

Les Quatre Saisons

A seasonal “news-in-brief” update, from *The French Ardennes*

Wish You Were Here...?

English-speaking travellers are being made to feel even more welcome in The French Ardennes in 2026, thanks to [Inspirations](#), a magazine which focuses entirely on this all-too-often underrated and ‘**alternative**’ region of France. Published at the beginning of February, it is also available online and offers inspiration to UK holidaymakers who are keen to explore what is currently one of the lesser-known areas of France. The magazine also provides practical information about how to get there, where to stay, and when many of the annual highlights take place. One thing which today’s travel editors, freelancers and picture desks will value most about is the way the magazine also showcases Ardennes Tourism’s library of top-quality images. At a time when images have a greater role to play when it comes to search engines and algorithms, The French Ardennes has made a conscious decision to go BIG on picture quality. [So sit back, scroll down, and take a look at what this ‘different’ part of France has to offer...](#) (But, all credit must - quite literally! - go to the photographers whose images are being used here).

What the papers say

Something ‘**alternative**’ made it into the [18 Ideas For A French Mini-break This Spring](#) in *The Times*’ weekend #travel section... Alongside “a gorgeous new hotel on its own island near Marseille, market shopping in the Languedoc, and a weekend jaunt in Nantes”, ‘Beer and biking in the Ardennes’ appeared in the round-up at No. 11. As *The Times* itself says: “These great trips are all about joie de vivre!”. But look a little closer at the online version, and you might also notice the picture editor having some fun with the caption: “Try a beer-focused cycling trip - yes, really!” It’s the second time this year The French Ardennes has made it into the travel pages of a national newspaper. Earlier this year, the new Grand Route walking trail, that will launch this Autumn, was the lead story in a round-up of [Seven of the world’s best new hikes](#), in *The i*.

Go gig-tripping to The French Ardennes to see Nick Cave & The Bad Seeds

Ranked among the top 10 music festivals in France, [Cabaret Vert](#) has been entertaining visitors to Charleville-Mézières for 20 years. Named after Arthur Rimbaud’s poem of the same title, the Ardennes top music festival will this year welcome amongst others Nick Cave & The Bad Seeds, Underworld, Sparks and Deftones along with an army of festival goers from 20 to 23 August for four days of music and other entertainment on five stages. ‘**Alternative**’ to all other music festivals around the globe, however, Cabaret Vert has *always* focussed on being sustainable and ‘green’ - and also features a very strong comic books (“bande-dessinée”) element in its programme, featuring signing sessions, meets-and-greets with authors, as well as exhibitions, workshops, and movies.

Puppets Galore!

For 60 years, the [Temps d’M Festival in Charleville-Mézières](#) has celebrated the art of puppetry and cultures from around the world, combining artistic excellence with a friendly atmosphere. Staged every two years - and alternating with the biannual World Puppet Festival - this ‘**alternative**’ event brings together artists, creators, puppeteers, and spectators from all walks of life to share original and creative experiences. As ever, the 2026 programme between 16 and 20 September includes professional and amateur shows, workshops, meetings, and performances that highlight the diversity of forms, aesthetics, and cultures. The French Ardennes and Charleville-Mézières, in particular, is a world capital of puppetry. The next World Puppet Festival will be staged here in September, 2027. For a true flavour of what this offers, sit back and enjoy this video of some of the highlights from the [Festival Mondial des Théâtres de Marionnettes 2025](#).

And finally...

...The French Ardennes is proud to be one of the regions of France invited to attend a media event in London on 9 June, organised by Atout France. Admission to the ‘**Alternative France**’ media gathering is by invitation only. But anyone wanting details of

the news being brought to that event by The French Ardennes can contact Ian Weightman.

ENDS

Full [Media Kits](#) (in English) are available online; all press trips are arranged with the aim of reducing the impact of tourism on the environment.

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