

Press release

Epernay, 24 April 2015

The Champagne Region tourism destination agreement has been signed by the French Minister for Foreign Affairs and International Development.

The “**Champagne Region**” tourism destination agreement will provide a boost to the competitiveness and attractiveness of wine tourism in this Region, which is close to Paris, by supporting a consistent and diversified offering that will showcase the landscapes, heritage, and warm welcome in the “Appellation d’Origine Contrôlée” Champagne Region throughout the world.

This agreement binds a consortium of public and private operators (Departmental Tourism Committees for the Aisne, Aube, Haute-Marne, Marne, and Seine-et-Marne Departments, the Champagne-Ardenne Regional Tourism Committee, and the Champagne Committee), and sets out a shared wine tourism strategy based on the Champagne AOC for a period of three years. The operators' aim is to gather all the relevant tourism initiatives under the joint umbrella of the Champagne Region, a tourism destination with an international reach, and to support a high-class offering focused on international visitors while promoting that offering (primarily to four target destinations: Belgium, the United Kingdom, Japan, and China).

This decision amounts to the international recognition of the “Champagne” tourism destination, and of its status of a destination of choice at the international level.

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