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# Destination Impressionism Paris Region

at 10 February 2014

Since 2012, the Paris Region Tourist Board has been working to improve the destination's attractiveness from the point of view of the "Impressionism" theme that is world renowned and of interest to the general public.

In 2014, the Paris Region Tourist Board is supporting the "In the steps of Van Gogh" programme initiative that is returning to the town of Auvers-sur-Oise in partnership with the Van Gogh Institute.

## Description

As an extension to the work of structuring the offering and from the point of view of irrigating the territory, the Paris Region Tourist Board is committed to continuing in 2014 its promotional mission among the general public and professionals.

In this respect, it is renewing its partnership with Auvers-Sur-Oise, the village of artists, one of the essential stages on a journey to the heart of impressionism which takes participants "In the steps of Van Gogh".

The objectives of this partnership are:

- To stimulate the consumption of leisure activities over the whole territory for an Paris Region target.
- To trigger excursions and holidays in Paris Region for a tourist target.

## Files

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