



# PRESS RELEASE

## Clos Allegria Amboise Registers Its Trademark and Attracts 40% International Visitors.

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Clos Allegria Amboise, a charming lodge in the heart of the Loire Valley Castles, officially announces the registration of its trademark and logo, reinforcing its unique identity and commitment to an authentic and eco-friendly experience. With 40% international visitors in 2024, Clos Allegria confirms its appeal beyond borders, attracting 96% of foreign travelers discovering Touraine for the first time.

### **A Fully Renovated Home Combining History, Modernity, and Comfort**

Owners Valérie and Didier have completely renovated the lodge, incorporating sustainable solutions. "We want to offer our French and international visitors an experience where comfort and environmental respect go hand in hand," they explain. The name *Allegria*, meaning "joy" in Italian, pays tribute to Leonardo da Vinci, who lived and rests in Amboise, while also referencing the lodge's location on Rue de la Gaîté (Street of Joy).

### **Exclusive Services for an Unforgettable Stay**

Clos Allegria enhances its guests' experience by offering premium services:

- **Chocolate workshops** with the finest local artisan chocolatier to unlock the secrets of chocolate-making.
- **Electric and mechanical bike rentals** to explore the Loire Valley at a leisurely pace.
- **In-home massages** for ultimate relaxation in the comfort of the lodge.
- **Private chauffeur service** to explore the region's must-see sites with ease.

By prioritizing short supply chains and collaborating with local businesses, Valérie and Didier offer guests an authentic immersion into the richness of Touraine.

### **AI and Innovation Enhancing the Guest Experience**

At Clos Allegria, artificial intelligence optimizes the guest experience from start to finish. Seamless communication and instant assistance ensure a responsive and personalized service, providing greater availability and a streamlined management of traveler needs.

With a strong identity and growing international appeal, Clos Allegria Amboise is establishing itself as a must-visit destination for a stay in the heart of the Loire Valley Castles.

### **About Clos Allegria Amboise**

Managed by Valérie and Didier, Clos Allegria is a real estate investment fully financed through credit to prepare for their retirement. With three bedrooms, a spacious 47 m<sup>2</sup> living area, and a 2,000 m<sup>2</sup> garden, it accommodates up to seven guests in an exceptional setting. Ideally located in the heart of the Loire Valley Castles, near Château d'Amboise, Clos Lucé, and close to the ZooParc de Beauval, it serves as the perfect starting point for discovering the region's rich heritage.

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