

# Lyon, an outstanding journey combining authenticity and modernity

**Press Kit** 





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# **Editorial**

Lying at the heart of a splendid region, the Lyon metropolitan area is among Europe's most attractive destinations.

Offering gourmet food, history, culture and a human-scale city, Lyon has all the ingredients for a remarkable break.

Preserving its authenticity while embracing modernity, it wins the hearts of visitors with its French charm. Lyon is also a highly engaged city, working every day to build a more responsible approach to urban tourism.

At the confluence of the rivers Rhône and Saône, one can explore the city from the water, on foot and by bicycle. With green spaces covering 1 800 hectares (more than 4 400 acres), residents, visitors and passers-through can always find a pleasant spot to take a break.

City of the Lumière brothers, Lyon offers unique experiences throughout the year, for kids and adults alike.



## RANKINGS AND CERTIFICATIONS:

→ Lyon is the top city of more than 100,000 residents (outside of Île-de-France) where everything is accessible within a 15-minute walking radius (local shops and services). Source: Le Parisien

 $\rightarrow$  Lyon is among the leading fifteen

destinations worldwide in terms of sustainable tourism according to the 2023 GDS.

→ FIER Sport' certification for inclusion and respect of LGBTQIA+ people.

ightarrow Top destination to be

discovered in 2022 according to the

World Travel Awards.

→  $2^{nd}$  in the World Travel Awards 2021 'Europe's Leading City Destination' category.

#### Sources:

Observatoire hôtelier CCI Lyon Métropole Métropole de Lyon <u>leparisien.fr</u> World Travel Awards

More key figures Figures, stats and analyses on: visiterlyon.com



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# Heritage

# 2000 years of history, fueled by a passion for silk-making

Lyon has been shaped by more than 2000 years of history. Each part of the city has a unique identity that reflects Lyon's development over time. Listed as UNESCO World Heritage sites in 1998, four historical districts cover an area of 500 hectares (more than 1200 acres).



## Fourvière Hill

The hill with the longest history in Lyon guards the memory of Lugdunum, an important Roman settlement. As they explore the theatres, visitors can learn about life in the ancient city.

The Basilica of Notre-Dame de Fourvière, a listed historic monument, stands proudly on top of the hill, just above the Jardins du Rosaire, a peaceful garden tucked away on the hillside.



## Vieux-Lyon

Nestled between Fourvière Hill and the River Saône, Vieux-Lyon (Old Lyon) has preserved all the charm of its Renaissance-period streets. This district is a window into a time when Lyon hosted fairs that attracted visitors from all over Europe. The hidden traboules (passageways connecting two streets through a building) and inner courtyards hint at the wealth of their former owners.

Around the gothic-style Cathedral of Saint-Jean, the district's lively streets are filled with restaurants and shops.



## La Presqu'île

The heart of Lyon lies in the peninsula between the Rhône and Saône. From Place Bellecour, Europe's largest pedestrian square, to Place des Terreaux, lined by the City Hall and Museum of Fine Art, the district's nineteenth-century buildings reflect the lavish lifestyles of Lyon's bourgeoisie.

Its iconic landmarks and fountains are illuminated at night, offering a chance to see Lyon in a different light.



#### **Croix-Rousse hill**

Lyon's second hill has a long history with silk weaving as the home of the 'Canuts' (Lyon's former silk-workers), who helped make the city a major European centre of textiles.

Visitors can explore its many 'traboules' (hidden passageways between streets) and stairways, as they discover the nineteenth-century buildings designed to hold weaving looms. Past and present come

Past and present come together, with traditional silk workshop tours and shops run by young independent designers, who keep the spirit of the Canuts alive.

# **Gastronomy** Excellence handed down over the generations

The title 'World Capital of Gastronomy' was given to the city in 1935 by Curnonsky, a famous food critic, who said that the secret of Lyonnaise cuisine is that it "keeps things tasting of themselves".

Since that time, Lyon has kept its reputation intact, offering a dizzying choice of more than 5300 restaurants, from street food to traditional brasseries, the famous Lyonnais Bouchons and Michelin-starred establishments.

Above all, Lyon owes this creativity, variety and quality to the abundance of the surrounding terroirs. Located at the crossroads of regions that produce poultry, game and fish, as well as fruit and vegetables, Lyonnaise Cuisine has drawn inspiration from local products to shape a cuisine that is generous, popular and inventive all at once.

Also surrounded by wine-producing regions, Lyon is fortunate to have many fine wines to pair with its excellent gastronomy. You will find Beaujolais, Côteaux du Lyonnais and Côtes du Rhône wines on the menus of all establishments.





#### The 'Mères Lyonnaises', or how it all began

The local gastronomic tradition owes a lot to the Mères Lyonnaises: **unassuming female cooks employed by bourgeois families who began to open their own restaurant businesses in the late eighteenth century, serving popular cuisine**.

They returned to the forefront of the scene in the 1930s, at a time when many female cooks lost their jobs as household cooks following the recession.

Their restaurants serving Lyonnais specialities and focussing on local products rapidly became local institutions. In 1933, the most famous among them, Mère Brazier, achieved the distinction of being the first woman to be awarded three stars in the Michelin Guide for her two restaurants!

**⊼** Têtedoie

#### Great chefs: handing down excellence over the generations

Women of action, the Mères Lyonnaises were also interested in passing down their art. Mère Brazier's most famous apprentice was none other than Paul Bocuse!

Born in 1926 and deceased in 2018, Paul Bocuse left his mark on French and Lyonnais gastronomy. Named 'Chef of the Century' by Gault et Millau, he made Lyon shine on the world stage.

Holding three stars in the Michelin Guide for more than 50 years, his restaurant Auberge de Collonges, which is celebrating its centenary in 2024, continues to attract gourmets from France and beyond.

A home for great chefs, with 17 Michelin-starred restaurants in 2024, and 2 Michelin-green-starred (Têtedoie and Prairial) Lyon also attracts professionals from all corners of the globe, who merge their influences with the classics of French cuisine and come to develop their skills at the Institut Lyfe, founded by Paul Bocuse.



## "Classic or modern, there is only one kind of cuisine... good cuisine."

Paul Bocuse



Vibrant creativity and fresh talent

The weight of tradition and major historical figures does not prevent fresh talents from expressing their creativity. Quite the contrary!

Chefs and pastry chefs are taking up the baton and offering creative, green, experimental and surprising food, to keep Lyon's reputation on the world stage alive.

Events such as the *Lyon Street Food Festival*, France's leading food festival, held annually in June, are an opportunity for great chefs to look at their cuisine in a new light.

All year round, the *Cité Internationale de la Gastronomie* (International City of Gastronomy) offers a whole programme of exhibitions and activities that promote gastronomy, including its nutritional aspects and environmental challenges.

@B. Robert

Lyon Street Food Festival

Paul Bocuse [1926 - 2018]

## Lyonnais Bouchons: authenticity and tradition

Proud guardians of Lyon's culinary tradition, Lyon's bouchons charm diners with their unique character. This is an experience not to be missed when visiting the city!

In a warm and welcoming atmosphere, locals and visitors taste Lyonnais specialities (find out more below); and it is common for the chef to come into the dining room to chat with their guests.

Lyonnaise cuisine has always embraced the working class and families, built on simple but high-quality ingredients, generous servings and comforting food. Workers and managers would eat side by side during their breaks.

Some bouchons still serve a meal known as the 'mâchon', which was historically eaten by silk workers early in the morning, but already after they had been at work for several hours. It comprises local specialities and charcuterie, served along with regional wines.



This quality label guarantees that you will get traditional cuisine, made with fresh produce, and an authentic experience. www.bouchonlyonnais.org

#### Lyon's markets: exceptional ingredients

A temple of Lyonnaise gastronomy, the vast indoor food market *Halles de Lyon Paul Bocuse* is home to more than 60 producers and restaurants. Exceptional regional produce can be found in this bustling market in the morning, when locals come to stock up for special occasions. At the end of the morning, visitors take a seat at one of the many restaurants or oyster sellers for a culinary treat.



. Outdoor market

Produce from Lyon and the surrounding region can also be found on the stalls of local street markets.

Along the banks of the Saône, **the market of Quai Saint-Antoine** is perfect for a leisurely browse, with a view of Fourvière hill in the background. It is the ideal place to taste food and chat with passionate local producers! By the Rhône, **the market of Quai Augagneur** stretches lazily along the banks, opposite the Grand Hôtel-Dieu building. **Lyon's most iconic market**, however, is to be found on **Boulevard de la Croix-Rousse**, on top of the hill of the same name.

Located there since the mid-nineteenth century, this working-class market has been a fixture for generations of residents. For a art atmosphere, head to **the art and crafts market of Quai Romain** Rolland held on Sunday mornings.

With such a wealth of quality ingredients available, local restaurant owners can offer excellent value for money, through affordable menus of the day within reach of different budgets.

### So, what to eat in Lyon ?

#### Cervelle de Canut:

a fresh fromage blanc with shallots, chives, white wine and "crème fraîche"

# Gâteau de foie de volaille:

a chicken liver soufflé covered in a tomato coulis

#### **Oeuf Meurette:**

poached eggs cooked in red wine, onions and lardons (also comes without lardons)

#### Salade Lyonnaise:

a mixed salad with frisée lettuce, lardons, croutons and poached eggs

#### Quenelles de

brochet sauce Nantua: a soufflé made with milk, eggs, flour and butter. The most traditional version includes pike, covered in a Nantua shrimp sauce

#### Saucisson brioché pistaché:

pistachio saucisson wrapped in a soft brioche pastry

#### Tablier de sapeur:

veal ruffle marinated in wine, breaded and deep-fried



# ©D. Castel





# S. IGUNA

#### Tarte à la praline:

a shortcrust pastry tart topped with pink pralines and made with pure butter!

` Tarte à la praline

And on the side?

pork scratchings as an

a very thick-bottomed 46 cl bottle of Beaujolais, Cote du Rhône or Coteaux du Lyonnais

Grattons:

appetizer

Pot lyonnais:

' Saucisson brioché



#### **Guided tours for gourmets**

Exploring Lyon through the lens of its gastronomy is a great way to taste the everyday lives of local residents and see the city in a new light! **The tourist office's qualified tour guides**, as well as local companies offering food tours, take epicureans behind the scenes of a city that worships food.

# A city that's on the move

## **#cultural**

Lyon has earned a reputation as France's second leading city for culture. In addition to its rich and varied museums, the city boasts high-profile art institutions that are renowned the world over.

In the city of the Lumière brothers, the inventors of cinema, culture is also proudly displayed on the walls, from the tradition of its murals to the revival of local street art.

Throughout the year, the metropolitan area comes to life with major events, festivals and concerts that draw artists from around the world. For visitors, it is a wonderful opportunity to dive into art forms such as music, drama and dance. There is something for everyone, whatever your age or interests.



## A morning outdoors

In the 1980s, the city expressed itself through murals and brightened up the day-to-day life of its residents.

Like an outdoor art gallery, Lyon currently has more than 100 murals that pay tribute to famous local figures and the city's history. Fresque des Canuts, Fresque des Lyonnais and Route de la Soie are some of the artworks that reflect the story of their neighbourhood. A collection can also be seen at the Musée Urbain Tony Garnier, where thirty or so works produced in honour of the famous local architect can be seen.

Constantly changing, Lyon has seen the emergence of a new generation of street artists in recent years. They are contributing to the revival of creativity in the city and creating trendy, popular events like the *Peinture Fraîche festival*, held in October each year.







#### An afternoon at the museum

With no less than 30 museums, the Lyon metropolitan area has a diverse cultural offering to explore, with themes ranging from cinema to silk, printing and the French Resistance. Among those that should be on any bucket list:

 The Lugdunum Museum, Gadagne Museum and Museum of Printing look back at the history of Lyon, the ancient past and the splendour of Gallo-Roman Lyon

 The Musée des Confluences, the most visited museum in Lyon, tells the fascinating story of humanity, combining various approaches, including science, anthropology and sociology

— **The Musée Lumière** which takes visitors back to the beginnings of film-making, through sight and touch



#### An evening on the balcony

Lyon is home to many leading cultural institutions, including:

 The Opéra National, voted best opera company in the world in 2017, which produces opera and dance performances in a unique, contemporary venue designed by Jean Nouvel.

— The Théâtre des Célestins, a nineteenth-century Italian-style theatre, presents classical and contemporary drama works.

 The Maison de la Danse, a one-of-a-kind venue in Europe, hosts leading contemporary dance companies from around the globe.

— The Orchestre National de Lyon, directed by the Danish conductor Nikolaj Szeps-Znaider, revisits the classical repertoire, inviting ensembles from overseas and solo musicians throughout the year.

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## **#sporty**

Lyon is energised by the presence of several international clubs, including women's and men's teams: the Olympique Lyonnais football club, LOU Rugby and AS-VEL Lyon-Villeurbanne, the basketball club managed by Tony Parker.

After hosting the Rugby World Cup in 2023, Lyon was also a host city for men's and women's football matches during the 2024 Paris Olympic and Paralympic Games.

These kinds of events make Lyon a choice destination for anyone who wants to combine tourism with a passion for sports.

<sup>17&</sup>lt;sup>th</sup> French football championship title for the women's team in 2024



Lyon City Surf - OL Vallée



# OL Vallée: an attraction for kids and adults

OL Vallée is the Lyon metropolitan area's cultural and sports leisure complex.

It offers sports activities of all kinds (such as surfing and bowling) and a wide range of catering options for the whole family. It is also **a stone's throw from the legendary Groupama Stadium and OL Museum.** 

Inaugurated in 2024, OL Vallée now has a concert and match venue: **the LDLC Arena**. The **second biggest concert venue in France**, **with 16,000 seats**, the LDLC Arena brings epic live shows to Lyon's music scene.

This extraordinary venue is also approved to host the official tournaments of eight different sports.

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# Spotlight on cinema, a living art in Lyon

## The birthplace of the Lumière brothers, Lvon nurtures cinema with passion and a modern outlook.

### Lyon preserves and shares this unique heritage through:

#### The Musée Lumière,

which tells the story of the birth of cinema in a privileged setting, inside the mansion that belonged to the Lumière family. Renovated in 2023, the museum offers fun ways to discover the Lumière brothers' extraordinary inventions, such as colour photography, with screenings and interactive displays on the mansion's four floors.

#### The Institut Lumière,

which houses a library, as well as a film archive and theatre, where films are screened every evening. The institute is located on the site of the Lumière family's former factory.

#### Filmoramax,

a five-day international short-film festival, which promotes film projects from around the globe and organises masterclasses.

#### The Lumière Festival,

a world gathering for classic film enthusiasts. Each October, in Lyon, the world of cinema celebrates its energy and memory, looking at works from the past through a contemporary lens (restored films, retrospectives, guests, tributes, screenings accompanied by live music). The Lumière Festival includes more than 450 screenings, themed nighttime events, meetings in prisons and hospitals, and emotional evening gatherings...

A true landmark for cinema-lovers, it is celebrating its 15<sup>th</sup> anniversary in 2024.

#### The Cinema and Miniature Museum,

France's largest collection of props acquired from Hollywood studios, as well as a world of miniature models.

Louis et Antoine Lumière



#### **Did you know?**

The Lumière brothers, Louis and Auguste, invented the cinematograph in 1895 and made the very first film in the history of humanity, in Lyon: 'Sortie des Usines' (Workers Leaving the Factory).



nstitut Lumière

# Sustainable tourism An engaged urban destination

The Greater Lyon Tourist Office is committed to helping tourism professionals achieve ecological transition. Throughout the year, it supports restaurants, hotels and activity service providers seeking environmental certification. A city on a human scale, the destination does its utmost to preserve its assets and authenticity while respecting the lives of its residents. Lyon distinguished itself in the 2023 Global Destination Sustainability Index (GDS-Index), performing outstandingly to reach 13<sup>th</sup> position in the global ranking.

#### The art of using green mobility

Ideal for tourists, Lyon is the top-ranking city of more than 100,000 residents where everything is accessible within a 15-minute walking radius\*.

Lyon embodies the art of slow tourism. The city's layout makes it easy to enjoy its attractions and heritage to the full, and it provides residents and visitors with a wide range of green transport options.

In addition to **bicycles** (regular and/or electric, at bicycle-sharing stations), **buses**, **trams**, **underground and funicular trains**, **there is the Vaporetto**, **Lyon's iconic river boat shuttle service**. The city now has more than 1215 km of cycle paths and 430 Vélov bicycle-sharing stations.

Thanks to extensive pedestrianisation (a central project in the Presqu'île district), redevelopment of the **riverbanks of the Saône and Rhône (including its boat bars!), and Tête d'Or park,** Lyon is a great city to explore on foot, on rollers or by bike.

The more adventurous among you can travel down the river by stand-up paddle board or kayak, all the way down to the confluence!



# A destination that's accessible from far and wide...

Boasting France's biggest international railway station in terms of the number of connections, Lyon has direct train connections to many major European cities, like Geneva, Brussels, Frankfurt, Barcelona, Turin and Milan. What's more, Paris is just a 2-hour train ride away, and Marseille a  $1\frac{1}{2}$ -hour ride.

At the heart of the motorway network, Lyon is also easy to access by car.

For air travel, Lyon Saint-Exupéry airport has no less than 120 direct destinations.

Finally, cycling enthusiasts can stop in Lyon via two major cycle routes: the Viarhôna, from Geneva to the Mediterranean; and the Voie Bleue Saône-Moselle, linking Luxembourg and Lyon.

\*According to <u>le Parisien-Aujourd'hui en France</u>



#### ... and within reach of all budgets

Beyond its geographical accessibility, Lyon is a destination that caters to all budgets.



The Lyon City Card is now an essential pass to save money while visiting the city. Available for 24, 48, 72 or 96 hours, starting from  $\bigcirc$  32, it includes travel on public transport, as well as a guided tour, admission to more than 30 museums, shows and discounts at many attractions.

What's more, the city has an impressive range of accommodation options, with 19,000 rooms in hotels, youth hostels and guest houses. Ranging from independent establishments to international chains, Canut-style apartments, loft spaces, cosy city-centre studios and river boats, and combining traditional charm with contemporary style, Lyon's accommodation offering promises timeless experiences.

#### Need help finding your way around?

The Tourist Office is open all through the year, with stay advisers speaking six languages: French, English, Spanish, Italian, German and Arabic.

# Urban tourism with an engaged approach

In Lyon, urban tourism goes hand in hand with responsibility. As the Capital of Gastronomy, Lyon has a duty to lead the way in changing food practices. In the city of Paul Bocuse, new locavore, vegetarian, organic and socially-engaged establishments are appearing all the time.

Socially-engaged visitors can plan their stay and find their way around with the help of several quality labels run and promoted by the Tourist Office:

- Gourde Friendly: more than 700 drinking fountains and 115 partner locations across the city where you can fill your water bottle for free
- Accueil Vélo: the 60 holders of this quality label, including cyclist-friendly accommodation, rental companies and repair shops, welcome cycle tourism enthusiasts
- Green Key: 44 environmentally-certified establishments offering a green stay (1 European ecolabel)
- Fabriqué à Lyon: shops certified with 'Made in Lyon' products to buy local
- Engagé à Lyon: accommodation, restaurants and leisure attractions that meet ecological and social transition challenges through a responsible consumption offering
- A postcard of good practices: it's distributed in Vieux Lyon to encourage visitors to explore the 'traboules' sustainably, with respect for the residents
- Bouchons Lyonnais quality label, created by the Tourist Office and Association des Bouchons Lyonnais, presented on page 20, is one of the ways to offer local and authentic cuisine.

Towards more responsible tourism in Lyon:



# **Only in Lyon**

### <u>FEBRUARY</u> → **Lenny Kravitz**

N RUSSER PT

LDLC Arena

#### MARCH

ightarrow Lyon Urban Trail

#### APRIL

ightarrow Quais du Polar

#### MAY

#### → Nuits Sonores

Major event in Europe's cultural diary, this independent, urban, electronic music festival is held in iconic and unique venues, attracting more than 130,000 visitors over the course of 5 days.

→ Dua Lipa LDLC Arena

#### JUNE

 $\rightarrow$  Lyon BD Festival

## Things to do all year round

#### ightarrow Lyon Street Food Festival

France's biggest food festival, the LSFF takes a fresh approach as it highlights countries and chef in a fun, friendly atmosphere.

#### → Between Rhône et Saône Festival

Over 300 events and activities to celebrate and preserve water in the city!

#### JULY

 $\rightarrow$  Eurogames Lyon

Inclusive Sports Celebrating Diversity

→ Kylie Minogue
LDLC Arena

#### JULY - AUGUST

#### ightarrow Nuits de Fourvière

Eclectic festival (with drama, music, dance and more) in the magical setting of Fourvière's ancient theaters.

#### SEPTEMBER

#### ightarrow Dance Biennale

Biggest dance festival in the world, that brings together more than forty international companies and 210,000 visitors. Not to be missed: the Dance Biennale's parade through the streets of Lyon!

#### $\rightarrow$ Contemporary Art Biennale

Huge event in the art world, which is ranked among the five biggest international biennales, attracting more than 275,000.

#### OCTOBER

- ightarrow Run in Lyon
- ightarrow Festival Lumière

Lyon's love of cinema, with 450 screenings, as well as meetings, debates and ciné concerts (films with a live score), culminating with the award of the Prix Lumière.

#### $\rightarrow$ Peinture fraiche festival

Dedicated to street art, this festival is held over a two-month period in iconic industrial locations around the metropolitan area.

#### NOVEMBER

#### $\rightarrow$ Silk in Lyon

Highlights the importance of silk-making in Lyon's history.

→ Jamiroquai

#### DECEMBER

#### ightarrow Christmas market

#### $\rightarrow$ Festival of Lights

The biggest event of the year in Lyon, held around the 8<sup>th</sup> of December. The city centre's major landmarks are beautifully illuminated for four evenings that are free and open to all.

# **Enjoy authentic experiences**

For visitors who want to stray off the beaten track and take a dive into the French art of living, the city offers meaningful experiences that combine pleasure, discovery and respect.



#### **Tasting and wine tourism**

Lying in the heart of a wine-producing region, Lyon has some fantastic cellars for wine lovers. The first urban winery in Lyon, **Chai Saint Olive organises tastings and tours of its winemaking facilities**. One of Lyon's oldest wine merchants, Guyot runs **oenology classes**. Les Toqués du Fromage, on the other hand, presents **French cheeses with a fun, informal approach**.

#### **Socially-engaged restaurants**

A handful of Lyon's restaurants offer shared experiences and a chance to meet locals. Various approaches are adopted, including pay what you want, participation in preparing meals, service by people with disabilities, and meal donations to people in need.

A few examples: Les Petites Cantines, Café Joyeux, Equilibres Café.



#### Silk-weaving demonstrations

Nestled in the heart of the Croix-Rousse district, Maison des Canuts offers an insight into this unique traditional craft.

#### **Cookery classes**

In Lyon, **learning to make pâté-croute (pâté in a pastry crust) with a world championship-winning chef** is possible. Certified as a '**Remarkable Experience**' by Vallée de la Gastronomie, the class run by Chef Joseph Viola reveals the secrets of this famous French recipe.

#### **Behind the scenes tours**

Ranked among the best pastries in the world according to the LA LISTE gastronomic guide, Bernachon invites food lovers to **tour its chocolate factory**.

Meanwhile, the Opéra de Lyon opens the doors to its dancers' rehearsal room, offering visitors a glimpse into this iconic Lyon landmark.

Duculty shop

 $\mathbf{T}$ 

Silk workshop

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#### **Guided tours**

The Greater Lyon Tourist Office has developed its own guided tours. They are fantastic for curious visitors, who can **choose from among 60 themes and discover the city as they stroll**.

- The essential tours offer a chance to learn about the millennia-spanning history of this city founded in Roman times, including how it was shaped by the Italian Renaissance and its past as a centre of silk production.

- **The original tours** open up the doors of prominent landmarks, or step into the future as they look at the new faces of Lyon.

Discover 'Women who left their mark on Lyon', 'Crimes and news stories', 'Lyon during the Resistance', just to name a few.



↑ Guided tour



#### **Luxury Stays**

Travelers seeking a prestigious experience will find in Lyon the exceptional setting they desire.

Its seven five-star establishments, including the Intercontinental located in the heart of the city, which houses the Dôme, crowned the *World's Best Hotel Bar*, along with its numerous Michelin-starred restaurants, make the city an ideal destination for a luxurious stay.

Lavish spas, sophisticated body cares, flotation cabins, and personalized yoga sessions...

Lyon abounds with exquisite venues, all dedicated to offering the unique experience.

 $\ensuremath{\textit{Le Dôme}}\xspace,$  signature cocktail with pink praline, vodka, lemon juice and champagne

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# 10 ESSENTIAL THINGS TO DO IN LYON

# Ascend The hill of Fourvière

Take "la ficelle" (literally 'the string'), as the funicular going up

the hill is known, and see Lyon spread out beneath you. A symbolic landmark, the nineteenth-century basilica of Fourvière watches over Lyon and offers visitors a richly decorated interior. Nearby, the ancient theatres and the Lugdunum site reveal the secrets of the Roman city founded in 43 BC.





## Weave silk in the Croix-Rousse, home of the *Canuts*

Once inhabited by Lyon's silk-workers, known as 'the Canuts', the Croix-Rousse district reveals its industrial past through 'traboules' and inner courtyards. For a taste of life in this period, make your way to one of the workshops where you can buy a square silk scarf at factory price and learn about silk-making trades.



# Travel back in time in the Renaissance district of Vieux-Lyon

From the cathedral of Saint-Jean to the townhouses once owned by Lyonnais and Italian merchants, a visit to Vieux-Lyon (Old Lyon) is a journey through the fifteenth and sixteenth centuries. Its cobbled pedestrian streets are lined with shops and restaurants. Then there are the famous 'traboules'. These passageways through buildings and inner courtyards, linking up parallel streets, are waiting to be explored, with respect for the local residents.



# Stroll

# through the Presqu'île, the heart of Lyon

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The peninsula between the Rhône and Saône is the city's beating heart. Its streets, squares and fountains offer a wonderful setting for a stroll to discover Lyon's major landmarks. From Place Bellecour to the Grand Hôtel-Dieu complex, the Théâtre des Célestins and Place des Terreaux, the city centre's main streets are filled with history and enticing shops.

# Enjoy a 'quenelle'<sup>\*</sup> in one of Lyon's 'bouchon' reaurants

There's a wide range of specialities to be had in the city's famous bouchons and for a truly authentic experience, look out for the "Bouchon Lyonnais" quality label. It guarantees that restaurants prepare their food in keeping with Lyon's traditions, and regularly serve the classic morning meal known as a "mâchon". \* quenelle: a creamed fish-flavoured soufflé



## Meet the best producers at Les Halles Paul Bocuse



Les Halles de Lyon Paul Bocuse is a temple dedicated to gastronomy, and will even take you on a voyage through neighbouring areas to discover their famous terroir products. Because Lyon's excellent reputation in matters of culinary delights also depends on the quality of its regional products, such as the famous Poulet de Bresse and Beaujolais and Côtes-du-Rhône wines. Make the most of the early morning hustle and bustle, and get to taste a piece of Saint-Marcellin cheese or Rosette sausage!



# Cycle

## along the banks of Rhône and Saône

Grab a self-service Velo'v bicycle and head off

along the banks of Rhône or Saône to discover their bustling, urban atmosphere.

Then set off in search of the city's monuments before enjoying an open-air break on board one of the many barges moored along the river!





## Discover Lyon's new face in the Confluence

Take the Vaporetto, Lyon's river shuttle service, to arrive right in the heart of the Confluence district. After being dominated by industry for centuries, it has been returned to the city's residents as a symbol of green and forward-looking redevelopment. The renovated industrial buildings of the former docks of Rambaud, designed by world-leading architects, offer amazing contrasts of shapes and colours.

## Take a break in Tête d'Or park



Nestled in a bend of the Rhône in the north of the city, Tête d'Or park has a free zoo, a lake, a botanical garden, and a rose garden with no less than 450 varieties. A green lung of Lyon and France's largest urban park, it contributes to the wonderfully preserved quality of life of a city on a human scale.



# Identify

## famous figures on the ' mur des lyonnais'

A trompe l'œil reproduction of a typical facade on the banks of the Saône, the *Fresque des Lyonnais Célèbres* pays tribute to 31 historical local figures. From Antoine de Saint-Exupéry, author of the Little Prince, to the Lumière brothers, how many will you be able to identify?







# Lyon, the 2<sup>nd</sup> French events capacity

With a tradition of hosting fairs stretching back to the fifteenth century, Lyon boasts the second largest offer for event hosting in France. It is also the 2<sup>nd</sup> French city for holding conventions, after Paris, according to the 2023 ICCA (International Congress and Convention Association) ranking.

The metropolitan area has a lot going for it: a central location in Europe with excellent transport links, well-organised event venues, outstanding academic and economic assets, and a charming, creative, food-loving city with UNESCO World Heritage sites.

The complementarity between business and leisure tourism keeps businesses busy both during the week and on weekends. Both sectors are now driven by sustainable development.

#### A great area for business tourism

Lyon welcomes more than 210 trade events each year <sup>1</sup>.

The Convention Bureau, part of the Tourist Office since 1986, was among the first services of its kind to be established in France. Its mission is to promote the offer and to attract professional events to the local area.

Lyon is able to build on a strong academic foundation, with leading competitiveness hubs, particularly in the life sciences, as well as major research funds (hospitals and universities), and a thriving economic environment with more than 176 300 companies.

<sup>1</sup>ONLYLYON Tourism and Conventions Key Figures, 2023

Lastly, it boasts an eclectic offering:

#### Eurexpo Lyon, a vast space for major shows and events

With 140,000 sq. m of floor space and large-scale infrastructure, Eurexpo Lyon is the biggest show venue in France outside of Paris, and is among the top 14 European venues (EMECA ranking).

Its seven modular and connected halls offer spaces ranging from 3208 sq. m to 14,824 sq. m.

Certified ISO 20121, the venue welcomes an average of 1.6 million visitors each year, hosting many national shows hold in Lyon and Paris in alternating years, such as Pollutec and Global Industrie.



©IngridMoya

↑ Eurexpo

#### Lyon Convention Centre, a certified and engaged events complex

Designed by the architect Renzo Piano, the Lyon Convention Centre puts sustainable development at the heart of its operations.

Certified ISO 20121, it stands out for its use of renewable energies and cutting-edge equipment, as well as its location adjoining Tête d'Or park.

The venue boasts a unique amphitheatre, with a 180° semicircular auditorium around the stage area and access points inspired by Gallo-Roman theatres. The Lyon Convention Centre offers 24,000 sq. m of modular space, including three amphitheatres (300, 900 and 3000 seats), 35 fully-equipped meeting rooms, with capacity for 50

to 450 people, and 8400 sq. m of modular space on a single floor. 200 events (congresses, conventions and shows) are hosted here each year.



↗ Lyon Convention Centre

#### — Grand Hôtel Dieu – Intercontinental



In the heart of the magnificent Grand Hôtel-Dieu complex, the InterContinental's five stars shine all the more brightly.

This gem of a hotel is a chance to discover one of Lyon's iconic, history-filled buildings.





Inaugurated in 2024, the LDLC Arena is an 8000 sq. m multi-functional venue.

With its exceptional modularity, it can host various events ranging from 500 to 16,000 people. - Halle Tony Garnier



@B. Robert

Built in the early nineteenth century and renovated in 1988, this 17,000 sq. m event venue, measuring 210 by 80 metres, has capacity for up to 17,000 people, including a 5496-seater amphitheatre. It boasts the largest indoor surface area with no pillars in Europe, thanks to its huge metal frame.

#### Lyon also offers other unique venues, such as:

- Halles Paul Bocuse,
- H7,
- Groupama Stadium,
- Sucrière,
- Musée des Confluence,
- Matmut Stadium Gerland.



"Cube Orange" at La Confluence

7

#### From sustainable development to heritage

Events are ephemeral by nature. This is why the Convention Bureau takes action to make them more sustainable, by providing a guide to planning positive-impact events, as well as assistance for organisers and support for local actors seeking environmental certification (with a responsible tourism department).

This strategy helps drive transformation throughout the ecosystem, to move into phase with customers' expectations.

Beyond the environmental dimension, trade events have positive externalities in the local area. They promote local expertise on the international stage, enable knowledge sharing and inspire audiences from all backgrounds. The global trade skills competition WorldSkills, which was hold in Lyon in September 2024, is the perfect example of how an event can create vocations.

The region's educational institutions were invited to learn more about various professions and increase their attractiveness.

These assets, along with a constantly evolving offer, enable the destination to remain one of the most attractive options for hosting all kinds of trade events, in an urban environment on a human scale.

#### Did you know?

#### Business tourism in Lyon began in the Middle Ages!



At a strategic crossroads in Europe, Lyon is ideally located for trade.

Building on this advantage, it earned the right to organise fairs in the fifteenth century, granted first by Charles VII and then by Louis XI.

This royal privilege led to the arrival of Lyon's first fairs, which were hold four times a year.





# **Map of Lyon**

Districts and areas



(в)

Lyon City Bus

Les Bateaux

cruises)

lyonnais (river

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Painted mural: the Canuts

Painted mural: Paul Bocuse

Orchestre National de Lyon

Painted mural: Lyonnais

21. Tony Garnier urban museum 22. Célestins Theatre

Maison de la Danse

celebrities

20. Halle Tony Garnier

Opéra de Lyon

# Lyon, capital of France's second biggest region for tourism

Located in the heart of the Auvergne-Rhône-Alpes region, Lyon is also the main gateway to the region, thanks to its excellent air, rail and road transport links. Visiting the region offers a chance to take in the unique landscapes dotted with mountains and volcanoes, taste the authenticity of French terroirs, be taken by the charm of its characterful villages and tap into the energy of its major cities. Whether it's for a week-long stay or a day trip, travellers are amazed by this land of remarkable contrasts.



#### Auvergne, a volcanique region

Listed as UNESCO World Heritage, the volcanoes of Auvergne offer spectacular scenery and accessible, family-friendly walking paths. At the peak of the Puy-de-Dôme, the panoramic view reveals age-old craters dotted around the city of Clermont-Ferrand. An authentic and pristine destination, Auvergne also boasts some cultural gems, such as Puy-en-Velay, a major town on the Way of St. James pilgrimage route, and the UNESCO-listed town of Vichy.



#### Annecy and the surrounding lakes

Hugging its eponymous lake, the town of Annecy offers visitors a charming romantic atmosphere, for a stroll through the old town and along the canals. Renowned as among the purest in Europe, the waters of the lake are ideal for water sports. The region is also home to other large lakes, such as Aiguebelette and Lac du Bourget.



#### Chamonix-Mont-Blanc, a legendary mountaineering town

Surrounded by spectacular alpine scenery, Chamonix is a wonderful winter and summer destination. In the shadow of the famous Mont Blanc, the Mer de Glace glacier and the Aiguille du Midi peak are waiting to be explored.

#### Côtes du Rhône and Tain l'Hermitage

To the south of Lyon, the town of Vienne has a rich Roman past. It marks the beginning of the Côtes du Rhône vineyards, which stretch out over hilly landscapes along the river. Follow its course to discover legendary appellations such as Condrieu, Côte-Rôtie and Saint-Joseph.



#### **Beaujolais**

A few kilometres to the north of Lyon lies an undulating patchwork of vineyards dotted with typical gold-stone villages. It is the perfect place for an outing from Lyon, to taste fine Beaujolais wines in chateaus and explore the *terroir*.

#### The beginning of Provence

The south of Ardèche and the Drôme offer visitors a foretaste of Provence, with their characterful villages, lavender fields and olive trees. The spectacular gorges of the Ardèche lead to the Pont d'Arc, a natural bridge that is very popular with canoeing enthusiasts.





©Vienne Tourisme

# Lyon, in the heart of Europe

With its excellent air, rail and road transport links, the city of Lyon makes the perfect stop on a European itinerary including France, Switzerland and Italy. Open the door to the finest food and biggest attractions offered by major European cities!

#### France: Paris, Marseille and the French Riviera

An iconic city that inspires dreams, Paris is essential for any first stay in France. Its landmarks, charming neighbourhoods, museums, shops and restaurants make it a legendary destination.

Lyon is only a 2-hour train ride from Paris, with several departures each hour. It is the ideal option for a stay in France packed with discoveries and experiences.

Only 1 hour and 40 minutes from Lyon by train, Marseille immerses visitors in the atmosphere of a seaside city bursting with history and creativity.

#### Italy: Turin

Less than 4 hours from Lyon by train, the city of Turin has a rich industrial past. As you stroll beneath its arcades, enjoy a refreshment break on one of its squares, or visit one of its many museums, take in the charms of this totally unique city.

#### Italie: Milan

A centre of fashion and Italy's economic capital, Milan is  $5\frac{1}{4}$  hours from Lyon by train. For lovers of art, history or shopping, this is a city where you can embrace la *dolce vita*!



4 hours and 20 minutes from Lyon by train, Nice embodies the charm of the French Riviera, combining elegance and tradition.

#### Switzerland: Genève

Just under a 2-hour drive or train journey from Lyon, Genèva combines the charming shores of Lake Geneva with vibrant culture and food scenes. It is also a great city for shopping that will delight lovers of luxury brands.



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