

Welcome France Tourism Leaders

November 13, 2025

Who We Are

INTERNOVA TRAVEL GROUP

Established in 2008, Internova Travel Group delivers a high-touch, personal level of travel expertise to leisure, luxury and corporate clients through our more than 6,000 company-owned, franchised and affiliated travel agencies throughout the United States, Canada, the United Kingdom and Mexico, along with a presence in more than 80 countries.

Headquartered in New York City and active around the globe, Internova Travel Group represents more than 100,000 travel advisors worldwide and ranks as one of the industry's largest travel services companies. Our team of leaders — from our expert travel advisors to our executives — is dedicated to delivering the best travel experiences.



Who We are: POWERFUL DISTRIBUTION PARTNER



6,000+

Agency Locations



100,000+

Travel Advisors



Largest Travel Advisor
Franchise, Consortia and Host
Agency



Largest Cruise, Vacation
Package and Luxury Travel
Seller

ADVISOR DIVISION

Luxury

GLOBAL TRAVEL
COLLECTION

PROTRAVEL
INTERNATIONAL

tzell
TRAVEL GROUP

ASTG

IN THE KNOW
EXPERIENCES

ALTOUR
LEISURE

COLLETTS
BESPOKE LUXURY TRAVEL

Premium

neXion
TRAVEL GROUP

AGENCY DIVISION

Consortia Network

TRAVEL
LEADERS
NETWORK™

Tour Operator

ROADTRIPS

BONOTEL
EXCLUSIVE
TRAVEL

CUSTOMER DIVISION

Corporate

ALTOUR

yes
your event solutions

ALTOUR
INTERNATIONAL

Leisure

BarrheadTravel

Andrew
Harper™

TRAVEL
LEADERS™
VACATION CENTER

CRUISE
Specialists

CruCon Cruise Outlet



Largest consortia agency network in North America

- 5,500+ Agency Locations
- 90,000+ Advisors
- Sophisticated digital & print marketing solutions
- **Top producer for all major cruise lines & tour operators – largest luxury seller**
- Notable members include Avoya, World Travel Holdings, Nexion, Vacations to Go, KHM Travel, Outside Agents, Travelnation, WorldVia, etc...



TRAVEL LEADERS DOMINANCE IN CONSORTIA MEMBERSHIP

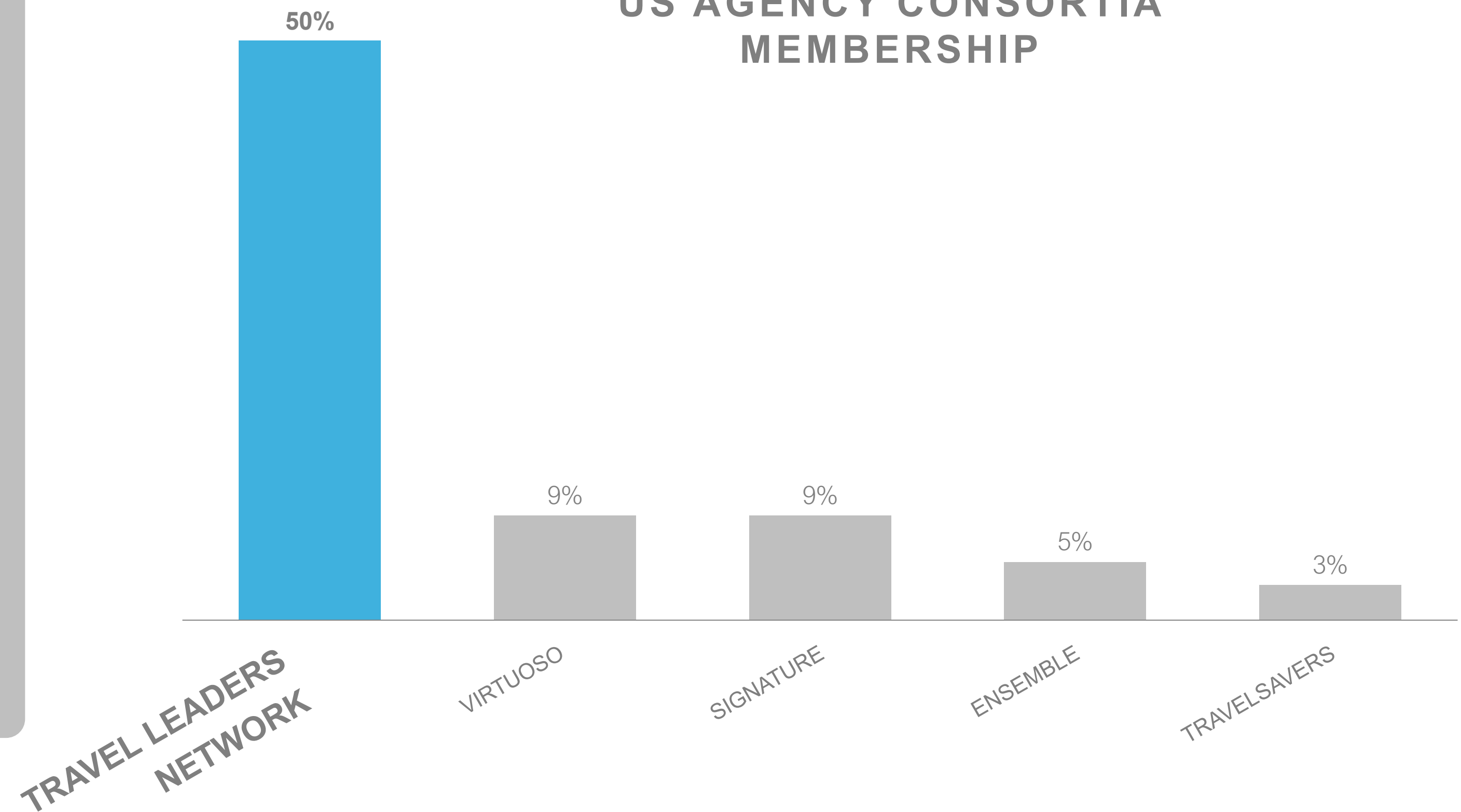


Travel Leaders Network's **dominance in the consortia category** should come as no surprise. Still, the growth in its dominance over the past three years . . . is impressive.

Travel Weekly
Travel Industry Survey
November, 2022



US AGENCY CONSORTIA MEMBERSHIP





NEW YORK HEADQUARTERS



BEVERLY HILLS HEADQUARTERS



LONDON HEADQUARTERS

Our 1,700 GTC advisors are industry leaders and the world's most extensive collection of international luxury travel agencies, including the well-established brands of Protravel International, Tzell Travel Group, and Colletts Travel, as well as In the Know Experiences, All Star Travel Group and ALTOUR.

- **Leading luxury travel agencies in U.S.**
- Celebrity, entertainment and C-level travel
- Largest luxury agencies in NYC & LA
- 70+ offices in UHNW locations – Boston, Chicago, Beverly Hills, Scottsdale, Boca Raton
- 1,700+ independent contractor advisors



ALTOUR

- Leading SMB corporate, entertainment, MICE and private jet travel agencies in U.S.
- Celebrity, entertainment & C-level travel
- 50+ offices in major business centers – NYC, LA, Chicago, Atlanta, Boston
- 1,300+ employees
- Combined brands of ALTOUR, Travel Leaders Corporate, Corporate Travel Services
- **ALTOUR #1 largest member of former AMEX Rep Network**



HOTELS

SELECT

Hotels & Resorts | INTERNOVA

CURATED

Hotels & Resorts | INTERNOVA

WORLDWIDE

Hotels & Resorts | INTERNOVA

LOCAL TOUR

SELECT

In-Country Partners | INTERNOVA

CRUISE

AMENITY
DEPARTURE DATES
INTERNOVA

DISTINCTIVE
VOYAGES
INTERNOVA

CULINARY
COLLECTION
INTERNOVA

PRIVATE JET

ALTOURAIR

SPORTS TRAVEL

ROADTRIPS

EVENTS

yes
your event solutions

Our Programs

SELECT

Hotels & Resorts | INTERNOVA

Made up of the world's most distinguished and desirable premium properties, this ultra-luxury program offers amenities to craft an authentic, memorable experience.

109 in France

CURATED

Hotels & Resorts | INTERNOVA

An exciting new collection of handpicked premium and design-inspired properties suited to the needs of modern travelers, offering lifestyle experiences at a price value.

21 in France

WORLDWIDE

Hotels & Resorts | INTERNOVA

Internova Travel Group's comprehensive, price competitive hotel program, offering you best available rates at over 46,000 hotel brands and independent properties around the world.



SELECT

Hotels & Resorts | INTERNOVA

CURATED

Hotels & Resorts | INTERNOVA

- Villa Gallici
- Le 1932 Hotel & Spa Cap d'Antibes - MGallery
- Hotel Du Palais Biarritz
- Hotel Burdigala
- Les Sources de Caudalie
- Mondrian Bordeaux Les Carmes
- Hotel La Villa Calvi
- La Signoria
- Carlton Cannes
- Five Seas by Inwood Hotels
- Hotel Barriere Le Majestic Cannes
- Hotel Martinez
- Mondrian Cannes
- Les Roches Blanches
- L'Abbaye des Vaux de Cernay**
- Royal Champagne Hotel & Spa
- Les Sources de Cheverny
- Hotel Chais Monnet & Spa
- Airelles Courchevel, Les Airelles
- Aman Le Melezin
- Cheval Blanc Courchevel
- Hotel Barriere Les Neiges
- Ultima Hotel Courchevel
- Hotel Crillon le Brave
- Hotel Barriere Le Normandy Deauville

- Aix en Provence
- Antibes
- Biarritz
- Bordeaux
- * Bordeaux
- Bordeaux
- Calvi
- Calvi
- Cannes
- * Cannes
- Cannes
- Cannes
- Cannes
- Cassis
- * Cernay-la-Ville
- Champillon
- * Cheverny
- Cognac
- Courchevel
- Courchevel
- * Courchevel
- Courchevel
- Courchevel
- Crillon-le-Brave
- Deauville



SELECT

Hotels & Resorts | INTERNOVA

CURATED

Hotels & Resorts | INTERNOVA

12

Hotel Barriere Le Grand Dinard
Les Pres d'Eugenie
Chateau de Berne
Coquillade Provence
Airelles Gordes, La Bastide
Domaine de Primard
Hotel Manapany
Domaine Reine Margot - Hotel & Spa
Hotel Le Phebus & Spa
Hotel Belles Rives
Hotel Juana
Lily of the Valley
Domaine de Fontenille
Villa La Coste
Baumaniere Les Baux de Provence
Domaine de Manville
Hostellerie de Levernois
Villa Maia
Domaine des Etangs, Auberge Resorts Collection
Four Seasons Hotel Megeve
Zannier Le Chalet
Hotel Royal Evian Resort
Anantara Plaza Nice Hotel
Hotel Du Couvent, a Luxury Collection Hotel
Le Negresco
Maison Albar - Le Victoria

Dinard
Eugenie les Bains
Flayosc
Gargas
Gordes
Guainville
Gustavia
Issy les Moulineaux
Joucas
Juan les Pins
Juan les Pins
La Croix-Valmer
Lauris
Le Puy Sainte Reparde
✱ Les Baux-de-Provence
Les Baux-de-Provence
Levernois
Lyon
Massignac
Megeve
Megeve
Nevecelle
Nice
Nice
Nice
✱ Nice



SELECT

Hotels & Resorts | INTERNOVA

CURATED

Hotels & Resorts | INTERNOVA

Maison Albar - L'Imperator	✱	Nimes
1, Place Vendome		Paris
Brach Paris		Paris
Bvlgari Hotel Paris		Paris
Castille Paris		Paris
Cheval Blanc Paris		Paris
Cour des Vosges		Paris
Domaine Reine Margot - Hotel & SPA Paris - Issy les Moulineaux		Paris
Esprit Saint Germain		Paris
Fauchon L'Hotel Paris		Paris
Four Seasons Hotel George V Paris		Paris
Grand Hotel du Palais Royal		Paris
Hotel Barriere Fouquet's Paris		Paris
Hotel Bel Ami		Paris
Hotel Chateau Voltaire		Paris
Hotel D'Aubusson		Paris
Hotel Dame des Arts	✱	Paris
Hotel de Crillon, A Rosewood Hotel		Paris
Hotel du Louvre , Part of the Unbound Collection by Hyatt		Paris
Hotel Le Cinq Codet		Paris
Hotel Lutetia		Paris
Hotel Madame Reve		Paris
Hotel Montalembert		Paris
Hotel Napoleon Paris		Paris
Hotel Plaza Athenee Paris		Paris
Hotel Regina		Paris



SELECT

Hotels & Resorts | INTERNOVA

CURATED

Hotels & Resorts | INTERNOVA

Hotel Splendide Royal Paris	Paris
Hotel Vernet Champs Elysees	Paris
Hyatt Paris Madeleine	Paris
InterContinental Paris Le Grand Hotel	Paris
J.K. Place Paris	Paris
La Fantaisie	Paris
La Reserve Paris Apartments	Paris
La Reserve Paris Hotel & Spa	Paris
Le Grand Mazarin	Paris
Le Meurice Paris	Paris
Le Roch Hotel & Spa	Paris
Le Royal Monceau, Raffles Paris	Paris
Maison Albar - Le Vendome	Paris
Maison Barriere Vendome	* Paris
Maison Delano Paris	Paris
Maison Villeroy	Paris
Majestic Hotel-Spa Champs-Elysees	Paris
Mandarin Oriental Paris	Paris
Molitor Paris	Paris
Park Hyatt Paris Vendome	Paris
Pavillon de la Reine	Paris
Prince de Galles, a Luxury Collection Hotel	Paris
Relais Christine	Paris
Ritz Paris	Paris
Saint James Paris	Paris
Shangri-La Paris	Paris



SELECT

CURATED

Hotels & Resorts | INTERNOVA

Hotels & Resorts | INTERNOVA

- Sofitel Le Scribe Paris Opera
- Sofitel Paris Le Faubourg
- The Hoxton Paris
- The Peninsula Paris
- COMO Le Montrachet
- La Reserve Ramatuelle
- Monte Carlo Beach
- The Maybourne Riviera
- Grand-Hotel du Cap-Ferrat, A Four Seasons Hotel
- Hotel Royal-Riviera
- Les Roches Rouges, a Beaumier Hotel & Spa**
- Airelles Saint-Tropez, Chateau de la Messardiere
- Airelles Saint-Tropez, Pan Dei Palais
- Arev Saint Tropez
- Hotel Lou Pinet
- Villa Cosy Hotel & Spa
- Chateau Sainte Sabine
- Terre Blanche Hotel Spa Golf Resort
- Cures Marines Hotel & Spa Trouville MGallery Collection
- Airelles Val d'Iserre
- Chateau Saint-Martin & Spa
- La Borde en Sologne Chateau & Spa
- Airelles Chateau de Versailles, Le Grand Controle
- Hotel Les Lumieres
- Waldorf Astoria Versailles - Trianon Palace

- Paris
- Paris
- * Paris
- Paris
- * Puligny-Montrachet
- Ramatuelle
- * Roquebrune-Cap-Martin
- Roquebrune-Cap-Martin
- Saint-Jean Cap-Ferrat
- Saint-Jean-Cap-Ferrat
- * Saint-Raphael
- Saint-Tropez
- Saint-Tropez
- Saint-Tropez
- Saint-Tropez
- Saint-Tropez
- * Sainte Sabine
- Tourrettes
- Trouville-Sur-Mer
- Val d'Iserre
- Vence
- Vernou en Sologne
- Versailles
- * Versailles
- Versailles

SELECT

In-Country Partners | INTERNOVA

Abercrombie & Kent Europe

Abercrombie & Kent Villas

Alpine Adventures

Andy Swann Voyage

Decouvertes

Deluxe France

Exclusive & Private

Family Twist

French Side Travel

GolfTraveller

IDI TRAVEL Italy & France

Imagine France

Queen of Clubs France

The 1492 Company

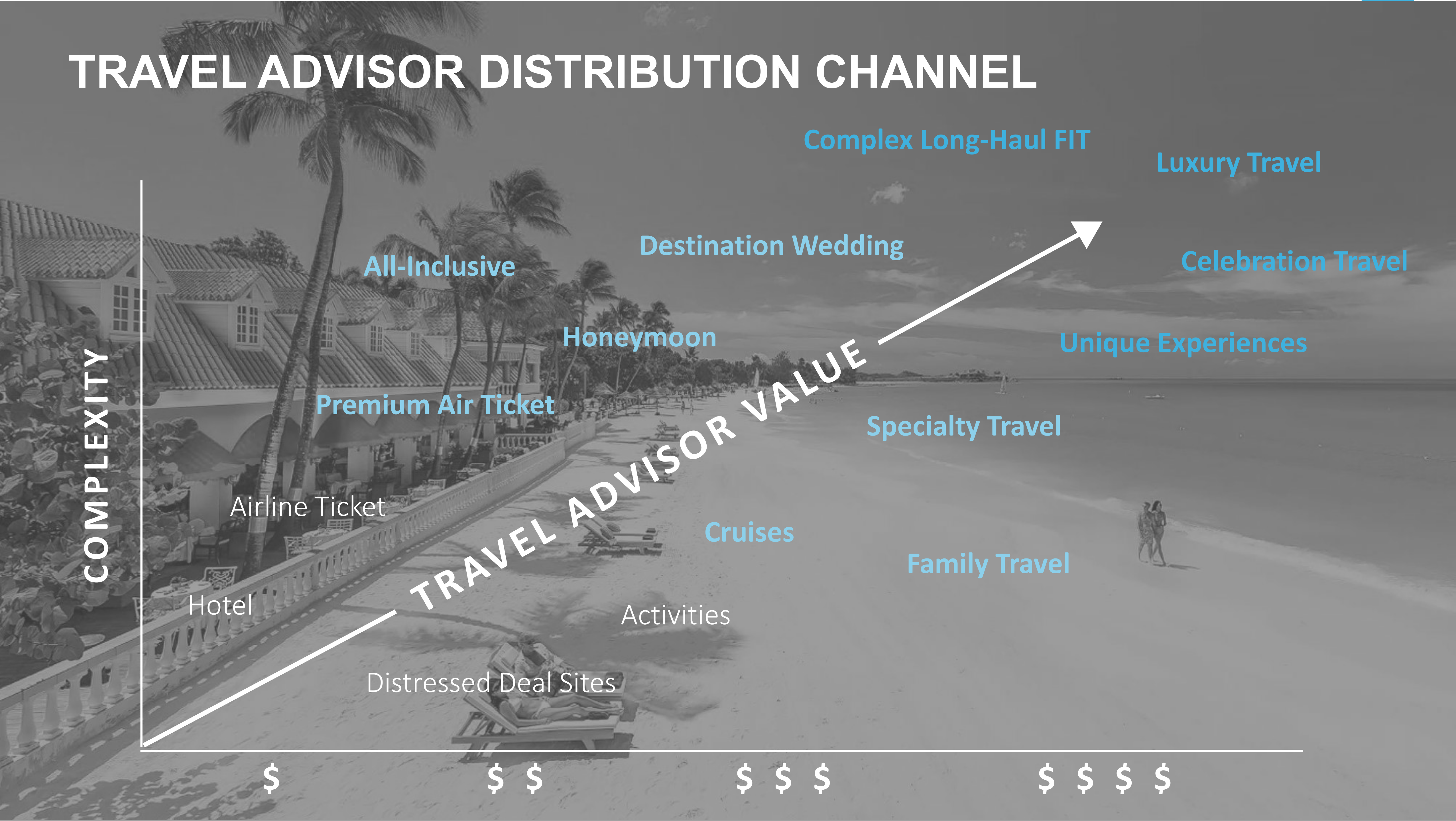
Villas of Distinction

We Travel France



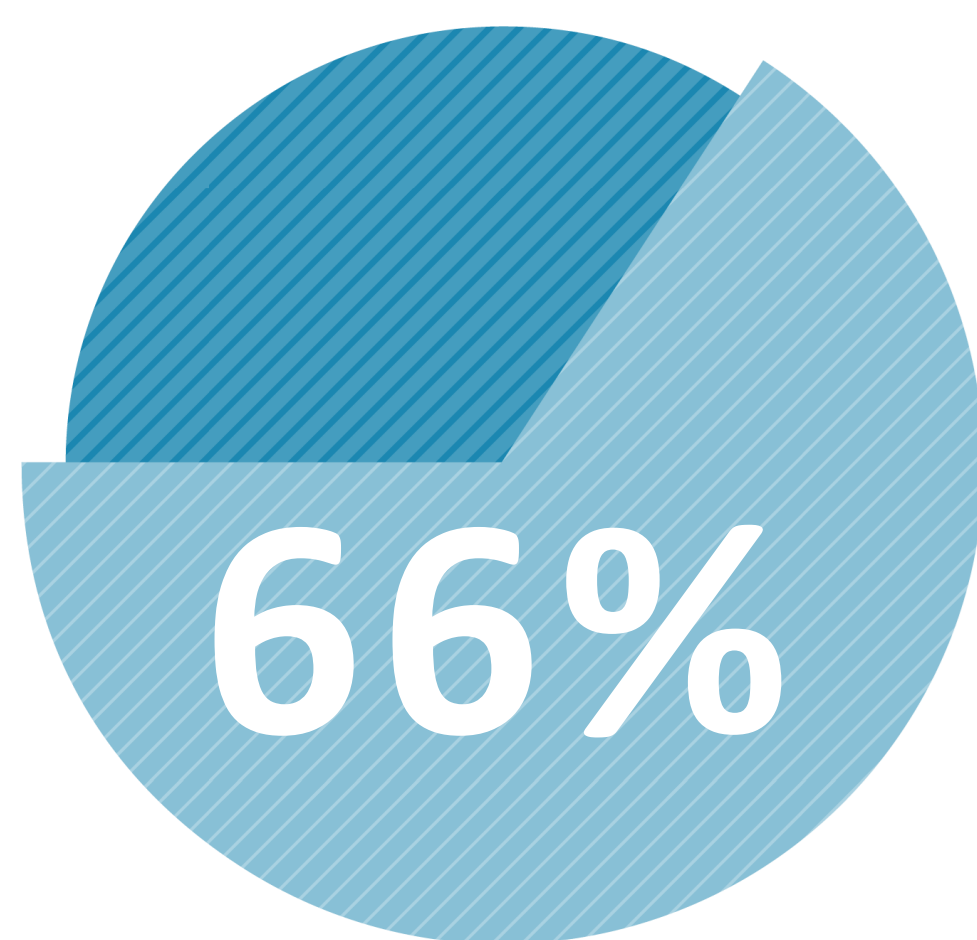
ADVISORS =
INFLUENCERS

TRAVEL ADVISOR DISTRIBUTION CHANNEL

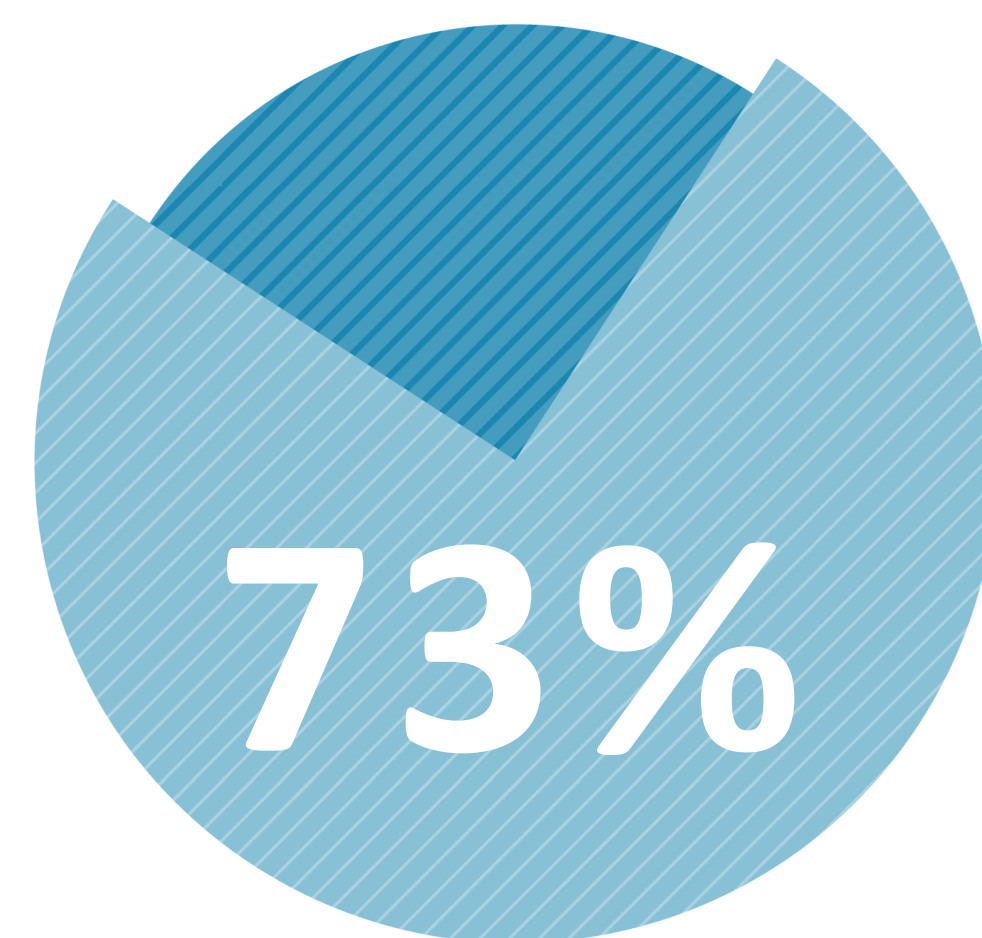


TRAVEL ADVISOR DISTRIBUTION CHANNEL

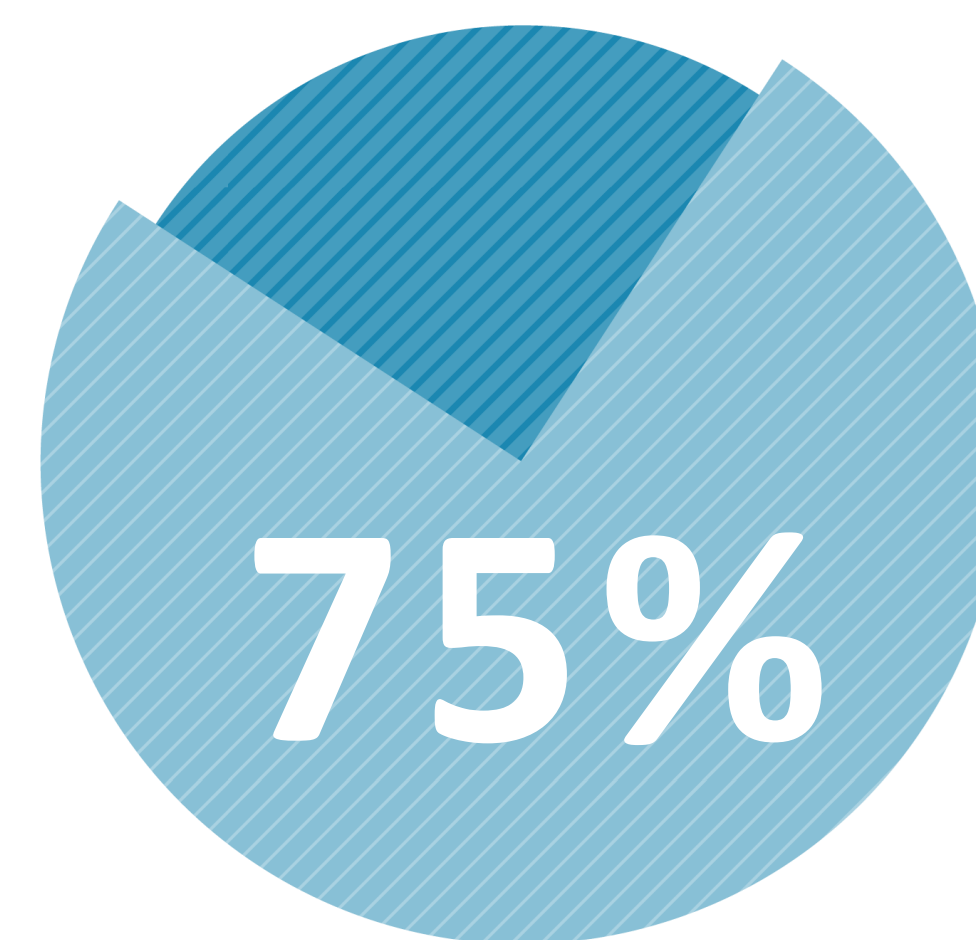
US MARKET TRAVEL ADVISORS REPRESENT:



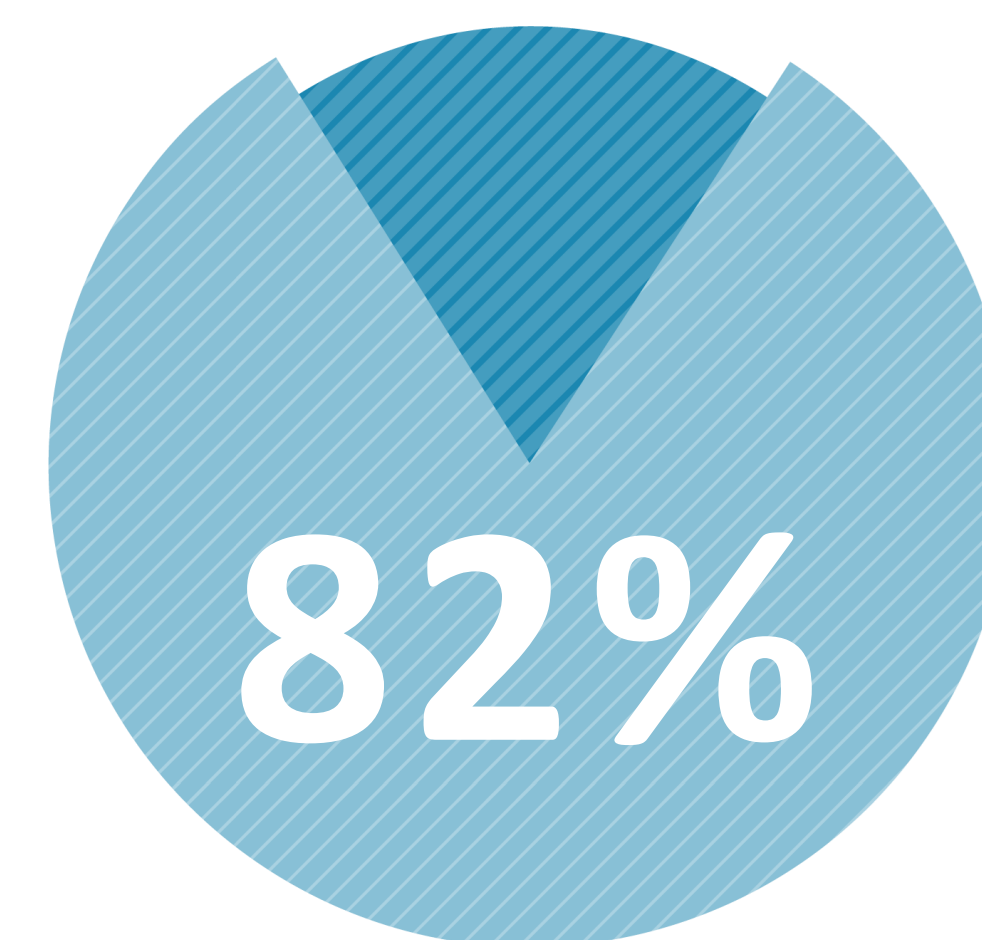
**PACKAGE
TOUR SALES**



**ALL
CRUISE SALES**

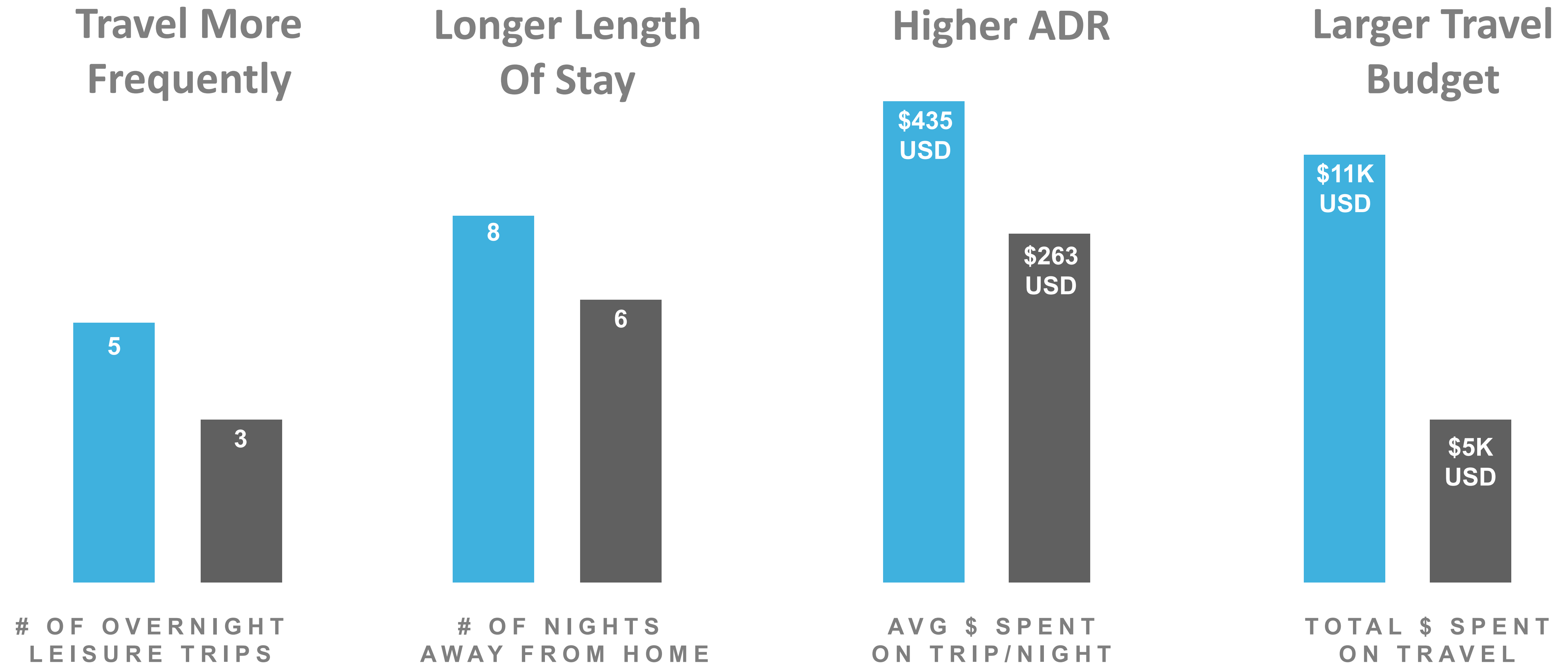


**ALL US
INTERNATIONAL
TRAVEL**



**LUXURY
CRUISE SALES**

ADVISORS ADD VALUE



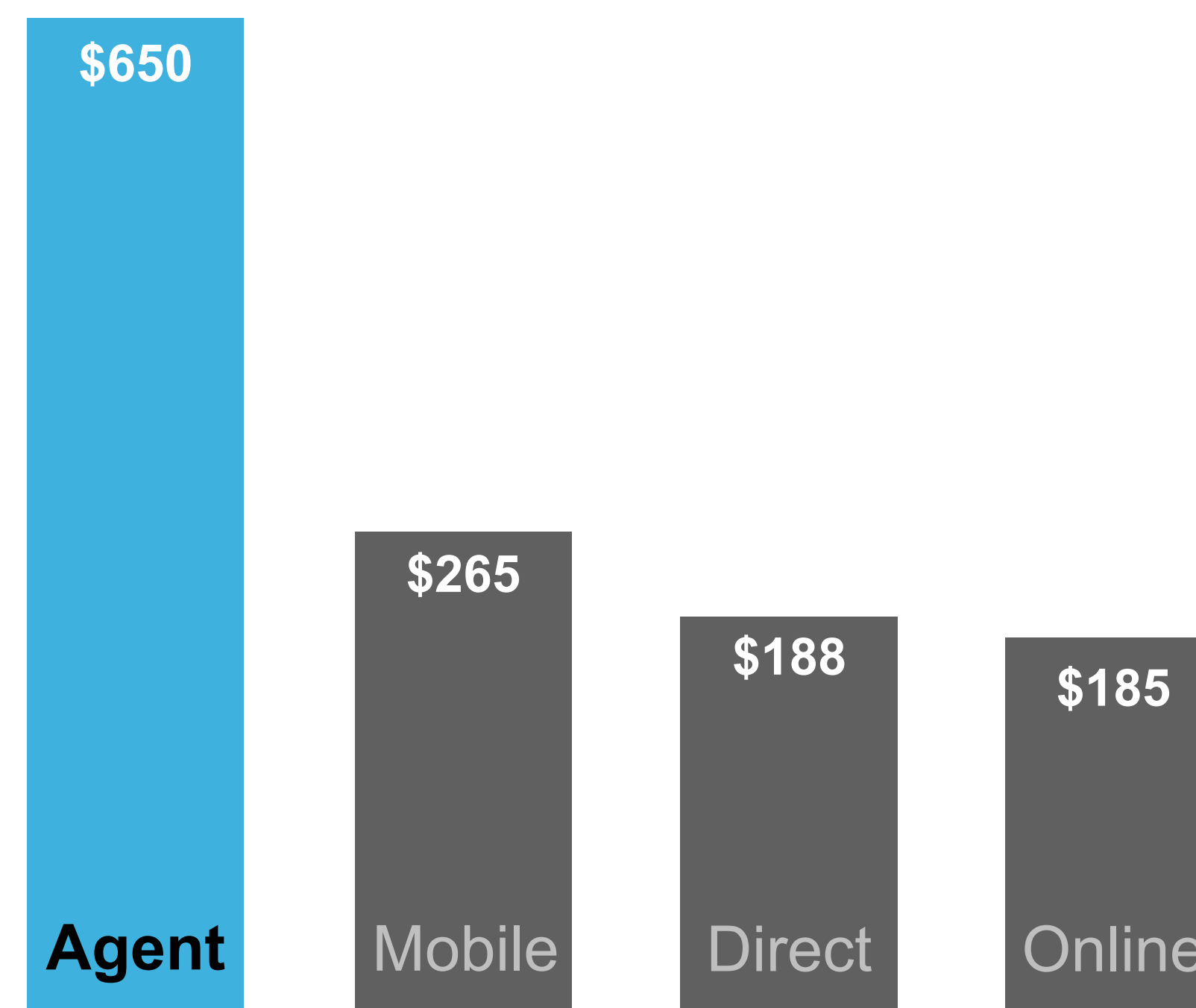
ADVISORS ADD VALUE

“

Travelers who book via a traditional travel trade channel, such as through a travel agent, are the most lucrative local tour customers because they **spend more than three times that of online.**

”

Local Tour & Activity Spend



TOTAL \$USD SPENT ON LOCAL
TOUR & ACTIVITY

ADVISORS ADD VALUE

1.5 x higher hotel ADR

2 x more local **community spending**

3 x more open to **learn about local culture**

3 x times higher **participate in local activities**

4 x likely to **return in the future**

LOS  CABOS

“

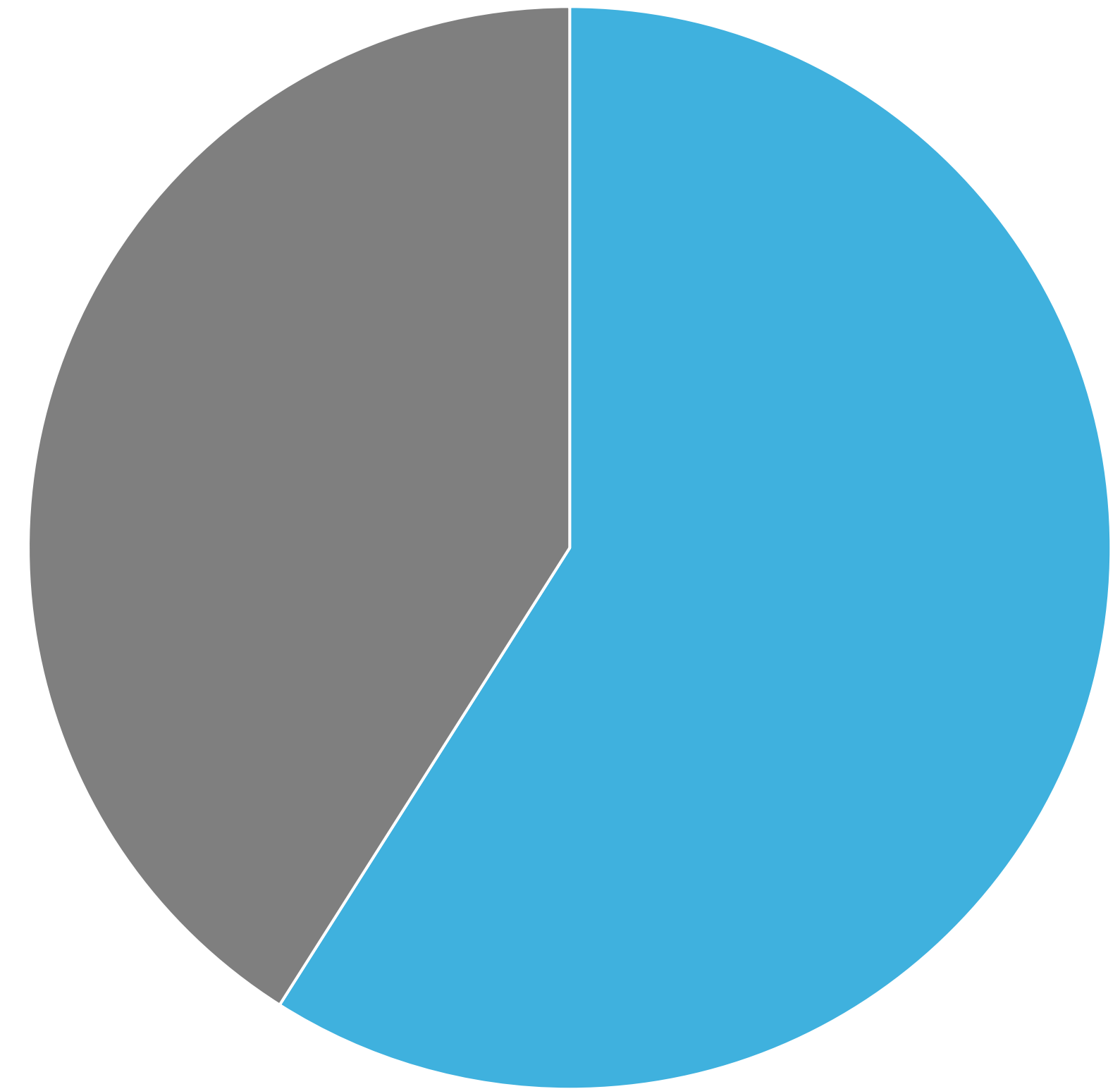
Travelers who book with travel agencies are the BEST customers for the destination.

”

TRAVELERS NEED GUIDANCE

59%

Of travelers **don't have a specific destination in mind** when they start planning their next trip.



TRAVELERS VALUE DESTINATION EXPERTISE

#1

Destination & Product Expertise

Destination Expertise

Service & Support for Unexpected Events

Prefer Human Relationship

Product Expertise

Take Hassle out of Booking Travel

Trusted Recommendations

Complex Travel Situations

Save Time while Planning

Travel Preferences Understanding

Unique VIP Perks

Understanding of What's New / Hot

Agent Inspires Future Trips

Lower Cost

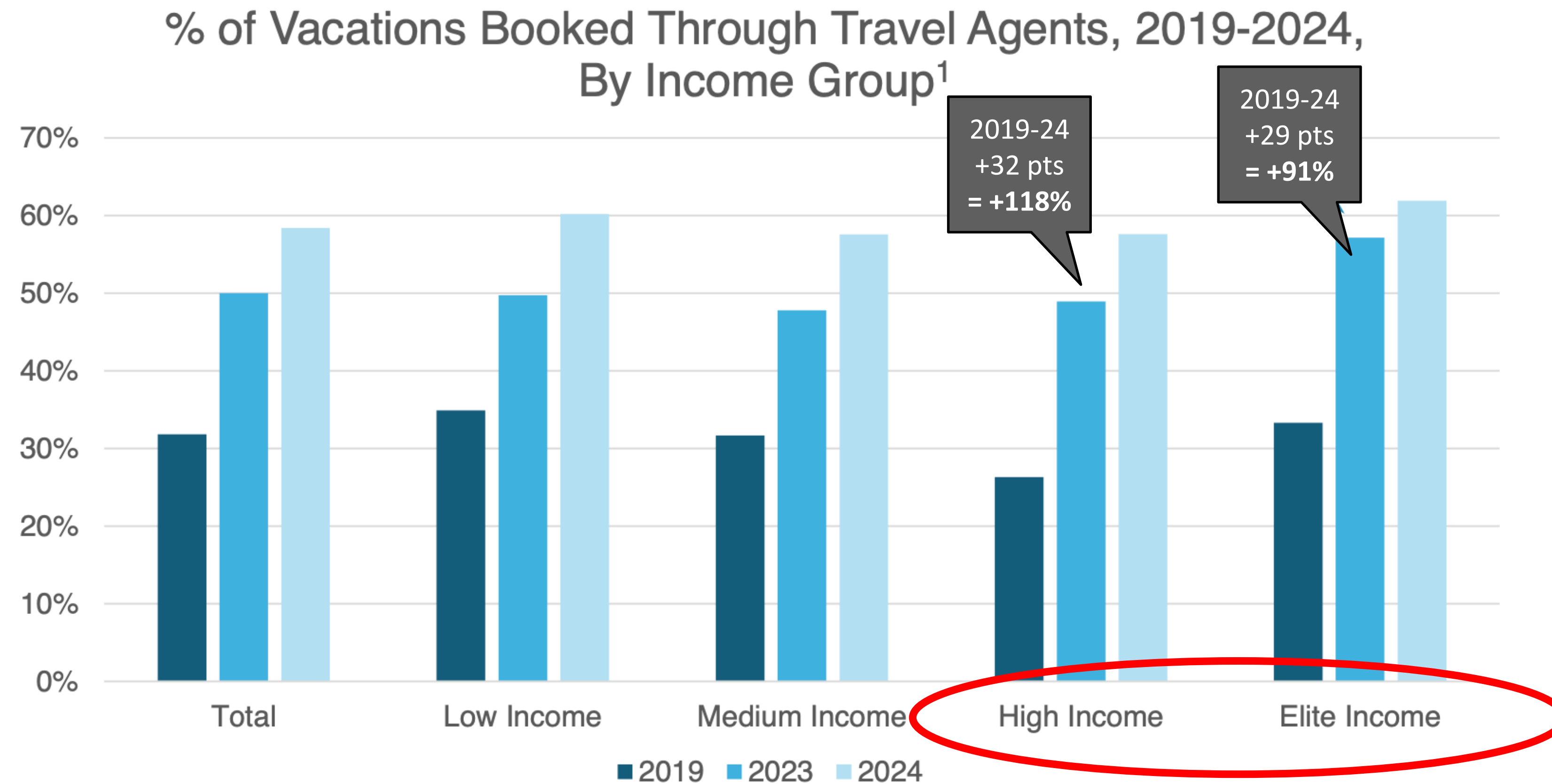
INTERNATIONAL TRAVELERS FAVOR ADVISORS

International travel = advantage travel advisor



HIGH INCOME TRAVELERS FAVOR ADVISORS

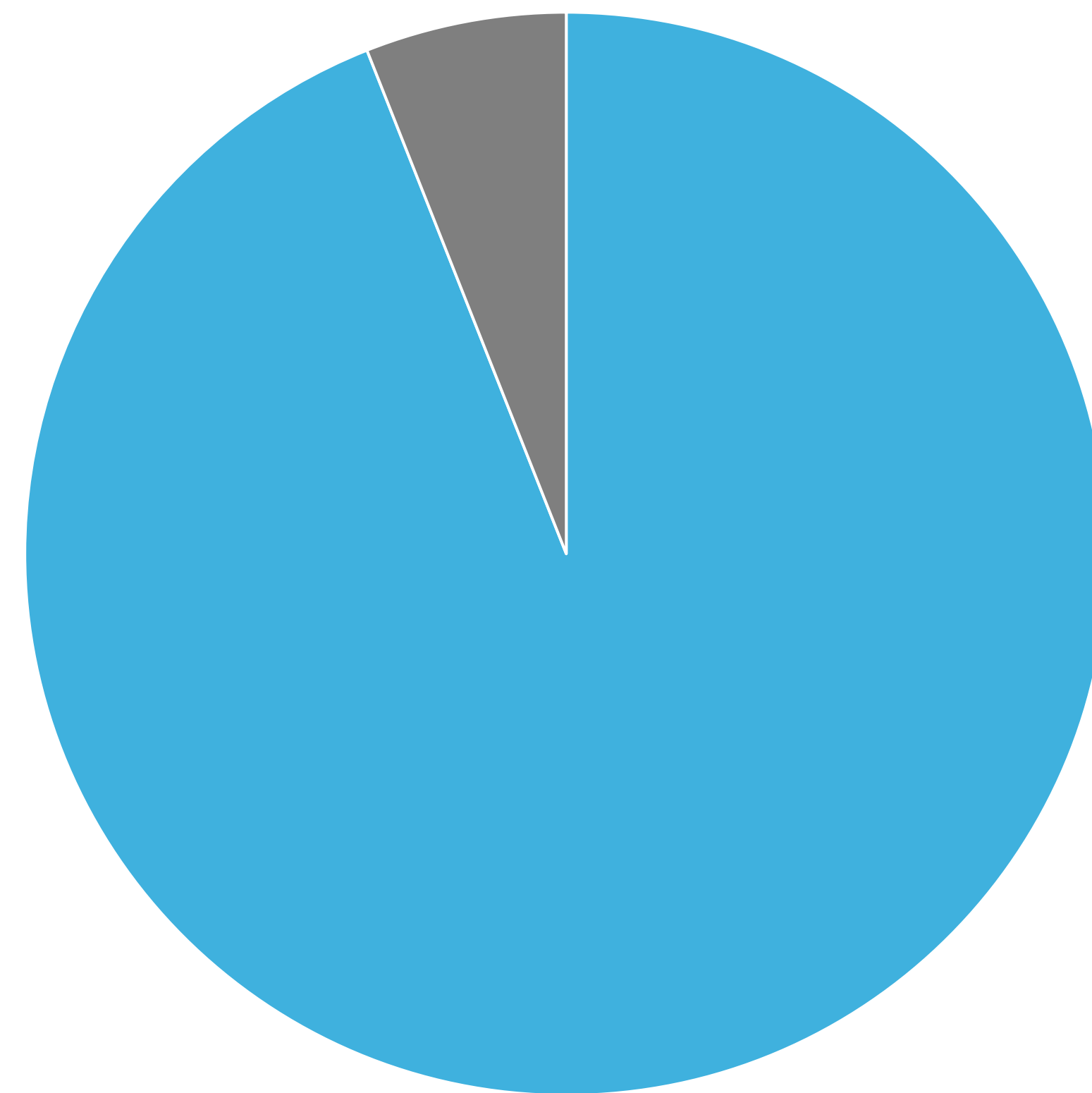
Increasing preference to plan & book with a travel advisor



TRAVEL ADVISORS ARE INFLUENCERS

94%

Travel Advisors have the ability to **influence customer choice of destination, product or itinerary** based on what is the right fit for the customer's need, even if they come to the Advisor with a pre-determined destination in mind.

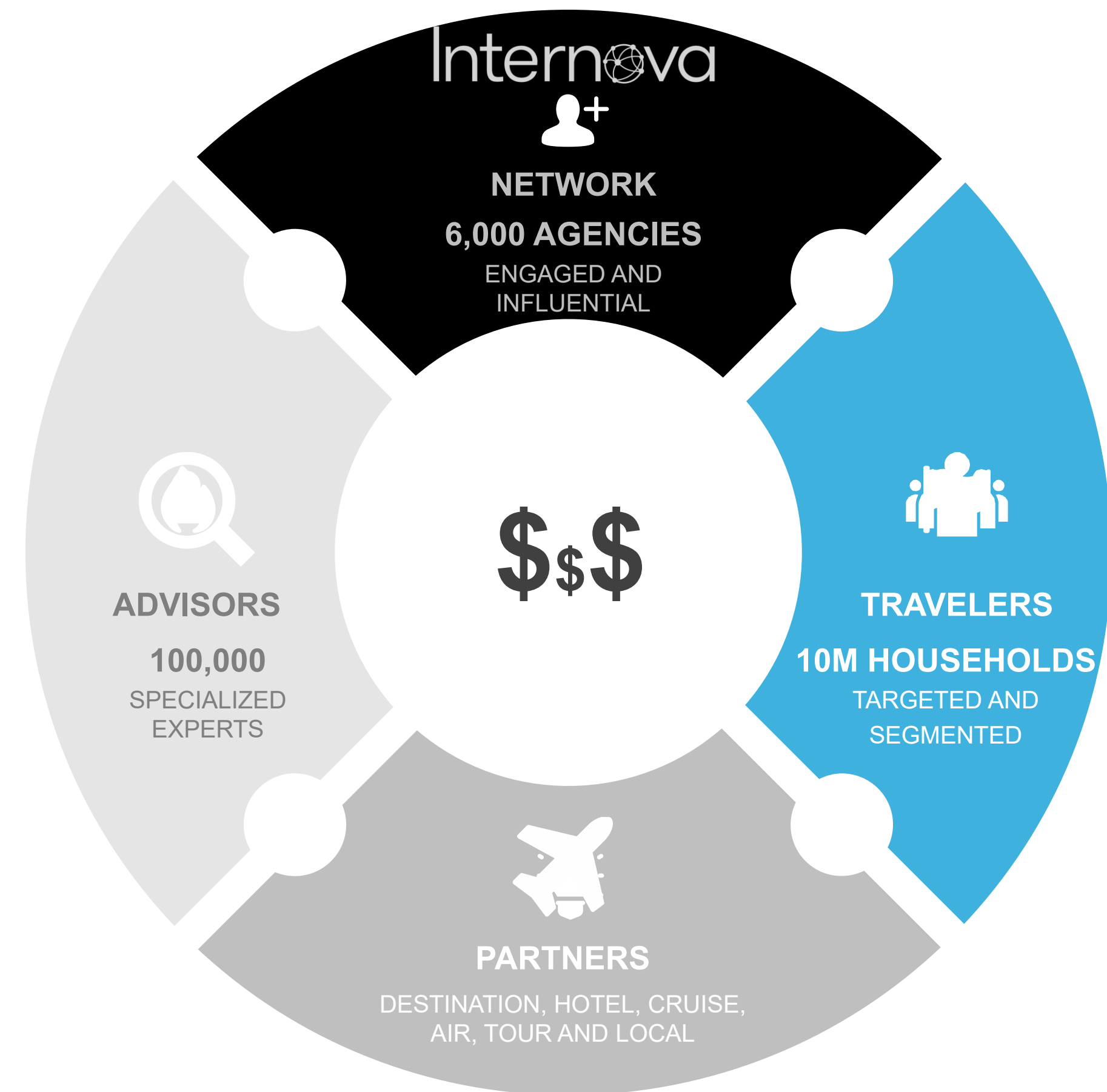


10M LOYALTY HOUSEHOLDS

- ✓ Have passports & travel international
- ✓ HNW & Elite income – millennials & families
- ✓ Long haul – complex, high price travel
- ✓ Travel more frequently, longer length of stay
- ✓ Higher ADR, higher in-destination spend
- ✓ Targeted & Segmented . . .

POWER OF STRATEGIC PARTNERSHIP

- ✓ Customized solutions to meet partner needs
- ✓ Expert team to coordinate strategy and execution
- ✓ Proven results to generate targeted destination demand



A scenic view of a medieval village with a large church and vineyards. The village is built on a hillside, surrounded by lush green vineyards and rolling hills. The architecture is traditional, with stone buildings and red-tiled roofs. A large, prominent church with a tall bell tower stands out in the foreground. The overall atmosphere is peaceful and picturesque.

TRAVEL TRENDS

mintPremium | GLOBAL

Wealthy travellers are splurging on luxury hotels like never before

Kate King, The Wall Street Journal | 3 min read | 12 Nov 2025, 07:09 am IST



Higher room rates did little to dull demand for oceanside resorts, exclusive mountaintop inns and city-center grand hotels.

In Paris, where a luxury room runs nearly \$1,000 a night, the average price at the most expensive hotels is \$2,600. In New York, ultraluxury hotels cost \$1,560 a night compared with the average luxury-room rate of \$472, according to CoStar.

"Thank God for luxury and ultraluxury," said Albert Herrera, an executive vice president at the travel-services company Internova Travel Group. "That's what's keeping our business thriving."

Having already accumulated a stash of fancy cars and watches, wealthy Americans today are spending even more on experiences, including travel. Multigenerational trips are more popular than in the past, with grandparents paying for accommodations large enough to include their children and grandchildren.

"They don't want the two-bedroom suite," Herrera said. "They want the villa. They want the yacht."

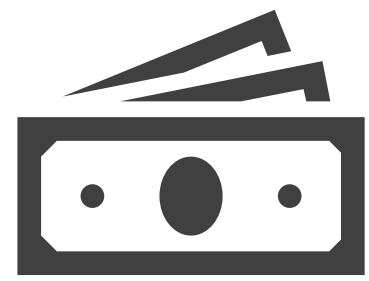
Trade policy, global economic uncertainty and the increased cost-of-living have started to pressure room rates for some luxury hoteliers, including Corinthia Hotels, which owns a dozen properties and manages an additional five. Profitability, in turn, is flat year-over-year across the portfolio, said CEO Simon Casson.

But the U.S. is bucking that trend. Corinthia's Surrey hotel, which

Leisure Travel Projected to **TRIPLE** in Size by 2040



HNW Households are Growing Like Crazy



\$1M

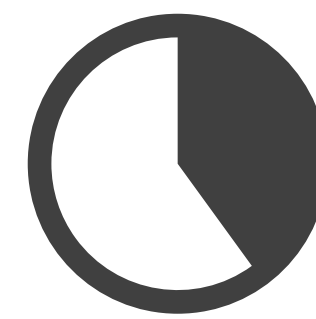
HNW
\$1M+ Liquid
Assets



+50M

+50M HNW Households
Past 2 Years

+5M By End of Year



40%

US = 40% World's HNW

More than Next 7 Countries
COMBINED



1,000

1,000 New Millionaires
Per DAY in the US

By 2028 . . .
162K with \$10M+ Assets
7K with \$100M+ Assets

Generational Wealth Transfer

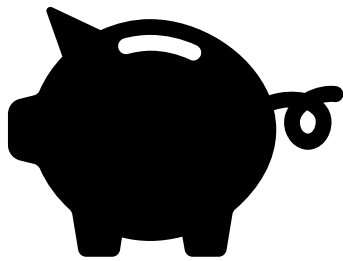
Traditional Wealth

Boomers

(61-79)

\$6T

76%



Invest

Gen X

(45-60)

\$39T

85%

40%



Pay Off Debt

Millennials

(29-44)

\$46T

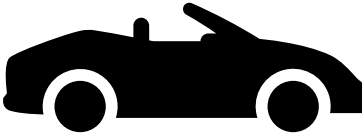
55%

Wealth to be
Inherited by 2040

Expect to Inherit
Wealth by 2030

5X Wealth

36%



New Car

Experiential Wealth

Gen Z

(13-28)

\$15T

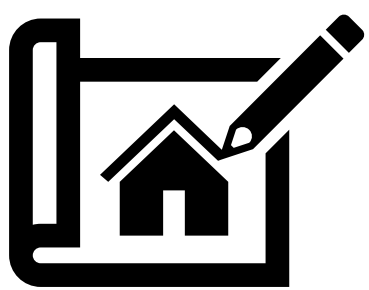
41%

26%



Travel

20%



Home Improvements

4X

1989

We Sell The Experience Economy

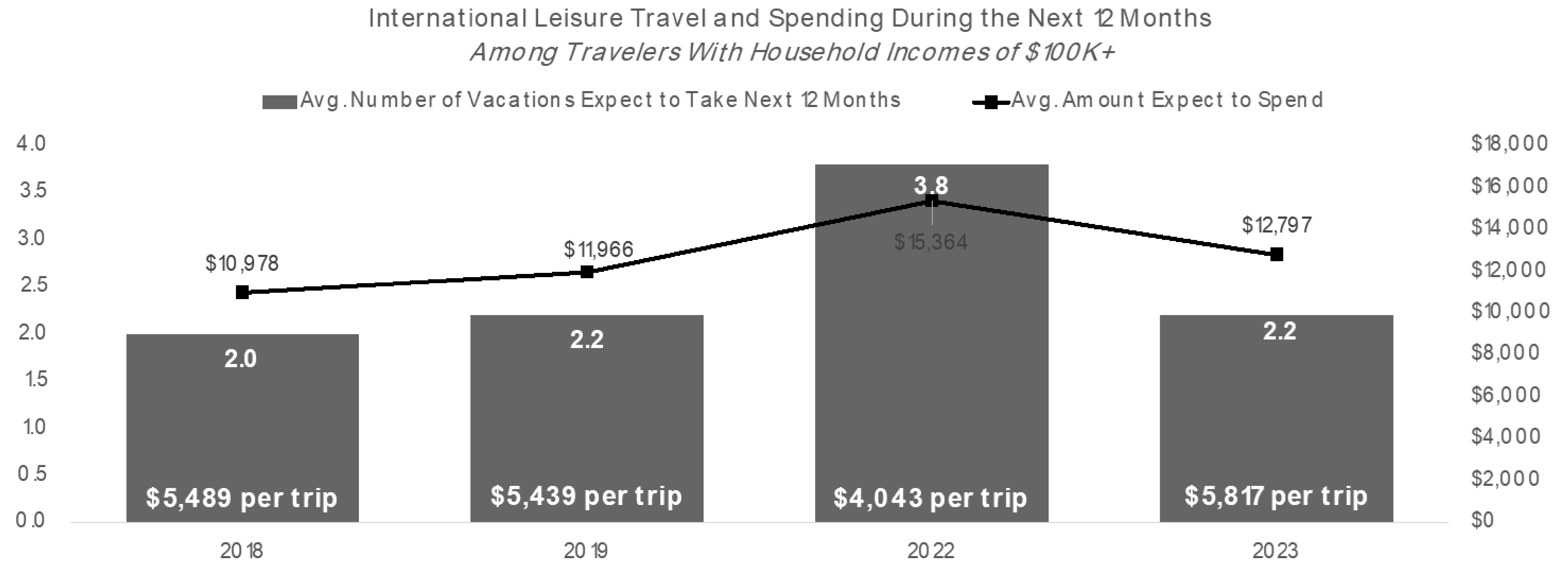
Vacation Memories & Relationships	TOTAL	Millennials	Xers	Boomers
The memories I get from my vacations are more valuable to me than any tangible item I purchased in the last year	84%	85%	84%	84%
Taking a vacation is the event I most look forward to each year	81%	84%	83%	73%
Going on vacation together brings my family and me closer together	76%	78%	75%	67%
I prefer to focus on making memories rather than acquiring more things	75%	78%	75%	74%

Stability of Premium & Luxury Travel Market

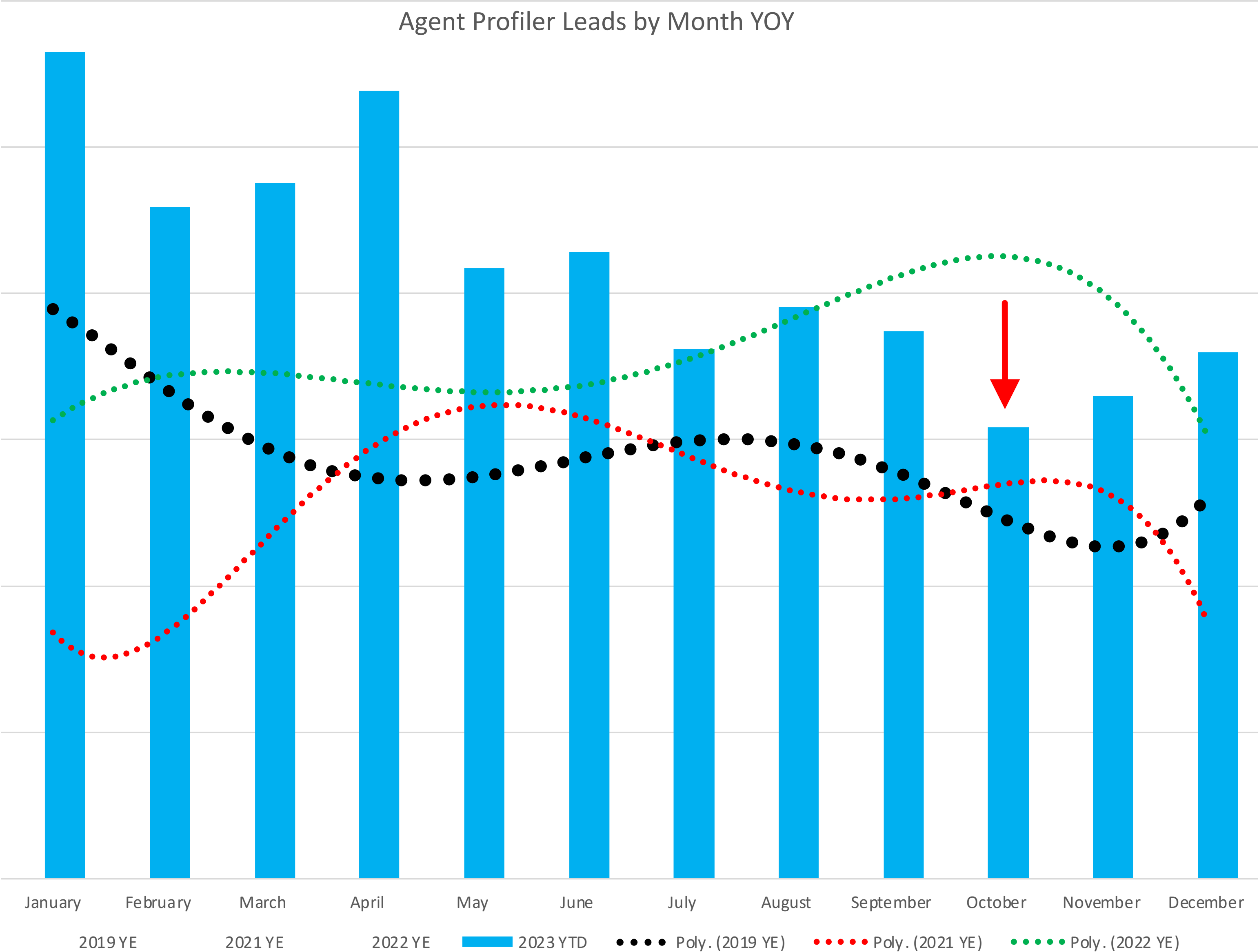
- ✓ First to recover coming out of pandemic
- ✓ Most resistant to impact of inflation, interest rates, stock market, global conflicts, politics, etc...
- ✓ Strong Partner Performance
 - Delta record earnings – raised forecast for report this week
 - 95% of revenue from HHI \$100K+ (40% of US households)
 - Royal Caribbean – beat analyst expectations - +31% YOY EPS – capacity + yield growth
 - Carnival Corp – record net income – beat analyst expectations – record revenue / yield
 - Shift to Premium & Luxury – new brands / products / ships / experiences – suites – private touring
- ✓ **TLN luxury segment had record year last year . . . and this year pacing +23% YOY**
 - Outpacing overall leisure travel market growth
 - Outpacing peer set from other consortia groups

GLOBAL TRAVEL DEMAND IS NORMALIZING

Pent up demand from 2022-23 has returned to pre-pandemic frequency and spend



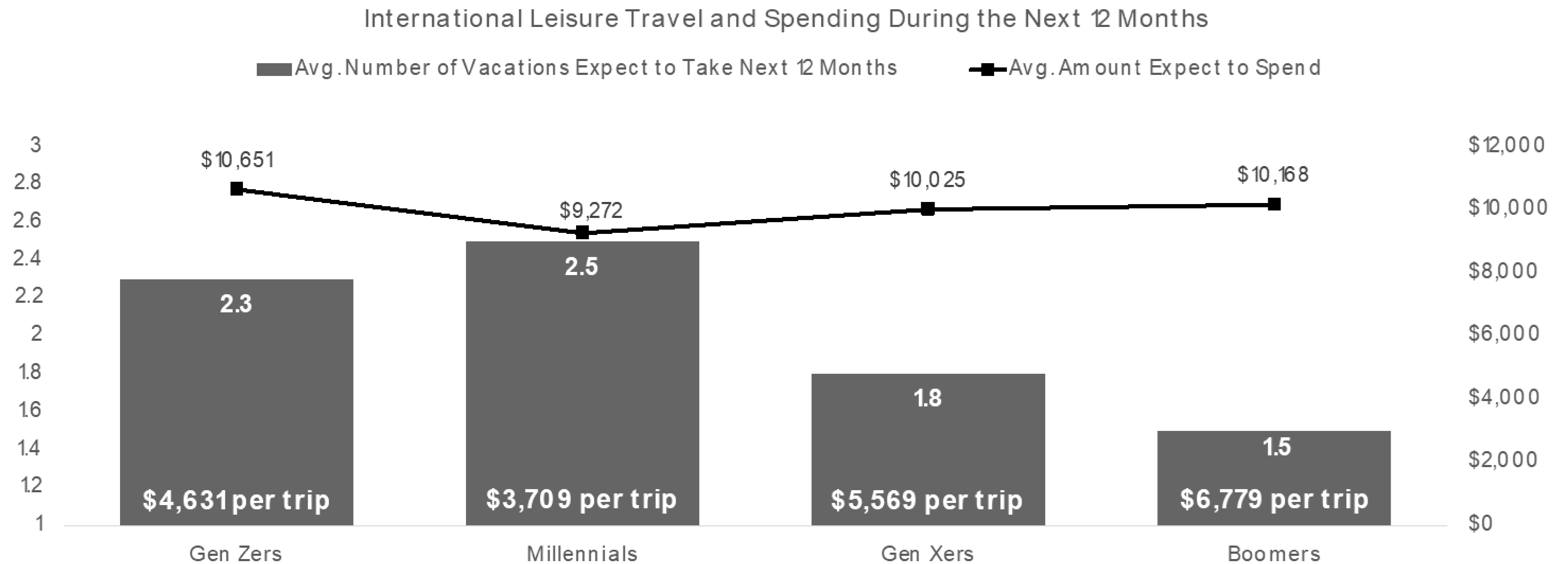
RETURN OF PREDICTABLE SEASONALITY



CONFIDENTIAL – Source: Internova Travel Group – 2023 Production

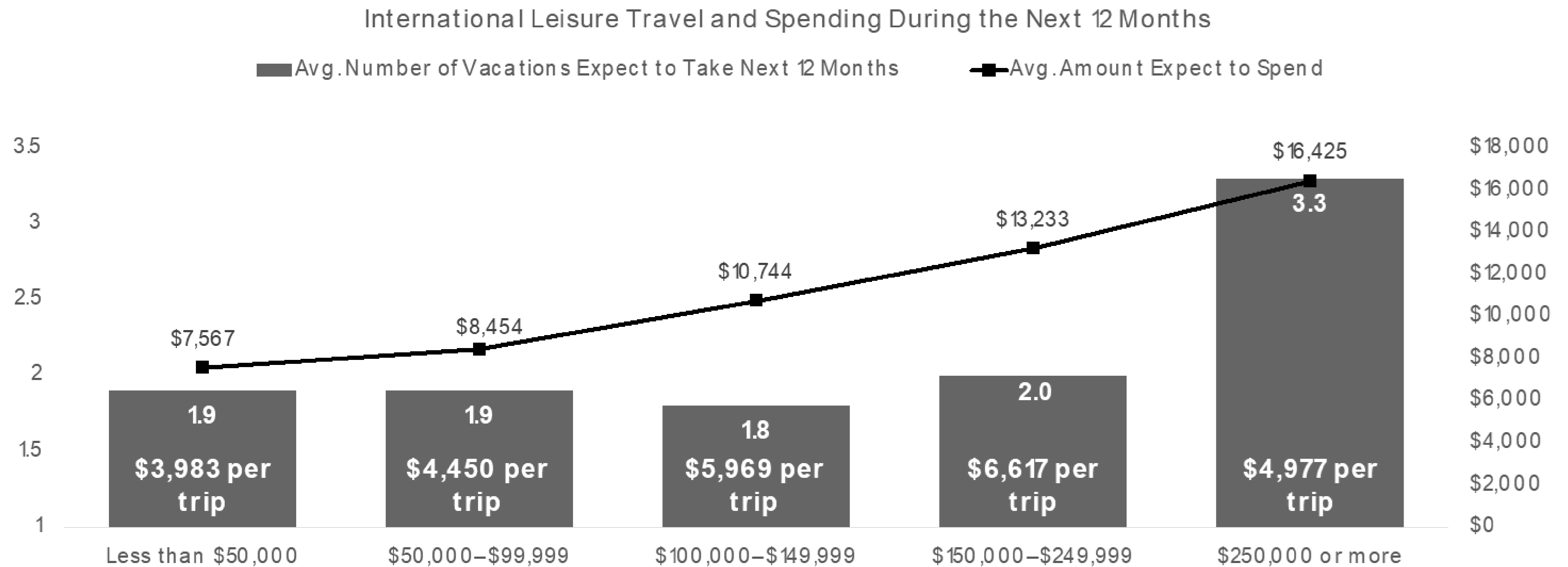
GENERATIONAL DIFFERENCES IN TRAVEL SPEND

Millennials & Gen Z travel more frequently . . . But Boomers & Gen X still spend more



HIGH INCOME LEADS INTERNATIONAL TRAVEL

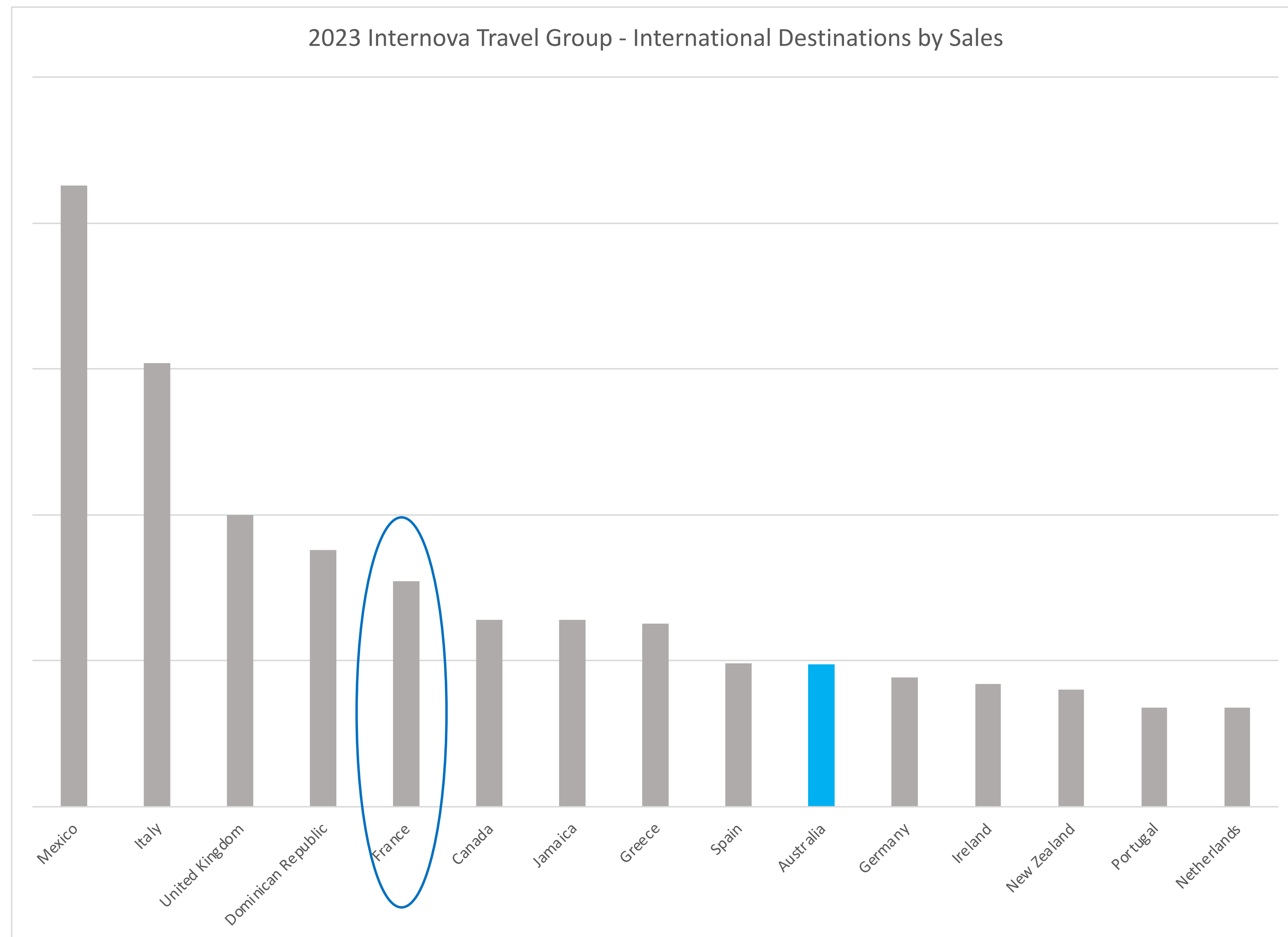
Frequency of travel and total travel spend increases with High & Elite Income earners



Internova in France

FRANCE IS IMPORTANT TO INTERNOVA

- #5 Global Destination
- In 2024
 - Bookings – 86,000
 - Visitors- 176,000
 - Revenue- \$815,000,000
- +5% YOY Growth
 - CY 2023



CONFIDENTIAL – Source: Internova Travel Group – 2023 Production

Marketing

Current Campaigns

PALACES DE FRANCE



Atout France – Palaces de France Campaign

March 2025 – February 2026

Key B2B Campaign Elements

- Email Communications
- Advisor Portal – Agent Universe page(s)
- Luxury Leaders Alliance – Gold engagement package
- Monthly Digital magazine – 1 page ad
- Global Travel Collection marketing campaign
- Webinar


Explore Cognac


Campaign #1 – Aug-Dec 2025

(extended) Campaign #2 – Dec 2025 – Feb 2026


Vallee de la Gastronomie

Campaign – Aug 2025 –Feb 2026


[BOOKING TOOLS](#)
[SUPPLIERS](#)
[PROGRAMS](#)
[MARKETING](#)
[TRAINING & EVENTS](#)
[AGENCY RESOURCES](#)

 **US ONLY**

[Programs](#) / [Other Programs](#) / [Destinations](#) / [Cognac \(Explore\)](#)



Explore Cognac

Tourism Board | Destination Partner

Sales
+33 7 61 39 92 43


Address
85, boulevard de la République
17076 LA ROCHELLE Cedex 9

General
s.lherbier@charente...


SUPPLIER WEBSITES

[Explore Cognac](#)
Travel Advisor Site

[Explore Cognac](#)
Consumer Website



Nouvelle Aquitaine Cognac Webinar April 4th

Watch on  YouTube

SUPPLIER FIELD SALES

Sarah LHERBIER

s.lherbier@charentestourisme.com

Agent Universe

Destination Overview

Three Key Points

Located between the Atlantic Coast and the vineyard-rich heart of the Charentes in southwestern France, the Cognac region is a true embodiment of French art de vivre. From the renowned Cognac houses and distilleries to river cruises, island escapes, and world-class gastronomy, it offers a refreshing blend of heritage, creativity, and nature. Easily accessible by train or car, Cognac invites travelers to slow down and savor every experience.

[LEARN MORE](#)

1 More Than a Spirit

Cognac is more than a spirit – it's a region rich in nature, craftsmanship, and innovation in the heart of the Charentes | France

2 Accessible

Easily accessible from Paris and Bordeaux via high-speed rail, ideal for road trips and off-the-beaten-path adventures.

3 Culture+

A year-round destination offering culture, mixology, gastronomy, and immersive slow tourism.

Map

View and download map.
[Itineraries](#)

[VIEW](#)

Articles

- Discover France's Cognac Region: History, Culture, and Spirits
- First time guide to Cognac, France - Lonely Planet

Brochure

Online *pdf brochure

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Palaces De France

Tourism Board | Destination Partner

SUPPLIER WEBSITES

[Palaces De France Website](#)

Destination Overview

The Palaces distinction is France's highest recognition in hospitality, awarded to a very select group of 5-star hotels. These properties represent the pinnacle of French luxury, combining exceptional service, heritage, and art de vivre.

[LEARN MORE](#)

Three Key Points

- 5-Star**

Only a small number of 5-star hotels in France receive the Palaces distinction, making them rare and prestigious.
- Exceptional Settings**

Palace hotels are found in France's most exceptional settings, from Parisian landmarks to Riviera hideaways, Alpine retreats, vineyard estates, and even the Caribbean.
- Exceptional Dining**

Palaces de France Hotels offer exceptional dining experiences showcasing the finest of French culinary tradition, led by world-renowned chefs.

Palaces de France, A Legacy of Excellence

Watch on YouTube

Agent Universe

Palaces de France, A Legacy of Excellence

Watch later [Share](#)

Watch on YouTube

France's most exceptional settings, from Parisian landmarks to Riviera hideaways, Alpine retreats, vineyard estates, and even the Caribbean.

3 Exceptional Dining

Palaces de France Hotels offer exceptional dining experiences showcasing the finest of French culinary tradition, led by world-renowned chefs.

Episode I

Palaces de France, A Legacy of Excellence

Episode II


Palaces de France, A Legacy of Excellence

Specialist Training


[ACCESS](#)

DESTINATIONS

France | Europe


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Vallée de la Gastronomie
Tourism Board | Destination Partner

Sales
+33 (0) 611 228 163


Address
11 bis quai Perrache
69002 Lyon
France

General
b.breheret@auverg...

SUPPLIER WEBSITES

[Vallée de la Gastronomie](#)
Travel Advisor Site

[Vallée de la Gastronomie](#)
Consumer Website



SUPPLIER FIELD SALES

Sales & PR Manager, Burgundy Tourism
Emmanuelle HEZARD
e.hezard@bfctourisme.com

Market Manager, Auvergne-Rhône-Alpes Tourism
Emmanuelle HEZARD
+33 (0)6 11 22 81 63
e.hezard@bfctourisme.com

Agent Universe

Destination Overview

Three Key Points

The Vallée de la Gastronomie-France brings together three amazing regions into one incredible destination. Bourgogne Franche-Comté, Auvergne Rhône-Alpes, and Sud have combined their rich local traditions to create a unique travel experience that perfectly blends world-class food with authentic French living.

Dive into this amazing gourmet paradise and meet the passionate people who make it all happen. From famous chefs and friendly restaurant owners to dedicated farmers, skilled craftspeople, celebrated wineries, and expert tour guides—every professional who loves great food becomes your personal experience creator.

[LEARN MORE](#)

1 A Gourmet Journey

A gourmet journey from Dijon to Marseille, passing through Lyon, featuring our best gastronomic offers from Michelin-starred restaurants to local producers

2 Meant for all kind of travellers:

Couples, families, groups of friends...

3 Variety of Ways to Tour

Plenty of ways to experience the mythic voyage: driving, cycling, hiking, boating...

[ACCESS ROUTES](#)

Accommodations

- Burgundy
- Lyon - Beaujolais - Rhone Valley

Sales Manuals

- Burgundy
- Lyon-Beaujolais-Bresse
- Rhone Valley

Media Library

View media from all over Vallée de la Gastronomie - France

[ACCESS](#)

From: Travel Leaders Network <mail@tln.messages2.com>
Sent: Friday, October 17, 2025 12:21 PM
To: Birgit Kohlstedt-Orozco
Subject: Seed - A Legacy of French Excellence in Hospitality

Follow Up Flag: Follow up
Flag Status: Flagged

You're receiving this email as a seed contact. Some contents may not display or behave properly.

If you are unable to see the message below, [click here to view](#).



1

B2B Dedicated Email

Palaces de France: The Ultimate French Hotel Distinction

Discover France's most prestigious properties, transcending the five-star classification to earn the Palaces de France distinction.

The Palaces de France distinction represents the very pinnacle of French hospitality, reserved for properties that embody true excellence. These exceptional hotels seamlessly combine architectural heritage, refined design, world-class gastronomy, sustainable practices and the expertise of highly skilled hospitality professionals to create unforgettable experiences for every guest.

Each property undergoes a rigorous selection process, evaluated by a jury of experts who assess not only five-star standards but also service excellence, commitment to sustainability, cultural engagement and the hotel's unique character. Only those that consistently demonstrate outstanding performance across every dimension are awarded the prestigious Palaces distinction, ensuring guests enjoy the highest level of French hospitality.

Guests are invited to explore journeys of refined taste, authentic tradition and luxurious comfort, from curated culinary experiences to immersive stays across France's diverse landscapes. From the snow-capped Alps to the rolling countryside, the sun-drenched seaside and the vibrant streets of Paris, every detail reflects the essence of French elegance. Here, luxury, heritage and innovation coexist in perfect harmony, offering moments that are truly exceptional.

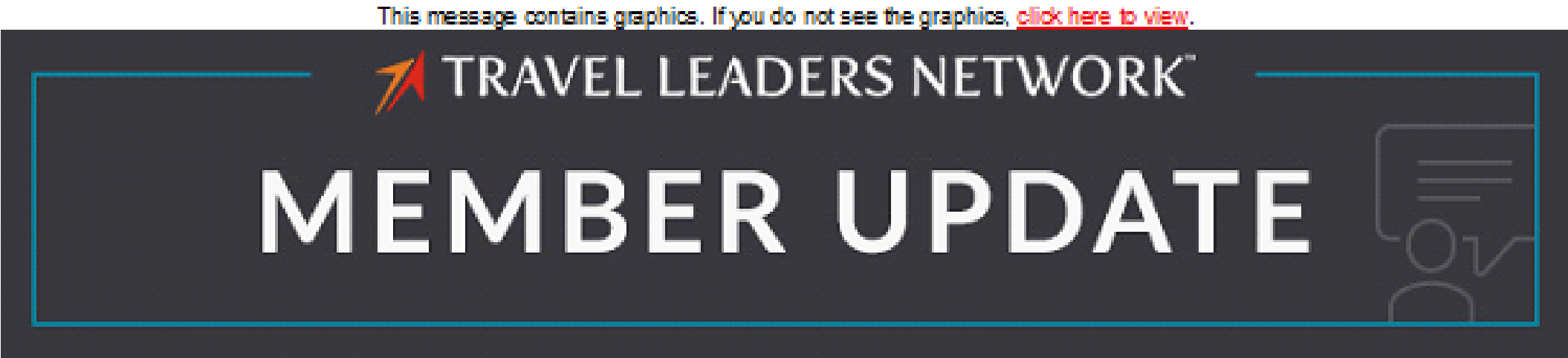
Discover the unmatched elegance
of the Palaces de France Distinction.

Partner Announcement Email

From: Travel Leaders Network <mail@tln.messages2.com>
Sent: Friday, October 3, 2025 4:00 PM
To: Birgit Kohlstedt-Orozco
Subject: Seed - Member Update: Palaces, Vallee...

Follow Up Flag: Follow up
Flag Status: Flagged

You're receiving this email as a seed contact. Some contents may not display or behave properly.

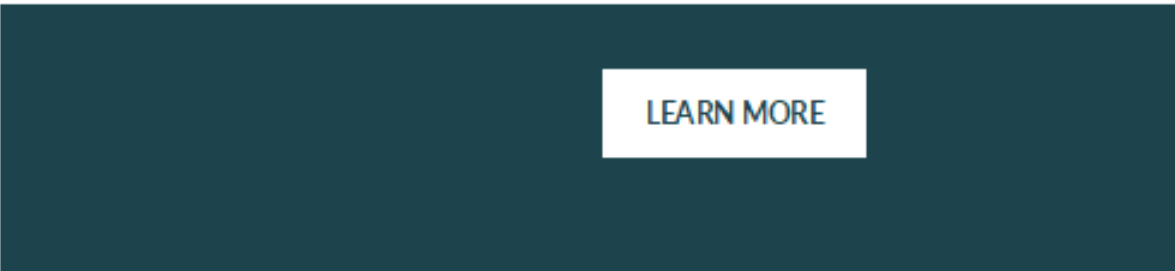


Preferred Partner: Atout France - France Tourism Development Agency



The Palaces distinction is France's highest recognition in hospitality, awarded to a very select group of 5-star hotels. These properties represent the pinnacle of French luxury, combining exceptional service, heritage, and art de vivre.

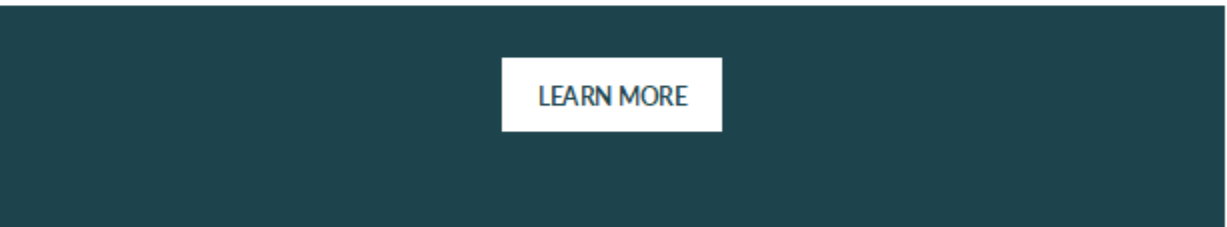
Preferred Partner Name	Palaces de France
Travel Type	The Palaces de France is the most prestigious distinction that is bestowed upon a select few 5-star hotels throughout France and the French Caribbean.
Specialist Training Program Website	https://www.palacesdefrance.com
Website for Travel Trade	https://www.palacesdefrance.com
Website for Consumers	https://www.palacesdefrance.com
3 Key Points	Only a small number of 5-star hotels in France receive the Palaces distinction, making them rare and prestigious. Palace hotels are found in France's most exceptional settings; from Parisian landmarks to Riviera hideaways, Alpine retreats, vineyard estates, and even the Caribbean. Palaces de France Hotels offer exceptional dining experiences showcasing the finest of French culinary tradition, led by world-renowned chefs.
Market	U.S. and Canada



The Vallée de la Gastronomie-France brings together three amazing regions into one destination. Bourgogne Franche-Comté, Auvergne Rhône-Alpes, and Sud have come together to create a unique travel experience that perfectly blends world-class food and French living.

Dive into this amazing gourmet paradise and meet the passionate people who make famous chefs and friendly restaurant owners to dedicated farmers, skilled craftspeople, wineries, and expert tour guides—every professional who loves great food becomes an experience creator.

Preferred Partner Name	AUVERGNE RHONE ALPES TOURISME
Travel Type	Auvergne Rhone Alpes Regional Tourism Development Agency
Street Address	11 bis quai Perrache
City, State & Zip	69002 LYON
Phone Numbers General Groups	+33 (0) 611 228 163
Email Address	b.breheret@auvergnerhonealpes-tourisme.com
Website for Travel Trade	https://www.valleedelagastronomie.com/en/tour-operators-travel-agents
Website for Consumers	https://www.valleedelagastronomie.com/en
3 Key Points	<ul style="list-style-type: none">• A gourmet journey from Dijon to Marseille, passing through Lyon, featuring our best gastronomic offers from Michelin-starred restaurants to local producers• Meant for all kind of travellers : couples, families, groups of friends...• Plenty of ways to experience the mythic voyage : driving, cycling, hiking, boating...
Brochure Ordering Link	valleedelagastronomiepresentation
Sales Team Contact Info	Emmanuelle HEZARD - e.hezard@bfctourisme.com Sales & PR Manager - https://www.burgundy-tourism.com/ Burgundy Tourism Barbara BREHERET - b.breheret@auvergnerhonealpes-tourisme.com Market manager - https://www.inauvergnerhonealpes.com/ Mob : +33 (0)6 11 22 81 63 Auvergne-Rhône-Alpes Tourism
Market	U.S. and Canada



Located between the Atlantic Coast and the vineyard-rich heart of the Charentes in southwestern France, the Cognac region is a true embodiment of French art de vivre. From the renowned Cognac houses and distilleries to river cruises, island escapes, and world-class gastronomy, it offers a refreshing blend of heritage, creativity, and nature. Easily accessible by train or car, Cognac invites travelers to slow down and savor every experience.



AN ENCHANTED INTERLUDE IN THE WORLD OF COGNAC AND THE CHARENTES

Explore Cognac offers a myriad of opportunities to explore an exceptional spirit and territory. An unexpected and timeless parenthesis in the lands of Cognac, Charentes and their inhabitants, in the heart of Nouvelle-Aquitaine.

Cognac tourism can be enjoyed through a plethora of highly diversified experiences, allowing your clients to discover a world full of surprises and to marvel at their senses. They can try out a tasting session that revolves around gastronomy and food pairing, learn more about the experts' know-how and the cultural heritage of Cognac houses, perfect their mixology skills, or simply wander in the vineyards to enjoy nature and a historical perspective of cognac... There are many ways to discover Cognac through a new prism.

From the rolling hills inland to the coast, Explore Cognac is a destination for all seasons. In the



springtime, one can cycle through the lush vineyards and enjoy tastings in the soft sunlight. With summer comes water fun, refreshing cellar tours and innovative cocktails. The autumn light colours with gold the vineyard for long quiet walks. Winter brings the warmth of distillation and personalised tours with winegrowers.

The destination is ideally situated between Paris and

Bordeaux, easily accessible by train, car and plane. It offers a nice variety of 4 and 5 star hotels in Angoulême, Cognac & La Rochelle.

Discover more on
www.explore-cognac.com

Navigator Monthly Digital Magazine 1-Page ad with Video



A Culinary Journey Like No Other

From Burgundy to Provence, La Vallée de la Gastronomie – France® celebrates the country's most exquisite flavors and traditions.

Discover the essence of French cuisine along La Vallée de la Gastronomie – France®, a journey through the nation's most celebrated culinary regions. From Burgundy and Beaujolais to Lyon and Provence, each stop reveals a world of craftsmanship, heritage and indulgence.

Meet passionate artisans and over 90 chefs from Michelin-starred restaurants who share their savoir-faire through dishes inspired by local treasures — from truffles and Provençal olive oil to Dijon mustard and Burgundy

wines. With more than 400 exceptional products to taste, this Immersive adventure invites travelers to savor the art of French living at its most delicious.



Navigator Monthly Digital Magazine 1-Page ad with Video

An aerial photograph of a picturesque European village, likely in France, featuring a prominent church with a tall bell tower and red-tiled roofs, surrounded by lush green vineyards and rolling hills. The text "Marketing Packages for Regional Participation" is overlaid in large white font.

Marketing Packages for Regional Participation

INTERNOVA DESTINATION MARKETING PACKAGES

Please note these packages can't be customized.



THE JETSETTER

Luxury Campaign

Total: \$25,000 Value

INCLUDES:

- Luxury Leaders Alliance Gold Package
- Global Travel Collection Marketing Package
- Exclusive Office Visit or Showcase

Bonus Value:

- Feature Page on Agent Universe *(Member Only Extranet)*
- New Partner Announcement
- Agent Profiler
- Opportunity for an Office Visit



THE ADVENTURER

Marketing + Events + Media Publication

Total: \$25,000 Value

INCLUDES:

- EDGE* 2026 Registration
- 1-Page OLTRE Ad *(Quarterly Luxury Print & Digital Publication)*
- Weekly Email Updates - 10 Week Package

Bonus Value:

- Feature Page on Agent Universe *(Member Only Extranet)*
- New Partner Announcement
- Agent Profiler
- Opportunity for an Office Visit



THE VOYAGER

Events + Media Publication

Total: \$25,000 Value

CHOOSE 1:

- EDGE* 2026 Registration + 1-Page Ad in Postcards *(Quarterly TLN Flagship Print & Digital Publication)*
- EDGE* 2026 Registration + 2-Page Advertorial in Bucket List *(Yearly TLN Flagship Print & Digital Publication)*
- EDGE* 2026 Registration + GTC Arrive** 2026 Registration + 1-Page OLTRE Ad *(Quarterly Luxury Print & Digital Publication)*
- GTC Arrive** 2026 Registration + 1-Page OLTRE Ad + OLTRE Email Sponsored Editorial Inclusion *(Quarterly Luxury Print & Digital Publication)*

Bonus Value:

- Feature Page on Agent Universe *(Member Only Extranet)*
- New Partner Announcement
- Agent Profiler
- Opportunity for an Office Visit



THE EXPLORER

Marketing Only Package

Total: \$25,000 Value

INCLUDES:

- 1 B2B Dedicated Partner Email *(partner provides fully created HTML)*
- (2) 1-Page Navigator Ads *(Monthly Digital B2B Newsletter)*
- Weekly Email Updates - 10 Week Package
- 1 TLN-Hosted Live Webinar

Bonus Value:

- Feature Page on Agent Universe *(Member Only Extranet)*
- New Partner Announcement
- Agent Profiler
- Opportunity for an Office Visit

Custom Package options exclusive for France Regional Tourism Board Partners

Campaign Package Option 1 - \$10,000 **6–9-month campaign**

- Dedicated Agent Universe Feature Page – Intranet Portal
- Dedicated B2B Single Supplier Email (1)
- Navigator – Digital Magazine – 1 page ad (1)
- Webinar

Campaign Package Option 2 - \$15,000 **6–9-month campaign**

- Dedicated Agent Universe Feature Page – Intranet Portal
- Dedicated B2B Single Supplier Email (1)
- 6-week B2B Multi-partner Email feature
- Navigator – Digital Magazine – 1 page ad (1)
- Webinar

An aerial photograph of a picturesque French village, likely in the Burgundy region. The village is built on a hillside, with numerous stone houses featuring red-tiled roofs. A prominent church with a tall, light-colored stone tower stands out on the right side of the village. The surrounding landscape is lush with green vineyards and rolling hills. The text "Thank You" is overlaid in a large, white, sans-serif font in the center of the image.

Thank You