

Magellan PR



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Poitou-Charentes - the sunniest part of western France - has many attractions to offer the British visitor: the unique Marais Poitevin (*Venise Verte*); the historic port of La Rochelle; fantastic Futuroscope; the vineyards of Cognac and Poitiers – the regional capital. It's a wonderful family holiday destination with a wealth of campsites, B&B's, hotels and gîtes together with a range of activities from golf to water-sports.

- **Accommodation for all** - The range of hotels, chambres d'hôtes, campsites and gîtes throughout the region all guarantee a level of comfort and standard of welcome for which they are renowned. There are traditional chateaux, plush four star establishments, right through to river cruisers and perfect places to pitch a tent.
- **Urban tourism** – Visit the capital of the region, 'Ville d'art et histoire', bastion of Romanesque art in France, Poitiers has an exceptional architectural legacy and just outside is Futuroscope – the "theme park" of the moving image. Niort has charming, winding streets, testament to centuries of event-filled history; Angoulême is now renowned as the capital of the image, particularly of the comic strip, with its annual festival and brand new Cartoon Museum. The overall cultural and architectural heritage of La Rochelle highlights the maritime calling of this fortified town.
- **Environmental tourism** – Poitou-Charentes offers a large range of environmentally friendly activities due to its situation on the Atlantic and its diverse landscape. For the cyclist there are over 1,000 kilometres of bike paths; hundreds of sign posted mountain bike circuits including the new "Thouet à vélo". Walkers may like the GR footpaths and pilgrimage routes that cross the region. Twitchers enjoy the Poitou marshlands on the Atlantic coast, refuge for thousands of birds. 8,000 kilometres of rivers and streams, hundreds of ponds and lakes offer freshwater and ocean fishing. Explore the marshes of the Marais Poitevin by boat, by bike, on horseback or on foot. There are even seven ECOLABEL places to stay.
- **Gastronomy** - Typical of the region is *Pineau des Charentes*, a blend of grape juice must and cognac that is at least 60 per cent proof. Marennes-Oléron is Europe's leading oyster-producing area with green oysters particular to the area. Poitou produces goats cheeses such as "*chabichou*" or "*caillebotte*" and these can be followed by desserts such as "*Broyé du Poitou*" a biscuit resembling sweet shortcrust pastry or the spongy cake set in a crisp, fresh pastry crust and made with fresh goat's cheese – "*tourteau fromager*". The "liquor of gods", as Victor Hugo called it, cognac owes its character to the warm, humid climate in this part of western France. Otard, Camus, Hennessy, Martell, Rémy-Martin and Courvoisier can be found here.