



La Forté Saint Aubin - Noël © Tous au château



Château de Chenonceau de nuit © Tom Bease



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**CHRISTMAS IN
THE LOIRE VALLEY**



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Christmas at the châteaux in the Loire Valley

For about ten years, the great Châteaux in the Loire Valley have chosen to develop a season dedicated to Christmas in the châteaux. It was not a question of copying the East of France and its traditional markets but rather to invent a unique concept at the heart of a heritage that is also unique! This is how year after year, Christmas in the Loire Valley has developed, each one staging a theme related to its monument, with changing sets every year, complemented by a rich programme (workshops, shows, concerts, evenings). The Château de Chenonceau is working on the arts of the table for this season - "A Christmas made of porcelain" - in tribute to the iconic Catherine de Medici. But of course this year again its decorations will be based on the floral art that characterises this château. The Château de Maintenon has created a scenography evoking the tales of the princes and princesses but especially the history, that of Madame de Maintenon, last wife of Louis XIV. La Ferté-Saint-Aubin, a small château in the Sologne region, offers families an opportunity to explore the path of Santa's elves.

Beyond the selection we mention here, fifteen monuments celebrate Christmas in the Loire Valley for more than a month from early December to early January: from Chambord to Amboise via Chinon, Meung-sur-Loire, Chameroles, Blois, Villandry, Langeais... Cities and villages complete the Christmas offer with many activities. More than any other time of year, the festive period celebrates local produce such as poultry, confectionery and of course the Loire wines, especially its sparkling Vouvray and Montlouis.

The Loire Valley Tourism Board and Atout France conducted a study in 2024 on its positioning in the British market, the second foreign market for the Loire Valley in terms of overnight stays (*). Among the elements that most surprised and interested the respondents were the Christmas events! These events exceed expectations with their original character and family appeal, the latter of which has proved to be a priority. This winter offer, still little known to the general public, is a reserve of many discoveries: Christmas in the châteaux in the Loire Valley is waiting for you!

Pierre-Alain Roiron

Loire Valley tourism board Président

() British customers are the second largest foreign hotel and camping customer group with a volume of 380,000 overnight stays in 2023. This clientele has not recovered to its pre-Covid level, both in terms of visits and overnight stays due to short-term contingencies. It is essential for the Loire Valley to be among the many destinations that are available to the British market. Our strengths: proximity, an heritage and gastronomic interest, a wide offer of Loire wine, that meet the expectations of customers who want to live an unique experience.*



Langeais - Noël © J.C. Coutand - ADT Touraine



Villandry - Noël © J.C. Coutand - ADT Touraine



Interloire

With the holiday season approaching, it's time to select the perfect wines to complement your festive celebrations. What better choice than the Loire wines, with their incredible variety—reds, rosés, whites, and sparkling wines—offering something to satisfy every wine enthusiast.

The Loire, with its 800 km wine route, offers an incredible diversity of vineyards and cultural landscapes, classified as a UNESCO World Heritage site. And you're in luck! To celebrate the season, the Loire vineyards are opening their doors for exclusive tastings.

Here are some must-visit estates welcoming you on December 7th and 8th, 2024: Domaine Bourillon Dorléans, Château de Valmer, Domaine de la Noblaie, Domaine de la Commanderie, Château Gaudrelle, and more.



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Destination Orléans Loire Valley: where the magic of Christmas happens!

From Orléans Loire Valley, come and experience the magic in the châteaux adorned with a thousand lights and incredible decorations!

From Chambord to Chamerolles, many offers are available to visitors to discover these enchanted châteaux and this magic: «Destination Orléans Val de Loire and its Christmas châteaux» Pass, exceptional events and entertainment...

Also take this opportunity to discover the exceptional atmosphere of Orléans, the city of Joan of Arc, located just 1 hour from Paris, by walking the illuminated streets and the many Christmas markets of the capital of the Centre Val de Loire region!"



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Château de Chenonceau and Maison Bernardaud celebrate French Art de Vivre

From Saturday, November 30, 2024 to Sunday, January 5, 2025, the Château de Chenonceau and Bernardaud, a French porcelain factory founded in 1863 in Limoges and still family-owned, will together perpetuate heritage, excellence and the French art de vivre in the purest refinement of a "Porcelain Christmas".

Bernardaud's collections, crafted according to a unique craftsmanship handed down through five generations, match the enchanting floral displays of the château's famous workshop and its Meilleur Ouvrier de France scenographer.

The nicknamed "Ladies Château" will host this beautiful dialogue between plants and minerals, sublimated by the creativity of two renowned houses and the skillful hands of their craftsmen, from the Grand Gallery to all the queens bedrooms.

At nightfall, the historical gardens and the castle light up to give way to the magic of Christmas.



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Noël au château de Chenonceau © J.C. Coutard

Château de Maintenon

Christmas in Eure-et-Loir promises enchanting and unforgettable moments. Don't miss **L'Hiver aux Merveilles (Winter of Wonders)** at Château de Maintenon, which plunges visitors into a magical world of enchanting lights and activities. **Chartres en Lumières** illuminates the city in a festive atmosphere, with projections and Christmas decorations that transform the historic centre. Between craft markets, winter strolls and heritage illuminations, the Eure-et-Loir invites you to experience the magic of Christmas at the pace of its traditions and emblematic sites.



Château de Maintenon © Conseil Départemental 28



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