

An aerial photograph of a river valley with a central text overlay. The river is a vibrant blue-green color, winding through a valley with light-colored, rocky terrain. The text is centered within a white rectangular box that has a thin grey border. The background image is slightly desaturated and has a soft, ethereal quality.

PRESS KIT 2019

# DRÔME

VALLEY



# INDEX

INTRODUCTION.....	3
THE DROME VALLEY TOURIST BOARDS .....	4
HOW TO GET TO THE DROME VALLEY ?.....	5
WHEN TO COME ?.....	9
WHY TO COME ?.....	10
MAIN ATTRACTIONS.....	11
A SPECIAL STATE OF MIND.....	18
ACCOMMODATION.....	21
ACTIVITIES IN NATURAL AREAS .....	24
WINE TOURISM.....	27
GASTRONOMY.....	30
INTERESTED IN COMING TO THE DROME VALLEY ON A PRESS TRIP ?.....	33
CONTACT US.....	38



# THE DRÔME VALLEY, A PARADISE ON EARTH.

Discovering Provence as it was 50 years ago, without big hotels, without mass tourism pouring down thousands of visitors in well-known places, without television stars or millionaires coming from big cities and buying villas transformed into secure fortresses ... all this is still possible, in the Drôme Valley.

Far from the hustle and bustle of major tourist sites, aware of its responsibilities in preserving its environment and its exceptional living conditions, the Drôme Valley is a paradise on earth. An island of tranquility and authenticity in a tourist world increasingly dominated by marketing trends.

---

# THE DRÔME VALLEY TOURIST BOARDS

---

The Drôme Valley Tourist Boards are the official body of the local government in charge of promoting and supporting marketing of the Drôme Valley's tourist resources, both in the rest of France and abroad.

Its purpose is to consolidate the image of the Valley as a diverse, eco-friendly destination. Strategic goals of the Tourist Boards are to work out an economically, socially and environmentally sustainable tourist model for the Drôme Valley, to stimulate the volume of arrivals of foreign visitors during spring and autumn, and to increase and make more attractive the potential of the territory, thereby contributing to local development.



---

# HOW TO GET TO THE DRÔME VALLEY ?

---

## INTERNATIONAL SERVICES

2019

International non-stop frequency levels per week into Lyon Saint Exupéry by route are as follows :

AIRLINE	ORIGIN	OPERATIONS PER WEEK
<b>GERMANY</b>		
Easyjet	Berlin	4
Eurowings	Düsseldorf	18
Lufthansa	Frankfurt	28
Lufthansa	Munich	28
Air France	Nürnberg	6
Twin Jet	Stuttgart	11
<b>UNITED KINGDOM</b>		
FlyBe	Birmingham	6
Easyjet	Bristol	1
Easyjet	London Gatwick	14
Easyjet	London Luton	6
British Airways	London Heathrow	21
FlyBe	London Southend	4
Easyjet	Manchester	1
FlyBe	Manchester	7
Jet2	Manchester	1
Easyjet	Edinburgh	2
<b>AUSTRIA</b>		
Austrian Airlines	Vienna	12
Easyjet	Vienna	3
<b>DENMARK</b>		
Easyjet	Copenhagen	3
<b>FINLAND</b>		
Finnair	Helsinki	2
<b>NETHERLANDS</b>		
KLM	Amsterdam	24
<b>SWITZERLAND</b>		
Twin Jet	Zurich	15
<b>ISRAEL</b>		
Transavia	Tel Aviv	2
Easyjet	Tel Aviv	3
<b>CANADA</b>		
Air Canada	Montreal	5
Air Transat	Montreal	5

# INTERNATIONAL SERVICES 2019

International non-stop frequency levels per week into Lyon Saint Exupéry by route are as follows:

Lyon Saint Exupéry airport (LYS) is the main aerial gateway to the Drôme Valley. It is situated 140 km far (a 1,5-hour drive).

# HOW TO GET FROM THE AIRPORT TO THE DRÔME VALLEY ?

## *By car*

6 car rental companies working 24/24 allow you to get a car from the airport during your stay.

ADA +33 (0)4 72 48 60 / <https://www.ada.fr>

Europcar +33 (0)8 25 00 99 00 / <https://www.europcar.fr>

Entreprise National Alamo : +33 (0)4 72 22 74 88 / <https://www.entreprise.fr>

Avis Budget : +33 (0)8 20 61 16 60 / <https://www.avis.fr>

Hertz Thrifty : +33 (0)8 25 00 69 69 / <https://www.hertz.fr>

Sixt : +33 (0)4 72 22 72 72 / <https://www.sixt.fr>

## *By bus*

Once arrived in Valence, the valley is just a few minutes far by car, train or bus (direct train or bus connections from Valence TGV station to Crest, around 30 min).

For groups, the Drôme Valley Tourist Boards can also propose you to rent a bus with a driver for the length of the stay.



## *By train*

The TGV (high speed train) offers direct daily connections to Valence (4 times a day, average of 30-minute ride).

Information on <http://www.sncf.com>

<b>Lyon airport</b>	<b>Valence</b>	<b>Days</b>
09:42 AM	10:11 AM	Mo, Tu, We, Th, Fr, Sa
01:42 PM	02:11 PM	Mo, Tu, We, Th, Fr, Sa, Su
07:41 PM	08:11 PM	Mo, Tu, We, Th, Fr, Su
07:48 PM	08:11 PM	Fr, Sa, Su



# When to come ?

The Drôme Valley is located on a clear climatic boundary between the alpine mountains, and the Mediterranean area. This particular position induces an amazing diversity of landscapes with a flora and fauna of incredible richness.

In winter, when the weather is mild and sunny in the valley, it is enough to do ten kilometers in the mountains to end up in landscapes covered with snow.

And in summer, when it is very hot in the valley, the same distance allows to find the freshness of the mountains in only a few tens of minutes.

From this unique geographical position results a very rare botanical diversity: only a few kilometers apart it is possible to harvest lavender, helichrysum or thyme (typically mediterranean species), as well as juniper, arnica or gentian (typically mountain species). This geographical proximity facilitated the installation of laboratories producing essential oils, making the Drôme Valley the leading producing area in France.

Another benefit of this geographical situation is the possibility to enjoy water sports throughout the summer season (from April to September). Indeed, the places where it is possible to go canoeing, rafting or canyoning are located in the hot and sunny valleys, but the waters of the rivers come from the mountains ... at altitude the snow melts during the summer and allows to regularly feed streams, which are however not cold.



## Why to come ?

---

- ✓ The Drôme river is one of the last wild rivers of France. It has remained untouched and escaped any major changes to its natural shape (for example, with flood barriers, changing river channels, embankments...)
- ✓ The “Druise” waterfall, falling into a canyon from a cliff, is 72 meters high... higher than the Niagara Falls !
- ✓ The 900 year old Crest Tower is one of the oldest medieval monuments in France.
- ✓ The Drôme Valley is home to the largest collection of peonies in Europe, with more than 750 species produced
- ✓ The Average annual sunshine in the Drôme Valley is 2676 hours (30% above the french national average).
- ✓ 1500 km of paths (the equivalent of the distance between Paris and Rome)
- ✓ The Clairette is grown up to 700m altitude, making it the highest vineyard in France.
- ✓ A village called « Rochefourchat »,situated in a secondary valley leading to the main Drôme Valley, is the most little village of France, with 1 inhabitant.



*Main attractions*





## *The tower of Crest*

The tower of Crest is considered as one the most beautiful buildings of the medieval times.

The view from the top of the tower is exceptionnal, from there, one can see from the mountains of the « Massif Central » to the West, to the Alps to the East.



It was originally the masterpiece of a fortified set, which has now disappeared. The deterrent keep represented the strategic bases of defensive operations, a shelter in case of attacks and the symbol of the lordly power. The tower of Crest remains a perfect example of an architectural defense system of the Middle Ages, with its impressive dimensions : 105 feet long and 66 feet wide, and a height peaking at 170 feet. Harrows, breaches and arrow slits are the main architectural elements of the strategies formerly used against opponents. The tower was also a living place for lords. Its 15 rooms are just so many places for discovering life and society in The Middle Ages. With an height of 170 feet, the Crest Tower is the highest keep of France. Its construction began during the 12th century. Built on a rocky outcrop, the Crest Tower was originally the major component of a vast fortress which dominated Crest and its valley. As the guard of the prealp and drome territory, it was throughout the Middle Ages at the heart of struggles between lords quarreling for its ownership.

From 1419, it became the property of the French kings who granted it to several families like the Grimaldi, princes of Monaco. Louis XIII dreading the importance of the fortress, ordered its dismantling in 1633. The tower has been the only element which got away from

destruction and it has been used as a jail, until the 19th century. It became national property after the Revolution and it was listed historical Monument in 1888. In 1988, the city bought the tower back at a private owner.

From the 18th century, because of its inviolability, the tower became a well-known prison. As a repression spot towards protestants, the tower kept in custody many political prisoners, people from good families put on jail by Royal letters and also Common law prisoners. As the guard of the Order established by the Royal arbitrariness, the owner was called the « bastille du sud » during the 18th century. In 1851, The opponents of Napoleon's coup d 'etat remained the last prisoners to be kept in the tower. The tower of Crest has kept indelible marks of this past. Hundreds of graffiti cover up its walls representing prisoners' pains and hopes. Signings, dates, drawings and texts from the 17th century are to be seen within the tower.

The tower is open in all seasons and offers guided tours and educational workshops to groups, all year round under reservation.

## THE "SAOU" PERCHED SYNCLINE



# Saoû

---

A “perched syncline” is a discordant relief due to erosion slowed down by the presence of a resistant rock unit. It looks like a gigantic and empty ship hull, almost totally closed and isolated from the nearby landscapes. This almost complete closure of the site makes it a place where many animal and plant species delight botanists and entomologists. The fauna and flora, protected by this natural barrier, are exceptional in their diversity.

The perched syncline of Saoû dates from the late Cretaceous geological period and is made of marine sediments forming a tome of hard limestone and soft marl. It is considered as one of the most beautiful of its kind.

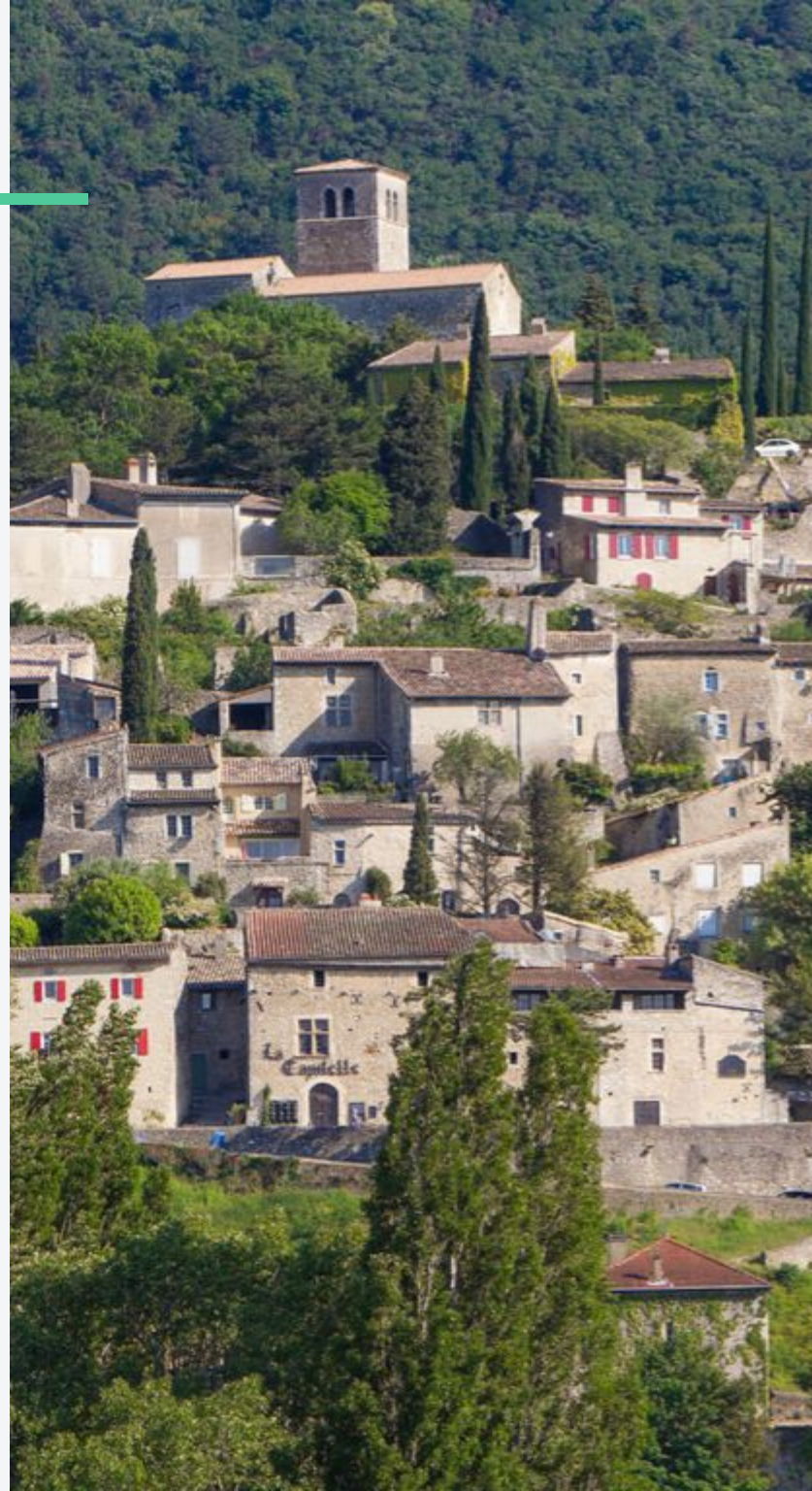
The famous geologist and volcanologist Haroun Tazieff, used to say that it was “one of the most beautiful landscapes in the world”.

# Mirmande

---

Mirmande is one of the four villages in the Drôme which are proud to boast the prestigious label of “Les Plus Beaux Villages de France” (“the most beautiful villages in France”). One can wander along the ramparts and up the paved streets admiring the lovingly renovated houses with their elegant stone facades, doorways and windows, the scent of aromatic plants drifting over their walled gardens. At the top of the village stands the « Sainte Foy » medieval church.

Mirmande was resurrected after the war thanks to the dynamism of the Cubist painter André Lhote. Over many years, the artist worked to save the village from ruin, in good part by attracting a number of followers and by organizing significant art exhibitions here.



...LABELED AS "MOST  
BEAUTIFUL VILLAGE IN  
FRANCE"



---

It is the best known and oldest AOC (PDO), certified since 1942. It is crafted according to its own specific vinification technique, the "Ancestral Dioise Method".

For more information, see the "wine tourism" section of this document.

*Clairrette*

---



# Lavender

---

## THE LAVENDER FIELDS



At the crossroads of the mountain and Mediterranean areas, the Drôme Valley has the advantage of having a lavender flowering season extending over a significant time. In fact, flowering usually starts mid-June in the valleys, and ends around mid-July. At this time, the higher altitude lavender fields take over with flowering until mid-August.

The Drôme Valley is one of the regions of southern France where it is possible to admire these wonderful colours the longest.

Most of the lavender fields are located in wild areas, at the foot of the mountains: the landscapes are impressive and conducive to photography.

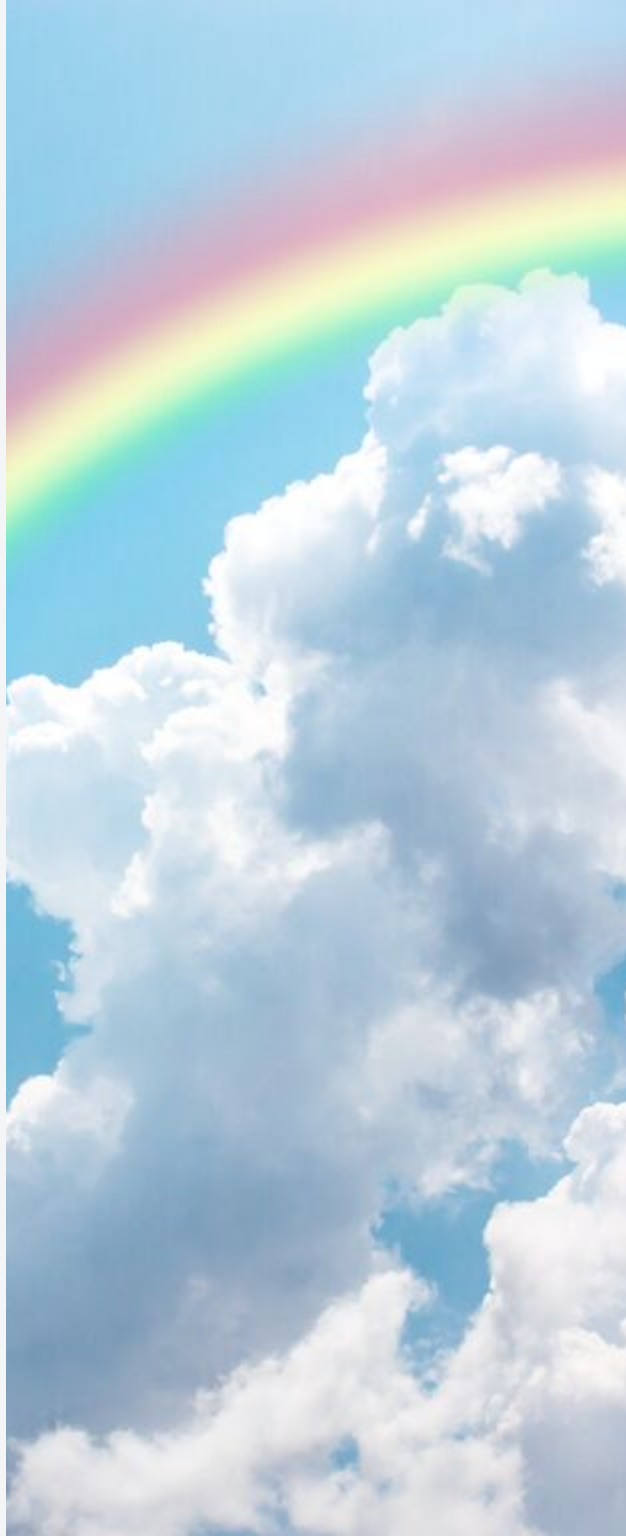


# A SPECIAL STATE OF MIND

*A special way of life*



Long transportation - hard time at work - tired in bed... this is a totally unknown daily ritual in the Drôme Valley. It can of course take time to get from one place to another ... but surely not because of traffic jams (though ... you could be stuck for a few minutes by a lock of sheep ...). Here, what will make you "lose" time on your journeys, is the wonder which will be yours with each detour of road. You will surely want to stop regularly to take pictures of the varied landscapes offered by this little corner of paradise.



You will understand : in the Drôme Valley, do not be in a hurry ... and that's good ! Take the time to see, hear, feel ... here, your senses are awake. And you will soon realize that it is a real way of life : your day will be interspersed with long conversations with locals.

And at the end of the day, away from any source of light pollution, lying in the grass to admire a sky filled with more stars than you could ever imagine, you'll realize that time can even stop.

When a resident of the valley receives friends or family from a big city, a question always comes up : "Do you have organic stores here?" This question sounds strangely in our ears... as if the most logical thing to ask was rather "do you have a supermarket here ?" Buy, eat organic and local, here is a rule of life, a habit rooted in the behaviour of people.

The reflex, when you miss a product and live in a small village in the Drôme Valley, is to walk to the gardener next door, or the baker who grinds himself his grain a few steps away. And when we party, it's drinking beer from our friend the farmer brewer, or with a bottle of organic clairette from the wine cellar at the end of the road...

The Drôme Valley has the highest proportion of organic agriculture surface in all of France ! It is recognized nationwide as a reference territory for the development of an agriculture and a way of life respectful of the environment. Moreover, even the particular mode of government in the valley reflects the mentality of the inhabitants. There is the only town in France managed by a participative democracy, and the main city of the valley is managed by a municipality that votes citizens to decide which actions should be put in place in the future.



01

TOURIST  
ACCOMMODATION

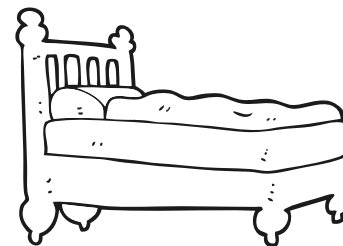
## Chambres d'hôtes



"Chambres d'hôtes" are furnished rooms in private homes, equivalent to bed and breakfasts. They take an important share in the Drôme Valley's accommodation offer.

Convivial and authentic, chambres d'hôtes are popular with holidaymakers looking for a place with a unique charm for their stay. The owners welcome their guests in a personalized way.

The offer in "chambres d'hôtes" encompasses more than 45 businesses providing over 400 beds. It includes different types, from village houses to isolated country houses. Different voluntary rating systems are in place, and most of these accommodations are part of a label.



## Hotels

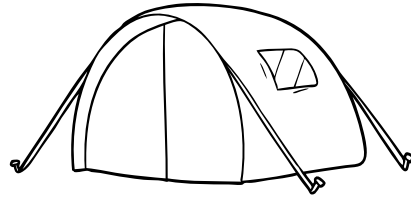
The offer is subject to strict regulations enforced by the national tourist board, "Atout France", which looks after hotel rating.

As regards classes, the range in the Drôme Valley goes from 4 to 1 star in hotels and guesthouses, whereas boarding houses have no specific rating. Moreover, many have some sort of quality certificate. Generally speaking, the hotels and guesthouses in the Drôme Valley are full of character, modern and comfortable.

The Drôme Valley has currently 15 accommodation units with approximately 500 beds.

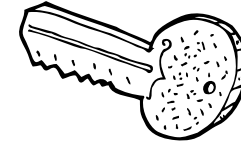
Services provided by the hotels in the Drôme Valley usually include an excellent food offer, which definitely contributes to the Valley's great gastronomic reputation.

## Campsites



The Drôme Valley has a network of roughly 20 campsites, with a total accommodation capacity of around 4500 places. They are classified by attribution of a number of stars, from 1 to 4. Although they tend to concentrate on the bank of the river Drôme, they can be found all over the territory. Many of these campsites have added an excellently equipped bungalow offer to their plots, thus appealing to a wider audience beyond traditional camping. Thanks to the mild Mediterranean weather allowing for a long summer season, the Drôme Valley is an excellent destination for campers and caravaners. Moreover, members of renowned clubs like the Automobile Touring Club of the Netherlands (ANWB) with nearly 4 million associates or the German ADAC automobile club with 17 million-member families honour the Drôme Valley's campsites year after year, rating them among the best in Europe for their high quality.

## Tourist apartments & housing units for tourist use



Called "gîtes" in French, they are spread over almost all of the territory. There are houses or apartments for all tastes: big or small, in villages, on the river banks, or in the mountains. All tourist apartments and housing units in the Drôme Valley need to feature the identification number of the municipalities, which proves that they are legal.



02

ACTIVITIES

---

IN NATURAL AREAS



**THE DRÔME VALLEY BOASTS A WEALTHY NATURAL HERITAGE WITH ONE NATURAL PARK AND TWO PROTECTED NATURAL AREAS, IDEAL FOR LEISURE, ADVENTURE ACTIVITIES AND THE ENJOYMENT OF NATURE.**

**THE DRÔME VALLEY'S EXTRAORDINARY DIVERSITY ALLOWS VISITORS DOING CANOEING AND RAFTING ON THE RIVER AS WELL AS CANYONING, PARAGLIDING, FLYING IN A HOT AIR BALLOON OR LIGHT AIRCRAFT, HORSE RIDING AND ROCK CLIMBING.**

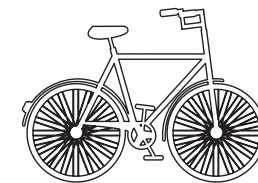
## *Water sports*



Canoeing, rafting, canyoning and swimming are four of the main activities practiced in the Drôme Valley, thanks to the very high quality of the water.

Along the Drôme, one of the last wild rivers of France, many other rivers flow through rocky landscapes, creating natural pools, water slides, canyons, waterfalls... ideal for any adventure experience and active tourism.

From 3 km to 49 km, all levels of canoe trips are available.

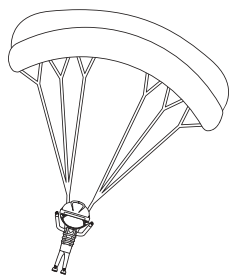


## *Cycling*

Whether for road cycling or mountain biking, the Drôme Valley is an ideal area for the practice of this sport. A brand new bike path, the "Vélodrôme", runs along the river between Livron and Saillans, about 40 km: with a low altitude, and very well equipped, it allows families to discover smoothly the beautiful landscapes of the region. A railway line also connects Livron to Saillans, with several stops in between, making it possible to go by bike and then return by train.

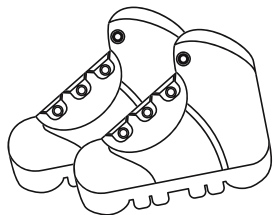
The surroundings of the village of Saillans are well known for their many mountain bike trails. Well maintained, offering all levels and distances, they offer an incredible diversity to lovers of stronger sensations.

## Air sports



Not only the waters are incredibly pure in the area, but also the air. Surrounded by impressive mountains, often set with high cliffs, the area is one of the best possible in Europe for paragliding.

## Hiking



With more than 1500 km of marked trails, the Drôme Valley is one of the regions of France offering the most diverse hiking possibilities: in deep canyons, in large meadows, on the tops of the mountains, or on the edge of rivers, it would take at least two full months of vacation to be able to discover them all.

Some routes are noteworthy for their uniqueness: the "Following the Huguenots" trail ("Sur les Pas des Huguenots") is a 1 600 km international trail following the historical path taken during the exile of thousands French protestants to Switzerland and Germany due to religious intolerance, and the "GR9", a long-distance footpath linking three significant french natural parks from the Jura mountains to the Mediterranean Sea.



## Climbing

The villages of Saou and Ombleze are considered as some of the best spots in France for climbing.

The limestone perched syncline of Saoû, offers more than 750 climbing routes, from 3b to 8b, from 30 m to 300 m high.

The Omblèze climbing area offers more than 100 routes, from 3c to 8c, spread over many crags, with maximum height of 230 m.

Both are set in impressive wild landscapes, with wonderful views.



03

WINE  

---

TOURISM

# Wine tourism

The Drôme Valley boasts a winemaking heritage dating back 2000 years in history, since the Romans arrived on the banks of the river. The Drôme Valley is a wine tourist destination with a major potential. Wine tourism can be enjoyed in any of the Drôme Valley's two denominations of origin, which give an insight into a diverse, attractive landscape. Year-round proposals include visits to many wine cellars, strolls through vineyards, rich heritage to enjoy as well as wine and food pairing.

There are several indications to show that vines were already widely grown in the Drôme Valley as early as the first century AD. From 1910, Clairette de Die was awarded a special designation and later in the 20th century, Clairette de Die and Crémant de Die, were granted Protected Designation of Origin status (PDO, or AOC in French). These vines are grown at almost 700 metres above sea level where they thrive on some of France's highest slopes. They stretch between the Vercors mountains and the Drôme River in marly or clay-limestone soil. The exceptional terroir and the grape varieties used combined with the winegrowers' know-how give rise to astounding cuvees that are well worth discovering. The Syndicat de la Clairette de Die et des vins du Diois now has 300 members and the area covered by the designation covers more than 1500 hectares.

The lion's share of the Drôme Valley's winegrowers' production is given over to "Clairette de Die Tradition". It is the best known and oldest AOC (PDO), certified since 1942. It is crafted according to its own specific vinification technique, the "Ancestral Dioise Method". The secret lies in its two grape varieties. At least 75% and up to 100% of the grapes used to make Clairette de Die Méthode Ancestrale are Muscat à Petits Grains, whose berries are small and in tight clusters. Highly aromatic, they are responsible for the notes of exotic and citrus fruits. Blended with the Muscat, the oblong-shaped white Clairette grapes lend finesse to the wine (25% maximum, this variety is not compulsory). The local micro-climate plays a crucial role in the annual quality of the harvested grapes that flourish and mature under the generous sun with a necessary coolness.

The main specificity of the Ancestral Dioise Method is the absence of added sugars or yeasts combined with a natural double fermentation, first in vats and then in the bottle. Meticulously pressed, the grapes are put in vats and kept at a low temperature immediately after harvesting (a method discovered by the Vocontii who stored jars in the cold water of their rivers, including the River Drôme). Thus begins a slow, spontaneous fermentation that does not lose any of the grapes' precious sugar. Fermentation lasts for at least a month or two. Before the grape have totally turned into wine, the bottling phase begins (for at least four months and sometimes longer).

In cellars that remain at round 12°C, the bottles are jealously guarded by producers as it is during these precious weeks that the alcoholic fermentation does its work. Once the effervescence has developed, creating unrivalled fine bubbles, the wine reaches a low alcohol content approaching 7°.

The only “Crémant” produced in the Rhône Valley, this sparkling dry white wine is made from white Clairette (always the main variety in blends), Aligoté (between 10 and 40%) and Muscat à Petits Grains (between 5 and 10%). Granted AOC status (PDO) since 1993, it is made using the Traditional Method in the prestigious Crémant lineage according to a principle of subtle double fermentation.

During the initial phase, a still white wine is produced in vats. Once this wine base has been obtained, its first bottling is carried out and the tirage liqueur (sugar and yeasts) is then incorporated, causing a second fermentation in each bottle. After several months or even years of patience (as the wine matures on slats), the desired effervescence is achieved. The sediment of impurities from fermentation must then be removed by riddling (bottles are rotated and rolled). Disgorging, the final stage, involves uncapping the bottle to expel the sediment that the vintner will have carefully frozen beforehand so that it is pushed out by the pressure. To re-fill the bottle, a dosage liqueur is adroitly added, following the advice of experienced oenologists.

### Brézème

The wine of Brézème is the smallest wine-growing area of the Côtes du Rhône AOC: a rare wine which is almost a secret.

The terraces edged with dry stone walls on the magnificent hillside of Livron receive maximum exposure to the sunshine thanks to its amphitheatre formation. This wine, part of the “Côtes du Rhône” Protected Designation of Origin is commercialized by producers in their own private cellars.

The production of Brézème is principally composed of red wine but there also exists smaller quantities of white and rosé wine.





# 04 GASTRONOMIE DRÔMOISE

## *Gastronomy*

---

The Drôme Valley is full of products and specialties. The various AOC ("Appellation d'Origine Contrôlée", meaning "registered designation of origin") and the "Biovallée"® classification highlight the quality of these products and the commitment of local producers. Fruit growing region, the Drôme Valley is also a land of breeding and culinary traditions.

## *Restaurants*

---

The renowned red guide goes on awarding the Drôme's restaurants, among which the "Kleber" in the town of Crest, which is granted by one star. Moreover, just a few kilometres far from the Valley, you will be able to discover the cuisine of the only woman in the world granted with 3 Michelin stars : Anne-Sophie Pic, in Valence.

## Garlic from the Drôme

---

Plump and fat, the white garlic from the Drôme is an essential ingredient to flavour dishes, it also has amazing curing virtues. Many plantations are situated around Grâne, Chabrilan, Alex, Montoisson.

The Drôme Valley is also well known for its black garlic. Black garlic is made with white garlic which is processed thanks to a long maturation at low temperature, without additives or preservatives. This preparation gives it a delicate and subtle taste, and a melting texture.

## The Montoisson melon

---

Everyone in France knows the melon from Cavaillon. But its cousin from the Drome, the one from Montoisson, merits being discovered as well. Sweet and full of flavour, it embodies the tastes of the south. It is mainly cultivated around the villages of Montoisson and Alex.

## The Picodon

---

The Picodon is a small goat cheese with a typically strong flavour, produced with the values and respect of the artisanal tradition. Producers mix full cream milk with a very low amount of rennet. Then, gently, the curd is moulded with a ladle into cheese strainer with round edges full of holes. During the draining step, each cheese is turned at least once. Salt is applied to the surface of the cheeses.

Then they are unmoulded from the strainer to dry and mature for at least 8 days. 14 days after the initial preparation, the cheese may be given the name "Picodon" and either be eaten or left to mature further.

## Fruits & vegetables

---

Along the footpaths of the plain and the hillsides, many fruit orchards are to be found, blossoming in spring, full of fruit in summer and very tempting for a walk in autumn. Cherries, Bergeron apricots, peaches, pears, apples, kiwis are the principal varieties of fruit produced in the Valley.

## Guinea fowls

---

At the heart of the Drôme, a unique fowl with an irresistible flavour is bred with passion : the young guinea fowl from the Drôme. Fable would have it that it was introduced by Hannibal during his battle treks. The young guinea fowl from the Drôme has kept its gamy character through the centuries. Fed with sun and good cereals, it becomes the ideal dish, liked and searched for by good tables and those with fine taste buds, seducing fans of fine cooking and authenticity.



# INTERESTED IN COMING TO THE DROME VALLEY ON A PRESS TRIP ?

---

- Please contact us well in advance, preferably at least one month prior to the trip.
- You have an agreement with the invited media on publishing editorial content on the Drôme Valley.
- The article will be published within 12 months of the visit, or at its earliest convenience.
- The circulation/readership/viewers and advertising values are measured by an official media survey.
- The readership/viewer profile matches the target group of the tourist boards of the Drôme Valley – environment-friendly, open-minded people with a high sense of social responsibility.
- You represent media from our primary target markets: Germany, Switzerland, United Kingdom, Netherlands, Israel, Scandinavia – other countries case by case.
- You are able to demonstrate that readers/viewers are more interested in travelling abroad or are more frequent travellers than the average population in the target country.
- You represent an outlet that focuses on : travel, lifestyle, outdoor activities, food or wines, daily/weekly newspaper or magazine, tv, film, radio or online platform .

# WE WILL ASSIST YOU WITH :

---

Accurate information on the region, destinations, activities, places to stay, people to meet, etc.

Itinerary based on the theme of your article/show

Travel bookings and costs (decided case-by-case)

High resolution images and videos along with other materials

# After your visit, please remember to:

---

Mention the most important places  
and people related to the article

Include a  
[www.valleedeladrome.com](http://www.valleedeladrome.com) link  
and/or logo on your article

Send your article to us once it's  
ready



# Themes for 2019 / 2020

---

- Family travel
- The Drôme Valley as a spring, autumn and winter destination
- Outdoors and nature adventures
- Wellbeing

---

# Inquiries shall contain the following information:

- ✓ Name of the journalist and the media
- ✓ Special interests
- ✓ A letter of comission from an editor or other relevant source
- ✓ A description of the purpose for visiting the Drôme valley
- ✓ An estimate of travel plans and suggestions of dates
- ✓ Copies of previous articles

All inquiries will be assessed in relation to the Drôme Valley Tourist Boards overall PR and marketing strategy.

Please note that the Drôme Valley Tourist Boards reserve the right to submit articles/films/blogs, etc... on their webpage – with due credits to and links to the journalists involved.

# DRÔME VALLEY TOURIST BOARDS

---

[www.valleedeladrome.com](http://www.valleedeladrome.com)

Offices de tourisme de la Vallée de la Drôme

Place du Général De Gaulle

26400 CREST

Tel : +33 (0)4 75 25 11 38

[direction@coeurdedrome.com](mailto:direction@coeurdedrome.com)



OUR CONTACT  
DETAILS

*...Let's Talk !*

CRÉDITS PHOTOS : OFFICES DE TOURISME COEUR DE DRÔME / OFFICE DE TOURISME DU VAL DE DRÔME / LIONEL PASCALE ADT 26 / FLORENT DEBAUD / LOIC JULIEN