



# Sustainable tourism and intangible heritage in Lyon

## What is ONLYLYON ?

The **official brand of Lyon** on the international stage.

ONLYLYON Tourism and Conventions (tourist office) is a team of 100 passionate people in charge of welcoming visitors and promoting the destination.

The **Promotion Department** is in charge of developing the national and international leisure tourism in the metropole by working with :

- travel trade professionals (tour operators, travel agencies...),
- media (journalists and influencers),
- the public (social networks and events).

Since 2022, the Promotion Department has a new mission : the **local tourism**.

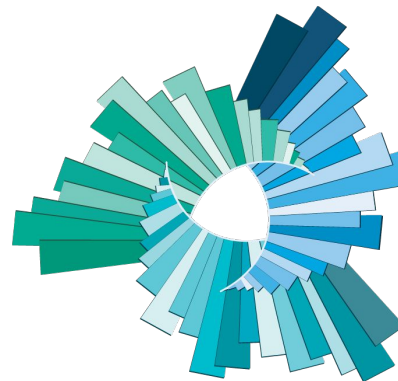
But since 2010, we have developed products and services (city pass, guided tours, website...).

80% of our visitors are French and 20% are Europeans and Americans (*Figures 2019*).

The main attractions for visitors in Lyon are food and heritage.

## Sustainable tourism : Lyon is a reference in Europe

- 2019 : Lyon was elected « **European Capital of Smart Tourism** » with Helsinki by the UE.
- October 2021 : Lyon is France's leading city in the area of responsible tourism according to the **GDS-Index** (7<sup>th</sup> in the world ranking).
- December 2021 : the Metropole of Lyon is the first French city to launch a **global pattern** running over 5 years to come (2022-2026) for a more responsible tourism in Lyon.



GLOBAL  
**DESTINATION  
SUSTAINABILITY**  
INDEX

## What is responsible tourism in Lyon ?

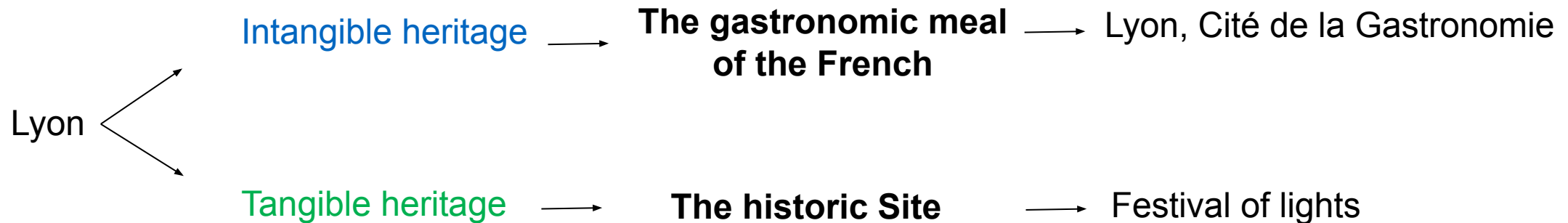
In addition to respecting the environment, which is of course essential, it is also about cultivating the **well-being of residents and visitors**, making offers **accessible to all**, and to ensure the **authenticity of the experience** by bringing people together.

It also means allowing everyone to benefit from this practice in **a beneficial cycle** that creates **business** and generates **meaning** for all those involved and pride for visitors and residents alike.

- Respectful tourism
- Inclusive tourism : Lyon won the European Commission's 2018 Access City Award
- Tourism that promotes low-impact transport
- Reasoned tourism : balanced flows (local, national, international + leisure/business)
- Sustainable tourism : Lyon is part of the GDS-index
- Local tourism : Lyon City Card 365 (a cultural and leisure pass for inhabitants)
- Innovative tourism : CRM and digitalization

## Lyon and UNESCO

- 1998 : inscription of the Historic site of Lyon on the World Heritage List
- 1999 : creation of the « Festival of Lights » based upon a religious tradition
- 2010 : inscription of the Gastronomic meal of the French on the Representative List of the Intangible Cultural Heritage of Humanity
- 2019 : opening of the « Cité de la Gastronomie » in Lyon



## The Gastronomic meal of the French

*“The gastronomic meal of the French is a customary social practice for celebrating important moments in the lives of individuals and groups, such as births, weddings, birthdays, anniversaries, achievements and reunions. It is a festive meal bringing people together for an occasion to enjoy the art of good eating and drinking. The gastronomic meal emphasizes togetherness, the pleasure of taste, and the balance between human beings and the products of nature.” (UNESCO)*

The French government decided to launch a call for projects in order to choose a city that would embody this recognition and thus become a « **Cité de la gastronomie** ». At the end, 4 cities were chosen : Dijon, Paris-Rungis, Tours and Lyon.



Paul Bocuse

## The « Cité de la Gastronomie » in Lyon

Dedicated to health and nutrition

In the heart of the City center in a historical monument

- For children : to teach them to taste
- For the food chain professionals : Chefs, producers, etc.
- For experimentation and trainings
- For events on food and health



## Lyon and gastronomy

Lyon is famous for being the French capital of gastronomy :

- Paul Bocuse
- 5000 restaurants : the highest density of restaurants per inhabitant in France
- International events : SIRHA & Bocuse d'or
- A very rich region in terms of products
- A cultural heritage from the “Mère Lyonnaises”
- The “Bouchons” : traditional local eateries



## Lyon and gastronomy

### How we promote gastronomy :

- Press trips
- Famtrips with travel trade professionals
- Events : dinners with local Chefs or exhibitions (ex : Taste of Paris)
- Website [www.lyon-france.com](http://www.lyon-france.com)
- Magazine “A la lyonnaise”
- Social networks

### Sustainable actions related to gastronomy :

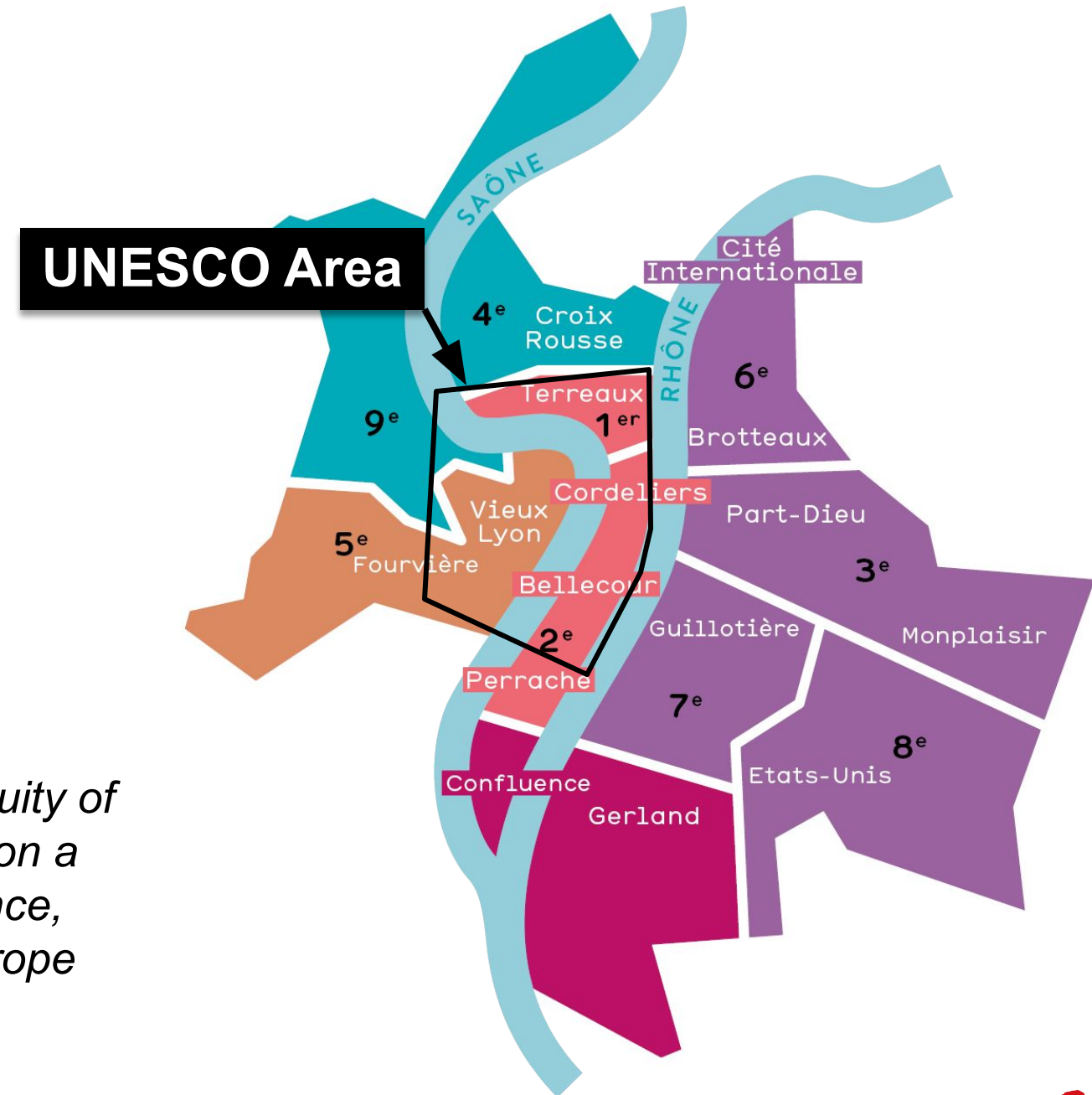
- Label “Les Bouchons Lyonnais”
- 1 green Michelin star for the Chef Christian Têtedoie
- Food tours with soft modes of transport (pedestrian, Segway, bikes...)
- Guided tours of local markets, tastings and meetings with producers
- Cooking lessons with local Chefs
- Experiential tourism : workshops and tastings

ONLYLYON Tourism and Conventions helps to improve the restaurants' sustainability (sustainable farming, shortening their supply chain, food wastage, packaging, water and energy consumption, recycling and more) by organizing webinars about this topic and financing a labelling process (FIG, Clef Verte, Ecotable or GreenFood).

## The Historic Site of Lyon

500 hectares  
4 districts : Fourvière, Old Town, Croix-Rousse  
and Presqu'île  
2000 years of History

*“Lyon bears exceptional testimony to the continuity of urban settlement over more than two millennia on a site of great commercial and strategic significance, where cultural traditions from many parts of Europe have come together to create a coherent and vigorous continuing community.” (UNESCO)*





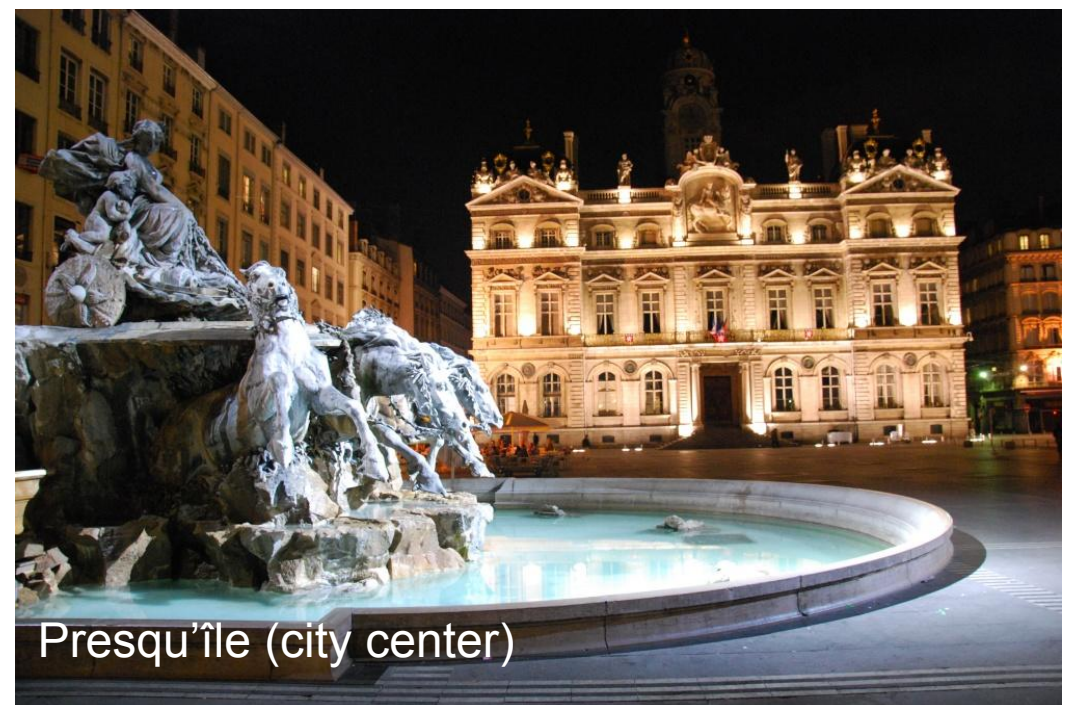
Roman theatre



Renaissance district (old town)



Croix-Rousse slopes



Presqu'île (city center)

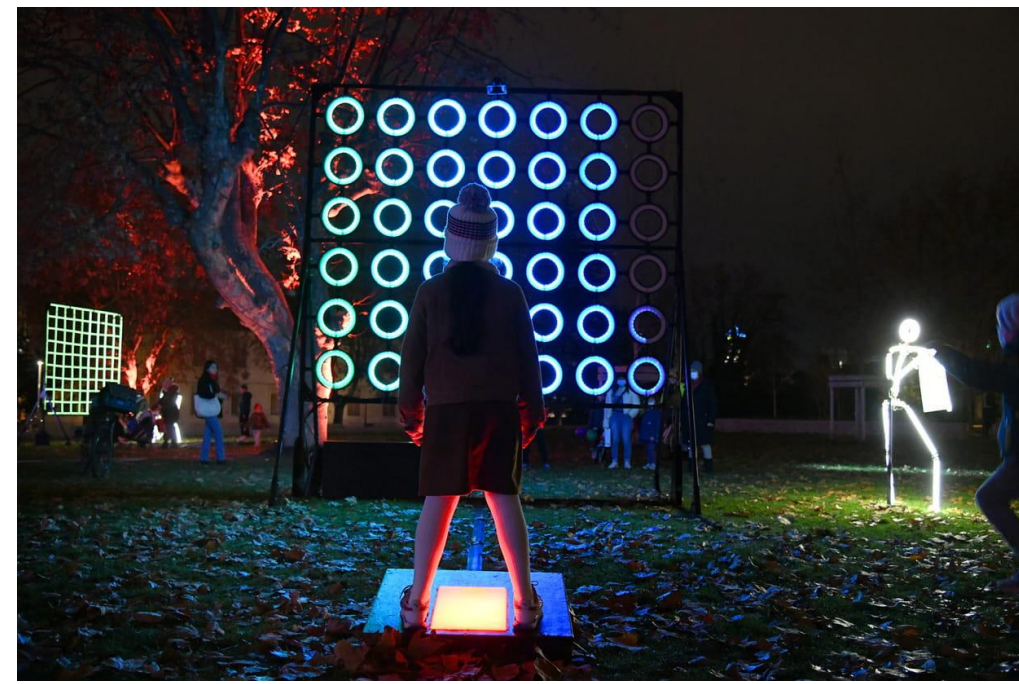
# The Festival of Lights

Since 1999

4 magical nights around December 8<sup>th</sup>

A tradition from the 19th century become an international event  
40 sites

- ✓ A free event for both inhabitants and visitors
- ✓ A child's scale event (sites + schools)
- ✓ An inclusive event : nursing homes(virtual reality)
- ✓ A preserved tradition dating back from 1852



## **Lyon and the Historic Site UNESCO**

### **How we promote the historic site :**

- Press trips
- Famtrips with travel trade professionals
- Website [www.lyon-france.com](http://www.lyon-france.com)
- Magazine “A la lyonnaise”
- Social networks

### **Sustainable actions to promote the historic site :**

- Guided tours with softs modes of transport (pedestrian, bike, public transport)
- Accessibility : scale model of the historic site for blind or visually handicapped people
- Deployment of the label “Tourisme et handicap” and “Destination pour tous”
- Social : lots of social housings preserved in the old town
- A charter + mediation to preserve the quality of life of the inhabitants
- Greeters : meet the locals !
- Lyon City Card : the cultural and leisure pass (a version exists for locals as well)

**Thanks for your attention !**

Blandine Thenet  
Director of Promotions  
bthenet@lyon-france.com

**[www.lyon-france.com](http://www.lyon-france.com)**

