

**New Hampshire Travel and Tourism
French Sales Mission
December 1-5, 2019
Paris and Nates, France**

Type	Company	City, State, Zip	Country	Web	Notes/Requests
Trade	Backroads Voyages	Paris	France	Itineraries on their website : http://www.backroads.fr/Autotour-en-Nouvelle-Angleterre,148	Back Roads is a small, yet dynamic agency that specializes in tailor made programs to North America. They are known for being pretty aggressive in terms of rates that they offer, which is one of the main reasons of their success. They sell direct to the consumer and their clients are mostly French families.
Trade	Macadam Spirit	Paris	France	Itineraries on their website : https://www.ameriquecircuits.com/produit-boston-la-nouvelle-angleterre-br-autotour-en-liberte-hotels-de-charme-151-38119.html	Young, dynamic and fast growing tour operator that sells direct to the consumer and specializes in tailor made and escorted tours to worldwide destinations. Always looking at developing new destinations, new itineraries and they are trying to differentiate themselves from their competitors. Thomas was recently promoted US product manager.
Trade	Cercle des Vacances	Paris	France	Itineraries on their website : http://www.usavacances.com/Voyage/voyage-en-nouvelle-angleterre-en-famille http://www.usavacances.com/Voyage/voyage-itinerant-en-nouvelle-angleterre-225316.html http://www.usavacances.com/Voyage/voyage-itinerant-en-nouvelle-angleterre-225316.html	Le Cercle is one of France's most successful tour operators, Le Cercle des Vacances enjoys a double-digit increase in business to the U.S. every year since they launched their North American product 10 years ago. They sell direct to the consumer via their call center and agency based in Paris, as well as through their website. They specialize in both FIT (tailor made) and escorted motor coach tours to worldwide destinations. Lunch with Anthony Enault (Product manager). Good year in terms of bookings (up 5%). He explained that the company wants to develop more experiences and activities for their clients. The new strategy will be sustainable tourism and green tourism in order to reach a new target : the millenials. Anthony is looking for DMO's and receptives Tour Operators in the USA to contract off the beaten paths activities and small lodgings.
Trade	Kuoni/Vacances Fabuleuses	Paris	France	https://www.vacancesfabuleuses.fr/circuits/lest-canadien-et-americain/	Another major French B2B/B2C tour operator. (Not part of the Swiss Kuoni Company). They specialize in both escorted motor coach tours and FIT, tailor made programs. The Vacances Fabuleuses brochure is distributed via over 3,500 retail travel agencies throughout the country. Meeting with Charline Lambert (Product Manager). She has just finished the new 2020 brochure that will be distributed to more then 3,500 travel agencies.

Trade	Terre d'escales	Paris	France	https://www.terre-escales.com/nos-destinations/voyages-amerique-nord/etats-unis/escale-nouvelle-angleterre.html https://www.terre-escales.com/nos-destinations/voyages-amerique-nord/etats-unis/escale-nouvelle-angleterre.html https://www.terre-escales.com/nos-destinations/voyages-amerique-nord/etats-unis/ici-c-est-le-maine.html	<p>Small, yet dynamic tour operator that belongs to a former Jetset Voyages' product manager</p> <p>– Thibault Loubatier. Terre d'Escales sell direct to the consumer via their website and specializes in tailor made itineraries to worldwide destinations. They are known for featuring itineraries that are off-the-beaten path. Thibault is always looking for new ideas of product development.</p>
Trade	Vacances Fabuleuses – Retail agency in Paris	Paris	France		<p>Vacances Fabuleuses is part of Kuoni France Group. They specialize in FIT and escorted tours to the US and sell to both the retail agencies and the consumer. Bertrand is their Paris <u>agency's manager; he also is their main US Specialist.</u></p>
Trade	Les Maisons du Voyage	Paris	France	https://www.maisonsduvoyage.com/amerique/etats-unis/cote-est-america/autotour/les-charmes-de-la-nouvelle-angleterre	<p>Maison des Etats-Unis is a tour operator that sells directly to the consumer. They specialize in FIT programs for a pretty high-end clientele. They are well known for their cultural programs. This is their only agency in France (they sell also through their website).</p>
Trade	Angèle	Paris	France		<p>A well-known travel professional on the French market, Nora was a US product manager with Compagnies du Monde (not existing any more). She launched her own business a couple of years ago and is now combining an activity of high-end travel conciergerie with <u>editorial missions for Nomades or Michelin.</u></p>
Trade	Directours	Paris	France	https://www.directours.com/p/l-est-sans-frontiere-84693 https://www.directours.com/p/images-de-la-nouvelle-angleterre-85936	<p>The first French tour operator to every launch a website! Directours sells direct to the consumer and specializes in mid to high-end tailor made programs to worldwide destinations (the US is their #1 long-haul destination).</p>

Trade	Jetset Voyages	Paris	France	https://www.jetset-voyages.fr/voyages/best-of-new-england/	<p>One of France's major B2B tour operators they specialize in the Americas and have a large selection of itineraries and packages to the US (FIT, groups, escorted tours, city packages, etc.) They also sell direct to the consumer via their brand Equinoxiales (more or less the same product line).</p> <p>Jetset has been purchased mid-september by East West Travel (French group). They were very interested in North America they didn't had in their portfolio. (As a reminder, Backroads is also part of EWT).</p> <p>Charles says it is too early to say how things will go but they want them to be very efficient and effective on the market.</p> <p>Charles is currently working on the new 2020 brochure.</p>
Trade	Michelin Travel Partner	Paris	France	See Green Book (also smaller version online)	<p>This is the editing company that produces the world-famous Michelin red guide (restaurants), as well as road maps and travel guides (Green Guide). They have one of the most extensive French travel guide selections about the Mid-Atlantic region. Always looking for new addresses (accommodation, restaurants, attractions), updates, etc.</p> <p>In spring 2020, Michelin will send a travel writer to Maine and New Hampshire (probably Nora Gherras) to update the guide. Travel dates are not confirmed yet but as soon as we get more details, we'll get back to you!</p>
Trade	Comptoir des Voyages	Paris	France	https://www.comptoir.fr/voyage/canada/autotour-entre-quebec-et-nouvelle-angleterre/611 https://www.comptoir.fr/voyage/etats-unis/autotour-complet-en-nouvelle-angleterre/316	<p>This is the head office and the production department. Isabelle Wéber is Comptoir's Director of Production for the Americas and Véronique is Assistant Director in charge of the Paris team selling the US and Canada. Isabelle and Véronique are always looking for new ideas of product development, with a particular focus on authentic experiences (= meet the locals, take part of the local community's life, "voluntourism", etc.)</p>
Trade	Terre Voyages	Paris	France	https://www.terre-voyages.com/voyage-etats-unis/voyage-sur-mesure/merveilles-de-nouvelle-angleterre	<p>Small tour operator that sells direct to consumer via their website. Emilie Lecas-Marietta is in charge of developing North America.</p>
Trade	Salaun Holidays	Nantes	France	https://www.hugh.voyage/for-mule-liberte-autotours-etats-unis-souvenirs-de-nouvelle-angleterre-160459.html https://www.hugh.voyage/for-mule-liberte-autotours-canada-etats-unis-berceau-du-nouveau-monde-225622.html	<p>Lunch in Nantes with Yohann Robert, a former US Product Manager with Thomas Cook France. He was hired by Salaun Holidays 3 years ago to develop a product line on the US.</p>

Trade	Amerigo	Nates	France		<p>BtoB Tour Operator created 15 years ago. The company sell their production to more than 3,000 travel agencies in France. Nathalie Delame (Product Manager) knows very well the USA and used to work for Voyageurs du Monde.</p> <p>Amerigo is based in Senlis (1h drive from Paris) but the major part of US Specialists are now based in an office in Nantes. We did a training to 3 US Specialists</p>
Trade	West Euro Bikes	Nates	France		<p>Small tour operator specilized in motorcycles trips. Amandine Cailion is in charge of the USA. Jennifer, Estlin and Kate did a presentation on Maine, New Hampshire and the <u>White Mountains</u>.</p>
Trade	Voyageurs du Monde	Nates	France	https://www.voyageursdumonde.fr/voyage-sur-mesure/voyage-etats-unis-l-est-la-nouvelle-angleterre/voyage-en-famille-aux-etats-unis-de-boston-a-cape-cod/pdi5315	<p>One of France's major travel groups. They specialize in high-end tailor made itineraries to worldwide destinations; the US is their #1 long haul destination. They sell direct to the consumer via their network of 16 agencies in France, Geneva (Switzerland), Brussels (Belgium) and Montreal (Canada).</p> <p>We met with Chantal Hascoet who knows very well New England.</p>
Trade	Caractères d'Amérique	Nates	France		<p>Tour operator based in Nantes and specilzed in North America and Africa. We met <u>with Caroline Compain (Product Manager) and 2 US Sales agents</u>.</p>
Trade	Terres Lointaines	Nates	France	https://www.terres-lointaines.com/voyage/la-nouvelle-angleterre-2/	<p>Terres Lointaines is a retail tour operator that has recently launched an impressive plan of development: from 1 call center in Paris and 1 agency in Lyon, totalizing some 20 team members, they went in just 1 year to 18 points of sale all over France, as well as Switzerland and Belgium, and nearly 150 team members. The Lyon office is one of their newest agencies. They sell the whole world and are looking at having dedicated teams to each continent. We had lunch with Karine and Caroline who are new in the company. They have never been to the USA but were eager to know more about Maine and New England</p>