



NOSTRA

Network Of STRAits

An area of outstanding natural beauty
with human values

“Creating a new tourism destination”

Diana Hounslow
Executive Director
Pas-de-Calais Tourism



Pas-de-Calais in figures:

- 36 million people cross the strait every year
- 3,6 million bednights per year (75% french)
⇒ 7th region in France
- Economy of 3,5% of the Gross Domestic Income
- 48 national museums in Nord-Pas de Calais
⇒ « Louvre-Lens »
- 19 000 commercial beds
- 26 000 beds in holiday homes
- Decline of the british market



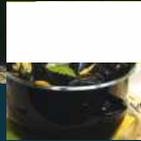
Sustainable Tourism

Respecting human, natural and man-made environments

Tourism based on the values of the people who live here



Au commencement...
nous avons séparé le ciel d'avec la terre,
pour y répandre cent kilomètres de sable fin



Renoncez à toutes les vieilles croyances

Pensez dès maintenant à sauver votre place sur www.eden-express.com

Division of Energy • Access • Life • Detachment • Power • Peace

In the beginning we seperated the sky from the earth, to spread 100km of fine sand.
Do away with your old beliefs – save your place on www.eden-express.com



Au septième jour..
nous avons inventé le sens de l'accueil et l'art de la fête.
Au p'tit matin, les anges avaient démissionné



Pas-de-Calais

En vérité, il existe un autre Paradis



Réservez dès maintenant votre place au Pas-de-Calais : www.pas-de-calais.com

On the seventh day we invented a sens of welcome and the art of party – making.
By the morning the angels had handed in their notice.
Pas-de-Calais, in truth there is another paradise.



What is the history of this place ?



Grand Site de France – where do we go from here ?

An area of outstanding natural beauty – preserved but open for business !

1 million visitors per year.

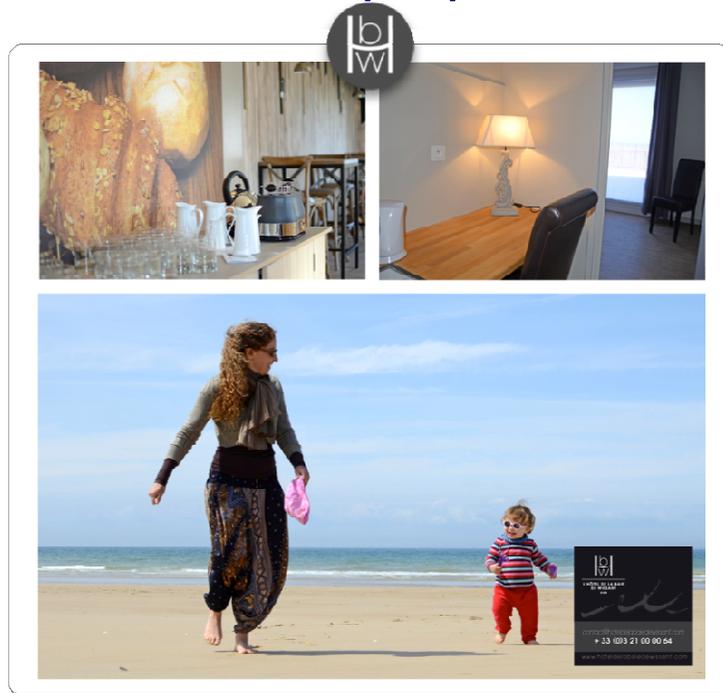
Quality problem – Tourism is all too easy

A quality encouragement team with the local tourist office

Sustainable development kit : Videos and advice, contact list.



Encouraging new businesses to create competition



People make places





Membre du réseau international des Greeters

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