

## “Rendezvous in France 2011” Destination Bordeaux !



**Bordeaux’s candidacy to host “Rendezvous en France” the foremost international trade fair of France's tourist attractions, on the 29th and 30th March 2011 has been accepted.**

Organised by ATOUT FRANCE, the French tourism development agency, this trade fair held every spring in Paris or in the regions, brings together all the French tourist service providers to offer their products to tour operators from all over the world.

With nearly 1,500 tourism operators (including 500 exhibitors representing France's tourist facilities and 800 international tour operators) , this event is based on a very practical concept of targeted meetings between French tourist professionals and foreign operators. A unique opportunity for all participants to make and keep up business relations.

Bordeaux is a very attractive destination which appealed to the organisers of “Rendezvous en France”. The city is a stone's throw from the ocean, with an exceptional architectural heritage, a legendary wine circuit, effective infrastructure for business tourism and events, emerging high end establishments, and good transport connections to European capitals – assets which will come in useful in 2011 with the tour operators who will become Bordeaux’s international ambassadors.