🇧 🇪🇺



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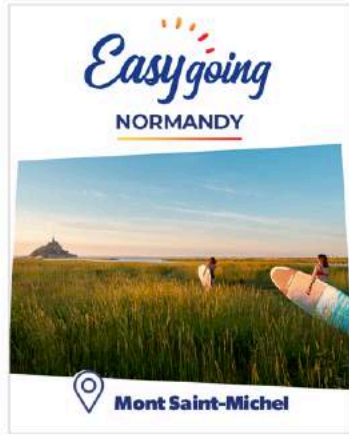
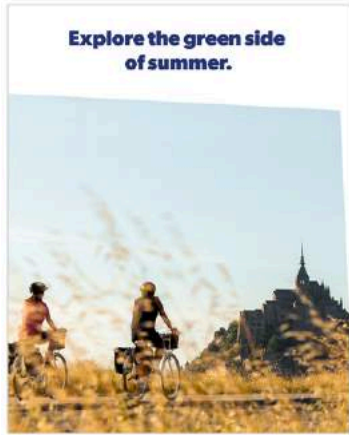


Quelques chiffres

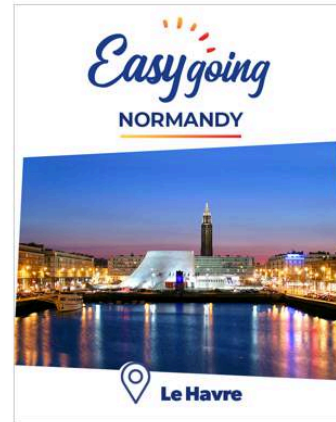
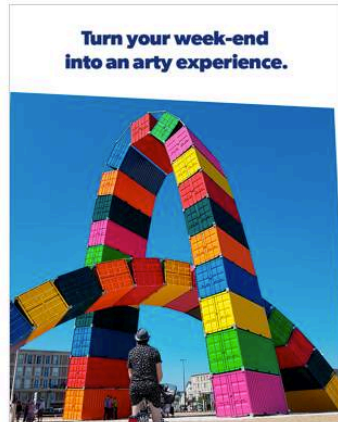
- 826000 exemplaires papier du Evening Standard
- 417000 exemplaires papier de The Times
- Un total de 337000 impressions en un mois (réseaux sociaux, blogs, forums...)
- Sur les réseaux sociaux, le sentiment mesuré est **positif à 96%** (3% neutre et 1% seulement négatif)



Campagne 'Grand Ouest' 2020



digital



Easygoing
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Explore
the green
side of
summer.

Sport

Sanctuary Runners / The running club giving asylum seekers friendship and sense of home

Sanctuary runners look on after their 10k in London. The club has 100 members



Shane Williams / In life in my day, player welfare is a clear priority

Six Nations England and Ireland on July 29 as they take on Wales



Confederal Cup final gives an unloved competition a fascinating climax
Em Aluko

Manchester City's David Hui returns to his hometown

Live / Borussia Dortmund v Wolves, Porto v Everton and more - Europa League



Athletics / Hammer throws dry holes out at unfair doping ban

Football Weekly Extra / City sliders, Guly's love of London and more

NFL / Brady will look at new teams in free agency, reports claim

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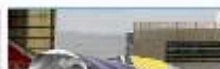
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News and features



Brittany Ferries

NORMANDY

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Discover authentic Normandy

Spring breaks across the Channel

Spring is the ideal time to head to Normandy, with the sun warming up the beaches and apple trees blossoming. Indulge in an exhilarating cocktail of fresh air and relaxation and visit some of the most beautiful villages in France. There's no better way to go than with Brittany Ferries – especially with their latest spring break offers, including two nights at a choice of their best-selling hotels from just £121 per person.

This is the year to visit Normandy which has been listed as one of the world's top destinations to visit by Lonely Planet, CNN and Frommer's. With a packed calendar of major events, come and find out why for yourself! Two of the highlights are set to take place in June: the start of the 15th anniversary of the D-Day Landings and the Battle of Normandy, and the stunning Rouen Armada. But why not make the most of the lighter evenings and warmer weather by getting out onto the D-Day Beaches before the crowds arrive? Historic Rouen, stretching beside the Seine, is Normandy's vibrant, cultured, historic and foodie capital. Parks and gardens have recently been created along the south bank, and bars and restaurants line the quayside.

Discover Normandy's loveliest villages including those awarded the Plus Beaux Villages de France ('most beautiful villages') label – they're truly idyllic in springtime. Explore the history and heritage of Beuvron-en-Auge in Calvados, home of the delicious apple brandy. The fossil streets and colourful half-timbered houses of Le Bee-Hellouin and Lyons-la-Foret make the local atmosphere vibrant. Dreamy Saint-Créval-Géré has inspired artists throughout the centuries with its charming chapel and ivy-clad walkways, whilst the little village of La-Rose near Dieppe is home to the shortest river in France.

Medieval ports don't come any prettier than Honfleur, immortalised by impressionists including Monet. Or Barfleur, a traditional fishing port lined with scrumptious restaurants, perfect to indulge in a dish of freshly-caught wild mussels. Cooked to perfection in a classic chateaufort (white wine sauce), in a cream



sauce, or à la normande (with fish stock, cream, butter and egg yolk), they are the quintessential local dish.

Savour Normandy's other world-famous food and drink: legendary cheeses of Camembert, Neufchâtel and Livarot, rich dairy produce and cider. It's a point of pride for most restaurants in Normandy to use locally sourced products. Several big food and drink festivals take place this spring: the black pudding festival in Mortagne-au-Perche, cider and local products in Carrebomer and the cheese festival of Fleury-l'Évêque.

The region's parks and gardens are outstanding, especially Monet's world-famous gardens in Giverny where it feels as if you've stepped into the heart of one of the artist's paintings. The garden at Bois



des Moutiers, Varengeville-sur-Mer, was created by landscape designer, Gertrude Jekyll whilst the house, designed by architect Sir Edwin Lutyens, is the only Arts and Crafts inspired house in France. The best way of exploring? In the comfort of your own car, packed with everything you need. Normandy is easily accessible via Brittany Ferries' port of Plymouth, or you can sail direct from Poole. What's more, their superb spring break offers, make getting there great value too!



SPRING IN NORMANDY FROM £69 per person

Discover Western France this spring with Brittany Ferries' range of short-stay ferry and sail & stay hotel offers. For these and more great offers visit: brittanyferries.com/feelfrance

Sail to Normandy with your car

up to 4 days away from £69pp

Discover the delights of Normandy with this special spring sailing fare from £138 return for a car and two passengers – that's just £69 per person – you can sail from Portsmouth, Poole or Plymouth and arrive closer to Western France, with the freedom to visit and match any of our routes to plan your perfect itinerary. Book by 2 April 2019. Travel until 10 May 2019.

Hotel breaks in Normandy

2 nights away from £121pp

Sail to France with your car and spend a couple of nights (or more) at a choice of Brittany Ferries' best-selling hotels, including a selection across Normandy. Explore historic Caen, visit the magnificent Mont-Saint-Michel, or relax in and around the pretty harbour side of Honfleur. Travel until 30 June 2019.

A Glimpse of D-Day Car Tour

3 nights B&B from £239pp

From coast and countryside, to the best sights and culture spots, Brittany Ferries have packaged up the best bits of France in their choice of car tours. Their popular D-Day tour gives you a remarkable insight into the scale of Operation Overlord, with poignant stops along the way.

All offers are per person based on two people in a vehicle. Subject to the applicable terms and conditions. Terms and conditions apply. See website for full details.

presse

OOH

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© Vanessa Burtin - Photo: Franck Pignatelli

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NORMANDY

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Presse



Actions presse et média

En 2019 :

- 2 événements presse organisés à Londres : D-Day 75 et Armada
- Présence à 6 événements presse majeurs
- Organisation de 3 voyages de presse groupe en Normandie
- Organisation de 24 voyages de presse individuels en Normandie

Résultats:

- Un total de 204 coupures de presse, soit 42 de plus qu'en 2018 !



On the Road NORMANDY

This region of north-west France is renowned for its cheese, cider and seafood but there are unexpected foodie discoveries to be made, too – among them saffron ice cream and refreshing calvados cocktails

BY NINA LUCY GALLAGHER

It's a misty morning, centuries apart from the misty glow of purple crocus in the garden. In the Marais de Caennais, an organic saffron farm in Normandy, a handful of crocuses are something else to the ground as saffron crocuses are grown in rows under tractors. The flowers are picked in the early morning when the fields are still slightly shrouded. As they open, the precious stigmas are carefully extracted (about 150,000 per kilo).

For centuries saffron, dubbed 'red gold', has been the most highly prized saffron in the world. In the 19th century, 90% of the world's saffron is grown in France, but the saffron cultivated in France is mostly white, imported for its high quality.

It was the Croisadeurs who first brought the bulbs back from their expeditions in far-flung lands during the 11th century. By the 13th, saffron production was firmly rooted in French culture, and heavily taxed. However, a combination of these constraints, bad weather, bulbs weakened by disease and the necessity of labour (the harvesters are harvested by hand) led to the decline of the industry during the 19th century.



"The saffron cultivated in France is sought after, renowned for its high quality"

See more suggestions on page 208

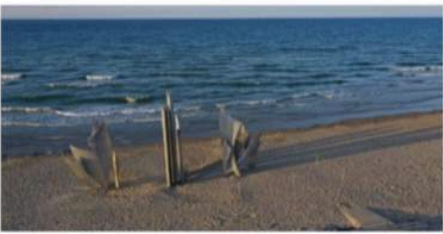
Image: © iStockphoto.com/Robert Hardman

Travel News Lifestyle Sport Opinion

Travel

D Day 75: hear the moving tales of the heroes of the Normandy landing retold on a trip to the French region

Richard Blackmore heads to the graves and beaches to listen to the personal stories of those who have fallen



Did you know?

A regular of France's media, Richard Blackmore has written a new book, *Normandy: The D-Day Landings*, which tells the personal stories of those who have fallen.

It's coming home

Ahead of this year's FIFA Women's World Cup, Al Wood takes her son to watch a friendly at Le Havre's Stade Océane

Remains of the Day

Cycling the Normandy beaches and taking in the heroics and horrors of D-Day landings is a moving experience for Dier Wills – and a fitting way to mark the 75th anniversary

by Robert Hardman

It's a misty morning, centuries apart from the misty glow of purple crocus in the garden. In the Marais de Caennais, an organic saffron farm in Normandy, a handful of crocuses are something else to the ground as saffron crocuses are grown in rows under tractors. The flowers are picked in the early morning when the fields are still slightly shrouded. As they open, the precious stigmas are carefully extracted (about 150,000 per kilo).

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See more suggestions on page 208

D-DAY

landings for all ages

There's no greater way to honour the fallen and inspire children than to visit the beaches where our heroes landed 75 years ago

by ROBERT HARDMAN

DAY ONE: THE BRITISH-CANADIAN SECTOR

These Normandy landings were pivotal in the course of World War II, and have since become a major focus of tourism in the region. The beaches are now well preserved and offer a unique insight into the history of the D-Day landings. The British-Canadian sector is particularly well preserved and offers a unique insight into the history of the D-Day landings.

See more suggestions on page 208

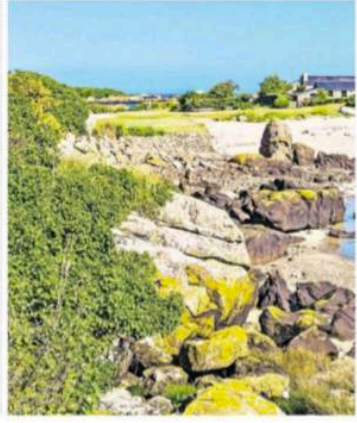
Welcome to France's secret Channel Islands

A visit to Chausey is a step back in time: deserted beaches, no cars and family stays for £100 a night, says **Tristan Rutherford**



There's an archipelago ten miles from France that you probably won't have heard of. This island chain is connected by a microclimate that supports palms and figs. Its tidal range is the greatest in Europe, which means that twice a day the 52 islands become 365 as football fields, icing sugar sand open between them. Welcome to Les Îles Chausey, the Channel Islands that the French have kept to themselves.

The passengers on the daily ferry from mainland France are a Gallic as a wheel of

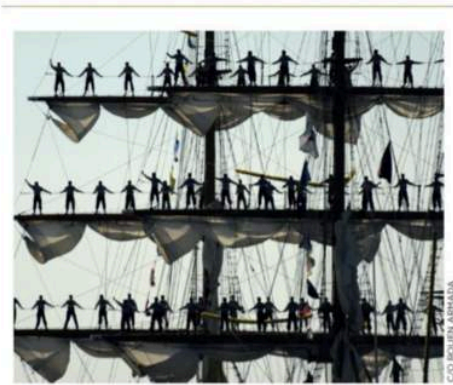


START AT PEGASUS SHROVE

The hidden gem of Normandy

EURE

Inland Normandy is often overlooked in favour of its coastal hotspots. However, Eure has a beauty of its own and plenty for intrepid visitors with a passion for the outdoors, art and history to explore, says **Claire Vaughan**



COO BOUEN ARMADA

ROUEN, FRANCE

The greatest show on Earth?

Organisers of the 2019 Rouen Armada this 6-16 June are calling it "the biggest gathering of vessels in the world." It's not without some justification: 50 tall ships have signed up to gather in the Norman capital, and the city is expecting seven million visitors. The last time it was held, in 2013, five million visitors attended. This will be the seventh Armada. Details at armada.org/en.

The colour of Monet

Martin Symington finds new depths in the gardens which the Impressionist painted in a greatest work of art



What did Monet think was so remarkable? The fact that he was able to capture the light and color of the garden in his painting, despite the fact that the garden was in a state of constant flux. Monet's garden was a place of constant change, and he was able to capture the light and color of the garden in his painting, despite the fact that the garden was in a state of constant flux.

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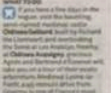
Giverny

What's new in Giverny? The town has been transformed into a beautiful garden, and the house has been restored to its former glory.

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FRANCE

It's time to take the road to Rouen

Cherish these historic buildings, but don't let them fall into disrepair. The city of Rouen is working to restore its historic buildings and streets.

FRANCE

Just put the cholesterol check on hold

Cherish these historic buildings, but don't let them fall into disrepair. The city of Rouen is working to restore its historic buildings and streets.

FRANCE

FIVE TOP TABLES IN ROUEN

Cherish these historic buildings, but don't let them fall into disrepair. The city of Rouen is working to restore its historic buildings and streets.

Soccer and the city – a lasting impression

Le Havre, a Women's World Cup host, is a marvel of reconstruction and joyous inspiration, writes Sally Peck



Le Havre is a city of remarkable reconstruction. The city was almost completely destroyed during the Second World War, but it has been rebuilt and is now a beautiful city. The city is built on a hillside and has a beautiful view of the sea.



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ENGLAND

English

The English are known for their sense of humor and their love of a good cup of tea.

FRANCE

French

The French are known for their love of art and their sense of style.

FIVE REASONS TO STOP OVER IN LE HAVRE

1. For a window into the city's pre-war past, visit the Musée de l'Armée, one of the city's most interesting museums.
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FRANCE

French

The French are known for their love of art and their sense of style.

Actions B to B



Événement golf



The Normandy Charity Golf Classic 2020

+ de 600 golfeurs en Normandie



Présentation au School Travel Forum



Eductour TO scolaires

Collaboration avec les transporteurs



Action de promotion à l'aéroport
de Londres - Southend



Dégustations de produits
normands

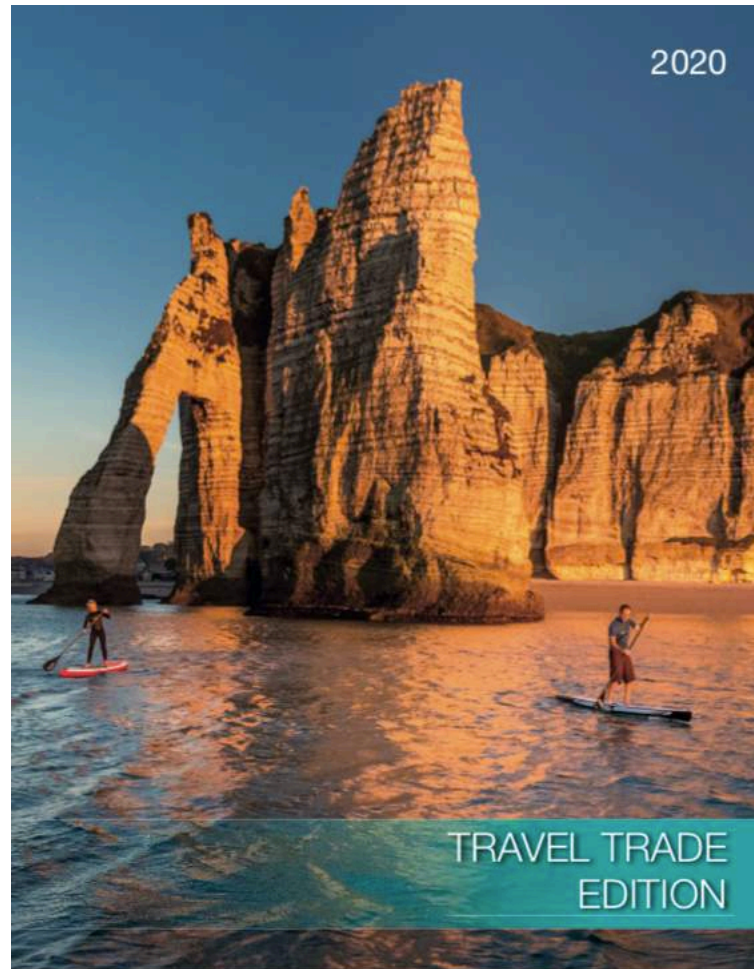


Jeu-concours organisé en
partenariat avec FlyBe et Radio
Essex



Expositions à bord des navires

Publication annuelle du guide groupes

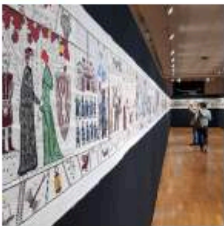




Hip hip hip herring!

One of Normandy's main foodie events and France's largest herring festival is celebrating its 50th anniversary on 16th and 17th November. Over 100,000 visitors from far and wide will flock to Dieppe's quaysides to enjoy the freshest of smoked fish and seafood, all washed down with a glass of white wine. Several other scallop and herring festivals are taking place along the Alabaster Coast this November, and you can read all about them on our Normandy Foodie blog.

[Read on](#)



Food Festivals 2019 Get your taste buds ready

Whether you're a cheese lover, a seafood fanatic or a Cider aficionado, Normandy has something for everyone! With over twenty major food festivals taking place this autumn, you'll be spoilt for choice and can travel the whole region in search of local produce and tasty delights!

[Take me there](#)

Exhibition Winter has come to Bayeux

The Game of Thrones Tapestry has arrived in Bayeux! The almost 90-metre long tapestry is currently on display at the Hôtel du Doyen, in the heart of town. Around 30 stitchers worked for over 1,500 hours on this amazing piece of artwork, which depicts scenes from each of the 73 episodes. Entrance is free until 31 December!

[Surprise me](#)

E-letters GP et pro

Professional newsletter from the Normandy Tourist Board
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NORMANDY

BONJOUR FROM NORMANDY!

The destination

Everything Normandy has to offer

Highlights



Meet the world in Rouen

Celebrating its 30th birthday, Rouen Armada promises to be bigger and better than ever when it returns to the banks of the River Seine from 6 to 16 June 2019. During this ten-day festival, the world's largest and finest tall ships will line the quaysides, bringing together sailors and visitors from around the world. Your groups can come and marvel at some 50 superb sailing ships hailing from many countries, along with several pleasure cruise boats, warships and even submarines.

[> Learn more](#)

Actions grand public



Campagne festivals 'Normandy Rocks'



Festivals in Normandy

Worth crossing the channel for



NME

BLOGS

Four reasons why Festival Beauregard 2019 was a pretty sweet getaway

The French festival with a certain "je ne sais quoi"...

ANDREW TRENDLELL 8th July 2019



Accueil de blogueurs





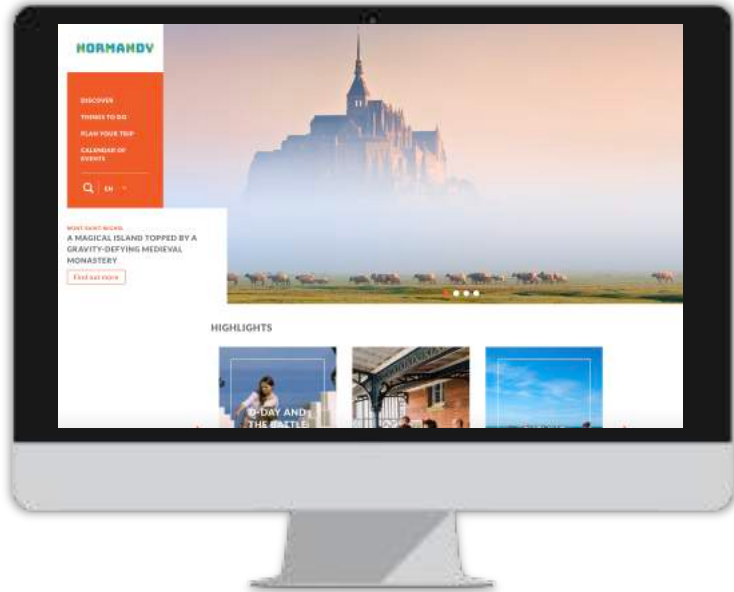
2019, the year to visit

NORMANDY

Discover why on normandy-tourism.org

Publicités
dans la
presse
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Site internet



LANCEMENT DU NOUVEAU SITE FIN AVRIL



1 MILLION DE VISITEURS EN 2019

Réseaux sociaux



FACEBOOK

72k



TWITTER

4k



INSTAGRAM

19k



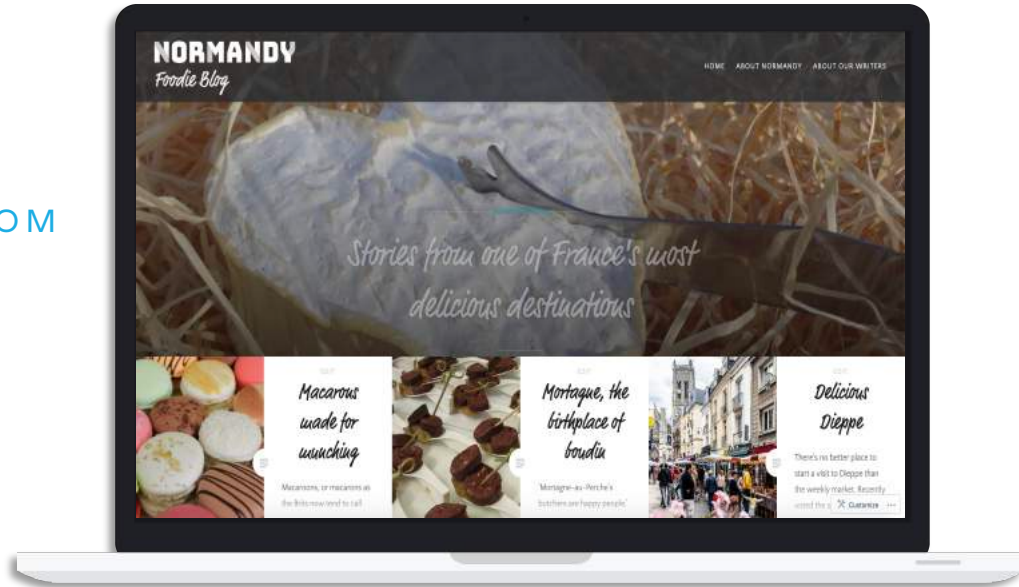
PINTEREST

Normandy Foodie blog

NORMANDYFOODIE.WORDPRESS.COM



12500 VISITEURS EN 2019



L'équipe



Ben



Valérie



Fran

NORMANDY

Thank you!