

PRESS KIT

HERMIONE VOYAGE 2022

Explore France™ 





**Olivier Pagezy,
President of the
Hermione – La Fayette
Association**



**Emilie Beau,
Managing Director of
the Hermione – La
Fayette Association**

The Hermione is about to set sail once again for her fifth voyage, and each of our journeys is an opportunity to serve a great cause.

For this voyage, scheduled for the spring of 2022, *The Hermione* is working with Atout France to serve the interests of the tourism industry, hit hard by the health and economic crisis.

With this new « Hermione 2022 – Explore France » theme, once again the ship will be in charge of promoting the excellence of French know-how and inspiring European tourists to return to France. Six years after our inaugural voyage in the footsteps of La Fayette, if our teams and sailors remain so enthusiastic, it is because each of *The Hermione's* voyages is an exceptional human and maritime adventure.

The values shared by the entire crew and the solidarity required to sail such a complex ship make *The Hermione* much more than just a ship. Wherever she calls, *The Hermione* is greeted by a large audience, curious to discover this singular ship, and fascinated by the history of its reconstruction.

It is an honour for us to be by Atout France's side to make *The Hermione* an ambassador ship, as it was when she led the Marquis de La Fayette to America in 1780. *The Hermione* will visit four Northern European countries with four ports of call that will provide opportunities for business events and meetings with the public: London, Antwerp, Amsterdam and Hamburg. This European trip will coincide with the French Presidency of the European Union in the first half of 2022. It will also be an opportunity to make stops in France and to complete our tour of French ports.

We would like to thank Jean-Baptiste Lemoyne and Annick Girardin for their personal commitment and the support of their ministry, the teams at Atout France, as well as the Nouvelle-Aquitaine Regional Tourism Board, a long-time partner of our association. This new trip is a true light at the end of the long tunnel of confinement that led to the closure of our site in Rochefort for several months. It is also a sign of borders reopening in Europe and the necessary resumption of our tourism and cultural exchanges with our neighbors.

We are pleased to present the content of this voyage and our partnership with Atout France, even if the detailed program will only be unveiled in September. As always, *The Hermione* will be there to raise the French flag in Europe.



**Christian Mantei,
President of the
Atout France Board of
Directors**



**Caroline Leboucher,
Managing Director of
Atout France**

What better symbol than a frigate to express travelling ? But not just any frigate! *The Hermione!* A ship that epitomizes history, heritage, freedom and solidarity.

Atout France is pleased to partner with the Hermione - La Fayette Association for this Hermione 2022 - Explore France voyage, a particularly relevant journey during this period.

Which resonates with the praise for a different way of traveling, a discovery tourism with soft mobility which Atout France strives to promote with the tourism professionals of French destinations.

Which resonates with the influence of know-how and heritage, major assets of our destination, France.

Which resonates with the promotion of sustainable and innovative tourism, increasingly at the heart of our strategy to support destinations.

The four stopovers in London, Antwerp, Amsterdam and Hamburg, are an opportunity for Atout France to express to these neighboring countries this shared dimension, a vision of a destination, looking forward towards the future but proud of its past.

This Hermione 2022 – Explore France voyage will also be a great opportunity to tell our European visitors how happy French tourism professionals are to see them in France once again.

How much French destinations have innovated to welcome them safely, come up with new offers and new tourist attractions during the long months when France could not welcome them the way it used to. And how urgent it is to come discover them!

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The « Hermione 2022 – Explore France » itinerant journey, a vector of attractiveness for France as a destination

The Hermione has always had being an ambassador as a vocation. An ambassador of freedom, solidarity, and peace. An ambassador of France, the country where she was born and under whose flag she flies. In 2022, *The Hermione* will once again take to the sea with this ambassadorial vocation anchored to her voyage.

By partnering with Atout France, the Hermione - La Fayette Association, owner and operator of the frigate, is preparing her to be a French ambassador. **This mission is the voyage's common thread and was naturally incorporated into the name of the "Explore France" voyage.**

With this partnership, the Association and Atout France are looking forward to **boosting tourist flows to France in the spring of 2022** thanks to a journey that will last nearly four months, during which *The Hermione* will promote France to our European neighbours.

The Nouvelle-Aquitaine Regional Tourism Board, a long-time partner of the Association is also affiliated with this project, which will enhance its territory.

The **Ministry of the Sea** and the **Ministry of Europe and Foreign Affairs's** support for the initiative reinforces the frigate's ambassador status. **This navigation will also coincide with the French Presidency of the European Union.**

The diplomatic, tourism and economic stakes are therefore connected to the upcoming voyage of the world's largest replica of an 18th century three-masted ship.



The Hermione will begin its voyage in March 2022 and head for Northern Europe. **England, Belgium, the Netherlands** and **Germany** will be the main destinations of this voyage, which will also include stopovers in French ports along the Atlantic coast where *The Hermione* has never docked before.

The project's partners will rely on the tremendous media response generated by the ship's arrival at each port of call to **highlight the diversity of French destinations** and thereby kindle the interest of future tourists, travel operators and the international press.

An original event-driven communication campaign will be implemented to promote French tourism protagonists, including the Nouvelle-Aquitaine Regional Tourism Board, in action to present all of its amenities and news during the European stopovers. These events will be aimed at tourism professionals, journalists and the general public.

This promotion will be amplified via the France.fr ecosystem for audiences in the host countries, as well as for those further afield. Through actions with influencers in each of the 4 host countries, the general public will have the opportunity not only to follow the frigate's journey but also to discover the profuseness of France's and Nouvelle-Aquitaine's heritage.

France, the world's first destination

A symbol of the excellence of French know-how

Since the beginning of its extraordinary project, the Hermione - La Fayette Association's ambition has been to rebuild the original frigate as faithfully as possible, using the techniques of the time.

This incredible technical challenge took into account the modern technical constraints, enabling the ship to sail. A true challenge arose due to the many complications that arose, because of the nature of the construction site. It was necessary to assemble the skills capable of recreating age-old methods, guarantee the safety of the public, respect the site registered as a historical monument, make prepare the different stages of construction and then to train a crew qualified to sail this type of boat.



Over 100 companies worked on building *The Hermione*, a showcase for the shipbuilding industry. Her ability to sail the high seas is a testimony of the excellence of French know-how, both in the fields of construction and navigation.

In 2019, the association received the Honoris Causa « Meilleur Ouvrier de France » (« Best Worker of France”) award on a collective basis. This competition, organised by the « Comité d'Organisation des Expositions du Travail » (COET-MOF or « Board of the Organization of Labor Exhibitions ») under the aegis of the Ministry of National Education, Higher Education and Research, promotes French know-how through the "Un des MOF" diploma competition, for the benefit of over 200 industry, craft and service trades. This award is dedicated to the work of an entire team of shipwrights and craftsmen, as well as to the designers, engineers, historians, professional sailors, volunteer shipwrights, and paid staff who keep French maritime heritage alive.



*This collective title is a great recognition of the outstanding shipyard that received 4.5 million visitors over a span of 17 years in the Rochefort Arsenal. It is also a great encouragement to continue working towards a school of know-how (master sailmaker, shipwright, rigger...) and interpersonal skills (team/crew spirit, surpassing oneself, sense of community...) around The Hermione at the Arsenal des Mers. **Olivier Pagezy, President of the Hermione – La Fayette Association***

The Honoris Causa « Meilleur Ouvrier de France » award is one of the most prestigious distinctions, It acknowledges the professional excellence of all the trades involved in the reconstruction of this 18th century frigate, which is now the largest (and most beautiful) wooden ship in the world. But beyond that, it is also the recognition of the whole human project, the project carried out by the Hermione - La Fayette Association and all its protagonists, volunteers, elected officials... The values that the Hermione advocates through navigation, technical and human training are unanimously recognised by the entire nation...

François Asselin, President of the Asselin company, specialised in exceptional joinery and carpentry, who worked on the reconstruction of the Hermione

A symbol of the values of France in the world



In 2018, the Hermione – La Fayette Association was awarded the « Prix du Rayonnement français » in the Environment category, by the Minister of Foreign Affairs, Jean-Yves Le Drian, for its journey from the Atlantic to the Mediterranean.

Each year, this prize rewards women and men who promote the values of France throughout the world. With the energy of its 80-member crew and its wind-blown sails, *The Hermione* falls within an approach that is respectful of the oceans and seas, encouraging young generations to convey these values.

Characteristics of the frigate

A ship that is **over 65 m de long, 47 m high**, weighs **1.200 tonnes** and has 3 masts

A frigate built according to the plans of the engineer Chevillard Aîné

400.000 pieces of wood and metal used for its construction

2.000 selected oak trees from French forests

1.000 pulleys

2.200 m² of sails

17 linen sails with handmade finishing touches, as they were made in the 18th century

A rigging made of Manila and ordinary hemp : **nearly 25 km of cordage**, unparalleled and a true replica of the original frigate

A ship equipped with **28 cannons**, reproductions of the original ones, firing **12-pound cannonballs**

A hull made entirely out of oak, parts of which are up to 50 centimetres thick, **launched in July 2012**, in front of **65 000 spectators**.

Historically, *The Hermione* was one of a series of four frigates launched at Rochefort, along with *La Courageuse*, *La Concorde* and *La Fée*.

A frigate symbolising authenticity, sustainability and openness to the world

From afar, you can admire the presence of *The Hermione's* masts. However, it is only once you have set foot on her deck that your sense of smell is struck by her characteristic fragrance. The authenticity of the frigate goes beyond the materials it is made of - wood which is ubiquitous – as well as the most striking example, tar made of plants, which is used to hold the ropes.

The ambition to replicate *The Hermione* and make it as similar as possible to the historic frigate goes on, be it for her maintenance or for sailing. The maneuvers are carried out manually by the crew, with sailors climbing the mast, as they did in the 18th century.

As the ultimate source of sustainable energy, the majority of the crew uses wind power to sail *The Hermione*. Thanks to their perfect knowledge of the frigate's capacities, the crew members are able to use its sails more than 90% of the time.

Within the crew, each member provides his or her own experience and takes part in opening the world up to others. Sailing, by definition, is a gateway to the world. During stopovers, exchanges between the crew and visitors as well as the discovery of visited territories are special moments that kindle curiosity. Through its voyages, *The Hermione* embodies a precious form of openness to the world.



THE HERMIONE, a human adventure

It all started with a group of enthusiasts including the academician Erik Orsenna, founding president, Benedict Donnelly, the son of an American citizen who was sensitive to the values of La Fayette, and Jean-Louis Frot, the mayor of Rochefort at the time.

Together, they dared to imagine an extraordinary cultural and heritage project: to build an exact replica of the Marquis de La Fayette's ship – the one he sailed upon to America, to announce France's support to the insurgents for their fight for independence.

The Hermione - La Fayette Association was created in 1992 and set up a participative structure based on active members and a construction site open to visitors. As soon as the construction site was launched, the association's vocation became to share this adventure with the public, a true fund factor for this unprecedented operation.

The dream of seeing *The Hermione* sail to America, in La Fayette's footsteps, was on everyone's minds during its reconstruction. Once this was completed, the association contacted several shipping companies to seek out the ideal shipowner for *The Hermione*. However, none of the companies responded, so the association embarked on a new challenge: to become the frigate's owner. The preparation and organisation of *The Hermione's* sailing has thus become one of the association's key missions, along with her maintenance.



To carry out this daring challenge, a unique crew was formed, made up of professionals and volunteers, the "gabiers". Each one had to be trained to navigate on board the frigate. Today, 550 volunteer topmen have been trained. Their experience on board *The Hermione* is recognised and acknowledged by shipping companies, both for their maritime know-how and for their interpersonal skills, which are essential to the crew's enterprise.



Yann Cariou, the historic commander of *The Hermione*, is a specialist in traditional sailing, especially that of this frigate. "However, *The Hermione* has no equivalent. She is a high-performance but very complex war and racing machine, and it took me years of research and three years of intense preparation to understand her and to write the navigation manual myself, which did not exist!"

Indeed, initiated the training of the entire crew. "I wanted to train everyone at the start, but now some of the officers are trained on board, the same way the sailors who joined the ship at an early age were trained back in the 18th century."

From the quays of Rochefort to the sea, a very particular ardor was born within the crew, that of a common passion for the frigate, which motivates them to work together.

Even if the days are long and physically demanding and even if it is essential to conform to a strict framework and specific rules (necessary for the smooth running of the ship), the respect that is the norm on board offers everyone the possibility of revealing themselves, in complete confidence. Many have discovered abilities they were unaware they had, made friendships they would not have imagined elsewhere, and had their professional or personal lives changed as a result of this sailing experience.

That is why the team spirit of *The Hermione* is a memorable human adventure that the Association wishes to share with Europe's youth during the 2022 voyage.



Beyond my professional orientation, the boat changed my way of seeing life and opened my mind through the life paths of each crew member I met.

Maëlle Chevalier, topman

Sailing on The Hermione is an intellectual, physical and cultural apprenticeship. The topmen learn to work independently and to manage themselves. On board, they show solidarity, mutual aid, sharing and acceptance of differences. On board, they show curiosity and respect for each other.

Norbert Marsac, master carpenter

At the beginning I didn't think I would be mature enough to do the work required yet I ended up managing without a problem. I was able to discover and enjoy crew life, which is more intense than simple collective life because it is continuous, 24 hours a day.

Amandine Delahay, topman guide

Today, the missions of the Hermione - La Fayette Association are at the service of the human values it has defended since the adventure started: commitment, transmission, know-how, solidarity and passion.

THE HERMIONE, the adventure of a territory

Launched in the wake of the rehabilitation of the Corderie Royale (Royal Ropery) and the creation of the International Centre of the Sea, the adventure of the replica of *The Hermione* is above all a Rochefort adventure. The Charente-Maritime department and the Poitou-Charentes region rapidly joined in, as did the Rochefort Océan Urban Community. *The Hermione* unites people beyond political divisions and has become the project of an entire region.



Rochefort, a new town in the 17th century, owes its establishment to Colbert's decision to build a new arsenal for the Kingdom of France on the banks of the Charente, with the aim of building, arming, supplying and repairing a war fleet capable of resisting enemy assaults: the Corderie Royale.

During its 17 years of construction, *The Hermione* attracted over 4.5 million visitors to the dockyard. They were fascinated by all the stages of reconstruction, making the shipyard one of the main tourist attractions in the region and the third most visited site in Charente-Maritime. *The Hermione* has also become an integral part of the identity of the people of Rochefort, one of the strong symbols of their town, on a par with Pierre Loti's house or "The young girls of Rochefort" (the famous French film). The town of Rochefort has led this uninterrupted adventure ever since it began. Jean-Louis Frot, Bernard Grasset and today Hervé Blanché have all supported this project, whose scope reaches beyond the mere reconstruction of the boat.

A breath of fresh air for Nouvelle-Aquitaine tourism

Thanks to the investment of local authorities (Nouvelle-Aquitaine, Charente-Maritime and Rochefort Océan), the tourism protagonists of the Rochefort Arsenal (The Hermione, Corderie Royale, the National Marine Museum and Accro-mâts) have joined forces to create a new and unique tourist offer based on the history and the maritime adventure.



A territory that boasts 7 key destinations in Nouvelle-Aquitaine

In the immediate vicinity of the Atlantic Ocean and the famous Cognac vineyards, Rochefort, the home port of *The Hermione*, is located in the Nouvelle-Aquitaine region, a region full of top destinations to discover.

Bordeaux



Between the coast and vineyards, the city of Bordeaux has a strong cultural and heritage identity, with many tourist attractions and museums such as La Cité du Vin or Les Bassins de Lumière. Its wine tourism attracts many visitors each year who come to admire the châteaux and visit the estates of the most famous vineyard in the world. Gastronomy is also well represented, namely on the tables of renowned chefs. The destination is ideal for river tourism, with cruises and trips on the Garonne and its estuary. To complete this offer of soft mobility and slow tourism, 3 European cycling routes cross the destination.

Biarritz – Pays Basque



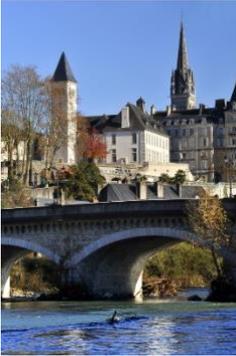
Near Spain and the Pyrenees, the Biarritz - Pays Basque destination has a strong, prominent identity and offers a wide range of landscapes and activities between the mountains and ocean. Its seaside towns (Biarritz, Saint-Jean-de-Luz, Hendaye, Anglet...) and typical villages offer exceptional heritage and a specific architecture, retracing the history of Pays Basque. A renowned playground for sports such as golf, surf and rugby, Biarritz-Pays Basque is also famous for its gastronomy with local delicacies such as Espelette peppers, Basque cake and Bayonne ham.

The Dordogne Valley



Located between the Massif Central and Bordeaux, the Dordogne Valley is dotted with charming towns and villages (such as Sarlat, Périgueux and Collonges-la-Rouge) and gentle rolling hills. Here, slow tourism is king, with cruises and river trips on the Dordogne River and a host of hiking and cycling trails. The sites dedicated to the art left by Prehistoric man are an exceptional heritage, such as the famous Lascaux cave, and Lascaux IV International Centre for Cave Art. The destination's culinary identity completes its tourism offer thanks its many internationally famous local products (duck, foie gras...).

Pau – Pyrénées



Between Spain and Pays Basque, the Pau - Pyrenees destination is ideal for outdoor activities: white water or mountain sports such as skiing, hiking or mountaineering. With its legendary mountain passes, the destination is also an essential Tour de France stage. It is also an emblematic well-being destination thanks to the presence of thermal waters. Moreover, its historical and cultural heritage (such as Château de Pau) as well as its gastronomy (ewe's milk cheese, Jurançon wines, etc.) continue to seduce fans of French art de vivre.

Atlantic Coast



The Atlantic Coast destination is the largest French Atlantic coastline (720km). A true nature gem, it is a preserved destination surrounded by natural parks and major sites such as the Dune du Pilat, or the Charentes islands of Ré and Oléron, near Fort Boyard. An array of nautical and sports activities are available such as surfing and sailing. A popular destination for family seaside tourism, it is also an ideal spot for ecotourism and low impact exploring, in particular via the Vélodyssée cycling trail. There are many attractions to visit, such as

Cordouan lighthouse, the Vauban citadels and the Arsenal des Mers in Rochefort, home port of *The Hermione*.

Cognac



The Cognac destination spreads across the entire appellation area of the vineyard, between the coast and inland. The prestigious cognac spirit is a true ambassador of France's image on the international stage. Cognac's wine tourism is supported by major brands (Hennessy, Remy Martin, Martell, Courvoisier) and boasts numerous winegrowers and small cognac houses. Cognac is also an ideal destination for slow tourism and low impact exploring, thanks to the river Charente, which is partially navigable, and to a cycling route along its riverbanks. Many heritage sites and historically rich

towns punctuate the discovery of the destination, such as the castles of Angoulême and Cognac, the heritage of Jonzac and Aubeterre-sur-Dronne or the Gallo-Roman remains of Saintes.

Limoges



Surrounded by two regional nature parks and bordering the Massif Central, Limoges is a true nature setting where culture and history are within easy reach. The destination's emblems are the ancestral skills of porcelain and ceramics, and many sites offer guests the opportunity take a tour, such as the Adrien Dubouché national museum or porcelain manufacturers such as Bernardaud. Located at the heart of an exceptional natural heritage, the destination also boasts sports and nature activities, notably at Saint-Pardoux lake, Vassivière lake, Reynou Zoo Park or at the Périgord-Limousin and

Millevaches en Limousin Regional Nature Parks. Limoges is also a destination associated with Remembrance tourism, namely with the village of Oradour-sur-Glane and its Remembrance centre.

Stopovers in the main countries that send travellers to France



Antwerp: 11 to 14 April

The Hermione will stop over near the historical centre of Antwerp. It will dock on the Scheldt bank, Het Steen quay.



London: 17 to 20 April

The Hermione will dock at a location dedicated to the reception of large ships, at the West India Docks. Beforehand, in order to create a key moment, the frigate might sail beneath Tower Bridge.



Amsterdam: 25 to 29 April

Near the ship *Stadt Amsterdam*, *The Hermione* will be moored at the National Museum. *The Hermione's* presence will coincide with Queen's Day on 27 and 28 April 2022.



Hamburg: from 4 au 8 May

The Hermione will dock at Landungsbrücken. Her presence will coincide with the *Hafengeburtstag*, the annual harbour festival celebrating the freedom of customs on the Elbe, which was granted to the people of Hamburg in 1189. This major event attracts 2 million visitors.

The Hermione 2022 - Explore France voyage will help consolidate European tourism's recovery. The frigate will call in four northern European countries (Belgium, the United Kingdom, the Netherlands and Germany), which together account for more than 40 million arrivals to France each year, or nearly 45% of international visitor flows.



The British

- France's leading international clientele,
 - 13 million arrivals in 2018,
- Enthusiasts of urban tourism, countryside nature destinations and the leading nationality for skiing in France



The Germans

- France's 2nd largest international tourist base
- 12,3 million arrivals in 2018
- France is a preferred destination with a strong inclination for cities as well as the French coastline and countryside.



The Belgians

- Belgium, a country of 11 million inhabitants, accounted for 11 million arrivals in France in 2018 (and over 68 million overnight stays).
- France is therefore very popular with these visitors, who enjoy its *art de vivre* and cultural heritage.



The Dutch

- 5 million Dutch visitors came to France in 2018,
- Enthusiasts of sports tourism, city tours and French beach holidays.

These stopovers will be opportunities to **invite European tourism operators and media to come and meet French tourism protagonists at "Explore France" events**, together to present all their offers and innovations. These events will also be aimed at the general public.

The tremendous media coverage created by the ship's arrival in each city will have the effect of promoting French tourism and know-how. But this voyage is indubitably intended to have a broader international impact. The Hermione 2022 -Explore France voyage is an invitation to sail to new lands and to bring cultures together lastingly. Meetings with the public and anecdotes from the voyage will be conveyed via the various Atout France offices on the five continents and by the France.fr ecosystem. Videos, photos and articles will be relayed throughout the world to share this adventure, a symbol of a different and innovative form of tourism.

The French stopovers

The complete programme is currently being finalised. French stopovers will be added to the journey, particularly in regions where *The Hermione* has never been. This programme will be published in September.

Travelling differently tomorrow: an association committed to its territory

From the very first phases of *The Hermione's* reconstruction project, it succeeded in fully integrating the challenges of sustainable development: by carefully choosing noble and locally produced materials, enhancing traditional know-how and setting up training courses in traditional shipbuilding trades, striving to contribute to the region's development by helping to boost tourism and supporting local employment, etc.

Today, *The Hermione* is a wonderful ambassador of a more moderate way of travelling : in a way that is respectful of the environment and consistent with the history, identity and values of Nouvelle-Aquitaine. *The Hermione* contributes to the region's reputation, to its attractiveness and to the promotion of low-impact tourism and traditional navigation in France and abroad...

As a vector of attractivity, its ability to network with leading local tourist protagonists (Corderie Royale, Musée National de la Marine, Accro-mâts, etc.) increases its visibility tenfold and encourages the development and preservation of local historical heritage.

The Hermione is a reminder that it is now up to each and every one of us to travel sustainably and responsibly and to contribute to the preservation of our natural and cultural resources, a common heritage that must be preserved.



The Hermione – La Fayette Association, shipowner of the frigate

The Hermione-La Fayette Association, created in 1992, is *The Hermione* project's pilot organisation. Today, it has four missions: to welcome visitors to Rochefort and ports of call to pass on the passion that drives its members, to look after the frigate so that she can continue sail, to organise and plan future sailings, and to provide training thanks to the frigate, which is a unique resource - a medium for the skills and know-how developed by the association.

To carry out the daring challenge of owning a frigate, the association chose to form a unique crew made up of professionals and volunteers, called "gabiers" (topmen). Each one was trained to navigate on board the frigate. In this context, *The Hermione's* inaugural voyage took place in 2015: crossing the Atlantic from Rochefort to Boston, following in the footsteps of La Fayette. A symbol of freedom, this voyage underlined the Franco-American friendship and recalled the help brought by France to the American insurgents. Other journeys have taken place since this inaugural voyage. In 2016, *The Hermione* sailed the Atlantic to participate in the Brest International Maritime Festival and to honour maritime heritage. In 2018, *The Hermione* visited the ports of the Mediterranean with young sailors from 34 different countries on board, as part of the IOF's "Libres ensemble" (Free together) programme. In 2019, she took part in the Rouen Armada and celebrated the 75th anniversary of the Normandy landings during her voyage "Normandie Liberté".

In 2019, the association joined forces with the Corderie Royale, the Musée National de la Marine and Accro-mâts to create a new and unique tourist offer in Rochefort based on maritime history and adventure, with a common itinerary, shared activities and a single fee for all of these attractions. The Arsenal des Mers was created thanks to the investment of local authorities (the Nouvelle-Aquitaine region, the Charente-Maritime department and the Rochefort Océan conurbation authority), with the ambition of showing the public that the history of the Arsenal continues to be written and that this site remains a source of innovation, inspiration and creation, a cultural spot and a driving force for tourism, a force of ingenuity and imagination at the service of a territory and a region.



The association, acknowledged as a training organisation since 2017, organises its own training for "gabiers" (topmen). It is also developing programmes to raise awareness for trades in the maritime industry and to promote manual vocations under the "Hermione Académie" banner, as well as training courses based on its associative and behavioural values (commitment, passion, know-how, transmission and solidarity) for the benefit of different publics. The association took part in the experimental "Gateways to Employment" scheme set up in 2020 by the Nouvelle-Aquitaine region...

Today, the association lives thanks to the involvement of volunteers supported by a team of professionals. It has over 2,000 members.

Atout France

Atout France is France's tourism development Agency. Its mission is to strengthen France's position as a tourist destination on the international stage, to support companies and regions in order to promote the development of tourism, and to participate in the quality of the tourist offer through the classification of tourist accommodations, the registration of travel operators and label management.

In the current context, Atout France is committed to supporting French tourism professionals by providing them with tools to help them observe the situation in various outbound markets, as well as suggesting actions to maintain their connections with suppliers and the international media.

The Agency, in close partnership with French tourism professionals, develops actions to win back international visitors and encourage French visitors to rediscover French destinations.

At the same time, the Agency upholds its actions to support investment via the "France Tourisme Ingénierie" scheme and monitors the quality of services offered thanks to several schemes: the classification of tourist accommodations, the registration of travel operators, label management.

In conclusion, Atout France supports the adaptation of the tourist offer to the new expectations of visitors in terms of sustainable development, new services and digitalization in particular.
www.atout-france.fr

The Nouvelle-Aquitaine Tourism Board

The Nouvelle-Aquitaine Tourism Board (CRT NA) is a Regional Council agency, a law of 1901 Association, responsible for implementing the Nouvelle-Aquitaine Region's tourism policy. It is made up of a multidisciplinary team of 45 employees and presided by Mrs Régine Marchand. The actions undertaken by the CRT NA aim to study and develop the number of tourists in Nouvelle-Aquitaine, in order to generate economic spin-offs for the region. Tourism is an important factor of regional development and contributes around 9% of the region's GDP.

These actions are mainly based on promoting the region to the different segments of the tourist demand (general public, media, tour operators and travel agencies), observing the region's data, supporting the development of the tourist offer, particularly in a logic of transiting towards a more sustainable tourism and providing structuring tools for regional protagonists.

The various actions extended within this framework are carried out in partnership with local socio-professional protagonists and other tourism institutions (tourism development agencies, departmental tourism boards, tourist offices, federations, etc.).

The Ministry of the Sea

The Ministry of the Sea supports this emblematic maritime project. Annick Girardin, Minister for the Sea, states: "*The Hermione* and her wake of exploration and inclusion are a great source of inspiration for seafarers! Spreading the influence of France beyond the seas, promoting interrelations and multiculturalism, enhancing our know-how: so many good reasons to wish the best of luck to this unique frigate's next expedition."

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