





EXPERIENCE THE LOIRE VALLEY!

The countryside is popular and the Loire Valley is the ideal region for rediscovering the joys of the great outdoors, with walks, picturesque villages and traditional markets offering a wide range of opportunities to experience the French art of living so particular to this area. More than 20 years after the Loire Valley was first listed as a UNESCO World Heritage site, the values that shape life in the region are anchored more than ever in a sustainable approach: preserving the nature and heritage (Loire châteaux) that give area its unique character and international renown.

An "eco-tourism" visit to the Loire Valley is an opportunity to slow down, take time to meet people and share experiences with others. Many outdoor activities such as canoeing, outings in traditional or electric boats, segway rides through vineyards, walking and, of course, cycling allow visitors to discover the Loire Valley and its tributaries. To stimulate the senses, a walk in the garden is a must! The Loire Valley is home to several gardens that are part of its Renaissance heritage. These unique, peaceful places offer the opportunity to discover botany and gardening know-how or even get hands-on with cooking classes, wild plant picking, cosmetics making, etc.

5,000 km of cycle routes and loops make the Loire Valley the perfect cycling destination. Verdant countryside, small towns and **charming villages** punctuate the itineraries. For a first cycling holiday, the **Loire à Vélo**, the star of all cycle routes, offers a 900-km itinerary along the Loire and past vineyards and châteaux for the enjoyment of all. New this year, **the Loire à Vélo Passport** is a real must-have to keep a record of each stage completed! The Véloscénie, the Indre à Vélo, the Saint-Jacques à Vélo, the Scandibérique, the Cœur de France à Vélo and the new Saint-Jacques à Vélo (via Vézelay) offer plenty of alternative routes for cycling fans.

Any first experience of the famous French art of living here will inevitably include **cellar visits and tastings of Loire Valley wines**. There is something to satisfy all desires, from troglodyte caves to château cellars, from picnics in the vineyards with local produce to cooking classes and Villa Monin - a genuine temple to the famous syrups of the same name!

To unwind in the countryside, a large selection of **new four- and five-star hotels** and campsites offering everything from simple tents to glamping and more **unusual accommodation** have recently been added to the existing offer.



https://www.loirevalley -france.co.uk/





NOTES

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600TH ANNIVERSARY OF THE BIRTH OF LOUIS XI

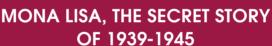


This year, the Loire Valley is celebrating the 600th anniversary of the birth of King Louis XI, also known as "the Universal Spider". For the occasion, the Royal Château of Amboise is unveiling its exhibition titled "Louis XI, the Order of Saint Michael and the Rise of Royal Power", which highlights the political power of the king. Further south, in Touraine, the Château of Langeais - which was saved and rebuilt under the orders of Louis XI - is paying tribute to the monarch with the exhibition titled "Château of Louis XI, the Builder King". In the Royal City of Loches, one of the best-preserved keeps in Europe and a state prison under Louis XI is hosting a scenographic visit presenting the younger years of the Dauphin Louis, future Louis XI, through his education, role and influence in the French Court. The full programme will be available on the following website:

www.valdeloire-france.com

THE ART OF BEING CURIOUS

In the mid-18th century, the **Château of Chenonceau** received the Enlightenment philosopher **Jean-Jacques Rousseau**. Then aged 35, he was engaged as a tutor in the service of the Dupin family. Rousseau and Dupin de Francueil studied astronomy, mechanics and optics. In 2023, the Ladies' Château is shining the spotlight on its **Cabinet of Scientific Curiosities** and opening it to the public. www.chenonceau.com





Fin late August 1939, the Louvre's masterpieces were taken down, carefully wrapped and packed in crates to protect them and evacuate them out of the capital. Over 2,000 crates of works, including the famous Mona Lisa, were sent to the National Domain of Chambord, the "house" of King Francis I. Today, four rooms retrace the story of the Château of Chambord's commitment to protecting French art during the Second World War. New in 2023: the children's area in the Francis I tower comprising a mediation space with three rooms specially designed for young visitors. Children can learn more about the king and the history and architecture of the château. www.chambord.org.

"ENCHANTING THE EARTH", THE NEW EXHIBITION AT THE CHATEAU OF LE RIVAU

Part of Les Nouvelles Renaissances, this exhibition presents around 40 works and highlights the interactions between famous artists and figures who once lived in the Loire Valley and artists of today who are concerned about protecting our planet. From Max Ernst to Calder, from Joan of Arc to Rabelais, these figures and icons each left their mark on the Loire Valley and the new exhibition illustrates contemporary artists' fascination with them. www.chateaudurivau.com





LEONARDO DA VINCI AND ANATOMY, THE MECHANICS OF LIFE



A painter, writer, humanist philosopher, sculptor and military engineer, Leonardo da Vinci is universally recognised as THE Italian genius. He sought to unlock the secrets of humanity and human anatomy and was one of the first to use dissection to reproduce human anatomy in the finest detail in his sketches. In 2023, the Château of Le Clos-Lucé, Leonardo da Vinci's last home, is exhibiting his work, sometimes recreated as moving 3D models, sometimes in the form of objects he used such as anatomical wax models and facsimiles of 15th- and 16th-century dissection instruments. https://vinci-closluce.com

THE CATHEDRAL BY JEAN LINARD :
AN AIR OF GAUDI

Two young pastry chefs, Charlotte and William, recently took on the crazy challenge of saving nothing less than a cathedral! The open-air cathedral is a unique artistic gem by Jean Linard. The artist's work is a tribute to Gaudi's Sagrada Familia, the Palais Idéal by Facteur Cheval and Maison Picassiette by Raymond Isodore. It combines architecture and sculpture with ceramics, mosaics and recycled materials. The Cathedral by Jean Linard has been listed as a historic monument since 2012. www.cathedrale-linard.com



MONTPOUPON, A SMALL CHÂTEAU WITH A BIG HISTORY



The home of the La Motte Saint-Pierre family for over 150 years, the **Château of Montpoupon** is the **Downton Abbey of Touraine**! The family has decided to **open the apartments** to the public to allow visitors to immerse themselves in the intimate life of a 20th-century chatelain. An interesting fact: the Château of Montpoupon recently hosted filming for the popular American series 'Emily in Paris'. www.montpoupon.com

CHARTRES CATHEDRAL FROM TOP TO BOTTOM!

Chartres cathedral has been listed as a UNESCO World Heritage Site since 1979. With its spires that can be seen for miles around, it is a real landmark and an important place of worship for Christians from all over the world. Discover the cathedral from its underground spaces to its attic through two tours: a candlelit visit of the crypt at night or, for those looking for a loftier experience, a visit of the attic to admire its unusual structure, which is not made of wood but of metal. The cathedral is a monument like none other in France!

www.cathedrale-chartres.org









Over 5,000 km of cycle routes

LA LOIRE A VELO





From June to September, **dedicated trains with 50 to 83 bike spaces** are available for transporting cycle tourists. Free service, booking required. Bikes can also be transported free of charge on regional trains all year round. www.loireavelo.fr (FR, GB, NL).



ACCUEIL VÉLO



851 professionals have committed to the "Accueil Vélo" label : accommodation, tourist sites, tourist offices and bike hire and repair companies within 5 km of the itinerary offer services specially adapted to the needs of cycle tourists (secure bike storage, repair kits, bike cleaning equipment, etc.)

www.francevelotourisme.com/accueil-velo



NEWS 2023



THE LOIRE À VÉLO PASSPORT

The itinerary now has its own **passport** in the form of a **travel diary for cycle tourists** to keep with them during their travels! **A series of stamps** is available to collect to join the community of tourists who have "done the Loire à Vélo", and keep a souvenir of an unforgettable trip! www.loireavelo.fr/passeport-la-loire-a-velo

SAINT-JACQUES À VÉLO VIA VEZELAY

The route to St Jacques de Compostela isn't just a walking route! This year, a **new cycle route** between Vézelay and Limoges has been added to the "Saint-Jacques à Vélo" routes. Along the itinerary, cyclists will discover rural France as they travel from the plains of Berry to the stunning viewpoints of the Creuse valley. A number of **original accommodation** options line the route from La Charité-sur-Loire to Eguzon.

www.touraineloirevalley.com/preparer/itinerance/velo/saint-jacques-a-velo/







VILLA MONIN

Who hasn't heard of Monin syrups? Whether for cocktails or cooking, these syrups are used all over the world. Since opening its doors in Bourges in 2022, Villa Monin has not ceased to amaze us with its many workshops for preparing meals, cakes and innovative drinks and learning tricks and techniques. Whether for elaborate or simple dishes, the cooking classes are held in a convivial atmosphere with, as an added bonus, a stunning view of Bourge's Saint-Etienne Cathedral. www.villamonin.fr

THE MARKETS

The Loire Valley markets are unique places full of colours, smells and flavours! For a gourmet outing in the heart of the region:

- The market of **Amboise** was voted "France's favourite market" in 2015. It is known for its **exceptional setting on the edge of the Loire**. On Fridays and Sunday mornings, residents and tourists gather for **a moment of conviviality** amid the smells of regional specialities: rillons, rillettes, goat's cheeses, etc.
- In Orléans, two markets are held on Fridays at the foot of the statue of Joan of Arc: the old books and records market from 8am to 7pm and the evening market from 4:30pm to 9:30pm. They are also a good starting point for a walk from Place du Martroi to the Cathedral via the half-timber houses in the historic district of Orléans.

<u>www.valdeloire-france.com/balades/balades-gourmandes/les-marches-du-val-de-loire</u>



MAISON MAZET



Master sweet- and chocolate-makers since 1903, this artisanal confectionery makes sweets, chocolates and the famous Prasline Mazet de Montargis. The Prasline is a **centuries-old delicacy** made using the **same manufacturing process since 1636** and is thought to be the oldest sweet in France! The secret of its success lies in the simplicity of the recipe: **a roasted almond coated with caramel**. In 2018, a **school-cum-shop** opened in Montargis to perpetuate the know-how and fame of the Prasline and pralines in every form. Tip: the old shop is worth a visit! www.mazetconfiseur.com

WINE EXPERIENCES

In addition to Loire Valley wine tastings, winemaking estates offer more unusual activities to discover all the facets of the world of wine. This is the case of Clos des Quarterons, which invites visitors to discover the vines and cellars on foot, scooter or segway. Country-style buffet or sensory game in the garden of the property are also part of the wine tourism offers. www.domaineamirault.com

Good to know: the "Routard" guide recently published a "Wine Tourism in the Loire Valley" guide that lists all the experiences on offer.





WORKSHOPS



- Le Sanglier Hirsute is a bed and breakfast hotel offering cooking workshops titled "Du Champ à l'Assiette". The classes are held 2 to 4 times a month and are designed to help participants solve the challenge of choosing what to eat each day and to contribute to the food transition, whether vegetarian, vegan, gluten free, etc. Le Sanglier Hirsute grows its own vegetables and cultivates the art of "gardening for the dinner plate" by offering sustainably grown natural and seasonal produce. www.lesanglierhirsute.fr
- Le Calabash, also known as "The Little Kitchen Conservatory", is located in southern Touraine. This "school" offers cooking classes inspired by traditions from around the world. The classes are offered by Alison and Sidney, two culinary globetrotters who met in Swaziland and have previously cooked for several heads of state, including Her late Majesty Elizabeth II, and many celebrities such as Mick Jagger, Madonna and Cher. But that was before they settled in Yzeures-sur-Creuse! The duo's aim is to propose cooking without borders by revisiting old French recipes made with regional products and adding exotic flavours from their travels. www.lecalabash.com
- Le Jardin de Marie was created by Marie Marcat, a former Parisian turned gardener. Her English-style landscape garden is situated between Bourges and Sancerre and is home to over 1,500 varieties of flowers and botanical plants, with a collection of nearly 500 varieties of roses and viburnums. In 2022, Marie handed the business over to Jessica & Boris. New owners, new projects: a fun and educational garden for children, a vegetable garden and orchard and a gite and new guest rooms for up to 12 people have all been created. 2023 will also see other projects taking form, such as a countryside cafe serving food made with local produce, open for lunch and dinner, and a coffee roasting workshop. www.lejardindemarie.com

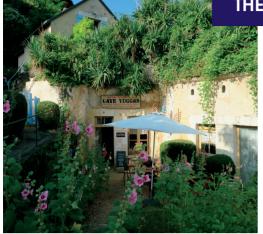
MARTIN POURET

The history of Orléans's connection with vinegar goes back to the Middle Ages! In the 18th century, the city was home to between 200 and 300 vinegar makers. Today, Martin-Pouret, is the only company still offering the famous vinegar, as it has done since 1797, alongside mustard and gherkins. These master vinegar makers have set their hearts on working with nearby producers to promote products made in France. A new range, designed with mixologists and pastry chefs, will soon be available to a French and foreign clientele increasingly avid for local know-how and gastronomy. Since taking over the company in 2019, the two associates have continued to innovate to promote it on the international stage. www.martin-pouret.com





THE LOIR VALLEY



Explore the footpaths of the Loir Valley and discover **Trôo**, one of the many atypical villages. This unique troglodytic village owes its originality to its **unusual layout**, with tiered terraces linked by staircases and a network of caves and galleries dug into the tuffeau rock.

For other unusual experiences in the Loir valley, take a **trip on an authentic 1950's train** from the station in Thoré-la Rochette and discover the Saint-Rimay tunnel, Montoire-sur-le-Loir, Caves de la Rochette and much more besides.

Autorail: www.ttvl.fr

THE CLAISE VALLEY

In southern Touraine, walkers, cyclists and horse riders can follow the greenway along the old railway line between Descartes and Tournan Saint-Pierre (42 km). Nicknamed "The Little Dordogne of Touraine", this beautiful valley with its ochre and red scenery is home to archaeological sites and truffle and foie gras producers. Gîte de la Tartinerie, a renovated old stable near the Château of Azay-le-Ferron, offers unusual accommodation with tents and hammocks and is ideal for horses with its boxes and paddocks.

www.gite-de-la-tartinerie.jimdosite.com



THE CHER VALLEY



For a discovery of **one of the Loire's largest tributaries**, the GR41 hiking route follows the Cher between Evaux-Les-Bains (in Creuse) and Tours in Val de Loire. The route takes hikers through **Berry countryside and past châteaux** such as those of Culan and Ainay-le-Vieil. It continues towards the **vineyards of Reuilly and Quincy** (famous white wines!) and **the charming villages of Mehun/Yèvres**, **Saint-Aignan and Montrichard**, before ending near one of the greatest Loire châteaux : the Château of Chenonceau.

www.val-de-loire-41.com/les-4-destinations/la-vallee-du-cher/

THE CREUSE VALLEY

Nicknamed "The Black Valley", this authentic, unspoilt area has inspired many painters, artists and authors, such as the young feminist writer George Sand. The Domain of Nohant and the Neuvy-Saint-Sépulcre Basilica bear testimony to her legacy. The artists' village of Gargilesse-Dampierre is listed among the Most Beautiful Villages in France. For a getaway in the heart of nature, the Creuse Valley GR hiking trail follows the Creuse past 111 kilometres of built and natural heritage. https://lavalleedelacreuse.fr/tourisme/





GET A BREATH OF FRESH AIR AND STAY AT THE DOMAIN OF CHAUMONT-SUR-LOIRE



The Regional Domain of Chaumont-sur-Loire has held its International Garden Festival since 1992, offering 32 hectares dedicated to landscape design and land art. In 2023, the domain will address the very current topic of "Resilient Gardens". As a prolongation of the experience, the "Bois des Chambres" hotel has 39 "garden" bedrooms and an architectural style that reflects the surrounding countryside. Its new "Le Grand Chaume" restaurant offers a setting that is just as astonishing as the food thanks to Patrick Bouchain for the architecture and talented young chef Guillaume Foucault for the menu! www.domaine-chaumont.fr

WILD PLANT PICKING

Observe, recognise, pick, smell and taste wild plants growing in the forest or on the banks of the Loire... This is the experience offered by Grégoire in Touraine and Nathalie in Loiret. During a botanical walk, these ecoguides will explain the virtues, uses and properties of the different plants and can even offer to cook them! www.valdeloire-ecotourisme.fr www.mercilaloire.com



"SAVOUR" THE PARK AT THE CHÂTEAU OF LA BUSSIÈRE



This pretty little château from the late 16th century has a kitchen garden adjoined to it where, in spring and summer, the owner invites visitors to taste the harvest of red berries from the garden, to the great delight of children! Two tours - "Garden Game" and "Sylvotherapeutic" - offer a fun approach to visiting the park and garden, one in which to discover the 18th-century botanical spaces and the other to connect with the trees in the park... www.chateau-de-la-bussiere.com

STROLL THROUGH THE ALLEYS OF THE CHÂTEAU OF PESSELIÈRES

For the past 15 years, the owners of this château have been committed to gardening in as natural a way as possible. Traditional lawns, which are very demanding in terms of water and treatment, have been outlawed and no weedkillers, fungicides or pesticides are used, in compliance with the principles of organic gardening, and composting is carried out on-site. In terms of botanical collections, the 18th-century park has a vegetable garden and an orchard with flowers, a secret garden with a collection of irises and a maze composed of over 900 hornbeams. . www.chateau-pesselieres.com





AMAZEMENT IN THE GARDENS OF VILLANDRY

Known for its regular and delineated Renaissance gardens, the Château of Villandry hosts the "Nights of a Thousand Lights" and "Vegetable Garden Days" in summer. In 2023, the Nights of a Thousand Lights will be replaced by a **new hydraulic show** with water jets and lights showcasing the gardens. www.chateauvillandry.fr





PADDLE ON THE LOIRE AND ITS TRIBUTARIES

Rent a canoe or kayak and paddle for an hour, a day or even several days to discover the gems of the Loire Valley in complete tranquillity and at your own pace. The activity also offers unique views: on the Loir, pass the foot of the Château of Châteaudun; on the Eure, cross the city of Chartes and admire its cathedral listed as a UNESCO World Heritage site; on the Loire, admire the wildlife and views of Sancerre, a little village perched on a rocky outcrop that is internationally famous for its wines; on the Cher, paddle right beneath the arches of the Château of Chenonceau. For the bravest, some hire companies even offer bivouacs!

HIRE A BOAT WITHOUT A LICENCE

On the canals of **Briare, Orléans and Cosson**, which passes the Château of Chambord, there's no risk of capsizing! The lack of current makes it ideal for great family outings in **electric boats for 2 to 12 people**.

www.chambord.org/fr/agenda/activites-de-loisirs

www.canalous-plaisance.fr

www.location-bateau-orleans.com



BOARD WITH A BOATMAN



The sharp-eyed Loire Valley **boatmen** can spot and identify all the different types of local birds, the marks left by beavers and the different fish in the river. They passionately share their **knowledge** and know-how during **traditional boat trips on the Loire** and enthusiastically relate the **history of the Loire waterways**. To enhance the experience, passengers can enjoy a **picnic on the water's edge**, in compliance with the rules for the protection of the local wildlife, of course!

www.valdeloire-france.com/balades/itinerantes/balades-sur-la-loire

NOT TO BE MISSED!

From 20 to 24 September 2023, the Loire Festival is back in Orléans!

Over 200 boats, 700 boatmen and 500 artists come together every two years for **the biggest river boat convention in Europe**. On the programme: five days of festivities, nautical demonstrations, special shows and evening events to celebrate the greatness of river boating and the exceptional heritage of the Loire. **In 2023**, the festival will include a special focus on the Saint Laurence river in Canada and Basque Country boatmen.

 $\underline{www.orleans\text{-}metropole.fr/actualites/detail/le\text{-}festival\text{-}de\text{-}loire\text{-}revient\text{-}du\text{-}20\text{-}}{au\text{-}24\text{-}septembre\text{-}2023}}$







ENJOY AN IMMERSIVE EXPERIENCE AT THE CHÂTEAU OF BEAUGENCY

The new owners of the Château of Beaugency have transformed this place steeped in history into a **Digital Art Centre** like none other in France. The aim of this architect and artist duo is to reveal the architectural heritage from a new perspective through **immersive**, **innovative and creative experiences**. A unique place in the Loire Valley! www.chateau-beaugency.com

STROLL THROUGH ILLUMINATED CITIES

Chartres and Bourges are both home to cathedrals listed as UNESCO World Heritage sites and boast exceptional evening walks. Chartres en Lumières is a light-and-sound show like none other in Europe because it is free, held every evening from April to January and illuminates 23 historic buildings in the city centre. In Bourges, the Nuits Lumières event lights up 7 iconic monuments with colourful displays. The route is intuitive, just follow the little blue lights between each site.

<u>www.ville-bourges.fr/site/nuits-lumiere</u> www.chartresenlumieres.com







CELEBRATE CHRISTMAS AT THE CHÂTEAUX

Each year, 15 or so of the biggest châteaux and many smaller ones offer their share of surprises with an enchanting programme. A collection of magical moments, each one unique: the Château of Azay-le-Rideau adopts a gourmet theme, while floral art adorns the Château of Chenonceau; nature is king at Villandry and the Grinch is a surprise guests at Loches! To extend the evening, several châteaux have exceptional late opening hours and, to allow visitors to discover several of them, the tourist office of Touraine sells a pass for the duration of the festive period.

www.touraineloirevalley.com/decouvrir/chateaux-de-la-loire/noelau-pays-des-chateaux/ and www.val-de-loire-41.com/vivre-noel-enloir-et-cher/noel-aux-chateaux-loir-et-cher/



A STAY IN THE LAND OF **CASTLES**





A panoply of 5-star establishments to discover in 2023. First and foremost is Le Bon Laboureur in Chenonceaux, an authentic coaching house offering multiple services and facilities for an eco-friendly stay just a stone's throw from the château. As for Le Manoir des Minimes, it was redecorated in 2022 and is located right at the foot of the Château of Amboise. The new Château de Louise de La Vallière (Reuany) offers an immersion into the history of Louis XIV's mistress. Château de Noizay (near Amboise) invites guests to discover "château life" amid authentic 16th-century furniture. Les Sources de Cheverny offers rooms both in the château and "in the garden" as well as a Spa By Caudalie. Les Hauts de Loire (Onzain), the most classic of them all, guarantees a quality stay in every respect. La Borde in Sologne is appreciated for its nature-size escape. As a unique feature, the largest suite is located in the château's former stables, where the horses' boxes have been preserved.

www.bonlaboureur.com/fr/hotel-chenonceaux www.manoirlesminimes.com www.chateaulouise.com www.chateaudenoizay.com www.sources-cheverny.com

www.laborde-sologne.fr www.hautsdeloire.com

ACCOMMODATION IN THE GREAT OUTDOORS. PERFECT FOR A STAY WITH FAMILY OR FRIENDS!

Traditional Canadian or trapper tents, wooden caravans, huts and chalets have sprung up in many new-style campsites offering "glamping" holidays in the Loire Valley. This accommodation brings holidaymakers closer to nature and is appreciated by all: children can enjoy the delights of the countryside and parents can disconnect from daily life. For a trip to the land of well-being:

- Huttopia campsites are located in Senonches, between forests and lakes, in Rillé in Touraine on the edge of a lake and in Bracieux, surrounded by Loire châteaux. The accommodation and activities available are all environmentally friendly (untreated natural materials and French know-how).
- Camping-Ferme Pédagogique de Prunay in Valloire-sur-Cisse, with its 4 eco-stars, invites young city dwellers to freely feed, stroke, brush and care for the farm animals.
- Camping Couleurs du Monde in Faverolles-sur-Cher in the heart of the Touraine winemaking region and very close to Beauval Zoo. Walks, bike rides, canoe trips and visits to châteaux will quickly fill up family holidays!
- Lastly, traditional campsites such as **Domaine des Bois du** Bardelet, just a few kilometres from Gien, offer facilities and services specially designed for family holidays, including water parks, quality accommodation and activity programmes.

www.europe.huttopia.com/site/village-senonches

www.prunay.fr www.bardelet.com www.camping-couleurs-du-monde.com





PHOTO LIBRARY











Download all the images here:



www.centrevaldeloire-photo.org/CRTC/

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The cultural agenda of the Loire Valley: www.nouvelles-renaissances.com



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