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Agence d'Attractivité, de Développement Economique et Touristique

Group Press Trip

Toulouse, the heart of South-West France

8 to 13 Juin



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#toulouseairport #aircanada #flytheflag*

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@VisitezToulouse - <https://www.instagram.com/visitezoulouse/>
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Toulouse, the heart of South-West France

A Journey Through Landscapes, Flavours and Art

Toulouse, capital of Occitanie and the beating heart of south-west France, strikes a compelling balance between heritage and modern life. Known as the “Pink City” for its warm-toned brick architecture, it unfolds through a patchwork of medieval lanes, landmark sites such as the Capitole and the Basilica of Saint-Sernin, and a setting shaped by a remarkably preserved natural environment.

Beyond the city, the wider region rewards exploration. Albi and Montauban offer distinctive architectural character, while the Canal du Midi traces a historic route through the landscape. Further afield, the fortified city of Carcassonne stands as one of France’s most recognisable heritage sites.

Food and drink remain central to the region’s identity: cassoulet, foie gras, Armagnac and a strong local wine culture anchor a cuisine that is both traditional and enduring. Increasingly, Toulouse is also positioning itself as a destination for responsible tourism — one that champions culture, regional traditions and a deeply rooted sense of conviviality.

Monday 8 June

19:20 Take off from Montréal YUL on direct Air Canada flight to Toulouse

Tuesday 9 - Toulouse

08:15 Arrival in Toulouse

- Welcome by Birgitte Reimers from the Occitanie Regional Tourism Board
- Transfer to the city-centre by Ruban Bleu
- Deposit your luggage at the [Hotel Adagio La Grave](#) – unfortunately, early check-in might not be available during this period.

By staying at the aparthotel **Adagio Toulouse Centre La Grave**, you will be close to many of the city's must-see attractions, right in the heart of the cosmopolitan Saint-Cyprien district. Opposite the La Grave dome, you can take advantage of Toulouse's cultural life and find numerous local shops, cafés and restaurants right next to the hotel. *To note: from May to October the Saint-Pierre bridge linking the left bank to the center will be fully pedestrian!*

Adagio Toulouse Centre La Grave

- 24 Rue du Pont Saint-Pierre, 31300 Toulouse / +33 5 32 09 73 90
www.adagio-city.com/fr/hotel-b6z1-adagio-toulouse-centre-la-grave.shtml

09:30 Meeting in the hotel lobby with Marine from Toulouse Team and walk to the **Hotel Maison Soclo****** (800m, 10 minutes)

- 34 bis rue Valade, Toulouse / www.soclo.fr/en/

@soclotoulouse @soclo.toulouse

The Maison Soclo hotel is housed in an 18th-century mansion, just a stone’s throw from the Garonne and the University. With its 16 cozy rooms, Gaspard's bar, famous breakfast and



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brunch menu at lunchtime and at weekends, not to mention its swimming pool and garden, Maison Soclo is a hidden gem where local residents, budding globetrotters, business travellers and brunch lovers meet, chat, eat, sleep, swim, sunbathe, read, play... and live.

- 11:30 Walk back to the hotel Adagio La Grave, check-in and free time
- 14:00 Meeting in the hotel lobby with Marine, and walk to the tourist office for an English-guided tour with your guide Elena (+33 6 61 17 64 68)
- 14:30 Guided tour from Toulouse Team Tourist Office, to explore Toulouse Old town, from its medieval heritage and Renaissance mansions and hidden courtyard - www.toulouse-tourisme.com/en/
- 16:30 End of the tour, walk back to the hotel OR Free time to discover Toulouse main museums with your city pass (closing time 18.00)
For €26, valid for 3 days, you'll get a free entry to the public museums and monuments, a variety of activities at discount prices and a free guided tour of your choice from the Tourist Office.

Are open on Tuesdays:

- **Collection Bemberg:** a foundation housed in the magnificent Hôtel d'Assézat Renaissance building and created by Argentinian collector Georges Bemberg, that reopened last February to bring together numerous works of western art from the Renaissance to the early 20th Century.
- **The "Musée des Arts Précieux" Paul-Dupuy:** in the heart of Toulouse old town, this original museum presents itself as a Cabinets of curiosities, with works from the Middle Ages to the late 1930s.

- 19:30 Diner offered to you at the restaurant **Turbine**, meeting with Adrien Harmel, Toulouse Team Tourist Office Deputy Director (+33 6 30 94 42 35), in front of the stairs
- Espaces EDF Bazacle, 11 quai Saint-Pierre, 31000 Toulouse / +33 5 32 09 73 90
turbine-bazacle.fr

Experience Toulouse summer guinguettes or "pop-up restaurants" at Turbine, with the Garonne on the horizon and a bustling kitchen. On the terrace of the EDF Bazacle complex (a 19th-century hydroelectric power station with a riverside terrace and regular temporary exhibitions), enjoy one of Toulouse's most beautiful views whilst sipping cocktails and sharing delicious treats.

Included for you: 2-3 dishes to share (or à la Carte), a glass of wine and a soft drink

Wednesday 10 June - Albi - Montauban

Breakfast at the hotel

- 09:00 Departure for Albi – 75 km – 1 hour
- **Ruban Bleu** - Laurent PrevotEAU - 06.16.89.14.86



Projet cofinancé par le Fonds Européen de Développement Régional

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- 10:15 Meeting with Emma Delsol tel -0782854932 for a guided tour of the Episcopal City of Albi
• Office de Tourisme 42 rue Mariès – 81000 Albi

Discovering **Albi** means strolling on foot in the historic centre, following the heritage routes, boarding the tourist train, seeing Albi differently from the Tarn River, aboard the gabarres or even aboard a convertible 2CV, with a guide... Albi has been enriched with a new pedestrian bridge suspended above the Tarn, offering a unique view of the majestic Episcopal City. At least, the Toulouse-Lautrec museum is a place of international reference for the work of the artist born in Albi. The largest public collection in the world of works by Henri de Toulouse-Lautrec, including 31 posters by the lithographer painter, can be found in Albi. Currently, temporary exhibition co-produced with the Maurice Denis departmental museum in Saint-Germain-En-Laye: "HG Ibels, a committed Nabi" April/July

Guided tour in English of Albi: 2 hours to enjoy the major sights and must-see viewpoints.

Toulouse-Lautrec museum: overview of the exhibition and its key works

- The city centre classified by UNESCO: <https://www.albi-tourisme.fr/en/>, main spots and the foot path bridge: www.albi-tourisme.fr/en/the-footbridge-that-changes-the-way-we-look-at-Albi/
- The Toulouse Lautrec Museum: <https://www.musee-toulouse-lautrec.com/en/> :

- 12:15 Lunch in Albi in the historic center – **Alchimy**
• 12, place du Palais, 81000 Albi / 05 63 76 18 18 - <https://www.alchimyalbi.fr>

- 14:00 Departure for Montauban – 78 km – 1h10
• **Ruban Bleu** - Laurent PrevotEAU - 06.16.89.14.86

- 15:00 Meet at the Tourist Office (4 rue du Collège) with Mathieu Montor, Montauban Tourisme director – +33 (0).6.48.27.61.30, for a guided tour of **Montauban** and Ingres Bourdelle Museum, with a guide from the Centre for Architecture and Heritage Interpretation Welcome to the City of Ingres. Discover Montauban, founded in 1144 by the Count of Toulouse on the banks of the Tarn River. From the Place Nationale, the vibrant heart of this historic merchant town, explore the Pont Vieux, Saint-Jacques Church, the Cathedral, and many other landmarks that bear witness to Montauban's rich history.
• 4 rue du Collège

- 16:00 Guided tour of the **Ingres Bourdelle Museum**
Built in the 17th century by the Bishop of Montauban, the former Episcopal Palace — now home to the Ingres Bourdelle Museum — reflects the city's fascinating heritage. Admire the remarkable collection of works by Jean-Auguste-Dominique Ingres, as well as the stunning sculptures by Émile-Antoine Bourdelle (1861–1929), both natives of Montauban.

- 17:00 Free time – After your visits, stroll through the charming pink-brick streets and step into Montauban's beautiful independent boutiques and local gourmet specialty addresses : Pâtissier Chocolatier Alexandres – 117 faubourg Lacapelle, Chocolatier Les Délices G. Pécou – 10 rue de la République, La Droguerie Couderc – 43, rue de la Résistance, ArchéoDéco - 5 place Nationale...



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- Montauban, the city : www.montauban-tourisme.com/en
- Ingres Bourdelle Museum - <https://museeingresbourdelle.com>

19:00 Gastronomic dinner in Montauban at the restaurant **Antoine Omnivore**
• 10, rue d'Auriel, 82000 Montauban / +33 5 63 03 03 91 - <https://antoine-omnivore.fr>

21:50 Departure for Toulouse – 53 km – 54 minutes
Arrival in Toulouse no later than 23:00 due to the driver's duty time limitations

Night in Toulouse

Thursday 11 June – Revel/St Ferréol – Canal du Midi

Breakfast at the hotel

Please wear casual clothes, as you'll be going cycling in the afternoon.

09:00 Departure for Revel and the Lac de St Ferréol – 55 km – 1h10
• **Ruban Bleu** - Laurent PrevotEAU - 06.16.89.14.86

10:15 Visit to Revel.
Self-guided tour of the village of Revel and its 14th-century market hall. Self-guided visit of the Wood Museum (Musée du Bois) – 13 Rue Jean Moulin, Revel. Please report to the entrance for press welcome.
English-language documentation attached.

Revel is a charming bastide town in south-west France, known for its heritage and relaxed way of life. Its beautiful wooden covered market is one of the finest in the region, and every Saturday morning the town comes alive with a vibrant market offering local produce and a friendly atmosphere. Since the 19th century, the medieval bastide town of Revel has been renowned as the capital of fine furniture-making and marquetry. It has been awarded the “Ville et Métiers d’Art” (Town of Arts and Crafts) label in recognition of its exceptional craftsmanship heritage.
Combining history, gastronomy and nature, Revel offers an authentic taste of southern France.

11h15 **Visit to Saint Ferréol Lake and its Museum “le Réservoir”**
Rendez-vous in front of the Muséum Le Réservoir 1 avenue Paul Riquet Saint Ferréol, for a guided visit in English.
Contact : Delphine 05 63 81 57 57

Just a few kilometres away, **Lake Saint-Ferréol** provides a stunning natural setting, perfect for swimming, walking, picnics and water activities. It also holds major historical importance as a key water reservoir for the Canal du Midi, designed by Pierre-Paul Riquet in the 17th century. The lake was created to supply and regulate water for the canal, helping to ensure its



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operation and making it an essential part of this UNESCO World Heritage engineering masterpiece.

- Revel : <https://en.auxsourcesducanaldumidi.com>
- [Le Réservoir Museum](#)
- [Lake Saint-Ferréol](#)

13:00 Lunch in Revel / St Ferréol – **Hotellerie du Lac** – reservation for 5 persons. The reservation is under the name of the Departmental Tourism Committee. No payment is required on site.

- 22 Avenue Pierre-Paul Riquet, 31250 Revel / 05 62 18 70 80 – <https://www.hotel-restaurant-saint-ferreol.com>

14:30 Departure for the canal du Midi : Ayguesvives lock

15:45 Rendez-vous with Sébastien Donaty (Petit Cyclo) - 06 79 44 17 94 at the parking of Ticaille Lock in Ayguesvives. GPS : Latitude : 43.4467 - Longitude : 1.5993

Sébastien Donaty is preparing the bicycles: 2 electric-assist bicycles and 2 conventional bicycles, along with helmets, handlebar bags, and rear panniers.

A cycle ride along the Canal du Midi : departure from Ayguesvives to Gardouch Marina (10 km : 1hour drive with photo stops).

Sébastien Donaty will be waiting for you at Gardouch Marina (Latitude : 43.3918 / Longitude : 1.6918. He will collect the bicycles and drive you back to the starting point with his car.

A cycle ride along the Canal du Midi : departure from Ayguesvives to Gardouch (10 km : 1hour drive with photo stops). 4 conventional bikes are available in Ayguesvives through Petit Cyclo.

Return to Ayguesvives from Gardouch by Car with Petit Cyclo - <https://le-petit-cyclo.com>

This is the most scenic section of the canal in Haute-Garonne: In Montesquieu-Lauragais, discover the Négra lock and the hamlet built around it in the 1670s, along with its charming chapel dedicated to the boatmen. Further along, enjoy the lovely port of Gardouch, with its colourful houses and the Sanglier lock.

18:00 Return to Toulouse – 26 km – 36 minutes

19:30 Meeting in the hotel lobby with Marine, from Toulouse Team and walk to the restaurant MADO for a light diner

- 22 Rue des Blanchers, 31000 Toulouse / <https://restaurantmado.fr/>

Located between Place Saint-Pierre and La Daurade, MADO restaurant serves creative bistronomic cuisine, blending Asian influences, Mediterranean cuisine and French gastronomy. *Included for you: 2–3 dishes to share (or not), a glass of wine and a soft drink*

After diner, tickets for the Rio Loco festival (A QR code has been sent to you individually so that you can collect your press pass in the media corner, available for 2 nights)



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Did you know? Toulouse has been designated “UNESCO City of Music” since 2023. Concerts, operas, recitals... rock, electro or classical, all kinds of music resonate in the “Ville rose” and the summer festivities start with the Rio Loco festival along the Garonne river


Program of the night: <https://rio-loco.org/programme/?date=2026-06-11>

Night in Toulouse

Friday 12 June – Toulouse

Breakfast at the hotel

Walk to the Bemberg Collection, Place d'Assézat (900m, 13 minutes)

10:00 “Toulouse Gourmet Tour” English Food Tour by Chef Alejandro (contact +33 6 67 77 10 94)
www.toulousegourmettours.com/toulouse-traditional-food-tour  toulousegourmettours

Dive into the heart of Toulouse with Chef Alejandro as he takes you on a culinary journey through the city's historic center. This intimate, small-group, 4-hour walking food tour in English (or Spanish) features 7 stops, 7 stories, 7 food samples. Unveil the tales behind the most iconic monuments in the city and with every story, savor a traditional recipe, ingredient, or product that embodies the essence of Southwestern French Cuisine.

13:30 End of the tour near Saint-Sernin Basilica, walk back to the hotel

14:30 Meeting in the hotel lobby with Marine from Toulouse Team and taxi transfer to **La Cité de l'espace** (*Capitole taxi pre-booked for the group, a sms will be sent upon arrival*)

After security check, meeting at the welcome desk with Marlène Meck, PR (+33 6 08 96 96 50)

• Avenue Jean Gonord, 31500 Toulouse - www.cite-espace.com

Beyond its unique location at the heart of the Occitanie region and its well-preserved heritage, Toulouse is also the most dynamic city in France, thanks to its leading aerospace industry! As the capital of aeronautical adventure, the city has also become the European capital of the space industry and is home to unique sites waiting to be discovered! The Cité de l'Espace is a science centre dedicated to space exploration and astronomy. Discover real spacecraft, journey to the far reaches of the cosmos, admire space treasures and unlock all the secrets of space! The Cité de l'Espace has launched its new LuneXplorer flight simulator, which allows visitors to physically experience what astronauts go through during a launch to the Moon.

16:30 End of the tour, transfer back to the city center (*Capitole taxi pre-booked for the group, a sms will be sent to Carole upon arrival*)



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Free time to do some shopping, wander or visit a museum with your city pass:

Are open on Fridays

- **Collection Bemberg:** a foundation housed in the magnificent Hôtel d'Assézat Renaissance building and created by Argentinian collector Georges Bemberg, that
- reopened last February to bring together numerous works of western art from the Renaissance to the early 20th Century.
- **The "Musée des Arts Précieux" Paul-Dupuy:** in the heart of Toulouse old town, this original museum presents itself as a Cabinets of curiosities, with works from the Middle Ages to the late 1930s.
- **Les Augustins fine arts museum:** housed in a former convent, reopened its doors to the public on Friday, December 19, 2025. Closed for several years for major renovation, this museum—whose buildings are all listed as Historic Monuments—provides an exceptional setting for paintings and sculptures dating from the Middle Ages to the 20th century.
- **Musée du Vieux Toulouse, Museum of Natural History...**

19:45 Diner offered to you at the restaurant **Le Florida** on the Capitole Square (1,1 km, 16 minutes)
no company for this diner

Right in the heart of Toulouse, opposite the Town Hall, beneath the arcades of Place du Capitole, Le Florida has been welcoming guests since 1874!

Included for you: choix à la carte, starter/main/dessert, a glass of wine and a soft drink

In option: Rio Loco festival still available with your pass!

Program of the night <https://rio-loco.org/programme/?date=2026-06-12>

Saturday 13 June

07:50 Transfer taxi to the Toulouse Blagnac airport (20 minutes)

09:50 Take off from Toulouse airport to Montreal YUL

11:35 Arrival in Montreal

We hope you enjoyed your stay!

This press trip was organised by the Occitanie Regional Tourism Committee and its partners.

We would be grateful if you could mention our websites in your future articles:

Destination Occitanie - www.visit-occitanie.com/en

Haute-Garonne Tourisme - www.hautegaronnnetourisme.com

Toulouse Tourisme - www.toulouse-visit.com

Albi Tourisme - www.albi-tourisme.fr/en

Montauban - www.montauban-tourisme.com/en

Toulouse Airport - www.toulouse.aeroport.fr/en

Atout France : <https://www.france.fr/en/>

Air Canada : www.aircanada.com/home/ca/en/aco/flights



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