

SHARING
FRENCH FLAIR



#EXPLOREFRANCE FRANCE 2023 PRESS KIT



Explore
France™



A WORD FROM THE EDITOR

France has entered an unprecedented period of hosting important international sporting events. From the Alpine World Ski Championships in Courchevel Méribel, which took place in early 2023, to the Rugby World Cup and the Paris 2024 Olympic and Paralympic Games, French destinations are, and will be, the stage for major sporting performances and a host of festive and convivial events.

Naturally, by virtue of the positive impact they are going to have, these events constitute a magnificent opportunity for the country. They are a symbol of unity and openness to the world, and a powerful driver of change and innovation in multiple domains : taking action on sustainability, supporting training and jobs, respecting and protecting the environment, promoting inclusivity.

On the tourism front, they are an opportunity to enhance both France's attractiveness as a destination and the quality of the reception we give our guests, to promote the savoir-faire of the country's event management professionals and to optimize the economic boost generated by inviting international visitors to extend their stay with us.

In conjunction with the organizing boards of these major events and the host regions, Atout France is going to work to ensure that a lasting legacy is built. The Agency's teams will seek to ensure that the promotion of French excellence and of the appeal of the regions involved, for tourists, are conveyed loud and clear to international audiences. These large-scale events constitute a real invitation to go on a journey, to come and discover (or perhaps rediscover) France, its cultural and natural legacy, to come and share its art de vivre and gastronomical delights, and to create connections with the French people. In 2023, the Rugby World Cup will bring 600,000 visitors to France and be broadcast in 209 countries, making it a showcase for our lifestyle, our regions and our terroirs.

This eagerly anticipated event will also enable us to bring customers from more distant parts of the world back to the country too, as the fervour for hotel bookings attests. Atout France is also going to offer key players in French tourism special resources enabling them to improve visitors' experience while they are over there.

We are overjoyed at the idea of building a lasting legacy, of hosting the world, and of sharing France, our creativity, our audaciousness ; in short, our French flair!



CAROLINE LÉBOUCHER
CEO OF ATOUT FRANCE



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The 2023 Rugby World Cup will take place in France between 8 September and 28 October. The tournament's 48 matches will be played out in nine stadiums, spread among ten host cities (Lille, Lyon, Saint-Étienne, Nice, Marseille, Toulouse, Bordeaux, Nantes, Paris and Saint-Denis) and the 600,000 international visitors expected will be able to enjoy some wonderful socialising, centred around one big, 51-day party.

France is set to host the 10th edition of the Rugby World Cup, exactly 200 years after the sport was invented. For it was in 1823 that William Webb-Ellis, a schoolboy at Rugby School in England, did something that was 'against the rules' of football, by picking up the ball in his hands and running with it.

More than a sporting event, it's a matter of wanting to build an event that is different from the rest. Different in the same way that rugby itself is different : it is a sport that derives its strength from solidarity, sharing, acceptance of differences, self-denial, collective commitment and respect.

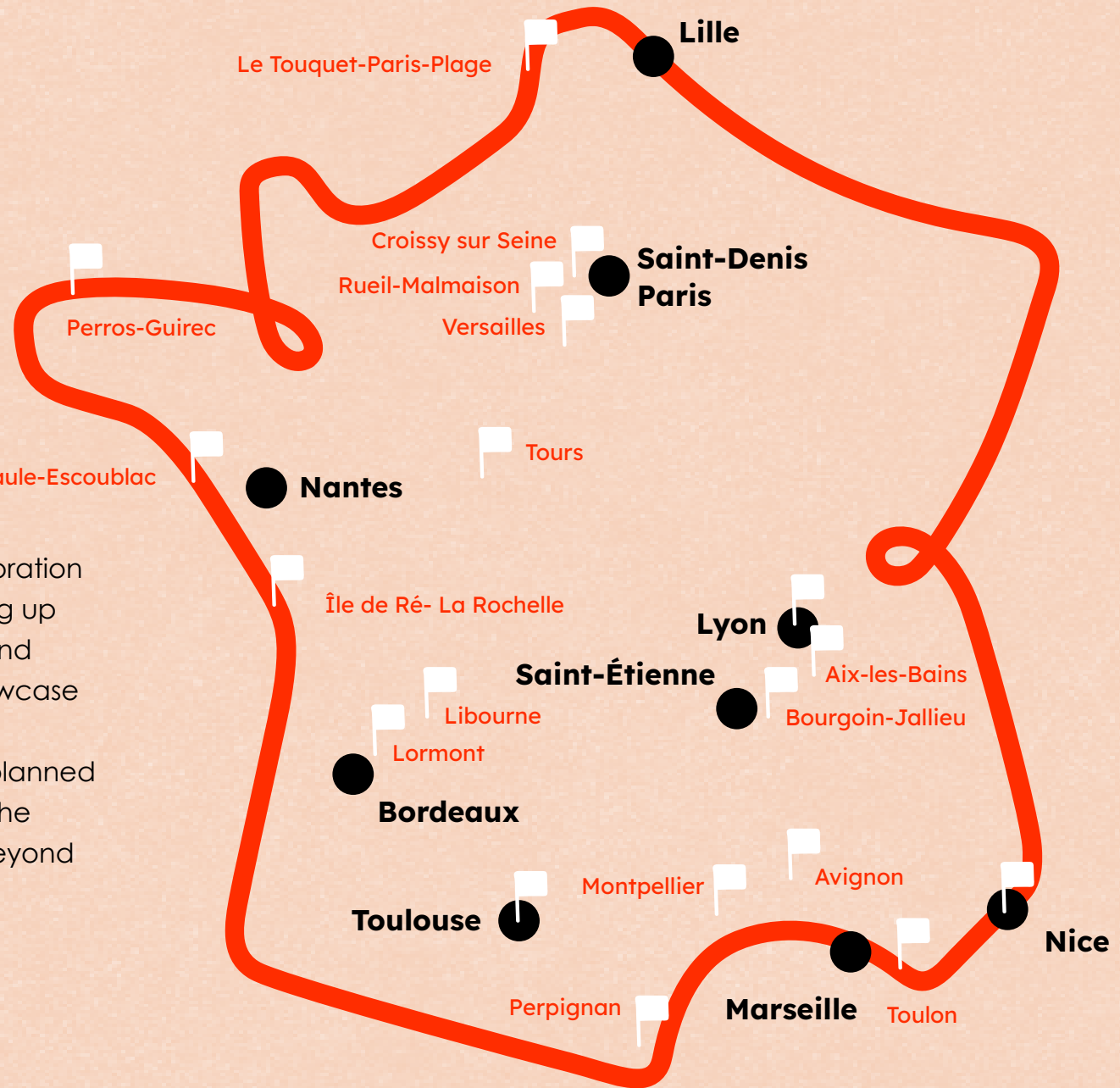
The 2023 Rugby World Cup will go beyond the confines of sport. It will resonate at societal level, throughout all the regions and on all the nation's pitches.

Atout France, the Regional Tourist Boards and Tourist Offices of the territories and host venues are working together to offer international fans a stay that will be as thrilling off the pitch as it is on it.



● 10 host cities and numerous base camps

As we look forward to this huge celebration of rugby, the cities of France are lining up to display their own unique appeal and advantages ; they will serve as a showcase for this country's cultural legacy. An exceptional welcome has been planned for the fans and teams from all over the world, so as to take this World Cup beyond the bounds of the rugby pitches.





Place Garibaldi - Nice

France plays host to the world

**600 000
foreign
visitors
expected**



**Over
2.5 million
tickets**



**Millions
of fans watching
on TV**



The regions put into action



**20 teams
from the 5 continents,
distributed all over France**



10 host cities



A major event



**The 10th
World Cup
in rugby
history**



**51 days
of celebration**



**48
matches**



**660
players**



Lille

metropole

A place of culture and festivities

The ideal way to discover this hip and happening metropolis is to come here for the 2023 Rugby World Cup.

Will you find out some mind-blowing facts at an exhibition? Go treasure-hunting at the incredible Grande Braderie de Lille flea market? Raise a toast with friends in a bar or cafe, as you sip one of the many beers brewed here? You'll be spoilt for choice!

Easy to get to, situated as it is in the middle of the Paris-London-Brussels triangle, Lille ticks all the boxes for the perfect weekend city break. A blend of culture, historic streets, inspirational shops, friendly locals, exciting museums and parks that are perfect for a stroll in the fresh air.



[→ More info](#)



GAME-PLAN

STADIUM ACCESS



N227 boulevard du Breucq or D506 boulevard de Tournai ; also accessible via the A1, A27, A25, A22 and A23



Parking available in the vicinity of the stadium ; spaces for people with reduced mobility in car park A2



Stops : Science City / Professeur Gabillard or 4 Cantons / Grand Stade via Line 1, or Les Prés via Line 2 then bus or free shuttles to the stadium

A25

A22

La Piscine - André Diligent
Museum of Art and Industry

Roubaix

La Villa Cavrois
Croix

Lille Citadel

The beer getaway

Place du Général de Gaulle

Cycle ride

Pont de la Citadelle

N227

LILLE CITY
CENTRE

A27

PIERRE MAUROY STADIUM

A23

N41

Deûle

A1

Museum of the Battle of Fromelles
Fromelles

THE GAMES

- | | | |
|------|---|---|
| POOL | A | FRANCE - URUGUAY
Thursday, 14 th September • 9pm |
| POOL | D | ENGLAND - CHILE
Saturday, 23 rd September • 5:45pm |
| POOL | B | SCOTLAND - ROMANIA
Saturday 30 th September • 9pm |
| POOL | D | ENGLAND - SAMOA
Saturday 7 th October • 5:45pm |
| POOL | B | TONGA - ROMANIA
Sunday 8 th October • 5:45pm |

PRE-MATCH



The beer getaway

Here's a themed activity that's a cross between a game and an initiation ceremony, to discover the craft beers of northern France while making your way through the charming alleyways of Old Lille. It's a zythological quest that will see you discovering specialist bars, micro-breweries and high-end establishments from the world of craft beer. On this tour, visitors can drink in the ancestral know-how passed down the generations, which is the pride of northerners.

→ [More info](#)



The Bataille de Fromelles Museum

5 matches will take place in Lille during the Rugby World Cup. To mark the occasion, the Bataille de Fromelles Museum invites you to a temporary exhibition on rugby players and their role during the First World War. "The game for which they had been preparing for so many years"; so read a front-page headline from The Times in 1919, as rugby paid a heavy sacrifice during the great war. The exhibition explores a wide range of themes associated with this painful period and the sport with the oval ball : anecdotes, little snippets from history never told before and indeed biographies of the rugby players who saw action on the field of battle. From July 2023 to February 2024.

→ [More info](#)





Guided tour of Lille on tandems

Discover Lille on authentic tandem bicycles (known in French as vélos hollandais, 'Dutch bikes') that are as attractive and flowery as Amsterdam itself. The bike tour takes around two hours and offers some wonderful time-out in which to discover the main sites of Lille and its History, centred around the topic of 'Lille by the seaside'. A cycling guide will accompany you and share some of their favourite spots and hidden gems of the city. The route takes in 10 stages, and between each of them you'll have the benefit of getting some exercise in the open air.

→ More info

EXTRA TIME

Bierbuik

A Flemish masculine noun meaning Beer-belly. That says it all - or almost... The younger brother of the *Auberge du Vert Mont* and the *Bloempot* chose to be located in the heart of Old Lille, at 19 rue Royale. This social hub, with its cool and festive ambience, was the brainchild of chef Florent Ladeyn, together with his cousin Clément Dubrulle, the chef at *Vert Mont*, and Kevin Rolland, a childhood friend. The aim is to give people the opportunity to enjoy a delicious, healthy, locally produced meal both day and night (till midnight or beyond) for ten euros, drink included. Le Bierbuik is a next-generation dining spot, a social hub that's accessible thanks to its stripped-back, approachable cuisine featuring a wood-fire oven. Also on the menu are beers that the three co-owners created themselves. Chefs' beers with original, quirky and ephemeral based on local produce...



→ More info



Grand Scène

Grand Scène ('Big Stage') is Lille's temple of street-food, located right in the heart of the city. At a site spread over 1600m² and two floors, the establishment offers an eclectic home-grown menu at an affordable price, has 2 bars and can host up to 800 people, with seating for 400. Scattered around the communal tables are ten restaurants run by chefs from the region and offering top-class cuisine that is a blend of diversity and locally produced food and wine. French pizzas, mezzes to share, gourmet burgers, vegetarian halloumi hot-dogs, Greek souvlaki, cakes for grown-ups and kids alike... More than a restaurant, it's a centre for lifestyle and culture and has its own performance venue that organises events all year round. There's something to please everyone's palette and visitors will enjoy a pleasurable dining experience among friends. Ideally situated near rail stations, public transport links and car parks, the establishment is open from Monday to Sunday, except on Sunday evenings.

→ More info



GETAWAY



HAUTS-DE-FRANCE

A FRANK CAMARADERIE

Ideally situated between Lille and Paris, the Hauts-de-France region is known for its buzzing social scene and the warm welcome you'll get from the locals. This is a region where the tempo of life slows, to make way for original activities, taking place in a way that suits everyone's pace, tastes and desires.

Let yourself marvel at an intensely creative cultural offering that is always kept fresh and updated, slow art, sensory tours, new museums and lots of other original artistic initiatives. The region also has 6 magnificent cathedrals and several UNESCO world heritage sites. When it comes to historical tourism, there are numerous sites that bear witness to the events of the First World War ; the best-known of them are the Thiepval memorial, the 'Anneau de la Mémoire'

(Ring of Remembrance) and the Sir John Monash Centre.

The region also offers an abundance of ways to get out into the country when there's a break between matches : 5 Regional Natural Parks, 2 Major Sites of France - Baie de Somme, Deux-Caps and soon the Dunes of Flanders, with 200km of coastline and 100,000 hectares of state-owned forests (known as forêts domaniales).

This is a region of fine food and drink and a festive atmosphere, where people enjoy healthy, high-quality food that's lovingly prepared. In 2023, the region is going to become the first region of France to earn the title 'European Gastronomical Region'.

→ More info



European Gastronomical Region

The recipes in Hauts-de-France are flavoursome, generously-portioned and eclectic, with the region's chefs making the most of the variety and character found in produce from the land and sea. The locally-grown produce is exceptionally fresh and tasty : enjoy strong cheeses, award-winning beers, apples and pears from local orchards, carrots from Tilques, cauliflowers from Saint-Omer, beetroots, garlic from Locon, linden honey, chicory buds, maroilles cheese from Thiérache, the keeping cheese tomme au foin, craft beers and a local variety of brioche called gâteau battu.

→ [More info](#)



LE TOUQUET-PARIS-PLAGE

Base Camp for the England team

Playing host to the England team will be the exceptional thermal spa resort of Le Touquet-Paris-Plage. This charming village on the coast of Opale is a genuine paradise for those who love wide open spaces and a bit of sea air.



→ [Discover Le Touquet-Paris-Plage](#)



A region of history, resilience and peace

The Hauts-de-France is a region that hands down universal values of peace through the sharing of remembrance and the expression of a brotherhood that knows no bounds or borders. This region is also a key witness to the history of France : one could almost say that the French soul was forged on this land. The French language itself was officially instituted here, in Villers-Cotterêts, back in 1539. From châteaux to palaces, from cathedrals to bellfries, from Art Déco to the Flemish style, some beautiful and remarkable discoveries await those who take the time to come and admire them. The charm of the region is also to be found in meeting new people, enjoying shared occasions and discovering the festivities at one of the braderies (flea markets combined with live entertainment and food stalls), réderies (also a flea market, otherwise known as a vide grenier - literally an 'attic emptier') or other carnivals.

→ [More info](#)



A big breath of fresh air

The coast of Hauts-de-France beckons you to go for a peaceful roam in the open air : you'll find magnificent beaches and cliffs, seals and a wild natural landscape that stretches for almost 200km between Bray Dunes and Mers les bains. The Baie de Somme, one of the most beautiful bays in the world, is a must-see thanks to its décor - typical of the area - and its unforgettable landscapes. Finally, the region is a paradise for unwinding and opening your mind : after a spot of kite-surfing, sailing or hiking, visitors can enjoy some soothing treatments at a health centre or spa.

→ [More info](#)





Lyon

metropole

An historic and gastronomic conquest

With a history stretching back over 2000 years, an exceptional cultural legacy and several districts classed as UNESCO world heritage sites, Lyon is a city where there is History around every corner.

To discover the city in the best possible way, several types of trip are on offer for visitors : travel by segway, e-bike, boat... The main thing is to take your time and enjoy a few chats with the locals, so as to discover the real spirit of Lyon.

Another feature of Lyon is the appeal it holds for foodies, offering up as it does all the culinary treasures provided by the neighbouring terroirs. When you're dining out, you can mix things up by visiting the famous Bouchons (bistros typical of the city), Michelin-starred establishments, or establishments run by innovative young chefs.



[→ More info](#)



GAME-PLAN

STADIUM ACCESS



Exit no. 7.1 from the N346 (Rocade Est)
or Exit no. 3 from the A432
Car park : Meyzieu Les Panettes



Stops : Décines OL Vallée on Tram T7
and Décines Grand Large on Tram T3 (plus
a walk of 700m)



There are cycle paths from Lyon.
Accessible from the North of the Stadium.
Free cycle park with video surveillance



THE GAMES

POOL C WALES - AUSTRALIA
Sunday 24th September • 9pm

POOL A URUGUAY - NAMIBIA
Wednesday 27th September • 5:45pm

POOL A NEW ZEALAND - ITALY
Friday 29th September • 9pm

POOL A NEW ZEALAND - URUGUAY
Thursday 5th October • 9pm

POOL A FRANCE - ITALY
Friday 6th October • 9pm



Rugby Village

📍 Place Bellecour 🗿 5,000 places

🕒 20 days 📅 Between 23 September and 8 October

Free festive village with sports, festivities, cultural and educational entertainment area, restaurant/refreshment areas and partner areas

➔ MORE INFO

PRE-MATCH



Food tour of Lyon

To enjoy the different areas of the city from a culinary perspective, the Food Tours Lyonnais is a mix of tastings to savour and opportunities to meet dedicated producers and chefs over some local specialities. At Les Halles Paul Bocuse, a shrine to Lyonnaise gastronomy, visitors head out to explore Lyon's produce, amid an array of aromas, flavours and mouth-watering food stands. Try some Saint-Marcellin cheese, Rosette de Lyon cured sausage, a meat pie called pâté en croûte or a tarte à la praline (praline tart) to understand the passion of Lyon's best food producers and find out their food production secrets. For foodies who also like a bit of exercise along the way, these food tours can be done by electric bike, too, so that you combine panoramic views from the hills, strolls beside the waterfront and tasting breaks along the length of the route.

→ [More info](#)



Lyon, 2000 years of history

A UNESCO World Heritage site, Lyon has more than 2000 years of history to discover and offers a remarkable amount of diversity. The styles and buildings on show attest to the different eras the city has gone through : the ruins of Lugdunum and Roman theatres, Renaissance alleyways and houses in Vieux-Lyon (the Old Town), and the 19th century mansions of the prestigious Presqu'île (Peninsula). Lyon is a particularly good place to explore on foot, on a walking tour led by a guide and lecturer, who will be passionate about showing you the rich architectural and historic delights of the city they call home. During the tour, you'll wend your way down the traboules (short passages between two streets) to discover architectural details that will really knock you for six. For a full immersion in Lyon's culture, a trip to some of the 24 museums that retrace the city's history is an absolute must. The Musée Lumière, for instance, explores the lives of the Lumière brothers, who invented the cinema and hailed from Lyon.

→ [More info](#)



Lyon from the water

The charm of the city really makes itself felt when you're on the riverbank. Lyon has both the Saône and the Rhône running through its heart, with the two rivers converging in the district known as Confluence. River cruises on electrically-powered boats offer a different and unexpected perspective on the city's cultural wealth, far from the hubbub of the big streets in the city-centre. For a romantic dinner on the water, the bateau-restaurant Hermès offers up-market cuisine using fresh, seasonable produce. The most sporty visitors can rent a canoe or paddle-board to take in that special light that you get along the riverbanks.

→ More info



The Pub Wallace chain

To get fully immersed in the world of sport, a trip to a Pub Wallace is a must-do : you'll be able to watch the matches while appreciating the warm and lively ambience. On matchday evenings, everyone gathers together here to make the most of the giant TV screens, fabulous beers on tap (with a wide selection of craft beers), and grub that's worthy of the finest pubs in England (Fish & Chips, burgers, salads...). There are 4 Wallace establishments in Lyon for rugby fans to enjoy!

→ More info



Ninkasi brasseries

Ninkasi's 11 brasseries are great places to enjoy the Rugby World Cup amid a buzzing crowd. Get together here to discuss the games while sampling a beer brewed by the firm itself, accompanied by a meal featuring fresh, local produce. A program of soirées and concerts will take place here throughout the tournament. As for which location you choose, there's a wide selection : near the World Cup village, facing the spectacular view of the banks of the Rhône, or right in the heart of town...

→ More info





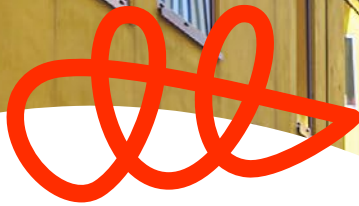
LYON

Base Camp

The New Zealand Team

What a source of pride and emotion it will be for the people of Lyon to host the legendary All Blacks!





Saint-Etienne

metropole

An inspiring hub of creativity

Saint-Étienne is the only French city to have been awarded a UNESCO Design label. The city has a creative quarter and a Design City inside a former munitions factory that has now become an exhibition space and site of cultural innovations.

Another powerful draw in this creative city is the fact that it is Europe's biggest Le Corbusier site : there are several buildings designed by the French architectural genius here.

Beyond their love of creativity, the Stéphanois (as the locals are known) are sport-lovers at heart and make no secret of their love of a certain sport that involves a round ball.

While the Rugby World Cup is on, though, their mania for sporting competition will certainly make itself felt in the stadiums and in the city!



→ [More info](#)



GAME-PLAN

STADIUM ACCESS



From the A72, take exit 14 Stade Geoffroy-Guichard. There are several car parks open to the public.



From the rail station Saint-Étienne Châteaureux, line T3 stop Geoffroy Guichard - Musée des Verts



M9 from Place Carnot, stop Rue des Aciéries or (in the evening) S9 stop Rue des Aciéries



THE GAMES

- POOL A ITALY - NAMIBIA
Saturday 9th September • 1pm
- POOL C AUSTRALIA - FIJI
Sunday 17th September • 5:45pm
- POOL D ARGENTINA - SAMOA
Friday 22nd September • 5:45pm
- POOL C AUSTRALIA - PORTUGAL
Sunday 1st October • 5:45pm

Rugby Village

📍 Parc François Mitterrand 📺 8,000 places

🕒 12 days 📅 Between 8 September and 1 October

Free festive village with giant screen for broadcasting matches, sporting and fun entertainment area, touch rugby field, area for catering/refreshments, concerts and E-sport competition

[→ MORE INFO](#)

PRE-MATCH



Design workshops for all

Saint-Étienne is best explored through workshop experiences : head for the Design Cabin in the heart of the Design City, open to children and adults alike who want to have a go themselves. For those with a real appetite, head to the Weiss Workshops, the place to get Haut Chocolat® since 1882. At these workshops, everyone can become a master chocolatier by designing their own bar of design chocolate. And on the refreshment front, Benjamin and Pierre-Luc, two friends with a passion for making beer, have created the Brasserie Stéphanoise. There you'll discover high-quality products, short distribution cycles and local partners : a fine blend of values. To top off your trip and understand the stéphanois mindset, spend some time with one of the city's 'greeters' during a stroll around the city or out in the country - a fun time awaits you.

→ More info



The genius of Le Corbusier

A 'city within a city', this is the mad brainchild of the visionary architect Le Corbusier. A stone's throw from Saint-Étienne, the Le Corbusier site in the middle of Firminy-vert has some treats in store for both connoisseurs and the curious : a Housing Unit with multicoloured streets, an unusual cone-shaped church, a UNESCO-listed concave House of Culture, an amphitheatre-style stadium and a swimming pool. The diversity of Le Corbusier in all its grandeur : here, there's an anecdote to be told on every corner. For instance, this site is his second-biggest creation in the world! More astonishing still : the windows of the House of Culture are musical. Come and take a look around for a lesson in creativity. Once you're back in Saint-Étienne, make sure you go on a tour of the city, taking in the Mining Museum, the Museum of Modern and Contemporary Art, the Art & Industry Museum or the Museum of 'Les Verts' inside the Geoffroy-Guichard Stadium.

→ More info



SAINT-ÉTIENNE Base Camp for Australia



Saint-Étienne, a city with sport coursing through its veins, is delighted to be meeting the champions: Australia!



Stunning nature just a stone's throw from the city

10 minutes from Saint-Étienne's city-centre, discover 700 square kilometres of mountains and forests : the Pilat. Enjoy a change of scenery on the highest summit of this regional Natural Park, which stands 1400 metres tall. There's no shortage of activities to try : snow-shoes, cani-rando (taking a walk while tethered to a dog) or off road scooters, and, for the most adventurous types, a via ferrata climbing route or some paragliding. The centuries-old stones of the medieval château of Rochetaillée play host to visitors taking a break from a walk or cycle-ride. The walk to the Gouffre d'Enfer will reveal plenty of natural beauty - this is where the Stéphanois go for their Sunday strolls...

The Pilat also serves as the backdrop for one of the Most Beautiful Villages in France : Sainte-Croix-en-Jarez, a former monastery dating from the 14th century that is now a village. It welcomes visitors and families amid a friendly, neighbourly atmosphere, in the midst of a historic site that is well worth making a detour to.

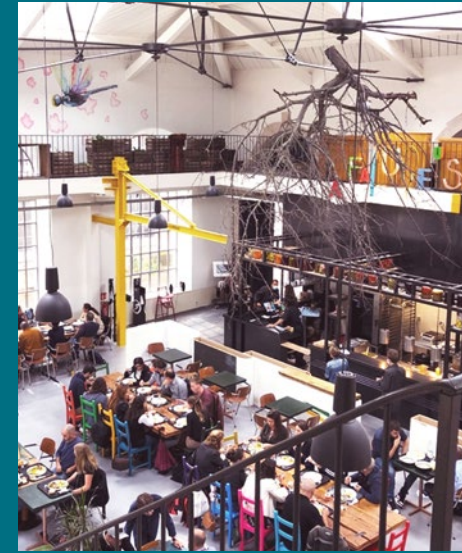
→ More info

EXTRA TIME

La Fabuleuse Cantine

La Fabuleuse Cantine is a place that captures the essence of Saint-Étienne, in one of the city's must-see locations. It's worth taking a detour to this restaurant : situated in the heart of the creative district, its walls once housed a room that was part of the Munitions Factory of Saint-Étienne, and that is now the Design City. It's a building that is taking on new life and a unique backdrop in which to enjoy a meal that will also take you off the beaten track. Salvaged from food waste, the ingredients cooked here are transformed, given new life and beautifully set off by a creative style of cooking which, to top it all off, is organic! And the best time to go? When there's an evening concert on, or one of the other events that are frequently held here!

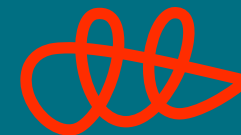
→ More info



Les Halles Mazerat

Les Halles Mazerat, first opened in 1872, were renovated in 2021. Located in the heart of the city, along the length of the tram line, this beautiful, buzzing place is fostering a return to enjoying the rich and varied local produce. Restaurants, bakeries, dining areas, and stalls selling fish, roast meat, cheese and cakes from the region can all be found here, as the stall owners come together to offer a micro-cosm of the Stéphanois lifestyle. It's the perfect place to get together over a pre-match beer, on the terrace or at a shared table, or to enjoy one of the concerts or shows regularly staged here.

→ More info



GETAWAY



AUVERGNE-RHÔNE-ALPS

A PASS FROM ONE CHAIN OF MOUNTAINS TO ANOTHER

The Auvergne-Rhône-Alps region offers a wide range of destinations : with the Alps and the Auvergne, the region is a paradise for winter sports and outdoor summer activities such as mountain-biking or hiking. The area has hosted the Olympic Games on three occasions : Chamonix in 1924, Grenoble in 1968 and Albertville in 1992. The way of life fostered here is one that is sociable and open to the natural world : it's all about fresh air and thrilling sensations. Mont Blanc, the 'roof of Europe', dominates the Alps and the countryside, while the volcanos of Auvergne, classed as a UNESCO world heri-

tage site, are stunning both for those who love powerful sensations and those who prefer quiet contemplation. The journey doesn't end there, though : you can also explore the Vallée de la Gastronomie – France® which offers a culinary trek and a whirlwind ride for the senses, from the Beaujolais Wines Route to the Drôme provençale and its lavender aromas. You can also marvel at the towns and villages of the region : Vichy, Evian-les-bains, Pérouges and Annecy are a delight for visitors.

→ More info



The 1st foodie trail through the Vallée de la Gastronomie – France®

The Vallée de la Gastronomie – France® offers a journey to the heart of simple pleasures and the art of living, French style : a remarkable journey for the senses. During this itinerary, the visitor discovers a diverse range of terroirs that attest to the exceptional gastronomic and viticultural heritage of the valleys of the Saône and the Rhône, which lead to the Mediterranean. As you cross the valley, marvel at the scenery of the Beaujolais, a Unesco Global Geopark, with its variety of beautifully-preserved landscapes along the length of the Route des Vins. Then visit Tain-L'Hermitage, south of Lyon, to taste its wine and set off on a long stroll among the vineyards. Finally, an absolute must-do is a stop-off at the Drôme, to eat your fill of delicious local specialities such as Ravioli, Pogne de Romans brioche, Olive Oil from Nyon, Picodon cheese, truffles or lavender. In Valence, stop at the restaurant owned by Anne-Sophie Pic, a chef of international renown with three Michelin stars, to discover her super-creative culinary skills.

→ More info



A visit to some charming towns and villages

The region unveils the charm of the following towns and villages. For starters, there's Pérouges, a medieval town a few kilometres from Lyon. Looking like something straight out of a movie, it has been awarded the title of Most Beautiful Village of France. In Auvergne, Vichy has some seductive Belle Époque architecture, along with the charms of its thermal springs ; the queen of spa towns, it has been classed as a UNESCO world heritage site since 2021. Another spa town to explore : Evian-les-Bains, where you can enjoy the fresh air and typical way of life in the French mountains. The same is true of Annecy, the superb Venice of the Alps : with its historic monuments, canals and famous lake, in and around its alleyways or beneath its medieval arcades, the old city of Annecy invites you to take a wander down the corridors of time.

→ More info



Get all familiar with Mont Blanc's summit and the volcanoes of Auvergne

Head to the Alps and the Aiguille du Midi - a really high mountain with a cable-car! This unrivalled experience has been around since 1955, and offers a stunning panorama of the highest summits in Europe. If you're feeling really brave, have a go at the Pas dans le Vide®: you'll be put in a 2.5m-long glass cage, suspended above a sheer drop of 1000m. To make your visit last a little longer, take the Mont-Blanc Tramway, the highest rack and pinion train in France. For those who love a bit of altitude, head to the massif central and the iconic chain of volcanoes known as Les Puys, a UNESCO world heritage site. In the south of the region, the Pont d'Arc is the spectacular emblem of the ravines of the Ardèche ; this specially protected natural space houses the Chauvet grotto, a UNESCO world heritage site since 2014 that is seen as 'Mankind's first great chef-d'oeuvre'.

→ More info



AIX-LES-BAINS
Base Camp for Namibia



The water city Aix-les-Bains is delighted to welcome to welcome the Namibian team for the Rugby World Cup!

→ Discover Aix-les-Bains



BOURGAIN-JALLIEU
Base Camp for Italy



The Italian team will enjoy the fresh mountain air in Bourgoin-Jallieu. An ideal training base to invigorate themselves!

→ Discover Bourgoin-Jallieu



City of

Nice

A landscape of pure beauty

Nice is immediately recognisable thanks to its stunning scenery, which starts alongside the Mediterranean and ends 3000m above sea level.

The beauty of this unforgettable setting encourages a relaxed lifestyle that is oh so Mediterranean : dishes full of flavours and vitamins, palm trees, waves and long strolls in the sunshine.

Fans attending the Rugby World Cup are certain to be seduced by what the city offers on the cultural and social fronts.

In the breaks between matches, they'll be able to alternate between exploring new places and enjoying fabulous moments of relaxation.



[→ More info](#)



STADIUM ACCESS



Car parks by the main roads, free shuttles from the car parks to the stadium

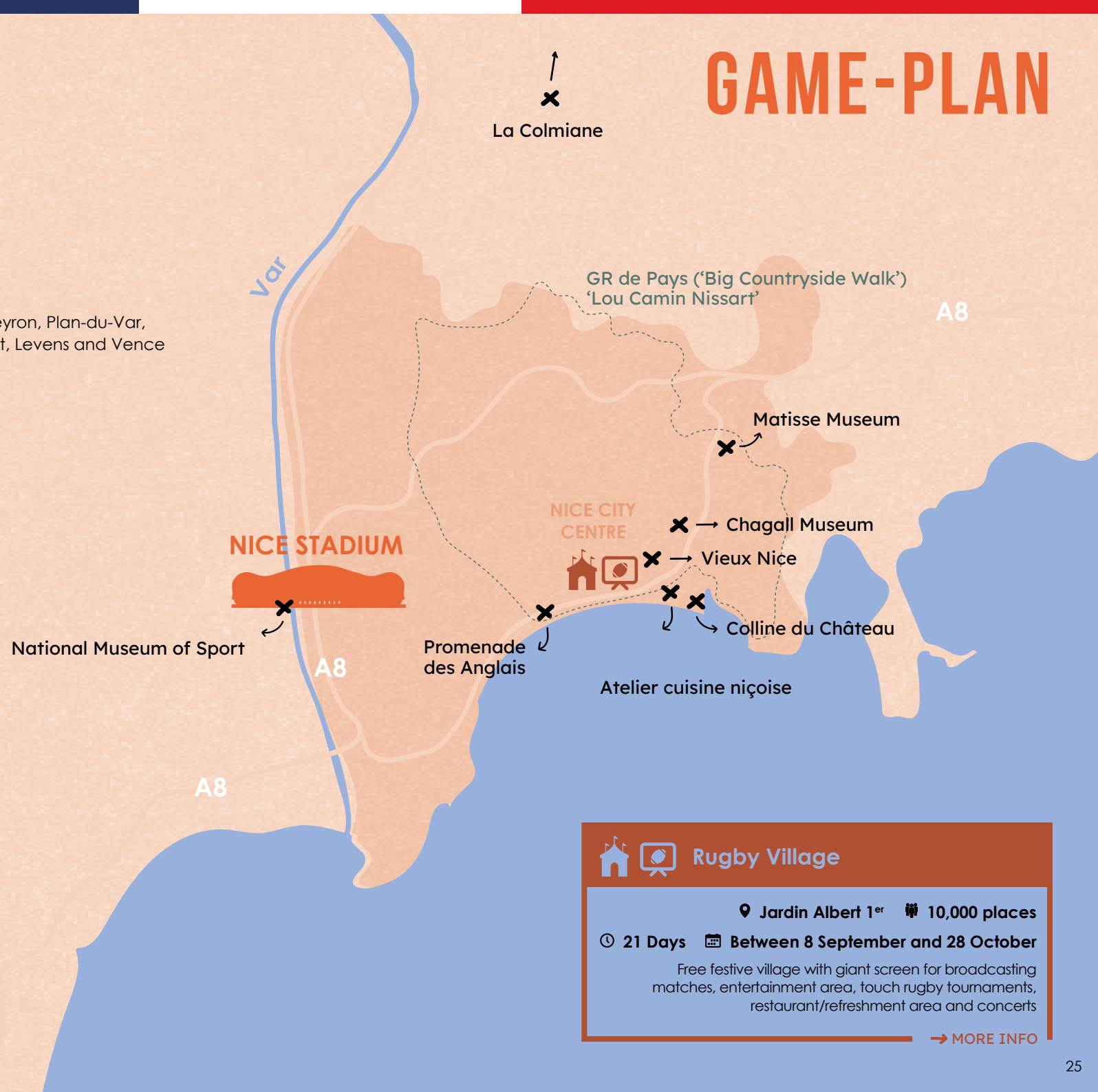


Line 3 on the Tram from the airport or Big Arenas



7 lines departing from Saint-Jeannet Le Peyron, Plan-du-Var, Aspremont, Carros, Saint-Jean- Cap-Ferrat, Levens and Vence

GAME-PLAN



THE GAMES

- POOL C WALES - PORTUGAL
Saturday 16th September • 5:45pm
- POOL D ENGLAND - JAPAN
Sunday 17th September • 9pm
- POOL A ITALY - URUGUAY
Wednesday 20th September • 5:45pm
- POOL B SCOTLAND - TONGA
Sunday 24th September • 5:45pm



Rugby Village

📍 Jardin Albert 1^{er} 📺 10,000 places

🕒 21 Days 📅 Between 8 September and 28 October

Free festive village with giant screen for broadcasting matches, entertainment area, touch rugby tournaments, restaurant/refreshment area and concerts

➔ MORE INFO

PRE-MATCH



'Nissarde' : a menu bursting with flavour

Savour Nice's authentic cuisine, now firmly a part of the non-material national heritage due to its regional authenticity. To discover the original flavours, you have to go to one of the restaurants with the label Cuisine Nissarde. Every year, this precious label is awarded to restaurants, snack-bars and takeaways to reward them for their quality and respect for the traditional recipes : *pan bagnat*, *raviolis à la daube*, *salade niçoise*, *tourte de blettes*, *pissala-dièrre*, *merda di can*, *gnocchi* and *barbajuans*...

→ More info



The city centre, a UNESCO world heritage site

In 2021, Nice's city centre was added to the list of UNESCO world heritage sites, and given the title *Ville de la villégiature d'hiver de Riviera* ('Winter Resort Town of the Riviera'). This title is a sign of the universal gratitude for Nice's heritage in terms of architecture, landscaping and town planning, a unique fusion of European and Mediterranean cultural and historical influences.

→ More info



NICE

Base Camp for Scotland

The Scotland team will train in Nice.
The sun is bound to come out to greet them!





Over 300 days of sunshine a year

Life is beautiful on Nice's Côte d'Azur, and the sun hardly ever hides away! Visitors can enjoy outdoor activities : both novices and experienced sport-lovers get a kick out of being on the coast or at the summit of one of the mountain peaks. Enjoy water-sports and underwater sports, climbing, hiking, cycling, trails, Tyrolienne, paragliding, horse-riding, canoeing, caving, via ferrata...the city and the great outdoors offer up a whole host of adventures.

→ More info

EXTRA TIME

Ma Nolan's Irish Pub

Ma Nolan's Irish Pub invites rugby fans to enjoy the games live in the pub's typically Irish atmosphere. The venue also hosts live music, and the mood here is always buzzing. The friendly staff offer visitors the chance to discover traditional beer and classic pub fare, amid a raucous atmosphere where the craic is great.

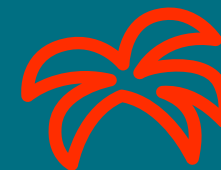
→ More info



L'Ovale

L'Ovale offers fresh produce and promotes the region's small producers. People love tucking into this bistro-style cuisine from the southwest, featuring foie gras, canard (duck) and cassoulet (a slow-cooked stew)... to name but a few. This is a great place to keep in mind thanks to the great atmosphere on matchday evenings, too : fans get together here to watch the contest unfold on the restaurant's big-screen TV.

→ More info





City of

Marseille

A converted try

Marseille is the oldest city in France, but also one of the ones most closely aligned with the modern era, since it advocates a way of life that's sporty, sustainable and authentic!

Marseille holds out its many different faces to visitors, the faces that constitute plenty of journeys to make when you're walking around the city. Here, there's the Panier, a historic district with an Italian feel to it ; over there, you have the Calanques, splendid coves and turquoise waters beside the Mediterranean ; further out, there's the Mucem, witness of the European Capital of Culture in 2013.

Be charmed by its traditional boutique stores, selling soap, navette cakes, olive oil and pastis, but also by its gastronomy, straightforward and generous like Marseille itself.



[→ More info](#)

GAME-PLAN

STADIUM ACCESS



From the north motorway, A7 exit at Vieux Port or from the east motorway, exit at Centre-Ville, direction La Plage, park on level P0 of the Orange Vélodrome stadium (Allée Marcel Leclerc)



Stop at : rond point du Prado station (Virage Sud and Tribune Jean Bouin) or Ste Marguerite Dromel (Virage Nord de Peretti and Tribune Ganay) via Line 2



Line 19 – Castellane / Madrague de Montredon,
Line 21 – Castellane / Luminy,
Line 41 – Rd Pt Prado / La Rose,
Line 83 – Bougainville / Rd Pt Prado

THE GAMES

- POOL D** 🇬🇧 ENGLAND - 🇦🇷 ARGENTINA
Saturday 9th September • 9pm
- POOL B** 🇿🇦 SOUTH AFRICA - 🏴󠁧󠁢󠁥󠁮󠁧󠁿 SCOTLAND
Sunday 10th September • 5:45pm
- POOL A** 🏴󠁧󠁢󠁥󠁮󠁧󠁿 FRANCE - 🇳🇦 NAMIBIA
Thursday 21st September • 9pm
- POOL B** 🇿🇦 SOUTH AFRICA - 🇹🇴 TONGA
Sunday 1st October • 9pm

QF1 WINNER OF POOL C - RUNNER-UP IN POOL D
Saturday 14th October • 5pm

QF3 WINNER OF POOL D - RUNNER-UP IN POOL C
Sunday 15th October • 9pm

A7

A51

A55

A507

A52

A501

A50

D559

Mediterranean
Cosquer

Old Port
of Marseilles

Le Mucem

District of Le Panier

MARSEILLES
CITY CENTRE

Marseillaise de la Licorne Soap Factory

Quais du Vieux Port
Broadcast of matches - 3,000 places

VÉLODROME STADIUM

Les Calanques Park



Rugby Village

📍 La Canebiere 📺 3,000 places

📅 Between 8 September and 15 October

Free festive village with entertainment area and inflatable rugby pitch

➔ MORE INFO

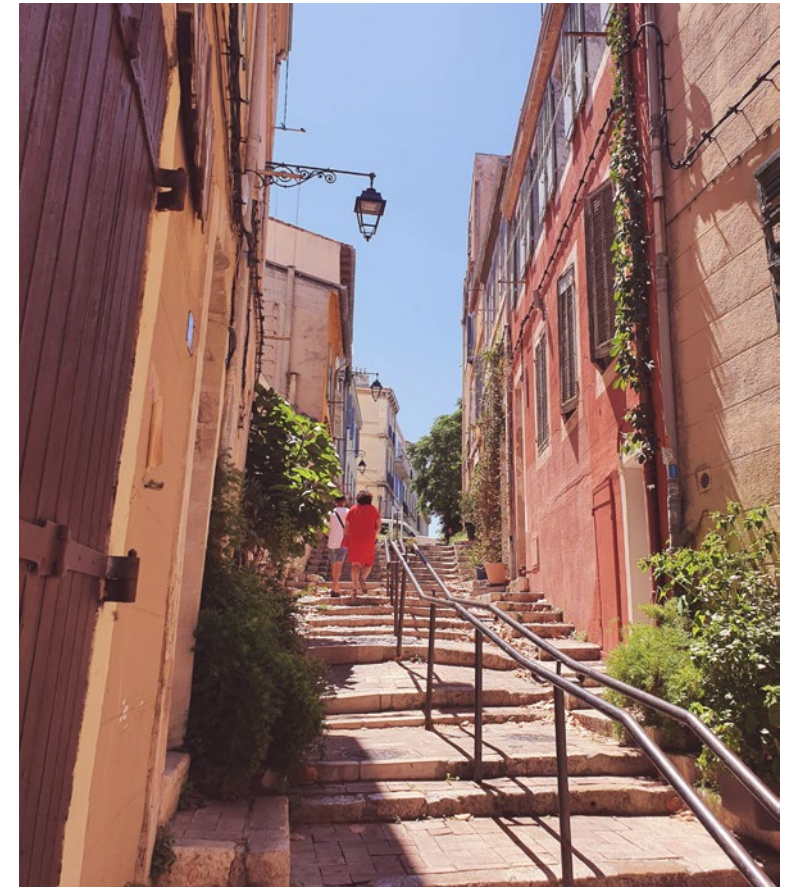
PRE-MATCH



A soap with magic properties

Marseille' soap originates from the soap made in Aleppo, Syria, for thousands of years. The popularity of the Phoenician city's soap can be put down to the manufacturing process used for it, involving olive oil : its natural side and the fact that it's good for both the skin and for fabrics explains its appeal to people down the ages. The machines, motions and know-how have remained unchanged for over a hundred years, thus bringing the whole world a high-quality soap of great renown.

→ [More info](#)



The charm of old Marseille

Le Panier is the oldest district in France ; it was here that it all began 26 centuries ago... Plunge into the heart of this irresistible city by going for a quiet wander along its straight streets and drinking in the sociable vibe and pleasant ambience that reign supreme here. Small café terraces, façades with coloured street-art, art and craft shops, delightful little streets... This district really is like an open-air museum. While you'll need to be in fairly good physical shape to get up and down the stairs, your effort will be amply rewarded by the Mediterranean spontaneity of the locals in this popular district and by some trips out onto the deep blue sea.

→ [More info](#)



Calanques, yoga and crustaceans

The Calanques mountain range is a miracle of nature tucked away between Marseille and Cassis. With the pebbles and soft sand of its beaches, small coves and turquoise water, this jewellery case of biodiversity looks like something straight out of a picture postcard. It's the perfect place to enjoy some sunshine, do some yoga by the sea, explore the ocean floor, or throw yourself into a water-sport, such as kayaking. Whether it's hiking you're after, or simply a chance to enjoy the natural landscape and clean water, this remarkable spot has just what you need.

→ More info



EXTRA TIME

Le Red Lion

Le Red Lion is the place to be in Marseille! Head this way when night starts to fall, to have a beer and admire the sunset on the Mediterranean. The must-do activity? Cross the road and sit down on the lawn, à la marseillaise - the way the locals do.

→ More info



Miramar

The Miramar is a gastronomic restaurant located in the Vieux-Port area. An institution in Marseille, this place serves up an unbeatable view of Notre Dame de la Garde. Here, you can try La Vrai Bouillabaise, a traditional dish from Marseille : it's a delicious soup made with fish from the Mediterranean.

→ More info



GETAWAY



PROVENCE-ALPS-CÔTE D'AZUR

A LUMINOUS OPENING

The Provence-Alpes-Côte d'Azur region is set to play a key role during the Rugby World Cup, with 10 of the 48 matches, including two quarter-finals, taking place here. Over half a million fans are expected to attend, along with hundreds of journalists from 175 countries.

Housing as it does two iconic stadiums - one in Nice-Côte d'Azur and one in Marseille-Provence, the region looks set to provide a stunning backdrop for the 2023 Rugby World Cup. Nice, where the Scotland team will be based, is going to host four matches, with six games being played in Marseille, including two quarter-finals. Located close by one another, the two host cities are connected

to the whole world thanks to their international airports, and offer vast regional public transport networks. The region has a lot to offer fans attending the world cup : first and foremost Toulon, a place where rugby has long been worshipped and the base for the South African team at the tournament. But there's also Aix-en-Provence, with its new ultra-modern campus dedicated to rugby. On the Côte d'Azur, Antibes Juan-les-Pins, a town where sport is king and where water-skiing was invented 90 years ago! Or there's Luberon, in the heart of Provence : a veritable paradise for slow tourism, just a few kilometres from the base camp that will play host to Uruguay.

→ [More info](#)



Mediterranean culture, from field to plate

Whether laid out under a sunny sky or tucked away inside the food halls, the local markets are a real treat for the eyes and the taste buds. The most famous ones are in Nice, Embrun, Avignon, Toulon and Saint-Rémy-de-Provence. At the stalls you'll find fresh garden herbs, sun-kissed fruit, freshly-cooked vegetables and cheeses from local farms. Tourton pastry parcels, pissaladières flatbreads and other regional specialities brighten up the apéritifs at happy hour with their aromatic flavours. Not forgetting, of course, the region's wines, which offer a range of prestigious appellations and secret vineyards (known as confidentielles), created with native grape varieties. Rosé was born on this land and Provence dedicates 90% of its production to this iconic pink elixir with all its connotations of summer.

→ [More info](#)



Art old and new under the sun

In the South, art takes pride of place, regardless of the period it comes from. You can go back in time at the Cosquer cave with its wood charcoal paintings that date back over 30,000 years, or by visiting the stone sculptures of the Vallée des Merveilles (Valley of Wonders), which are 5000 years old. The region has inspired and seduced artists since time immemorial : Van Gogh, Picasso, Cézanne, Matisse and Chagall have all been captivated by the incomparable light and infinite colour palette of the scenery here. Vineyards, remarkable gardens and private foundations invite visitors to contemplate works by famous names from the contemporary scene, from Jaume Plensa to Louise Bourgeois. Every year, new works of street art adorn the districts of Nice, Toulon and Marseille, and people pour in from all over the world to admire the Maison de celle qui peint (the Painter's House), by Roquevaire, with its ceramic decorations, or Le Corbusier's Maison du fou (The Madman's House) - a UNESCO world heritage site.

→ [More info](#)



An Indian summer in France

From the Rhône delta to Menton, 835 kilometres of riverbanks offer up intimate bays, secret coves and beaches that look out contemplatively on the deep blue sea. Whether you like simple bathing, free diving or scuba diving, the Mediterranean is a magnificent place for doing some exploring. Further inland, numerous lakes welcome sport-lovers tempted by the prospect of water-skiing, water-cycling, rowing, or a trip in a catamaran powered by a thermal breeze. The skippers who will be taking part in the 2024 Olympics are already getting ready by training on Serre-Ponçon lake, prior to going head to head in the bay of Marseille.

→ [More info](#)



TOULON

Base Camp for South Africa

Toulon will be hosting the South African team. This maritime town with the most gorgeous natural harbour in Europe is also a rugby town, with its legendary stadium, Mayol.

→ [Discover Toulon](#)



AVIGNON

Base Camp for Uruguay

Avignon, a town in the South of France, vibrant and seductive, will be offering up its tranquil way of life to the Uruguayan team.

→ [Discover Avignon](#)





Toulouse

metropole

Rugby in the front row!

Rugby is far more than a simple leisure activity in the south-west of France : it is nothing less than a philosophy of life. In Toulouse, the heart of the city buzzes all year round to the thrill of major international fixtures, local derbies and festivals of rugby. It is therefore a dream location for immersing yourself in the world of rugby, in true French style!

On the cultural front, the Ville Rose (or 'Pink City') is known for its remarkable pastel-hued architecture. The city has some exquisite décor for visitors to enjoy, including 3 sites that have been listed by UNESCO and some stunning Renaissance-era private mansions.

The atmosphere is festive and fun for foodies, with cassoulet stew, foie gras, magret de canard (a duck recipe) and wines from Occitania to make evenings in the city all the more spellbinding.



→ [More info](#)



GAME-PLAN

STADIUM ACCESS



Exit 24 'Empalot' and head in the direction of Île du Ramier (6 car parks), Stadium Municipal de Toulouse



The station Croix-de-Pierre is a five-minute walk from the stadium (T1)



The stations Empalot, Palais de Justice, and St Michel - Marcel Langer (line B) are all around a 10-minute walk from the Stadium



Free stadium shuttle :

Departs from the station Les Arènes (the first shuttle departs 2 hours before the match, and there are shuttles back to the station for 1 hour after the final whistle)



THE GAMES

- POOL D **JAPAN** - **CHILE**
Sunday 10th September • 1pm
- POOL A **NEW ZEALAND** - **NAMIBIA**
Friday 15th September • 9pm
- POOL C **GEORGIA** - **PORTUGAL**
Saturday 23rd September • 2pm
- POOL D **JAPAN** - **SAMOA**
Thursday 28th September • 9pm
- POOL C **FIJI** - **PORTUGAL**
Sunday 8th October • 9pm

Rugby Village

📍 **Prairie des Filles** 🏟️ **40,000 places**

🕒 **18 days** 📅 **Between 8 September and 28 October**

Free festive village with giant screen for broadcasting matches, entertainment area, restaurant/refreshment area and Rugby Market (local produce market)

➔ [MORE INFO](#)

PRE-MATCH



The fun-loving spirit of the south-west

An exceptional heritage, an abundance of culture and a joyful temperament : this is the subtle cocktail of art de vivre ('art of living') and heritage that exists in this beautiful southern city. Gastronomy occupies an important place in the Occitania region ; proof of this lies in the great variety of regional products that can be found on restaurant menus or at market stalls. Gorge yourself on cheeses from the Pyrenees, cured meats from the region, labelled meats, and, above all, magnificent sun-kissed fruit and veg that is grown locally in the most natural way possible. Top it all off with a tour of a wine cellar led by a caviste (literally a 'cellarman'), to sample the region's best tipples.

→ [More info](#)



A visit in the open air

The pink city offers a plethora of walking tours (either self-led or guided) that allow you to see the most charming aspects of the city. To combine cultural discoveries and new experiences, the open-top minibus is something you simply have to try! On either side of the vehicle, Toulouse reveals itself on each new street, showing off the heritage passed down to it by 2000 years of history. The capital of the Visigoths, the site of the crusade against the Carthaginians, a lover of literature and the arts, a major centre in the trade of woad and a pioneer in the conquest of the skies and of space, it's a city full of wonders!

→ [More info](#)



TOULOUSE

**Base Camp
for Japan**

The training of the Japanese team will take place in Toulouse.
Another way to celebrate rugby!





The unique atmosphere by the banks of the Garonne

In Toulouse, the banks of the Garonne and of the Midi channel are known for the stunning viewpoints that they afford visitors. They are also spaces for relaxation and get-togethers, where folks meet up in the summer to enjoy the coolness of the river as it flows by. From the riverbanks, you can set off on an adventure in the great outdoors, take a trip on a barge, go on a crossing with audio commentary, take a kayak or paddleboard, or enjoy plenty of other activities on-site.

→ More info



Maison Good

Maison Good is a place for coming together and having fun, where the worlds of fashion, music and sport overlap and intersect over a delicious meal. The chef works with local and regional produce, to prepare a wide range of refined dishes bearing the Sud de France ("South of France") label. Special emphasis is placed on quality and the local distribution circuit. Touch rugby : one of the owners is none other than Romain Ntamack, the legendary fly-half for Stade Toulouse and France.

→ More info

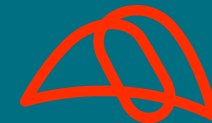
EXTRA TIME



J'GO

The menu at J'GO is based on the region's flagship foodstuffs : tarbais beans, pork from the Noir de Bigorre breed of pig, organic lamb from the Pyrenees, farm-reared chicken from Gers, IGP fatty goose liver from Landes, and fruit and veg from the region. The chefs work with fresh products purchased within a circumference of 180km. The modus operandi at J'GO is based on purchasing whole carcasses and fresh vegetables bought at fair prices from a select group of producers, all of which is then prepared in the restaurant by butchers, vegetable specialists and chefs.

→ More info



GETAWAY



UPHEAVALS AND LANDSCAPES

Occitania has a remarkable variety of landscapes : the sea, the mountains, the city and the countryside, and visitors can move from one backdrop to another in just a couple of hours. The best way to explore this loveable region is to do so in slow mode, so that you can take in all the nuances of the landscape and drink in the rich local culture. In Occitania, art of living, sociability and a sense of hospitality are not vain aspirations. The locals are known for their accent, their love of partying and their great sense of humour, and you'll enjoy the beauty around you as much as the local joie de vivre. Occitania is France's leading region in terms of the number of

beaches and ports with the Pavillon Bleu ('Blue Pavilion') label, so you need have no qualms about going for a dip at one of the region's vast beaches. Discover the beauty of the seaside, then fall for the authenticity of the fishing ports and villages. And how about the mountains? In the south are the imposing Pyrenees, at more than 3000 metres above sea level, while in the east and north the magnificent scenery of the Massif central unveils itself, with the Au-brac and the Cévennes, whose peaks stand at between 1000 and 1500 metres above sea level.

→ [More info](#)



MONTPELLIER Camp Base for Samoa

Montpellier, artistic city, buzzing with cultural activities, welcomes the Samoa team for its training!

→ [Discover Montpellier](#)



PERPIGNAN Camp Base for Portugal

Perpignan, a sunny city close to the Mediterranean, is known for its good life and conviviality. The Portuguese team will be well received!

→ [Discover Perpignan](#)



From studs to plate

Narbonne houses one of the most beautiful covered markets in France : les Halles de Narbonne. With its colours, aromas and fizzing vitality, this market reflects the spirit of the city and its inhabitants. Gilles Belzon's restaurant Chez Bébelle, which you'll find here, is a local institution that's well worth going out of your way to find. The Belzon family, which features three generations of rugby players, has opened a bar and grill where you can dive headlong into a culinary game of rugby, with 'Bébelle' announcing the orders using a megaphone and catching beautifully packed cuts of meat in mid-flight, like a back-row forward. Looking for something more traditional? Head to La Maison Bébelle, located in a former convent opposite Les Halles.

→ [More info](#)



→ [More info](#)



A wonderful journey by train

A great way to visit the region is on one of the trains that cut across it : you'll travel from Toulouse to Collioure, via the Vermeille coast. For those with less time to spare, the train that goes to Narbonne and then on to Collioure is the best option. A highlight is when you change trains at Latour-de-Carol, because this is where you take the Canari, a yellow train specific to this region, which has been circling the mountain peaks for over a hundred years and affords unbeatable views. No words can convey the excitement of this adventure and the beautiful encounters provided by these three hours spent up among the peaks, where the train often passes close to the precipice...



An archipelago in the heart of the Pyrenees

The National Nature Reserve of Néouvielle can be accessed via a winding road ; note the startling contrast between the sharp, granite peaks and the gentleness of a bucolic landscape dotted with pines and punctuated by 70 lakes. Visitors immerse themselves in the subtle shades of green and turquoise-blue while strolling amongst mountain pines that grow at altitudes of up to 2600 metres (the highest ones in Europe!). The local fauna is remarkable too : there's the Pyrenean Brook Salamander, a large newt that was around at the time of the dinosaurs can be seen alongside solitary foxes, marmots, and many other species. As you move from one valley to the next, taking the alpine passes, the trail takes you from one refuge to the next as you attempt to conquer the Tour du Néouvielle. A total of 5 guarded refuges thus enable you to walk without heavy equipment for several days, so that you can complete a loop all the way round the Reserve.

→ [More info](#)





Bordeaux

metropole

A successful transformation

Bordeaux is heralded for the quality of its wine and gastronomy, the beauty of its heritage, the atmosphere in the city and its vibrant cultural scene. The city has been listed as a UNESCO world heritage site.

Since its renovation and the arrival of the trams, the destination has been promoting a relaxed pace of life coupled with ecological sustainability. A visit on foot or by bike is ideal, so that you can take time to discover relaxing and sustainable places like the Darwin ecosystem or the Parc aux Angéliques.

To mark the hosting of the Rugby World Cup, Bordeaux is offering a unique atmosphere and a huge selection of activities for the pre-match and post-match periods.



[→ More info](#)

STADIUM ACCESS



From the Bordeaux bypass (motorways A10, A63, A 62), take exit 4A or 4C



Stops : Berges de la Garonne on line B, or Parc des Expositions on line C

GAME-PLAN



THE GAMES

POOL B IRELAND - ROMANIA
Saturday 9th September • 3:30pm

POOL C WALES - FIJI
Sunday 10th September • 9pm

POOL D SAMOA - CHILE
Saturday 16th September • 3pm

POOL B SOUTH AFRICA - ROMANIA
Sunday 17th September • 3pm

POOL C FIJI - GEORGIA
Saturday 30th September • 5:45pm

Rugby Village

Saint-Michel Sports Park 10,000 places

19 days Between 8 September and 28 October

Free festive village with giant screen for broadcast of matches and entertainment area

[→ MORE INFO](#)

PRE-MATCH



The art of living, Bordeaux style

The capital of the south-west offers visitors a celebratory atmosphere that's bursting with life, one that's sought-after for its gastronomy as much as its wine. The appeal of its city-centre lies not only in its cultural life and heritage, but also in its status as a commercial centre and tourist hub. Locals and visitors alike play a part in bringing the city to uproarious life, and enjoy the deliciously gentle pace of life in Bordeaux together.

→ [More info](#)



La Cité du Vin (Wine City)

Wine City offers a permanent exhibition space, an immersive sensory adventure that explores the multiple facets of wine across the different cultures and eras. The space also hosts numerous temporary exhibitions, shows and events throughout the year. With a restaurant, a café and a shop at the site, La Cité du Vin is an excellent place to visit during the break between two fixtures! To get an overview of the situation, head up to the belvedere on the 7th floor and enjoy an unparalleled view of the city.

→ [More info](#)





The wine-producing châteaux

Just a few minutes from the centre of Bordeaux, at the city gates, there are several wine-producing châteaux that can be visited, and that are accessible by public transport (tram and city bus) or by bike : There are 5 wine routes that start in the city! Between modern wine cellars and historic structures, discover the unique design and personality of these exceptional wines. A stroll among these urban vineyards makes for a fabulous experience that blends history, nature and wine-tastings.

→ More info

EXTRA TIME

To experience rugby in a carnival atmosphere and surrounded by produce from the south-west of France, hurry over to the Halles de Bacalan, where every game of the World Cup will be screened. What better way to discover the local cuisine and the city's vibe!



Le Zéphirine

An urban hostel, a gourmet food counter and a fresh take on pastries that are family favourites : that's what you can look forward to at le Zéphirine. The Zéphirin mentality is all about the modern re-invention of a family household. The convivial, family-friendly vibe underlines the importance of mealtimes as moments of discussion, sharing and shared emotion.

→ More info

La Belle Saison

On match-day evenings, once you've been for a stroll at Darwin, you need to go to a Bordeaux establishment steeped in rugby culture : The Connemara Irish Club, the Blarney Stone or, if you prefer, The House of Parliament. The excitement levels reach fever pitch and the fans go wild at every point scored. Fans who have worked up an appetite can then head over to La Belle Saison, a restaurant located next to a river and run by a former rugby star from the French national team, Jérôme Fillol. The chef serves up authentic French cuisine, with seasonal produce ordered directly from the best producers in the region.

→ More info



GETAWAY



NOUVELLE-AQUITAINE

A THRILLING SCRUM

The region is spread over some 84,000 km², incorporating the Atlantic coast, the forests of Landes, the Pyrenees mountains, vineyards, plains, waterways and big lakes. France's largest region is a land of contrasts, dynamic, authentic and inspiring. People come here for the fresh breezes, to feel the wind in their hair and the surf under their arms beside the sea ; and, further inland, for the nature, culture and local craftsmanship. The major cities of the region reaffirm this strong and welcoming character : Bordeaux, Biarritz, Bayonne, La Rochelle, Limoges, Pau, Poitiers and Cognac all enrich, in their own different ways, this 'promised land' of good living. Remarkable historic and cultural sites such as the International city of carpet-making in Aubusson, the Memorial Centre of Oradour-sur-Glane, the caves of Lascaux in the Dordogne Valley or indeed the Bassins de Lumières

in Bordeaux are absolute must-sees. In this beautiful country, pride of place is given to sustainable tourism, with a wide selection of high-quality accommodation options that have been awarded labels for being 100% eco-friendly. Outdoor sport is a way of life here, with the climate and proximity of the ocean providing everything you need to practise your favourite sport all year round.

A special place is set aside for rugby, which nourishes the region's culture and history. Here, the large number of clubs and the passion of the young generation for this legendary sport immediately catch the eye!

The Rugby World Cup will therefore benefit from a huge audience of sports fans looking forward to celebrating the event in style!

[→ More info](#)



Savoir-faire that is recognised as part of the UNESCO world heritage

From cognac to porcelain, Basque berets and rugs, the creativity of the region is illustrated in the quality of its artisanal products. Limoges, for instance, has been given the title 'UNESCO creative city' thanks to its porcelain and ceramics, while Aubusson has made a name for itself internationally in the art of rug-making. To deepen your knowledge and discover other wonders, the Tèrra Aventura app, the unprecedented treasure hunt of Nouvelle-Aquitaine, offers itineraries looking at the area's unrivalled know-how. For a full culinary immersion, indulge in some Marennes d'Oléron oysters, Espelette peppers, Bayonne ham, Limousin beef, Agen prunes or Périgord nuts.

→ More info



Remarkable, one-of-a-kind sites



The city centre of Bordeaux is the biggest urban area classified as a UNESCO world heritage site ; the Darwin area, on the right bank, is also classified as such a site. On the rest of the region's territory, you can discover a very wide range of museums and permanent exhibitions, along with a host of must-see historic sites recognised by UNESCO, such as the Lascaux caves and the Gallo-Roman ruins in Saintes.

→ More info



A getaway on land, at sea or in the sky

The region's varied territories offer a host of activities in the great outdoors : skiing in the Pyrenees, golf and surfing on the Basque coast, canoeing in the Marais Poitevin natural park or in the Dordogne Valley, cycling on the Vélodyssée or hiking, or perhaps some horse-riding on the route d'Artagnan. Finally, for those looking for some quiet contemplation of the night sky, the Millevaches Regional National Park has been given the label of a 'Dark-sky preserve'.

→ More info



ÎLE DE RÉ - LA ROCHELLE Base Camp for Georgia



The Georgian team is in for a treat! The île de Ré (Isle of Ré) is a dream for those looking to recharge their batteries by the sea.

→ Discover the Île de Ré - La Rochelle



LIBOURNE Base Camp for Romania



The Romanian team will be hosted by Libourne, its bastide and its heritage!

→ Discover Libourne



LORMONT Base Camp for Fiji



The Fiji team will be well received in Lormont!

→ Discover Lormont





Nantes

metropole

The winning try

Nantes conjures certain flights of fancy and visits to this place are often extraordinary. In the beautiful city beside the Loire, an enormous elephant can sometimes be seen carrying tourists on its back and squirting water at passers-by.

Right beside it, on the regenerated site of some former naval boatyards, a giant carousel invites passengers aboard weird and wonderful creatures.


Finding this difficult to believe?
Well, drop everything and come and find out!





[→ More info](#)

STADIUM ACCESS

 Exit at the level of Porte de la Beaujoire (exit 40)

 Stops : 'Beaujoire' - 'Ranzay' line 1 (terminus)

 Stops : Ranzay lines C1 and 80
or Batignolles lines C6 and 75

 There is a free bike park at the foot
of the Stade de la Beaujoire

GAME-PLAN

Loire

The Erdre river

N165

A844

LA BEAUJOIRE STADIUM

A11

N844

NANTES
CITY CENTRE

Jardin des Plantes

Château of the dukes of Brittany

Les Machines de l'Île

E62

E3

THE GAMES

POOL B  IRELAND -  TONGA
Saturday 16th September • 9pm

POOL D  ARGENTINA -  CHILE
Saturday 30th September • 3pm

POOL C  WALES -  GEORGIA
Saturday 7th October • 3pm

POOL D  JAPAN -  ARGENTINA
Sunday 8th October • 1pm



LA BAULE ESCOUBLAC

**Base Camp
for Argentina**





[→ Discover La Baule-Escoublac](#)



Rugby Village

 Parc des Chantiers  10,000 places

 11 days  Between 8 September and 8 October

Free festive village, with giant screen for broadcasting matches, entertainment area and Rugby Market (local products market)

[→ MORE INFO](#)

A83



Cities of

Paris

Saint-Denis

A legendary player

The City of Light is more seductive than ever. Museums, beautiful exhibitions, monuments, Paris tells its story in a thousand different ways! So hit the ground running and dive into the city to discover its great museums, gorgeous exhibitions and the latest new places that everyone's talking about...

The sumptuous Hôtel de la Marine in place de la Concorde, the Bourse du Commerce, the new temple to Modern art or the Samaritaine and its incredible shopping, beauty and restaurant spaces...

To mark the 2023 Rugby World Cup, Paris is unveiling all its treasures and the party looks set to be very exciting!







[→ More info](#)



GAME-PLAN

STADIUM ACCESS

-  Motorways A1 (exit no. 2 Stade de France) and A86 (exit no. 9 Saint Denis - La Plaine Stade de France)
-  Metro Line 13 : station St Denis - Porte de Paris or Metro Line 12 : station Front Populaire
-  RER B : station La Plaine Stade de France or RER D : station Stade de France - St Denis
-  Tram no. 1 (station St Denis Basilique) or Tram no. 8 (station St Denis Porte de Paris)

THE GAMES

- POOL A**  **FRANCE** -  **NEW ZEALAND**
Friday 8th September • 9pm
- POOL C**  **AUSTRALIA** -  **GEORGIA**
Saturday 9th September • 6pm
- POOL B**  **SOUTH AFRICA** -  **IRELAND**
Saturday 23rd September • 9pm
- POOL B**  **IRELAND** -  **SCOTLAND**
Saturday 7th October • 9pm

QF2 WINNER OF POOL B - RUNNER-UP IN POOL A
Saturday 14th October • 9pm

QF4 WINNER OF POOL A - RUNNER-UP IN POOL B
Sunday 15th October • 9pm

SF1 WINNER QF1 - WINNER QF2
Friday 20th October • 9pm

SF2 WINNER QF3 - WINNER QF4
Saturday 21st October • 9pm

FINALE BRONZE FINALIST SF1 - FINALIST SF2
Friday 27th October • 9pm

FINALE WINNER QF1 - WINNER QF2
Saturday 28th October • 9pm



RUEIL-MALMAISON

Base Camp
Équipe de France

→ Discover Rueil Malmaison



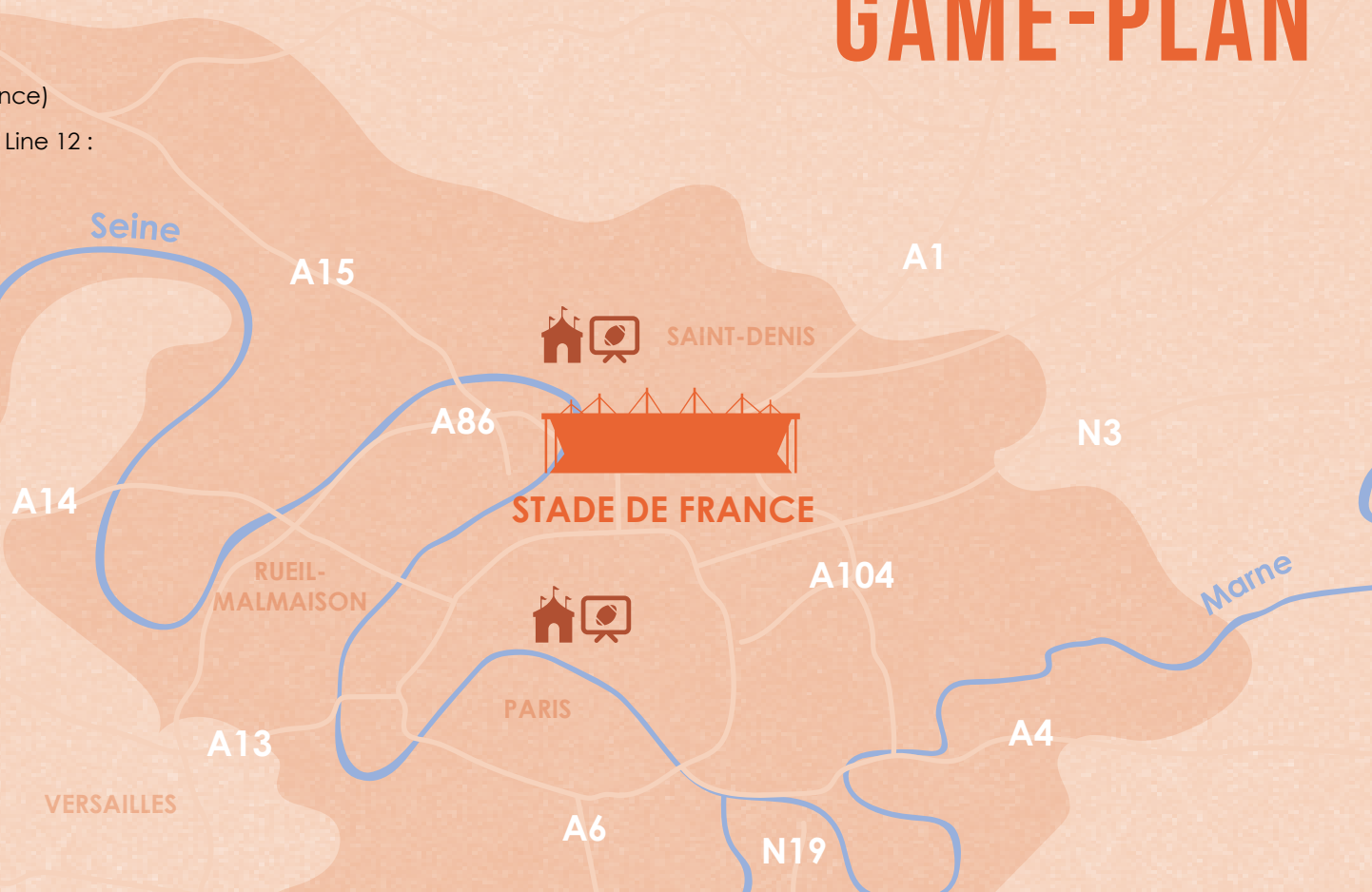











VERSAILLES

Base Camp
Wales

→ Discover Versailles





 Rugby villages	
PARIS	SAINT-DENIS
 Place de la Concorde	 Place Victor Hugo Parc de la Légion d'Honneur
 10,000 places	 5,000 places
 25 days	 25 days
 Between September 7 and 28 October	 Between 8 September and 8 October
Free festive villages with giant screen for broadcasting matches	
→ MORE INFO	



L'Île de Ré



49

UNESCO world heritage items and buildings



More than **8,000** museums
and almost **45,000**



monuments, parks and gardens with protected status as historic monuments

17 world famous vineyards



and **739** AOP/IGP/AOC labels for French gastronomy

THE APPEAL OF FRANCE TO TOURISTS

47 MAJOR SITES OF FRANCE
(22 of which have been awarded labels), which attract almost **32 million** visitors



11 national parks
and **58** regional natural parks



19,000 km of paved cycle-paths

(EURO CYCLE PATHS AND NATIONAL CYCLE PATHS)

and more than

6,000 places with the Accueil Vélo (cycle-friendly) label



GETAWAYS IN THE LOCAL REGION

To enjoy a stay that combines the Rugby World Cup with a chance to discover the real France, beautiful and full of surprises, here, in a nutshell, are the getaways to enjoy within reach of where the games are taking place.



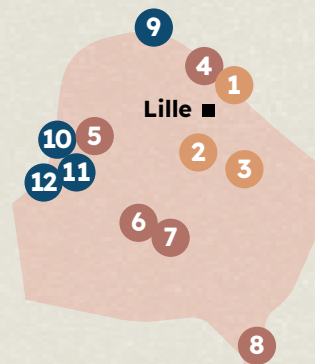
ART OF LIVING AND KNOW-HOW



CULTURE AND HERITAGE



OUTDOOR ACTIVITIES



HAUTS-DE-FRANCE



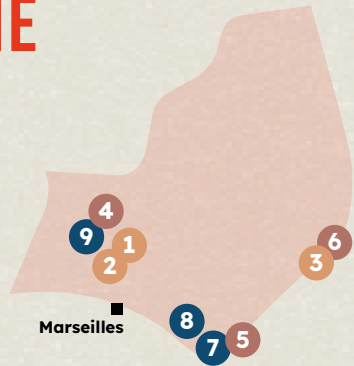
- 1 Le Brique House
Saint-André-Lez-Lille
- 2 Beer bar 'Chez Marcel'
Arras
- 3 'La Ch'tite Frite' chip bar
Raillencourt-Sainte-olle
- 4 Ring of Remembrance at the International Memorial of Notre-Dame-de-Lorette
Ablain-Saint-Nazaire
- 5 Walk in the footsteps of Jean Valjean
Montreuil-sur-Mer
- 6 Cathedral of Amiens
Amiens
- 7 Home of Jules Verne
Amiens
- 8 Museum of Jean de la Fontaine
Château Thierry
- 9 Bray-Dunes
- 10 Le Touquet-Paris-Plage, Coast of Opale
- 11 Montreuil-sur-Mer
- 12 Mers-les-Bains

AUVERGNE-RHÔNE-ALPS



- 1 Châteaux and vineyards in Beaujolais
Valley of Gastronomy
- 2 Rhône Valley - Tain l'Hermitage
Le Fayet
- 3 Drôme Provençale
Valley of Gastronomy
- 4 La Belle Époque in Vichy
UNESCO world heritage
- 5 Péruges, the beautiful medieval city
- 6 Facteur Cheval's 'Ideal Palace'
- 7 Annecy, the Venice of the Alps
- 8 Evian-les-Bains,
an exceptional well-being resort
- 9 Volcanoes of Auvergne
UNESCO world heritage
- 10 Chamonix Mont-Blanc - Aiguille du Midi
- 11 Ravines of the Ardèche and Chauvet cave
UNESCO world heritage

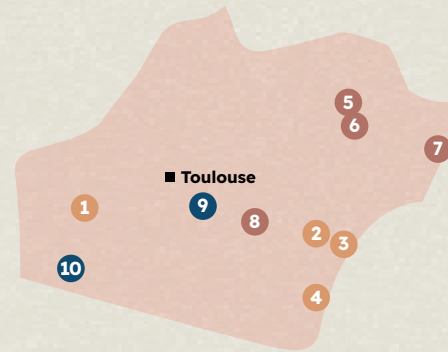
GETAWAYS IN THE LOCAL REGION



PROVENCE-ALPS-CÔTE D'AZUR



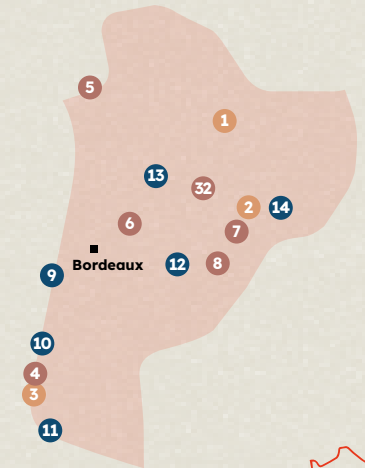
- 1 La Coste Château Wine Domain
Puy-Sainte-Réparate
- 2 Roy René's Cake-Making Factory and Calisson Museum
Aix-en-Provence
- 3 Artisanal shopping
Old town of Antibes
- 4 House of Lavender
Cabrières d'Avignon
- 5 Île de Porquerolles
- 6 Picasso Museum
Antibes
- 7 Kite-surfing, wing foiling or fun boarding on the beach of Almanarre
Hyères
- 8 Getaway to Mont-Faron
Mont-Faron
- 9 Cycle ride
Robion



OCCITANIA



- 1 Family estate of Barthas Métairie Dupont
Castelnau-Magnoac
- 2 'Chez Bebel', a rugby-themed bar and grill
Narbonne
- 3 Château l'Hospitalet
Narbonne
- 4 'Wooden rugby balls' Atelier d'ébéniste ('Woodworker's workshop')
Moulin de la Jalousie at Belpech in the Aude
- 5 Millau Viaduct
- 6 Roquefort Cellars
Roquefort-sur-Soulzon
- 7 Pont du Gard
- 8 City of Carcassonne
- 9 Midi canal
- 10 Midi peak
Bigorre



NOUVELLE-AQUITAINE



- 1 Adrien Dubouché Porcelain Museum
Limoges
- 2 Brive la Gaillarde Market
- 3 Les Halles de Biarritz
- 4 Rugby Museum in Bayonne
- 5 Port and towers of La Rochelle
- 6 Saint-Émilion - UNESCO city
- 7 Lascaux Cave
Montignac
- 8 Château des Milandes once owned by Joséphine Baker
Castelnau-la-Chapelle
- 9 Dune du Pilat
Arcachon basin
- 10 Surf at Les Landes
- 11 La Rhune in the Basque Country
Ascain
- 12 Golf course at the Château des Vigiers
Monestier
- The Most Beautiful Villages in France :**
- 13 Aubeterre-sur-Dronne
- 14 Collonges-la-Rouge



ART OF LIVING AND KNOW-HOW



CULTURE AND HERITAGE



OUTDOOR ACTIVITIES



EVENTS TO EXTEND THE FESTIVITIES



Hauts-de-France



17 - 24 SEPTEMBER 2023

Beer Festival in Lille – Grand Palais

The city of Lille hosts a Beer Festival every year to pay tribute to the brewing traditions of northern France. For a week, bars, breweries, restaurants and other places in the metropolis organise beer-related events, before the « Grand Final » of the last two days where a hundred brewers come to offer tasters of their products to visitors, along with other entertainments.

→ More info



1 OCTOBER 2023

Amiens flea market

The Amiens flea market is a great opportunity to stretch your legs and find yourself a bargain. With nearly 2,000 private and professional exhibitors on 15 kilometres of pavement spread over 51 streets, visitors can hunt for old objects such as books, clothes, coins, stamps, furniture, etc... You need to rummage around all the odds and ends and barter with the sellers in true flea market spirit.

→ More info



7 OCTOBER 2023

World French Fries Championship in Arras

The city of Arras pitches professionals and individuals into battle to find the best French fries in the world. This championship, with a Confrérie de la Frite Fraîche Maison and supported by François-Régis Gaudry, culinary journalist, is a good reflection of the warm, festive, good-living inhabitants of Hauts-de-France.

→ More info

Lyon



9 - 10 SEPTEMBER 2023

Les Tupiniers du Vieux Lyon

Les Tupiniers du Vieux-Lyon are held on the second weekend of September each year and brings together around 140 ceramists on the Place Saint-Jean and in the surrounding streets.

→ More info



11 - 30 SEPTEMBER 2023

La Biennale de la Danse

A highlight of this 14th Biennale de la Danse will be the largest choreographic parade in Europe on Sunday 10 September 2023, celebrating the interaction between art and sports one year before the Olympics. The Biennale de la Danse de Lyon was created by Guy Darnet in 1984 with the support of the city of Lyon and the Maison de la Danse, of which Darnet was the director at the time that contemporary dance and New French dance made a breakthrough.

→ More info



1 - 31 OCTOBER 2023

Peinture Fraîche Festival

Peinture Fraîche (Fresh Paint) is creating a festival with the aim of presenting an ambitious snapshot of the street art scene by bringing together different streams. It incorporates multiple aesthetics that range from graffiti to post-graffiti, from activism to fantasy, from hyper-realism to abstraction. The programme consists of several weeks of celebration of all forms of urban art, from street graffiti to works exhibited in internationally renowned galleries.

→ More info



2 - 22 OCTOBER 2023

Rhino Jazz Festival - Jazz Music Festival

Since its creation in 1979, the Rhino Jazz festival has continually created events around the world of jazz music. The Rhino takes a look at jazz, from blues, to soul and a hint of rock, so there is something for everyone. Each year the festival offers more than fifty concerts throughout the city of Saint-Etienne, and with artists from all over the world.

→ More info



FROM 5 APRIL 2023 TO 24 JANUARY 2024

Exhibition at the temporary Le Corbusier de Firminy site “What’s moving in town! Sport and Architecture for tomorrow”

Echoing the major sporting events of the 2023 Rugby World Cup and the 2024 Paris Olympic and Paralympic Games, the Le Corbusier Firminy Site offers an exhibition designed by DREAM in the lower parts of the Saint-Pierre church titled « What's moving in town! Sport and architecture of the city of tomorrow », whose common threads are low-carbon construction and reuse. Interesting!

→ More info

Saint-Étienne



FROM 28 JUNE 2023 TO 7 JANUARY 2024

Exhibition at the Cité du Design “Histoires d’intérieurs” (Inside Stories) MAMC+ design collections

The Cité du design will host the MAMC+ from June 2023 to January 2024 for an exhibition dedicated to its design collections. Nearly 150 objects will be exhibited together within an original scenography relating to the home and the events of daily life. This presentation of household objects by the museum offers visitors an immersion in uses and lifestyles from the 1930s to today.

→ More info

Marseille



©GéraldGeronimi.safin

23 SEPTEMBER - 3 OCTOBER 2023

Marseille International Fair

The latest edition of the Fair will host events in the four corners of Parc Chanot and 1,000 exhibitors will present their products and new creations. Visitors will find the great classics that are the basis for the success of the Fair and discover a host of new features, including a great programme around the theme of gastronomy!

→ More info



5 - 7 OCTOBER

Fiesta des Suds

A festival in Marseille on the J4 esplanade not to be missed! The Fiesta of the South brings together all generations and offers an eclectic program to make the most of the sunny weather.

→ More info



ALL YEAR ROUND

Grotte Cosquer

Cosquer cave, restored during the building of the Villa Méditerranée, finally reveals its secrets that were buried 37 metres deep for 30,000 years. The Cosquer Méditerranée adventure has three levels to reveal, with the prehistoric cave under the sea covering 1750m²! A superb visit aboard exploration modules to discover engravings, paintings and geological wonders reproduced identically from the famous cave discovered near the creek of Morgiou by Henri Cosquer.

→ More info



NOW AND UNTIL 31 DECEMBER

Anniversary of the Marc Chagall National Museum

2023 celebrates the 50th anniversary of the creation of the Marc Chagall National Museum with joy and colour. Inaugurated by the artist on his birthday, 7 July 1973, the museum, or rather the house he wanted to house the cycle of the Biblical Message, still carries today a powerful universal message extended to the whole of his work.

→ More info



NOW AND UNTIL 24 SEPTEMBER 2023

60 years of the Matisse Museum Exhibition « Matisse 1930s through Art Notebooks »

This exhibition is co-produced with the Musée de l'Orangerie in Paris and the Philadelphia Museum of Art. In 1930, Matisse left France for the United States and then Tahiti, deliberately marking a turning point or even rupture in his work. New processes, in particular the use of coloured gouache sheets and the use of photographs of states, allowed him to evolve his composition to the final format. His design also leaned towards greater conciseness and stylisation...

→ More info



6 - 13 OCTOBER 2023

Un Festival C'est Trop Court!

The Nice European Short Film Festival, A Festival Is Too Short! is dedicated to young cinematographic creation. It will bring together films and audiences from all over Europe with the aim of bringing awareness of new trends, forming a fresh and unprecedented cultural effervescence with each edition. Through several competitive programmes, Un Festival C'est Trop Court! gives us the opportunity to discover unique, innovative and diverse works that testify to the creativity and originality offered by the short film format, with a country focus: Big on Greece!

→ More info

Toulouse

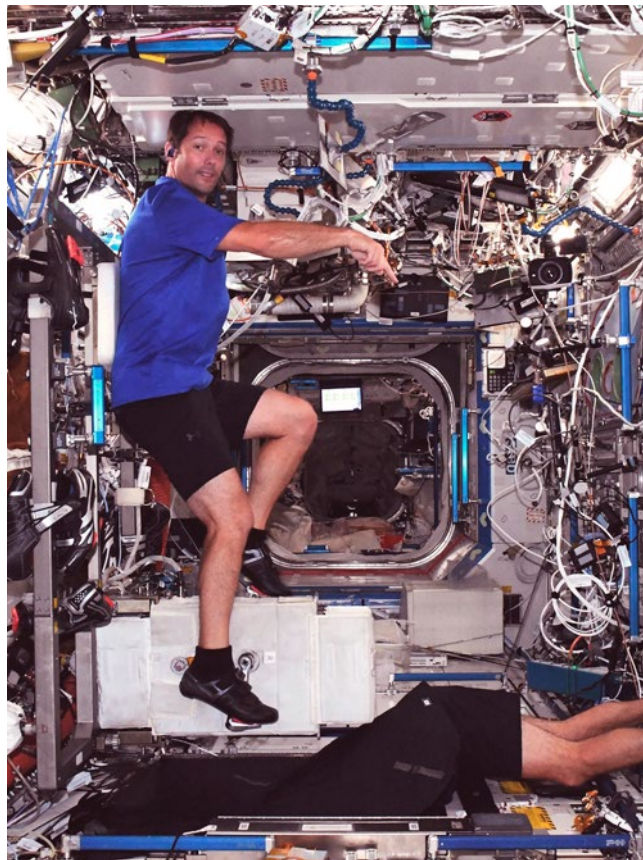


7 - 9 SEPTEMBER 2023

Toulouse à table

In September every year, Toulouse becomes the city of good living and good food. The programme of this gastronomic festival includes a gourmet village of producers, themed tasting evenings, daytime entertainment and Grand banquet on the Place du Capitole to taste the famous cassoulet of Toulouse.

[→ More info](#)



FROM SEPTEMBER TO DECEMBER 2023

Space and Sport exhibition at the Cité de l'Espace

Astronauts and top athletes have many things in common, such as demanding physical training, essential mental preparation, shared values, etc... This exhibition offers an original way to discover how space and sports activities complement and advance each other!

[→ More info](#)



27 SEPTEMBER - 1 OCTOBER 2023

What a Trip Festival - Montpellier

This 7th edition of the International Travel and Adventure Film Festival will bring together nearly 40,000 people. It offers the visitor the opportunity to discover new cultures through screenings followed by discussions with the film crews, photo exhibitions, as well as concerts, conferences and a travel fair, all on offer in an open-air village in the heart of Montpellier.

[→ More info](#)



Bordeaux



15 -17 SEPTEMBER

Climax Festival

The Climax Festival is a must-see committed event in Bordeaux that advocates the protection of ecosystems and the environment. For three days, festival-goers can experience a wide ranging programme of concerts, meetings and educational activities. With nearly 30,000 visitors at each edition, the Climax Festival is a Bordeaux event not to be missed!

→ More info



NOW AND UNTIL 7 JANUARY 2024

Gaudi and Dalí exhibition at the Garden of Lights

The Bassins des Lumières, the largest digital art centre in the world, hosts immersive exhibitions through which we can delve into the masterpieces of the great names in art history. The new exhibition highlights the works of geniuses Salvador Dalí and Antonio Gaudí through a unique immersive journey! Dazzling colours reflect on the surface of the water, where we can explore the imagination of the artists and their dreamlike universes.

→ More info



30 SEPTEMBER - 15 OCTOBER 2023

FAB: Festival international des Arts de Bordeaux métropole

The Bordeaux Métropole International Arts Festival, or FAB, returns from 30 September to 15 October 2023 throughout the Bordeaux metropolis. Created in 2016, the festival promotes all forms of Art in galleries and in public spaces. The programme incorporates performance, dance, theatre and music, with the next edition of FAB promising a rich programme for all audiences.

→ More info

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SHARING
FRENCH FLAIR

