



FOR IMMEDIATE RELEASE

TOP AWARDS OF FRENCH AFFAIRS 2013 GO TO TOUR OPERATOR TAUCK

NEW YORK, NY, October 28, 2013 – The French Awards** were presented Sunday, October 20, 2013 by Atout France, the France Tourism Development Agency during the gala dinner of their major trade event known as French Affairs.

The seven categories and awards and their winners are:

1. Best Website: **French Wine Explorers**
Based on user friendliness, design and photos, ease of access to France pages and diversity of offers
2. Most Original Offer: **Road Scholar**
Based on uniqueness and marketability of the offer
3. Most Creative Tour Operator on Social Media: **Duvine Cycling + Adventure Co.**
Criteria: Number of fans and followers on Facebook & Twitter, frequency of posts, number of posts on France and unique features
4. Best Overseas Offer: **Travel Impressions**, The French Caribbean, Tahiti, Reunion Islands
Based on diversity of product, quality of information and quality of product
5. Most Active Partner: **Discover France Adventures**
Criteria: Participation in Atout France advertizing campaigns, seminars, e-newsletters and surveys
6. Tour Operator of the Year as voted by professionals: **Tauck**
7. Tour Operator of the Year as voted on by consumers: **Tauck**

2013 marked the 10th anniversary edition of French Affairs and was held at the Marriott Marquis Hotel in New York. Organized by Atout France, it is the largest gathering of American tour operators and French travel industry suppliers from regional and city tourism boards, incoming agencies, hotel groups, transportation companies, cultural institutions and European tourist offices.

This year's record breaking attendance included featured 64 French exhibitors (80 pax), 105 American tour operators (138 pax), 20 industry related VIPS and 10 Atout France staff members.

The 2014 edition will take place at the same period in Las Vegas.

**The first four awards were voted on by a panel of travel industry leaders from the airlines, travel agency consortia and member of the trade press. Most Active Partner was selected by Atout France.

Photo - Left to right: Pascale Bernasse/French Wine Explorers/winner of Best Website; Andy Levine-President/Duvine Cycling + Adventure Co./winner of Most Creative Tour Operator on Social Media; Anne-Laure Tuncer—Director USA of Atout France; Jean-Philippe Pérol—Director Americas of Atout France; Yves Marceau—Director of Program Development/Road Scholar/winner of Most Original Offer; Antoine Huet/VP Managing Director Global Alliances Sales of Air France

About Atout France

Atout France, the France Tourism Development Agency, is the sole national organization responsible for the development and promotion of tourism to France. As an association of public and private interests, Atout France is charged with supporting tourism to France and assisting its partners internationally through its network of 35 offices in 32 countries. Atout France is also responsible for assisting regions, counties, towns and cities in the development and modernization of their tourism assets, as well as for administering France's new hotel rating system.

For more information about traveling to France, please visit: <http://us.rendezvousenfrance.com/>