

BORDEAUX / SARLAT / COGNAC / LA ROCHELLE / POITIERS

FAM TRIP

**in collaboration with
Nouvelle-Aquitaine Tourist Board**

From October 12th to 20th 2025

We're excited to have you join us on this discovery of the best of southwestern France / Nouvelle-Aquitaine, on a fabulous 9-day FAM trip this October 12th to the 20th. We're going to explore the elegance of Bordeaux and its world-class vineyards, the prehistoric wonders of Lascaux, the culinary treasures of the Dordogne, and the spirit-making heritage of Cognac.

We'll visit La Rochelle's historic port and of course, enjoy its delicious seafood delights. From there you'll get to immerse yourself in the cultural charms of the town of Poitiers. We'll stay in some luxury accommodations as well as visit others, enjoy exclusive tastings, and immersive site visits, this journey offers an inspiring blend of heritage, gastronomy, and authentic experiences—perfectly curated to help you deepen your destination knowledge and help you to inspire your clients how wonderful a trip to the region can be.

ITINERARY

Monday, October 12th

BORDEAUX



Bordeaux, the capital of Nouvelle-Aquitaine, charms visitors with its elegant 18th-century architecture and signature French art de vivre. A UNESCO World Heritage Site, the Port of the Moon, reflects the city's rich trading history and offers a harmonious urban landscape blending classical heritage with modern flair. La Cité du Vin, a landmark cultural venue dedicated to the world of wine, offers an immersive, multi-sensory experience. Meanwhile, Les Bassins des Lumières, a digital art center housed in a former submarine base, showcases the vibrant cultural scene of the Bordeaux metropolitan area. Just outside the city, Bordeaux's world-renowned vineyards — including the Médoc, Saint-Émilion, Pomerol,

Sauternes, and Graves — invite travelers to explore prestigious estates producing exceptional wines.

Arrival in Bordeaux in the evening and taxi transfer (arranged with Taxis Montesquieu, by the Nouvelle-Aquitaine Tourism Board) to your hotel

Dinner (restaurant TBC)

Overnight in Bordeaux at the Renaissance Hotel.

Monday, October 13th

BORDEAUX



Program in Bordeaux (TBC) including a guided city tour, a tour of Bordeaux's flagship wine attraction La Cité du Vin, a presentation of the destination by the Bordeaux and the Nouvelle-Aquitaine Tourism Boards

Overnight in Bordeaux at Renaissance Hotel.

Tuesday October 14th

BORDEAUX – SAUTERNES



9 – 10am: 1-hr transfer from Bordeaux for the Sauternes wine area with À la Française our local partner DMC to enjoy an exclusive wine tour and discover the sweet elegance of Sauternes

11am – 1pm: Visit the historic Château de Malle, where heritage, grand cru tastings, and picturesque vineyards create an unforgettable experience and enjoy lunch

1pm: 1-hr transfer back to Bordeaux

2.30pm: Visit Les Bassins des Lumières : the world's largest digital art center, housed in a massive WWII submarine base. Famous masterpieces by artists like Van Gogh, Monet, and Klimt are brought to life—projected across vast walls and mirrored in pools of water, all set to music. It's not just an art exhibit; it's an immersive experience that surrounds you with light, sound, and history.

Afternoon/evening program in Bordeaux (TBC)

Overnight at the 5-star Le Burdigala, a chic, contemporary hotel in the heart of Bordeaux, offering elegant rooms, refined dining, and personalized service—perfect for travelers seeking comfort and style just steps from the city’s historic center and top attractions

Wednesday, October 15th

SARLAT & LASCAUX



Dordogne stands out for its rich heritage, diverse landscapes, and deeply rooted art of living. The Vézère Valley, a UNESCO World Heritage Site, is home to some of the world’s most exceptional prehistoric sites — including the famous Lascaux Cave, faithfully recreated at the Lascaux IV International Center. Sarlat, a gem of the Périgord Noir, captivates with its remarkably well-preserved medieval architecture and timeless atmosphere. Across the region, local culinary traditions take center stage, highlighting renowned specialties such as foie gras, truffles, porcini mushrooms, walnuts, and Bergerac wines.

8.30am: Transfer in a minivan to Sarlat in the Dordogne area

11:00am: Explore the Sarlat market and a guided tour of the town. Sarlat boasts the highest density of protected historic monuments per square meter in all of Europe—a true open-air history book. Lunch in Sarlat at La Couleuvrine

2:30pm: Departure for La Roque-Gageac. Board a traditional gabarre boat for a scenic river tour along the Dordogne

4:00pm: Guided visit of Château de Beynac. Step into history with a guided tour of this impressive medieval fortress perched above the valley

5:00pm: Return to Sarlat and check-in at the 4-star Hôtel Plaza Madeleine

6:00pm: Transfer to Lascaux IV. The most complete and immersive replica of the original Lascaux cave, which contains some of the world's most famous prehistoric cave paintings, estimated to be over 17,000 years old. The original cave has been closed to the public since 1963 to preserve the fragile artworks, but Lascaux IV recreates them with exceptional detail using modern technology

6:30pm–9.30pm: Exclusive Prestige Visit of Lascaux IV by Torchlight. Enjoy a private, torchlit tour of the famous replica caves, followed by a gourmet dinner prepared by a Michelin-starred chef, served in the stunning “Gallery of Imagination” within the museum.

9.30/10pm: Transfer back to Hôtel Plaza Madeleine

Thursday, October 16th

DORDOGNE & COGNAC



8am: Transfer from your hotel to the Cadouin cloister

9 – 10am: Private tour of the Cloister of Cadouin, a stunning example of Flamboyant Gothic architecture located at the heart of the Cadouin Abbey, a UNESCO World Heritage Site (part of the Way of St. James). Includes breakfast served in the cloister.

11:45am –12:15pm: Private costumed tour of the Château de Bourdeilles, featuring two remarkable buildings on the banks of the Dronne River (Medieval and Renaissance styles). You will be joined by Matthieu LASSIMOUILLAS, Press & Promotion Officer for the Dordogne Tourism Board

12:15–1:00pm: Aperitif lunch served in the heart of the château.

1:00pm: 90-min bus transfer to the Charente area Cognac, nestled between vineyards and the Charente River, is world-renowned for its prestigious spirit and rich cultural heritage. At the heart of the region, the town of Cognac blends history, craftsmanship, and elegance. The town is home to legendary Cognac houses such as Hennessy, Martell, Rémy Martin, and Camus, each offering immersive tours that reveal the secrets behind their centuries-old savoir-faire. Surrounding vineyards, part of the six crus of the Cognac appellation, offer scenic drives and authentic encounters with passionate producers. The region also celebrates its art de vivre through gourmet cuisine, river cruises on traditional barges, and vibrant cultural events.

2.30pm: Welcome to Segonzac, the capital of Grande Champagne Cognac. Visit Frapin, where visitors can discover centuries-old distilling traditions and savor exceptional Cognac in an elegant historic setting. Drive to Cognac and check in at the 4-star François 1er Hotel

7pm: Walk to the 5-star Chais Monnet Hotel & Spa for a site inspection, pre-dinner drinks and dinner * Overnight in Cognac at the François 1er

Friday, October 17th

COGNAC & LA ROCHELLE



La Rochelle, a historic Atlantic port city, captivates with its maritime heritage, vibrant old town, and coastal charm. Overlooking the ocean, the city's iconic medieval towers — Tour Saint-Nicolas, Tour de la Chaîne, and Tour de la Lanterne — guard the Old Harbor and bear witness to its storied past as a major trading hub. The Old Town invites exploration with its arcaded streets, Renaissance façades, and lively markets. Just steps away, the Aquarium of La Rochelle, one of Europe's largest, offers a family-friendly journey through the world's oceans. From the port, boat excursions lead to nearby islands such as Île de Ré, known for its sandy beaches, bike paths, and charming villages. La Rochelle also boasts a thriving culinary scene centered around seafood, oysters, and regional wines, as well as a strong commitment to sustainability and green mobility. With its perfect mix of heritage, seaside atmosphere, and modern appeal, La Rochelle is an ideal gateway to the Atlantic coast.

9am: Enjoy a guided tour of Cognac

10am: Visit Château de Cognac, a historic landmark, the birthplace of King François I which now houses one of the oldest Cognac houses, offering guided tours that combine heritage and tasting experiences.

12pm: Transfer to Saintes and enjoy lunch at Saveurs de l'Abbaye then experience a musical tour of Abbaye aux Dames, a former Benedictine women's abbey founded in 1047, one of the oldest and most significant Romanesque religious buildings in the Nouvelle-aquitaine region.

3pm: Drive to Normandin Mercier (outside La Rochelle) for a tour and tasting. This renowned Cognac house offers authentic cellar tours and tastings that showcase traditional craftsmanship and the rich heritage behind their exceptional eaux-de-vie.

(TBC) Dinner at La Yole de Chris, a vibrant coastal bistro in La Rochelle, offering a relaxed yet refined dining experience. Helmed by Michelin-starred chef Christopher Coutanceau and Nicolas Brossard, it specializes in fresh seafood, including oysters, shellfish, and daily catch, prepared on a wood-fired grill or plancha

(TBC) Site inspection at Villa Grand Voile, a luxurious Relais & Châteaux hotel nestled in a historic 1715 shipowner's mansion in the heart of La Rochelle. With just 11 individually named rooms and suites, each inspired by marine life, the hotel offers an intimate, Art Deco-infused ambiance Overnight in La Rochelle at the 4-star boutique hotel, Hôtel Saint Nicolas

Saturday, October 18th

LA ROCHELLE



9.30am: 5-min walk to the La Rochelle Tourist Office Address: 2 quai Georges Simenon

9.45am: Guided walking tour of La Rochelle

11.30am: Transfer to Brouage for lunch and a tour of the citadel. Afternoon in Marennes, Europe's largest oyster-producing area, offering an authentic taste of France's oyster farming heritage. Experience les Fêtes de l'Ostra oyster festival. In Marennes, visitors can explore colorful oyster cabins, known as "cabanes," often painted in vibrant hues, serving as both working spaces for oyster farmers and charming tasting venues for guests Return to La Rochelle

Dinner at Le Pompon

Overnight at le Saint Nicolas

Sunday October 19th

POITIERS



Poitiers, a city of art and history, blends remarkable heritage with a vibrant cultural and technological scene. Once the capital of the Duchy of Aquitaine and the seat of Eleanor of

Aquitaine's court, the city offers a rich medieval legacy reflected in its architecture and atmosphere. Nicknamed the "City of a Hundred Bell Towers," Poitiers is home to outstanding Romanesque landmarks such as the Church of Notre-Dame-la-Grande, renowned for its sculpted façade. The historic center invites exploration, with cobbled streets, half-timbered houses, and lively cafés creating a timeless charm. Just outside the city, Futuroscope, one of Europe's top theme parks, offers futuristic and multimedia experiences that appeal to families and groups alike. With its youthful energy, cultural vitality, and excellent transport connections, Poitiers is a memorable destination where history and innovation go hand in hand.

(TBC) Morning transfer to Poitiers by train or minibus

(TBC) Lunch in Poitiers and city tour

Overnight in Poitiers at the Mercure Poitiers Centre, a unique 4-star hotel housed in the former Jesuit Chapelle du Gesù, built in 1854 and transformed into a hotel in 2012. Located in the heart of Poitiers, it offers 50 individually styled rooms, some set beneath the chapel's soaring vaulted ceilings. The hotel's restaurant, Les Archives, occupies the nave and chancel, preserving the building's historical charm while offering a modern dining experience.

Monday October 20th

POITIERS to PARIS

- Train to Paris

