

PRESS KIT

Lyon, the fine French way of life*

*Lyon, l'art de vivre à la française

ONLY LYON 

LYON TOURISM AND CONVENTIONS



Press contact

ONLYLYON Tourism and Conventions

Stéphanie Engelvin

— +33 (0)4 72 77 05 12

— +33 (0)6 35 23 15 13

— sengelvin@lyon-france.com

presse.lyon-france.com/en

Follow us on:

 @LyonFrance

 @Onlylyon

 @OnlylyonTourism

#OnlylyonTourisme

#Onlylyon

#Lyon

SUMMARY

05

KEY FIGURES

**Lyon's
key figures**

06

A DIFFERENT KIND OF TOURISM

**Lyon makes a commitment
to sustainable tourism**

10

GASTRONOMY

**Lyon,
City of Gastronomy**

14

HERITAGE

**Explore a city
with 2000 years of history**

18

GOING OUT IN LYON

**Lyon's green side
Lyon by night**

20

EXPERIENCES

**10 experiences
not to be missed**

22

CULTURE

**Lyon
— a city of culture**

23

CINEMA

**Lyon
— the cradle of cinema**

24

SILK

**From the canuts
to young creative designers**

25

DESIGN AND SHOPPING

**Lyon's vibrant
fashion scene**

26

EVENTS

**A year
in Lyon**

28

BUSINESS TOURISM

**The second largest visitor
capacity in France**

30

BUSINESS TOURISM

**An eclectic
offer**

32

ONLY IN LYON

a city like no other...

34

AROUND LYON

**Lyon — Capital of France's
second most important region
for tourism**

36

MAP OF LYON

38

ONLYLYON

TOURISM AND CONVENTIONS

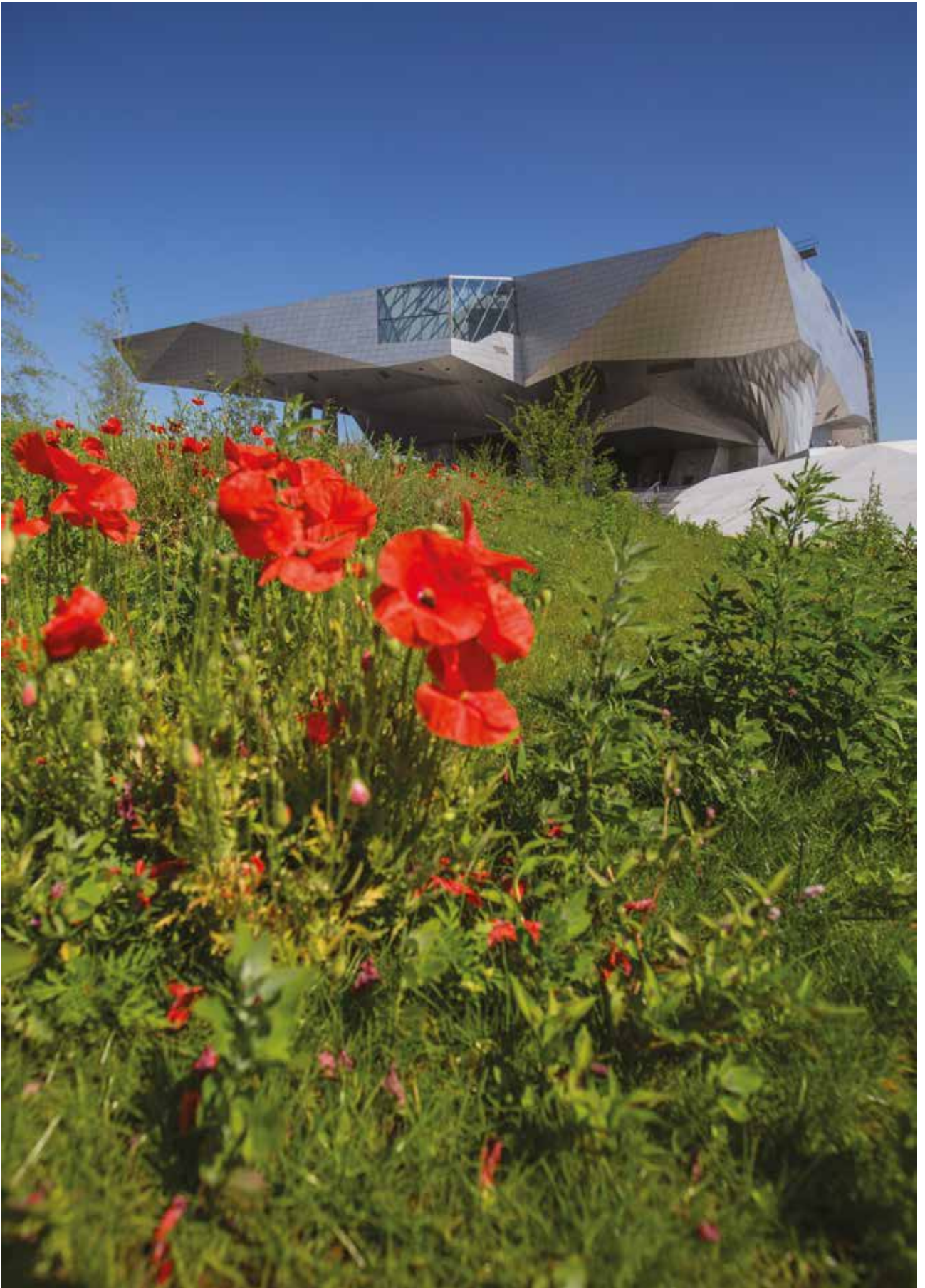
In the service of visitors

39

PRACTICAL INFO

Edited by ONLYLYON Tourism and Conventions — **Editorial staff** Blandine Thenet, Stéphanie Engelvin, Claire Morel, Éléonore Delenne — **Press Service** Blandine Thenet, Stéphanie Engelvin — **Art direction** Eugénie Bergeon — **Illustration** Eugénie Bergeon & Arnaud Vacher — **Published in** December 2020 — **Printed by** Brailly, on recycled paper Nautilus Classic — **Copyrights** Quentin Lafont (Musée des Confluences, p.4), Guillaume Robert-Famy (p.6), Delphine2Lyon (p.8 et p.9), Restaurant Tetedoie (p.10), Stéphane De Bourgies (p.11), Stéphanie Iguna (p.12), S.Delyons (p.12), Ghislain Mirat (p.13), Martin M303 Shutterstock (p.14),

Tristan Deschamps (p.16), Delphine2Lyon (p.16), S.Delyons (p.17), Gaël Fontaine (p.17), Delphine2Lyon (p.18), Brice Robert (p.19), Musée des Beaux-Arts-Gilles Alonso (p.22), Franchelle Stofleth-Aderly (p.22), CiteCreation (p.22), Jean-Luc Mègre (p.23), Maison des Canuts (p.24), Loïc Benoit (p.25), J.Leone (p.29), Parc OL (p.30), Nicolas Rodet (p.30), Stéphane Aboudaram We are content(s) (p.30), Nicolas Robin (p.31), Caroline Capelle Tourn (p.31), Brice Robert (p.31), JB Laissard (p.34), J.L. Rigaux (p.34), TristanShu (p.34) — **Non-binding document, all rights reserved.**



More than
100
murals
and wall paintings



More than
270
hotels

or more
than 18,000
hotel rooms



France's
2nd
most attractive
city for conventions
and trade shows,
in the ICCA* and UIA**
rankings



2nd France's second most
important city for culture

More than 7,000
cultural venues
in the metropolitan area




Founded
2000
years ago



427 hectares listed
as UNESCO World Heritage

More than
1.6
million fans
on Facebook



LYON'S KEY FIGURES

More than
4000
restaurants



including
21 certified *bouchons*
(authentic local eateries)

Capital of the
2nd
most important
region
for tourism
in France:

Auvergne-Rhône-Alpes



Recent rankings

The National Geographic's
**2020 Cool List of
20 destinations to visit**

The European
Commission's title
of **'European Capital
of Smart Tourism 2019'**

The New York Times'
**52 Places to Go
in 2019**

Sources :

OPALE, Observatoire hôtelier
CCI Lyon Métropole
Saint-Etienne Roanne,
Métropole de Lyon

*International Congress
and Convention Association
**Union of International Associations

A DIFFERENT KIND OF TOURISM

Lyon makes a commitment to sustainable tourism

Named by the European Union as its 1st European Capital of **Smart Tourism** in 2019, the Métropole de Lyon is making a firm commitment to a different kind of tourism.



A destination strategy

ONLYLYON Tourism and Conventions has been working with the *Métropole de Lyon* for a number of years to promote sustainable and responsible tourism. The title of *European Capital of Smart Tourism 2019* was a wonderful acknowledgement of all the measures already introduced in the areas of accessibility, sustainability, cultural heritage and digitalisation. However, it has also proved a catalyst in bringing all the destination's stakeholders together in a comprehensive destination strategy which could serve as a model throughout Europe. Thanks to this accolade, Lyon has become a benchmark and has been able to share its good practices with other European cities and discuss with them the sustainable tourism challenges that lie ahead.

Sustainable tourism

In 2019, Lyon joined the *GDS-Index* (Global Destination Sustainability Index), a performance improvement programme designed to make the business and events tourism industry more sustainable. With a score of 55%, Lyon is the highest-ranking destination in France. At world level, Lyon is ranked 36th out of 50 destinations. Also in 2019, both the *Lyon Convention Centre*, an eco-designed building, and *Eurexpo* earned *ISO 20121* certification.

Now, in 2020, Lyon is working towards obtaining *International Responsible Tourism* certification, the *ISO 20121* standard for tourism destinations.

Inclusive tourism

Awarded 1st prize in the *European Access City Awards* in 2018, the city of Lyon puts accessibility at the heart of the urban experience, guaranteeing a stay that caters for all visitors, all budgets and all tastes.

ONLYLYON is striving to make the tourism experience in Lyon more accessible, with dedicated resources and a special welcome service for people with disabilities.

Quality tourism thanks to soft mobility

Soft modes of transport (bikes, roller skates and blades, foot, etc.) are becoming an increasingly common sight in the Lyon region. The development of cyclotourism is a strategic development focus for the destination, which lies at the intersection of two major cycle routes, the *Viarhônga* (which links Geneva and the Mediterranean) and the *Voie Bleue Saône-Moselle* (which runs between Luxembourg and Lyon).

ONLYLYON Tourism and Conventions has held the national *Accueil Vélo* label since 2019. This label recognises tourism professionals, such as accommodation providers, restaurants, attractions, and bike hire or repair companies, which cater for the specific needs of cyclotourists.

Rational tourism

In 2010, Lyon developed the *Ville équitale et durable* label. The only one of its kind in France, the label is designed to promote a local, environmentally friendly, social and inclusive economy. ONLYLYON Tourism and Conventions is the first tourist office to take steps towards obtaining the ADEME *Etiquette Environnementale*. And it is also taking this a step further by helping accommodation providers to obtain this *Étiquette Environnementale* and working with caterers to promote more responsible cuisine.

In 2020,
ONLYLYON Tourism and Conventions
has launched an environmental
footprint reduction strategy
in the form of a collaborative
business project with the aim
of obtaining the *LUCIE CSR* label
and the *Étiquette Environnementale*,
a first for a tourist office.
A "Tourisme et Handicap" label
has also been launched.

←

[Voie Bleue in Rochetaillée](#)



Proximity tourism

For more than 10 years, *ONLYLYON Tourism and Conventions* has been putting in place various tools to develop proximity tourism.

The *Lyon City Card 365* is a version of the conventional *Lyon City Card* which is exclusively for the residents of the Lyon region. The pass lasts for one year and gives holders access to 3 tourism or cultural activities, as well as the opportunity to (re)discover the city on a guided tour.

The *Mon weekend à Lyon what's on* guide, which was created for local residents, is a calendar which lists all events and festivals in the Lyon region and also includes good ideas for weekend activities close to home.

Similarly, but this time focusing on gastronomy, *ONLYLYON Tourism and Conventions* has created a special section on its website showcasing Lyon's buzzing culinary scene. *C'est Lyon qui Régale!* is an online foodie calendar listing more than 200 food-related events throughout the year.

Respectful tourism

To protect the quality of life of its residents, Lyon undertakes various heritage development activities and works to ensure peaceful coexistence between tourists and locals, through mediation activities for example. The *Lyon City Helpers* are on hand at strategic attractions to welcome both local residents and domestic and international visitors. During the summer months, for example, they can be found at the entrance to the famous *Traboules* in Old Lyon handing out the *Charte de bonnes pratiques pour la visite du site historique de Lyon* (Charter of good practice for visiting the Historic Site of Lyon). In Lyon, tourism also means sharing experiences with residents. The *Lyon Greeters* network has developed over more than 10 years and promotes a new kind of tourism, and more specifically a new form of hospitality, based on voluntary action, cultural exchange and free services.

↑
Botanical glasshouse
of the Parc de la Tête d'Or

↗
The swimming pool
and banks of the Rhône



Innovative tourism

Lyon embraces innovation and digitalisation as part of its commitment to excellence and an ever-improving customer experience, so visitors to Lyon are guaranteed an unforgettable stay. ONLYLYON has, therefore, launched a unique and pioneering initiative: *ONLYLYON Expérience*, a destination CRM system designed to develop a close, lasting and profitable relationship with local, domestic and international visitors.

ONLYLYON Expérience uses both *ONLYLYON Tourism and Conventions'* customer databases and those of its partners, such as hoteliers or activity providers, to offer a high-quality digital resource for all visitors to the region. One of the programme's objectives is to spread the flow of visitors across the Lyon region by encouraging them to explore places off the beaten track.

Calm tourism

In 2020, the Lyon Metropolitan Region and *ONLYLYON Tourism and Conventions* has created the "*Serenity Charter: 'Ensemble' to care for each other*". This commitment charter is aimed at all local stakeholders, such as accommodation providers, restaurateurs, attraction managers and other operators, who are involved in the provision of hospitality for visitors. The objective is to reassure visitors, at every stage of their stay, that the Covid-19 measures currently in force are being followed, and to enable them to identify establishments which have signed up to the charter thanks to a special logo. This new Charter is designed to be a lasting document and will be amended every year to reflect changes in the health situation.



More informations on www.tourisme-different.com



Lyon, City of Gastronomy

Curnonsky, the 'Prince des Gastronomes', made this statement as early as 1935: "Lyon is the world capital of gastronomy". Started by women – the 'Mères Lyonnaises' – this culinary tradition has always been kept alive. Today, it is being reinvented.

Boasting more than 4000 restaurants, Lyon is more than ever the capital of gastronomy, generous and inventive in equal measure. With an eye to the future, the city trains the next generation in its prestigious schools.



View from the
gastronomic restaurant
of Christian Tetedoie,
Lyon 5



Paul Bocuse
[1926-2018],
54 years of 3-star
Michelin

Modernity in the service of tradition

In the nineteenth century, Lyonnaise cuisine was all about its *'Mères'*: modest female cooks who had started up their own businesses, serving up simple, generous cuisine. From their work with the "cheap cuts", classic Lyonnais dishes such as *Tablier de sapeur* and string-tied andouillette were born. These dishes continue to delight gourmets who visit Lyon's famous *'bouchons'* (authentic local eateries), which can be identified by the quality label *'Les Bouchons Lyonnais'*, initiated by ONLYLYON Tourism and Conventions and the Lyon Chamber of Commerce and Industry. This label offers a guarantee of respect for ingredients, recipes and the specificities of Lyonnaise cuisine, as well as the ambiance and welcome offered. Among the specialities you will find at a bouchon, the *'mâchon'* is one that every visitor should experience. Eaten at 9 am, as Lyon's former silk workers (the *'Canuts'*) used to do, this meal is mainly made up of charcuterie washed down with *Beaujolais* wine. It was enjoyed by brotherhoods such as the *'Francs-Mâchons'*. Today, this bouchon tradition is being revisited by Lyon's young generation of chefs, with respect for the same values: conviviality, simplicity, generosity and tasty fresh ingredients.

Discovering Lyon's gastronomy
From chefs' secrets
to tips from producers
and the city's essential bouchons,
there are many food tours
and visits available to explore
Lyon's gastronomy.
visiterlyon.com



The city of the "Pope of Gastronomy"

Lyon owes much to Paul Bocuse, including its title of the *'Capital of Gastronomy'*. An outstanding chef, his cuisine is renowned and was crowned with 53 years of three *Michelin* stars. Voted the *'Chef of the Century'* once in 1989, by *Gault-et-Millau*, and a second time, in 2011, by the *Culinary Institute of America*, he left his gastronomic mark on two centuries.

He passed away in 2018, at 91 years of age, and has remained an inspiration for many chefs, who still visit his legendary establishment in Collonges-au-Mont-d'Or.

'Monsieur Paul', as he was affectionately known by his teams, was also a visionary. He developed a *'chic brasserie'* concept in Lyon, the reins of which have been picked up by many great chefs. Bocuse's style and touch, in both the kitchen and dining room, have been acclaimed by a wide audience.



The excellence of Lyon’s gastronomy

Lyon’s gastronomy owes its excellence to its renowned *Michelin*-starred chefs and a group of up-and-coming chefs with a bright future ahead of them. The metropolitan area has some twenty *Michelin* stars in its constellation. Exceptional cuisine, inspired young chefs, hundred-year-old brasseries and neighbourhood restaurants offer a culinary journey filled with delicious smells and flavours. Elsewhere, Lyon’s new food courts offer original culinary experiences, with street food, local supply chains, and a laid-back, friendly ambiance.

↑
Praline tart

→
Bouchon lyonnais

The excellence of local produce

At the crossroads of various poultry, wine, fruit and vegetable-producing regions, Lyon puts local produce at the heart of its culinary tradition.

They have been celebrated at *Les Halles Paul Bocuse* since 1971. In this indoor food market — with origins dating back to 1859 — the city’s residents and *Michelin*-starred chefs come to find the excellence offered by the region’s terroirs. It offers a special, lively and convivial atmosphere, filled with mouth-watering aromas, particularly on Sunday mornings. As you explore the market, you will find *Mère Sibia*’s charcuterie and grattons (pork scratchings), *Giraudet*’s quenelles (dumplings), *Mère Richard*’s Saint-Marcellin cheese, and *Sève*’s praline tarts. You will also find restaurants and oyster sellers that delight locals and tourists alike.

Throughout the city, other markets celebrate regional produce, such as the famous market on Quai Saint-Antoine, the lively market on Croix-Rousse hill, and the evening market on Place Carnot.



CULINARY GLOSSARY

- **Andouillette de Lyon** : cooked pork belly sausage spiced with onions, parsley
- **Bugnes** : thin and fried sugary batter
- **Cervelas truffé** : short sausage somewhat like baloney, with truffles and pistachio
- **Cerveille de Canut** : whipped cottage cheese, with garlic and chives
- **Coussin de Lyon** : sweet made from chocolate and almonds paste
- **Gâteau de foie de volaille** : poultry liver soufflé served in tomato sauce
- **Grattons** : pork fat, fried and dried, served for appetizers
- **Museau de bœuf** : nose-of-beef or headcheese slices with chopped onions and vinaigrette
- **Pot Lyonnais** : 46 cl bottle with thick bottom
- **Praline** : sweet made from almonds wrapped in cooked sugar
- **Quenelles** : dumplings flavored with fish, poultry, morels or truffles
- **Rosette** : pure pork cured sausage stuffed into pink casing
- **Sabodet** : pork head sausage served hot
- **Saint-Marcellin** : small cheese made from cow’s milk
- **Salade Lyonnaise** : salad with bacon cubes, egg and croutons
- **Tablier de sapeur** : stomach lining of beef, veal or pork, coated with breadcrumbs

→

Know-how and handover
at the Paul Bocuse
Institute

Wine-making is also a key part of Lyon's rich gastronomy. To the north of Lyon, the famous Beaujolais region supplies restaurants and private customers with wines for everyday enjoyment and for laying down. The ten crus of *Beaujolais*, such as *Le Moulin-à-Vent*, have nothing to envy other famous crus. To the east lies a small 300-hectare appellation – *Les Coteaux du Lyonnais*. Secluded and experimental, this AOC offers amazing variety. To the south, you will find prestigious names such as *Condrieu* and *Cotes Rôties*. A bit further away, the wines of Savoy, Bugey and the Rhône Valley, among others, complete the picture of the region's wines.

Training the next generation

Handing down knowledge is one of the main aims of any chef. It ensures that the next generation has a solid foundation, rooted in tradition and looking to the future. In Lyon and the surrounding area, cookery and catering schools, such as the *Institut Bocuse*, *Vatel* and *Tsuji* provide advanced training. Their reputation is such that, each year, hundreds of students of all nationalities come to Lyon to learn their trade. In doing so, they also contribute to raising the profile of Lyonnaise cuisine on the world stage. The excellence of the training they receive can be experienced through private classes and meals at the training restaurants where students hone their skills.

C'est Lyon qui Régale
Held in January every
odd-numbered year,
SIRHA is the world's biggest
trade show dedicated to catering.
There are food-related events
all year round, such as
the *Lyon Street Food Festival*
and the Chinese food festival
'*Les Baguettes Magiques*'.
All of these events are listed
in a dedicated calendar at
cestlyonquiregale.com.



The City of Lyon is also a founding member of an innovative international network known as *Délice*. Through events, conferences and themed discussions, *Délice* provides a forum for some of the world's finest gastronomic destinations to build on their experiences and share their knowledge.

The International City of Gastronomy

Dedicated to gourmets and anybody curious about food, the *Cité Internationale de la Gastronomie* puts the spotlight on culinary pleasures, healthy eating, well-being and the French art of living, in the beautiful setting of the historic *Grand Hôtel-Dieu* building. The 'gastronomic meal of the French', which is on *UNESCO's* list of *Intangible Cultural Heritage*, is one of the main themes covered, along with the history of Lyon's gastronomy.

While waiting to imagine a new project, the *Cité* is temporarily closed. Please do not hesitate to contact ONLYLYON Tourism and Conventions for more information.



Explore a city with 2000 years of history

Lyon offers visitors an exceptional historical journey. From the esplanade of *Fourvière Basilica*, the city stretches out below, from its past in the west to its future in the east. A walk through the city takes visitors from Antiquity to the Renaissance and then the modern period. They can discover an architectural heritage going back more than two millennia. More than 500 hectares of the city are listed as UNESCO World Heritage.



←
View of the Saône River
and the historic districts of Lyon

The ancient hill of Fourvière

On the ‘*colline qui prie*’ (‘the hill that prays’, as it is known by locals), Munatius Plancus founded Lugdunum, the capital of the Gauls, in 43 BCE. Here you will find one of the most striking archaeological remains of Antiquity. Formed of an Odeon and a theatre, it had capacity for up to 10,000 people.

Next to this site, *Lugdunum Museum* takes visitors down a spiral back through time, with an interactive presentation of five centuries of archaeological treasures. They will learn, for example, that on the ruins of the Roman forum, a sanctuary was built in the twelfth century. One of the two chapels, dedicated to Mary, would go on to become *Fourvière Basilica* in the nineteenth century, designed by architect Pierre Bossan. Today, the hill welcomes concerts and performing arts shows with the *Nuits de Fourvière* festival, which is held here on summer evenings..

Vieux-Lyon — a unique Renaissance district in Europe

Lying at the foot of Fourvière, Vieux-Lyon (Old Lyon) is one of the largest collections of Renaissance architecture in Europe. Around its three bell towers — S'-Georges, S'-Jean and S'-Paul — this 24-hectare district was saved thanks to the ‘*Malraux Act*’ of 1964. Since then, the local authorities have renovated the fifteenth and sixteenth-century buildings of this pedestrian area that attracts many tourists. Its narrow paved streets bustle with activity, shops and restaurants. One of the symbols of Lyon, the hidden passageways known as ‘*traboules*’ link up streets through the buildings’ courtyards and galleries.

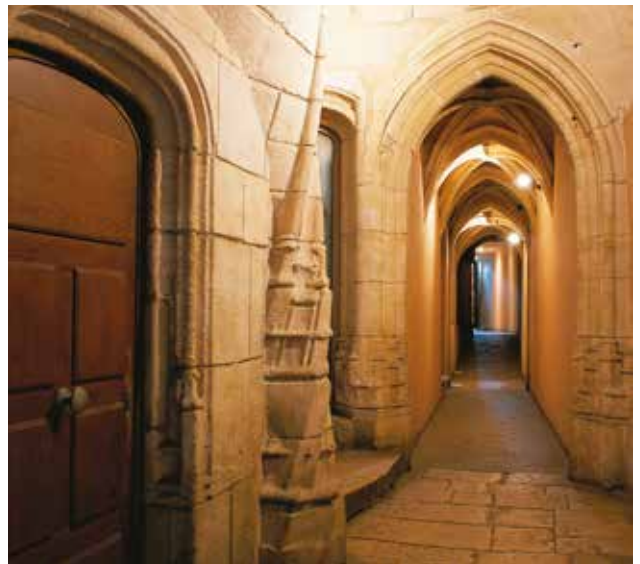
The Presqu’île — the heart of the city

Taking a stroll through the Presqu’île district is like a history class covering 900 years of history. It begins around Rue Mercière, where the narrow paved streets are reminiscent of the Middle Ages. Near Place des Terreaux, visitors are transported back to the seventeenth century, with the *Hôtel de Ville* (City Hall) and the *Musée des Beaux-Arts* (Museum of Fine Arts) facing Bartholdi’s fountain. In Bellecour, they will find one of the largest pedestrian squares in Europe. On Rue de la République, they can admire the Napoleonic style of the banking district and the *Palais de la Bourse*, which was built during the Second Empire.

Lastly, there are touches of modernity to contemplate, including the roof of the *Opera* house, designed by Jean Nouvel, and the columns on Place des Terreaux, designed by Buren. To the south, the journey takes visitors into the future, with the 150-hectare Confluence district and its modern architecture.

The UNESCO heritage site

In 1998, 427 hectares of the city centre were listed as UNESCO World Heritage. The site, which straddles four districts, is an outdoor lesson in architecture, covering 2000 years of history, and including 162 monuments and 600 courtyards and traboules.



↗
Traboules

→
Place des Jacobins

The Croix-Rousse district: 'la colline qui travaille'

Standing across from the 'hill that prays', the 'hill that works' is like a village in the city. Like everywhere in Lyon, there are many Roman remains here, but it is the "workshop" buildings with their large windows and high ceilings that make this district unique. These buildings were built to accommodate the Jacquard looms used by the 'canuts' — Lyon's former silk workers — when 'Le Plateau' of Croix-Rousse became part of Lyon in 1852.

To reach Le Plateau (the top of the hill), visitors have to make their way up 'Les Pentès' (the slopes): a maze of narrow streets, courtyards and traboules with their original ambiance. Today, the '*bistanclaques*' (sounds of the weaving looms) are much rarer on Les Pentès. Shops opened by young independent designers, on the other hand, are growing in number and breathing fresh life into the district.

By the river Saône, the *École des Beaux-Arts* (school of fine arts) and artists' residencies are located in '*Les Subsistances*', the former convent of Sainte-Marie des Chaînes. Trendy, hip and innovative, Les Pentès are a wonderful example of revisited tradition.

Lyon's love for its heritage

On the banks of the Saône, the *Hôtel-Dieu* building, a former hospital, where many residents of the city were born, has been renovated as part of a major project to convert it into a complex with shops, restaurants and the *Cité Internationale de la Gastronomie* (International City of Gastronomy).

To the south of the Presqu'île, where the Rhône and Saône come together, the Confluence district has conserved the remains of its industrial port. In 2003, redevelopment of this 150-hectare district began with the renovation of the old buildings on Port Rambaud, including *Les Douanes* (customs building), *Les Salins* (saltworks) and *La Sucrière* (sugar manufacturing building). Architects have shaped the new identity of this environmentally responsible district. It is contemporary, colourful and avant-garde, with iconic buildings, such as the *orange Cube* designed by Jakob and MacFarlane, and the *Musée des Confluences*, designed by the firm Coop Himmelb(l)au.

A business district created in the 1970s, Part-Dieu is modernising and the city's skyline is growing around the Part-Dieu tower (affectionately called '*Le Crayon*', or '*the pencil*', by locals), *Tour Oxygène* and *Tour Incity*.



Mermet stairs



Part-Dieu district

The origin of the traboules on the slopes of Croix-Rousse hill

Silk made on the top of Croix-Rousse hill by the canuts was taken down the slopes of the hill to the traders' shops located at the bottom. The traboules enabled more direct access to the bottom of the slopes while protecting the precious fabrics from the elements.



Lyon's green side

Lyon is a city on a human scale, so it's a good idea to take the time to experience it on foot. The city is full of urban parks and other green spaces, including many activities, which are perfect for strolls and discovering the city from various angles.

Tête d'Or Park

The most popular urban park in Lyon, *Parc de la Tête d'Or* is also one of Europe's largest parks, stretching out over 150 hectares. For more than 150 years, it has been Lyon's green lung, with its vast lawns, its lake and stands of hundred-year-old trees. It also has an *African Plain* enclosure that is home to savannah animals in semi-liberty. Its botanical garden and tropical greenhouses boast nearly 16,000 plant species. Lastly, three rose gardens reflect the region's important role in the history of the rose.



Banks of the Rhône river

Parks that are not to be missed!

- Parc des Hauteurs, Lyon 5th
- Parc de Gerland, Lyon 7th
- Parc Blandan, Lyon 7th
- Parc de Lacroix-Laval, Marcy-L'Etoile
- Grand Parc de Miribel-Jonage

The origins of the Bateaux-mouches® in Lyon

It was during the Universal Expo of 1867 that the *Bateaux-mouches*® arrived in the French capital. Built in the district known as 'La Mouche' in Gerland, these boats had already been used to transport passengers in Lyon for five years.

The riverbanks

First along the Rhône, and then the Saône, Lyon's riverbanks have been gradually redeveloped. Converted into spaces for relaxation and leisure, they are home to barge restaurants, river bars and even works of art. The *ViaRhôna*, an 815-km cycle path, also runs through Lyon, beginning in Lake Geneva and ending on the Mediterranean coast.

Gentle strolls and bike rides

By bike or on foot, Lyon is the perfect city to explore at a leisurely pace. You can also see the city with a river cruise on an electric boat, run by *Les Bateaux Lyonnais*, or on board the *Vaporetto*. It can also be seen from the top deck of one of the double-decker buses that tour the city, offering stunning views of Lyon's most iconic districts. Those who are not afraid to pedal can tour the city by bike, with electric assistance available if required. To make your way up the slopes and enjoy the views without breaking a sweat, there is the funicular and the *City Tram*.

Lyon by night



Eclectic

— The slopes of Croix-Rousse hill

The city's residents get together on 'Les Pentes' in a laid-back atmosphere to share simple moments of pleasure. The bars offer an eclectic programme in this bohemian district. The bottom of the slopes is the favourite spot for the younger night-time revellers.

Bucolic

— The banks of the Rhône

Redeveloped by the Métropole de Lyon, the left bank of the Rhône is a very popular spot, especially when the sun comes out. Local residents and visitors come here in the late afternoon for a drink on the terraces of the many barges moored along the river banks. When night falls, the river bars become night clubs to keep the party going all night long.

Lively

— The Vieux Lyon district

With its many pubs, Vieux-Lyon, the city's historic and tourist district, is very popular with sports fans and beer drinkers. During the evening, it is also very popular with students from Lyon and elsewhere.

Swanky clubs

— The Brotteaux district

Built in the nineteenth century around the former railway station, the Brotteaux district has become the place to come for trendy locals. It offers all the ingredients for a good night out, including bars, restaurants and night clubs, some of which are located in the former station itself.

Electronic music

A major part of the electronic music scene, Lyon is a magnet for electronic music fans, with its festival *Nuits Sonores* in particular. The festival is held in May, with its headquarters at *Le Sucre*, in the Confluence district. The festival is famous for holding concerts in disused industrial sites around the city.

↑
[Nuits Sonores festival](#)

01

Take the funicular

To get around like the locals, take 'la ficelle' – the funicular railway that goes up Fourvière hill. You can gaze out over Lyon far below, like a miniature city, and try to spot its major landmarks. When the sky is clear, it is even possible to see the snowy peak of Mont Blanc from Fourvière's esplanade!

02



Take a bike ride along the banks of the Rhône

With Velo'v, Lyon's public bicycle hire scheme, you can enjoy the lively urban ambiance of the banks of the Rhône. Discover Lyon's monuments and take a refreshment break on the terrace of one of the many barges docked along the river banks.

10 EXPERIENCES

03



Explore the traboules of Vieux-Lyon and Croix-Rousse

Are you familiar with Lyon's 'traboules'? These hidden passageways connect parallel streets through buildings and inner courtyards. They await curious visitors in the Vieux-Lyon (Old Lyon) and Croix-Rousse districts!

05



Have a Sunday morning aperitif at les Halles

Enjoy a Saint-Marcellin cheese or Rosette de Lyon saucisson in the bustling morning atmosphere of Les Halles. This indoor food market also offers a chance to bring some authentic local specialities back home to share with your friends and family!

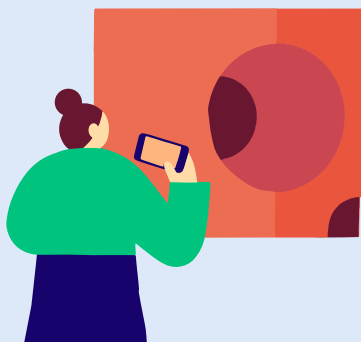
04



Taste a 'quenelle' in a 'bouchon lyonnais'

From 'salade lyonnaise' to 'cervelle de canut', the city's specialities can be savoured in one of its 'bouchons' (traditional local eateries)! To make sure you enjoy an authentic experience, the quality label 'Les Bouchon Lyonnais' is given to restaurants that respect Lyon's culinary traditions, where you can also enjoy the traditional morning meal known as a 'mâchon'.

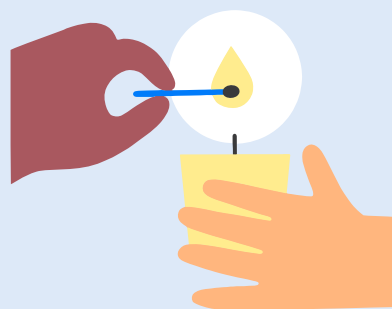
06



See the amazing orange cube in the Confluence district

Go down the banks of the Saône to the former Rambaud port, where the renovated industrial buildings, designed by renowned architects, offer astonishing contrasts of shapes and colours. A symbol of the district's urban renewal, the *orange cube* designed by the firm Jakob + MacFarlane is highly photogenic!

08



Light a 'lumignon' on the evening of 8 december

On the 8th of December, Lyon's residents keep their tradition alive by placing small lanterns known as 'lumignons' on their window sills. Now a major event, the *Fête des Lumières* attracts visitors from around the world for four evenings of celebrations and light installations that light up the city around this date.

07



Buy yourself a silk scarf

The former district of Lyon's silk workers, known as 'canuts', the Croix-Rousse has workshops where visitors can buy silk scarves at the manufacturer's price, while learning how silk is made, from weaving to finishing.

NOT TO BE MISSED

09

See how many famous figures you can spot 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?

10



Discover the history of cinema

In the district of Monplaisir, the *Rue du Premier Film* was the location of the first film in history – '*La sortie des usines Lumière*' (Workers Leaving The Lumière Factory). In March each year, aspiring actors can take part in the filming of a remake of this historic moment, overseen by Thierry Frémaux, the director of the *Institut Lumière*.

Lyon

— a city of culture

Lyon is considered to be France's second most important city for culture. In addition to a rich and varied museum offering, the city can be proud of its impressive, world-renowned artistic institutions. In Lyon, culture is also present on its walls, from the tradition of its *Murs Peints* (murals) to the renewal of its street art scene.



A day at the museum

With 23 museums, the metropolitan area of Lyon offers a wide range of themes to discover, from cinema to silk, the French resistance and printing.

Among its main museums, the *Musée des Beaux-Arts* (Museum of Fine Arts) is considered to be one of the most important of its kind in France, due to the variety of its collections, which range from Antiquity all the way up to the twentieth century.

The *Musée des Confluences* takes a look back at the great adventure of humankind, bringing together various approaches, including science, anthropology and sociology.

The *Musée des Tissus* (Textile Arts Museum) lifts the veil on 2000 years of textiles history, with one of the world's richest collections.



A night at the opera

Lyon has many outstanding institutions, including the *Opéra National*, one of the world's most prestigious ballet companies, which presents dance and opera works in the contemporary building designed by architect Jean Nouvel.

At the *Théâtre des Célestins*, a nineteenth-century Italian-style theatre, visitors can see theatrical, classical and contemporary works.

Lastly, a place that is one of a kind in Europe, the *Maison de la Danse* welcomes the best contemporary dance companies from around the world.



The city through its walls

In the 1980s, the story of the city was told through its *Murs Peints* (murals), bringing art into the daily lives of its residents. More than 100 murals pay tribute to famous local residents and writers, or reflect the neighbourhood where they stand, such as the *Fresque des Canuts*. Whole neighbourhoods are even devoted to them, such as the *Musée Urbain Tony Garnier*, where thirty or so murals pay tribute to the local architect of the same name.

In recent years, the city has seen the emergence of a new street art scene, which is breathing fresh creative life into the city with trendy and popular events, such as the festival '*Peinture Fraîche*' (fresh paint).

The Lyon City Card: a must-have cultural pass

The *Lyon City Card* is a key that unlocks museums and temporary exhibitions throughout the metropolitan area, and provides access to *Guignol* puppet shows. It also includes discounts for shows at the *Opéra National*, *Théâtre des Célestins*, *Maison de la Danse* and many other local venues.

lyoncitycard.com

↶
Fine arts museum

↶
National
Opera of Lyon
de Lyon

↑
The *Canuts* fresco

Lyon — the cradle of cinema

The birthplace of the Lumière Brothers, Lyon has a special relationship with the “seventh art”, with two museums and a classic film festival. Cinema is also about innovation and sharing knowledge, such as at *Pôle PIXEL*.

The Institut Lumière: much more than a museum

The Lumière Brothers, Louis and Auguste, invented the cinematograph in the spring of 1895 and made the first film in the history of humanity: *Sortie des Usines* (Workers Leaving the Lumière Factory). Today, the *Musée Lumière*, which is located in the Lumière family's former mansion, presents the birth of the seventh art, looks at the various stages of the creation of cinema, and exhibits the Lumière brothers' other major innovation: colour photography.

In addition to the museum, the *Institut Lumière* is also home to a film archive, with screenings held every evening in the former factories, and a library.

A cinema festival that is one of a kind

The *Institut Lumière* promotes cinema and the city of Lyon far and wide, in particular through the *Festival Lumière*. A celebration of cinema history, held in October each year, the festival presents an award to an actor or director for their life's work, as well as their relationship with films of the past.

During the festival, more than 300 screenings are held in Lyon and 22 towns in the metropolitan area, as well as themed all-night gatherings, meetings in prisons and hospitals, and emotional evening events.

Did you know?

The first film in history – *Sortie des Usines* (Workers Leaving the Lumière Factory) – was filmed in Lyon. The road where the film was made was officially named '*Rue du Premier-Film*' (Street of the First Film) in its honour!

A miniature world

The *Musée Cinéma et Miniature* (Miniatures and Film Set Museum) is an incredible place run by an artist who is fascinated by the world of cinema — Dan Ohlmann. The amazing collection, including 450 objects from films such as *Mrs Doubtfire* and *Gremlins*, is displayed in eight exhibition rooms. In addition, entire film sets have been donated by major Hollywood studios, offering a chance to relive moments from famous films, such as *Perfume: The Story of a Murderer*.

PIXEL — a hub for audiovisual companies

Stretching out over nearly 30,000 m², *Pôle PIXEL* is home to more than 500 professionals working at companies in cultural and creative industries, such as film, audiovisual, computer games and digital arts. *Pôle PIXEL* also has three film studios, including the legendary *Studio 24*, where the project began.



←

The 2019 Lumière Prize awarded to Francis Ford Coppola

From the canuts to young creative designers

The modernity of Lyon's traditions is expressed in various areas and silk is no exception. Young independent designers and industrial groups in the textiles sector constantly draw on the city's silk-making tradition and keep the heritage of the Jacquard loom alive.

The history of silk in Lyon goes back to the sixteenth century, when Lyon was given an exclusive right to trade it. 'La Fabrique' brought together traders, workshop supervisors and journeymen, marking the beginning of the organisation of work. By the end of the eighteenth century, competition in the industry was fierce. There were major technological and social revolutions in the silk industry, such as the revolts of the canuts (silk workers) in 1831 and 1834. Innovation was already important back at this time. The weaving loom invented by *Jacquard* is considered to be the ancestor of the computer.

Today, the sector is once again faced with fierce competition. In order to stand out, Lyon's textiles industry builds on its centuries-old silk tradition to continue to innovate.

While silk made in Lyon is still used by luxury brands such as *Hermès*, as well as châteaux around the world, it also inspires young independent designers located on 'Les Pentes' (the slopes of Croix-Rousse hill). Elsewhere, the industry has positioned itself in the technical fabrics niche. A wedding dress made of optical fibre fabric, developed by *Brochier*, is now displayed at the *Musée des Confluences*. Technical innovations have even taken Lyon into telecommunications and aeronautics (with the company with *Diatex*), for example.



↑
Maison des Canuts

List of places where you can discover silk and textiles

- Atelier de soierie, Lyon 1st
- Musée des Tissus, Lyon 2nd
- Brochier Soieries 1890 Grand Hotel Dieu, Lyon 2nd
- Soierie Vivante, Lyon 4th
- Maison des Canuts, Lyon 4th
- Soierie Saint-Georges, Lyon 5th

How to buy silk from renowned companies at extremely competitive prices?

Head to the *Marché des Soies*, during the festival *Silk In Lyon*, in November, to hunt for pieces by designers such as *Prelle* and *Tassinari & Chatel*.

Lyon's vibrant fashion scene

With its rich past in silk and textiles, Lyon offers an eclectic and exciting shopping experience. From luxury brands to shops run by independent designers, as well as many antique dealers and concept stores, shopping is part of Lyon's art of living.

Lyon — a breeding ground for young creative designers

The city is full of independent designers and attracts shoppers looking for a unique experience. Mainly based in the Presqu'île district and at the bottom of the slopes of Croix-Rousse hill, young local talents have also established themselves in the *Village des Créateurs* located in Passage Thiaffait. It is a place that reflects Lyon's originality. .

A stronghold of antique dealers and vintage shops

There are some 500 antique dealers in the Lyon metropolitan area, mainly in the Presqu'île's Auguste Comte neighbourhood, as well as in Villeurbanne, at the flea market *Les Puces du Canal*. Opened more than two decades ago, *Les Puces du Canal* is France's second largest flea market.

Lyon's Carré d'Or

Located between Place Bellecour and Place des Cordeliers, and home to more than 50 luxury shops, the Carré d'Or

neighbourhood is a great place for a stroll. At the heart of the neighbourhood, between Rue de la République and Rue Édouard-Herriot, the Passage de l'Argue has been home to timelessly charming shops since the nineteenth century. The old-fashioned ambiance in this arcade takes shoppers on a journey back through time

Big-name shops in Lyon

Lyon attracts the most well-known international brands. In the city centre, they gravitate around Rue de la République, Rue Emile Zola, Rue Victor Hugo and Rue Grôlée. Following major works, the latter two streets have been given a new lease of life, adding to the attractiveness of this shopping district. Lyon's former hospital, the Hôtel-Dieu, is also part of this urban renewal. Following extensive renovation works, visitors are now able to explore its redesigned spaces and charming inner courtyards. The *Part Dieu* shopping centre, one of the biggest in Europe, and the Confluence

shopping and leisure centre, are also major attractions for shoppers in the metropolitan area. Elsewhere, located just 20 minutes from Lyon, *The Village* is a brand village with more 100 luxury, premium luxury and sports shops, as well as restaurants.

Souvenirs from Lyon

For delicious souvenirs, head to the indoor food market *Les Halles Paul Bocuse*, where you can buy wines and specialities sold in packaging suitable for transport. Lyon also has many souvenir shops, mainly located in the Vieux-Lyon (Old Lyon) district.

TOP 5 souvenirs to bring home

- A silk scarf
- A Guignol puppet
- Pralines
- A Little Prince souvenir
- A Rosette de Lyon saucisson

Did you know?

The *Lyon Chamber of Commerce and Industry* holds the *Lyon Shop & Design* competition, which rewards the city's five most stylish shops, once every two years, and the association *My Presqu'île* promotes the uniqueness and diversity of the Presqu'île shopping experience.

Pluie d'Étoiles
Bijoux Shop
↓



A year in Lyon

JANUARY

01. **SIRHA and the Bocuse d'Or competition**

During *SIRHA*, the World Hospitality & Food Service Event, which is held once every two years in Lyon, the *Bocuse d'Or* competition takes place, in the spirit of the biggest sporting events.

MARCH OR APRIL

02. **Quais du Polar**

The essential gathering for crime fiction fans in France. Including novels, comics, TV series, films, round tables, meetings, an urban investigation, drama, exhibitions and games, this festival has something for all ages and tastes.

APRIL

03. **Marché de la mode Vintage**

Open to all, this popular vintage fashion event is a unique mixture of trends, tastes, colours, looks and activities.

MAY

04. **Nuits Sonores**

A reference in Europe, this urban, independent electronic music festival attracts more than 130,000 festival-goers from France and around the world every year. Organised by the association *Arty Farty*, this annual five-day event has been going since 2003.

JUNE → AUGUST

05. **Nuits de Fourvière**

A varied celebration of culture (including drama, music and dance), the *Nuits de Fourvière* festival has been held every year since 1946, in the Gallo-Roman theatres of Fourvière. In recent years, this local event has been attracting more and more visitors from overseas thanks to the many international artists who take part.

06. **Tout l'monde dehors**

For more than two months, Lyon moves, sings and swings to the rhythms of hundreds of events held in its nine districts. These free outdoor artistic events offer chances to discover a varied selection of dance, cinema, drama, circus, games and storytelling.

SEPTEMBER

07. **Lyon Street Food Festival**

Over the course of four days, France's biggest street food festival takes place in Lyon. Attracting many chefs, and featuring a programme of music and culture, the *LSFF* has established itself as the street food gathering.

08. **Dance biennale**

The Dance Biennale is the biggest dance festival in the world, bringing together more than forty international companies and 100,000 spectators on even-numbered years.

09. **Contemporary Art Biennale**

Held on odd-numbered years, Lyon's Contemporary Art Biennale is a major event in the art world, ranked among the top five international Biennales and attracting more than 250,000 visitors.

OCTOBER

10. **Festival Lumière**

For more than a week, Lyon invites the world of cinema to celebrate its energy and past. At the heart of the festival, the *Prix Lumière* is awarded to a major figure for their life's work and relationship with cinema. The *Festival Lumière* includes more than 400 screenings for all ages, as well as exhibitions and *ciné-concerts* (film screenings accompanied by live music) held throughout the metropolitan area.

NOVEMBER

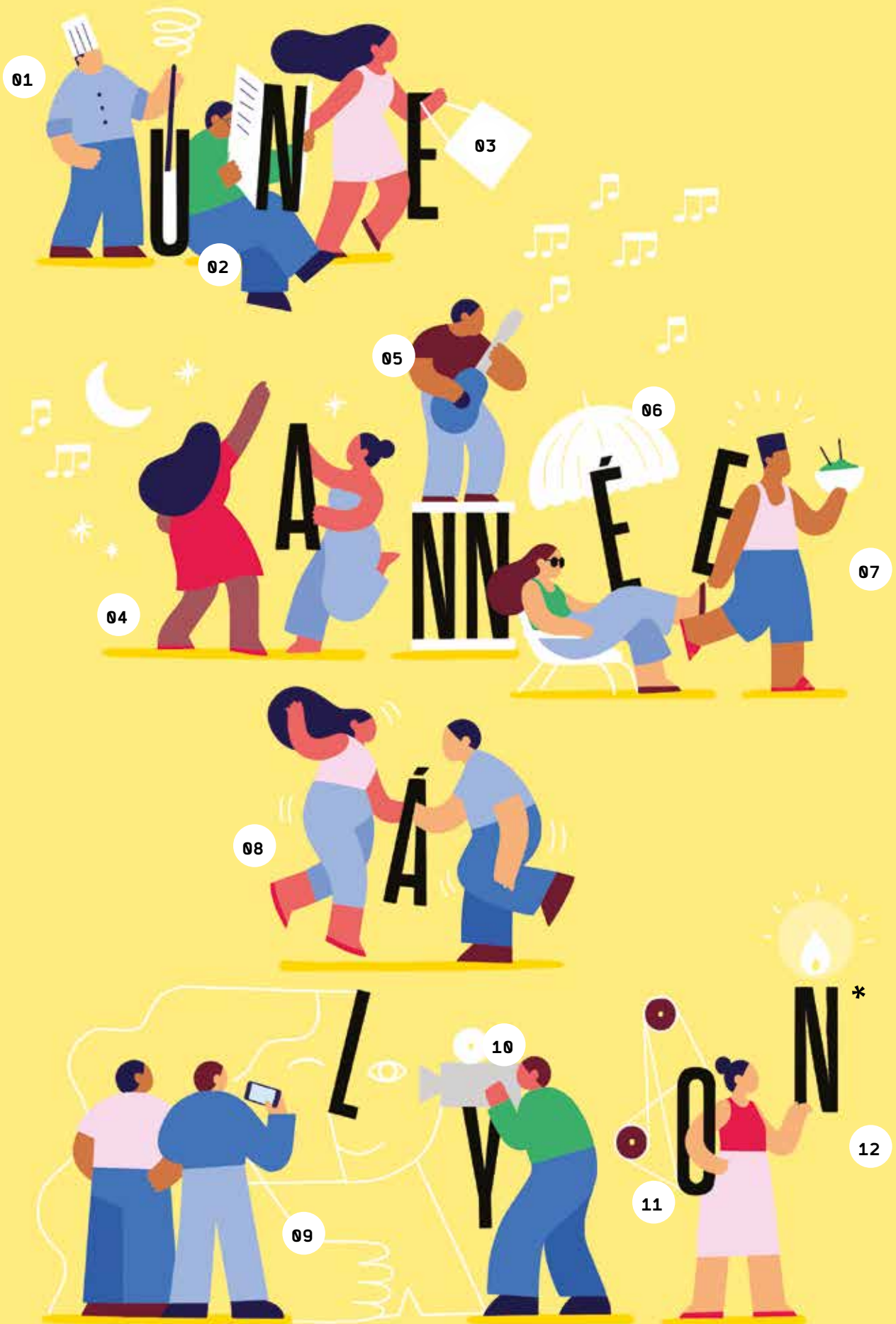
11. **Festival Silk in Lyon**

Enthusiasts and specialists are invited to discover the mark silk has left on Lyon's history, as well as the role it now plays in contemporary textiles design and local industry.

DECEMBER

12. **Fête des Lumières**

Attracting several million visitors, the *Fête des Lumières* is the year's biggest event in Lyon. Over the course of four days, around the 8th of December, local and international artists light up the city to create a unique spectacle.



The second largest visitor capacity in France

With a tradition of hosting fairs and trade shows stretching back to the 15th century, Lyon is now France's 2nd biggest congress city according to the 2019 ICCA ranking.

Lyon can cater for event organisers' every need and is currently following a sustainable development strategy.

Eurexpo

With a 140,000 m² surface area and large-scale infrastructure, Eurexpo Lyon is France's biggest exhibition centre outside of Paris and among the top 14 European venues (EMECA* ranking). The site has welcomed an average of 1.6 million visitors each year.

Eurexpo and the Lyon Convention Centre achieved ISO 20121 certification in October 2019.

Its seven interconnected halls offer 2000 to 140,000 m² of contiguous space, making it possible to host events of various sizes. With three independent entrances and dedicated car parks, the venue can host several events at the same time.

The site has three spaces for big events:

- *Espace Paul Bocuse*, with 10,000 m² of space and a 1000 to 4200-seater auditorium, suitable for hosting congresses and large corporate conventions.
- *Espace Confluence*: a convention centre in its own right, with 7000 m² of space.
- *Espace Saint-Exupéry*, offering 12,000 m² of space with no pillars and a maximum ceiling height of 15 metres, allowing it to host sports events, concerts and meetings.

Eurexpo Lyon is ideally located between the city centre and *Lyon Saint-Exupéry airport*, just 20 minutes away from TGV high-speed rail stations, and there are 2200 hotel rooms (all categories) located within 8 km of the site. Following Hall Paul Bocuse and Hall 2.1, the constantly evolving Eurexpo has launched a new extension that will add a further 10,000 m²: Hall 7.

These extensions enable the venue to keep up with the growth of its leading trade shows and provide capacity to host new shows during busy periods. They are part of the development plan for *Eurexpo Lyon*, which is currently positioned as a credible alternative to Paris, hosting many shows that hold their national event in Lyon.

*EMECA: European Major Exhibition Centres



The Lyon Convention Centre

Audacious architecture at the heart of the Cité Internationale designed by Renzo Piano, in line with a sustainable development policy focused on renewable energies, and state-of-the-art facilities on the edge of the Parc de la Tête d'Or mean that Lyon is able to compete with the major international destinations.

The site has an amphitheatre that is one of a kind Europe, featuring a 180-degree hemicycle and entrances inspired by Gallo-Roman amphitheatres. This high-end events venue in the city centre hosts more than 300 events every year.

Le *Centre de Congrès de Lyon* offre un espace modulable de 24 000 m². The Lyon Convention Centre has 24,000 m² of modular space, three amphitheatres (with 300, 900 and 3000 seats) and 35 fully-equipped meeting rooms, offering capacity for 50 to 19,000 people. These spaces are independent and dedicated to conventions, seminars, congresses, trade shows, prestigious evening events, gala dinners and concerts. There is an excellent Internet connection on the site, provided by cutting-edge equipment, including 4G and WiFi access.

Located in the Cité Internationale, the *Lyon Convention Centre* offers numerous services nearby, including car parks, hotels, restaurants, a cinema, casino, museum and more.

Espace Tête d'Or

The Espace Tête d'Or offers a 2,400 m² platform that can be perfectly modulated to provide various conference, catering and exhibition rooms on the same level. Level 1 offers a further 6 rooms ranging in size from 38 to 98 m². The premises can also be booked for private use. Free private parking for 180 vehicles. Free Wi-Fi — Fibre broadband available on request.



The Lyon Convention Centre occupies a prime location in the heart of the Cité Internationale

An eclectic offer

**Right in the heart of Lyon or a little further afield,
in a private mansion, a museum, a former chapel or even on a boat,
Lyon Metropolitan Region is brimming with prestigious venues
which can host events of all kinds.**

Groupama Stadium



With more than 8000 m² of modular reception areas and more than 400 B2B events hosted each year, the *Groupama Stadium* can adapt to meet all needs and host all types of events, including meetings, conventions, seminars, cocktail parties, gala dinners, product launches, showrooms and trade shows, for 5 to 60,000 guests.

With its own hotel, its own museum and a street art gallery that is unique in Europe, as well as its Stadium Tour packages, the *Groupama Stadium* offers an original business tourism experience in Lyon.

Matmut Stadium Lyon Gerland



Located in Lyon's legendary stadium in Gerland, the *Matmut Stadium* brings the spirit and emotions of sport to events.

The diversity of the spaces of this venue, where the *Lou Rugby club* plays, makes it possible to organise personalised events.

It has 5000 m² of events spaces, capacity for 50 to 2000 people, 24,000 seats in the stadium, and lounges offering panoramic views with terraces overlooking the stadium. A multitude of facilities are provided to ensure that events run as smoothly as possible (including free parking, 4G WiFi and cutting-edge equipment).

Grand Hôtel-Dieu — InterContinental convention centre



The convention centre at the *InterContinental Lyon - Hôtel Dieu* opened in June 2019 in the *Grand Hôtel-Dieu*, a recently renovated building with shops, restaurants and office space.

In this history-filled building, 1515 m² of reception and meeting spaces are equipped with the latest technology. An elegant centre with nine banquet rooms and a 433 m² plenary room, all brightly lit, are available to host all types of events.

La Sucrière



An iconic venue on the docks of Lyon's Confluence district, *La Sucrière* is located in a 1930s industrial building. This history-filled place is an excellent example of how industrial heritage can be preserved, while being given a new lease of life as a cultural and events venue.

Located in the heart of the city, *La Sucrière* offers:

- 3800 m² of events spaces;
- 1700 m² of spaces dedicated to cultural exhibitions;
- capacity for 1600 guests for a gala dinner and 3000 people for a cocktail party;
- All the charm of the banks of the Saône and riverside spaces available to hire for private events.

The site welcomes fifty or so events each year, while the building's second floor hosts nationally and internationally renowned artistic and cultural exhibitions throughout the year.

Did you know?

Various original and unusual venues can be hired for private events, such as *L'Embarcadère*, *La Commune*, *La Salle de la Corbeille*, *La Chapelle de la Trinité* and the *ONLYLYON Tourist Office*. They offer a unique setting for various events, such as cocktail parties, product launches, conferences and private dinners.

The Musée des Confluences



Unique on the European museum scene, the *Musée des Confluences* creates dialogue between the sciences in order to understand the history of life and human societies.

Located at the confluence of the rivers Rhône and Saône, in a building designed to be a place of meeting and reflection, the *Musée des Confluences* deals with big universal questions, including humanity's origin and future, the diversity of cultures and societies, and the place of humankind in the living world.

It has two amphitheatres, with 310 and 110 seats, as well as meeting and reception rooms with capacity for up to 200 people.

Les Halles de Lyon Paul Bocuse



The famous indoor food market of the French Capital of Gastronomy can be hired for an evening for private events. There is capacity for up to 2000 people and the shops offer food tastings with service at their stalls. It is a unique and convivial venue for events where food takes pride of place.

H7



H7, a major *French Tech* hub, is located in the Confluence district, in *Halle Girard*, a renovated industrial site converted into a positive energy building.

A 1000 m² nave hosts many events dedicated to entrepreneurs. With four modular rooms, this events venue can host workshops, conferences, cocktail parties, seated dinners, trade shows and hackathons.



Only in Lyon: a city like no other...

01. Sport

Lyon shines on the international stage through its sports clubs. Tony Parker's ASVEL basketball team and the *Lou Rugby* team bring incredible energy to the city. As for *Olympique Lyonnais* in the women's category, seven-time champion of European football, it makes the lions roar in its new showcase, the *Groupama Stadium*. The team's recently built *Groupama Stadium* offers fans a chance to learn about the history of the club and football in its museum before the kick-off.

02. Silk

In the past, Lyon was located on the Silk Road, and today still it supplies silk for Europe's major historic monuments. It is also in the Lyon region that the famous brand *Hermès* has its silk scarves produced.

03. Capital of printing

In the late fifteenth and early sixteenth centuries, Lyon was one of the first cities to have a rich and varied network of printers and publishers. It rapidly became a capital of publishing in Europe.

04. Light

The City of Lyon is currently a global standard-setter in the field of "night-time cityscapes". For the past two decades, thanks to its '*Plan Lumière*' (lighting plan), it has used lighting to enhance its landmarks and neighbourhoods, while constantly developing new solutions to reduce electricity consumption.

05. The French Resistance

A centre of the French Resistance during World War II, Lyon is mainly known for its hero of the resistance movement – Jean Moulin.

Lyon's *Centre d'Histoire de la Résistance et de la Déportation* (Resistance and Deportation History Centre) looks back at this period of the city's history.

06. Murals

Lyon's murals are famous for their diversity and beauty. Created by the cooperative *CitéCréation*, the hundred or so murals in Lyon are now part of the city's heritage. Its expertise in this area is now exported to other countries. At the origins of Lyon's street art, the murals are now gaining new attention with its recent revival.



08



09



12



10



11

07. Capital of the Gauls
Formerly named Lugdunum, Lyon was the Capital of the Gauls. It was a cosmopolitan city where cultures, languages and beliefs from the various provinces of the Roman Empire came together. This more than 2000-year-long history can be explored at the site of its ancient Roman theatres: *Lugdunum – Musée et Théâtres romains*.

08. The rose
The history of the rose in Lyon began in 1830. In the space of a century, Lyon became a centre for the production and creation of new roses. More than 3000 varieties

were born in Lyon and nearly one hundred of them include the city in their name, such as the *'Belle Lyonnaise'* and the *'Merveille de Lyon'*.

09. Cinema
Invented in Lyon by the Frères Lumière, in 1895, the "seventh art" is cherished in the city. This heritage, which can be seen at the Institut Lumière, is passed on in the many studios and film schools located in the Lyon metropolitan area, such as *Pôle PIXEL*, a hub of more than 50 companies in the audiovisual and creative industries.

10. Gastronomy
Internationally renowned for the density and diversity of its restaurants, from the authentic local eateries known as *'bouchons'* to bistro and *Michelin*-starred restaurants, as well as the quality of its produce and the talent of its chefs, Lyon is well and truly France's Capital of Gastronomy.

11. Electronic music
A breeding ground for electronic music artists, the city of Lyon comes to the forefront of the electronic music scene each year with its *Nuits Sonores* festival.

This urban festival is the envy of many European capitals and stands out for its excellent line-up of artists.

12. The puppet Guignol
A tradition that began in the period of the *'canuts'* (Lyon's former silk workers), the famous puppet *Guignol* has become a symbol of Lyon. *Guignol* puppet shows can be seen all over France, but it is only in Lyon that children and adults can discover the authentic tradition of the *Guignol* puppet theatre.

Lyon — Capital of France's second most important region for tourism

With a superb location at the crossroads of Europe, the Auvergne-Rhône-Alpes region offers many options for days out and things to discover within a short distance from of Lyon. With Mont Blanc⁽⁰²⁾, the volcanoes of Auvergne⁽⁰⁵⁾, Lake Annecy⁽⁰¹⁾, Clermont Ferrand and Le Puy-en-Velay⁽⁰⁵⁾, as well as the vineyards of Beaujolais and Drôme Provençale⁽⁰³⁾, Auvergne-Rhône-Alpes has a wide range of destinations. Its energy and varied attractions for culture, nature, outdoor sports and gastronomy make it France's second most important region for tourism.



Head to the mountains

The medium and high-altitude mountains of the Alps form the natural backdrop for the majority of the region. With 175 resorts, Auvergne Rhône-Alpes has the world's largest skiing area, including some world-renowned resorts such as Chamonix, Val d'Isère and Courchevel.



Water in all its forms

Water is everywhere in Auvergne-Rhône-Alpes: There are 7000 km of watercourses and 400 km² of glaciers. It has three of the biggest Alpine lakes and their spas: Lake Geneva, surrounded by Evian, Thonon and Divonne-les-Bains, as well as Lake Annecy and Lake Bourget, with Aix-les-Bains, the "Riviera of the Alps".



A wine-producing region

Spread out across 47 AOPs* and 16 IGP^{**}, the region's wines offer a fascinating journey through beautiful rolling landscapes dotted with vineyards. In Auvergne-Rhône-Alpes, vines love the hillsides, where they get the best of the sunshine. The result on the palate is much appreciated by wine lovers, with the crus of Beaujolais, Condrieu and Côtes-Rôties.

* Protected Appellation of Origin

** Protected Geographical Indication

05

The chaîne des Puy — Faille de Limagne — Auvergne

Two hours away from Lyon, surrounded by pristine nature, the volcanoes of Auvergne stand testament to more than 13 million years of geological history. This natural jewel – unique in the world and a UNESCO World Heritage site – can be seen from the Puy de Dôme, which overlooks the city of Clermont-Ferrand.

04

Saint-Etienne

As France's only UNESCO Creative City of Design, Saint-Étienne has its sights firmly set on the future. Visitors can learn about its rich industrial past through its museums, such as the *Musée de la Mine* and *Cité du Design*.

06

Beaujolais

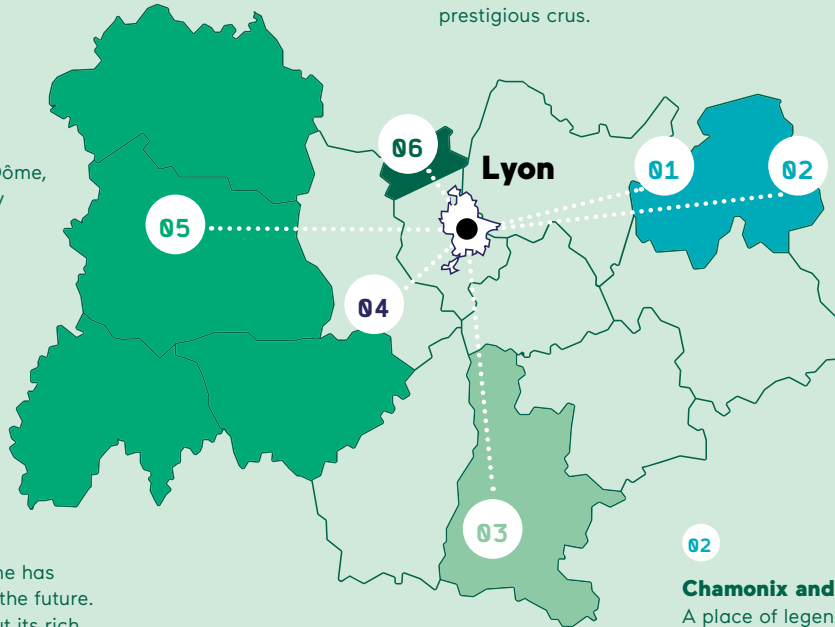
With its picturesque villages built with pierres dorées (golden stones) and hilly vineyards, the Beaujolais region has many treasures to discover during a walk or day out.

They offer a chance for visitors to sample wines in the Beaujolais and Beaujolais-Villages appellations, or its ten prestigious crus.

01

Annecey

On the shores of one of Europe's purest lakes, Annecy boasts a charming old town, with flower-lined canals that have earned it the name "Venice of the Alps". The château and the Palais de l'Isle are remnants of the town's rich medieval past.



03

Drôme Provençale

The southern part of the region is resplendent with beautiful colours, from its green olive trees to its purple lavender fields. The aromas of Provence can be savoured at its authentic markets. The narrow streets of the region's hilltop villages are ideal for a peaceful stroll, while the *Château de Grignan* takes visitors on a journey back to the Renaissance.

02

Chamonix and Mont Blanc

A place of legends and adventures, Chamonix boasts a superb location, just two hours from Lyon. Mont Blanc, the world's third most visited natural site, stands proudly above the valley, reaching a height of 4810 m. A centre for skiing and mountain climbing, Chamonix also offers many other activities and serves as a base for outings to attractions such as the Aiguille du Midi and Mer de Glace.

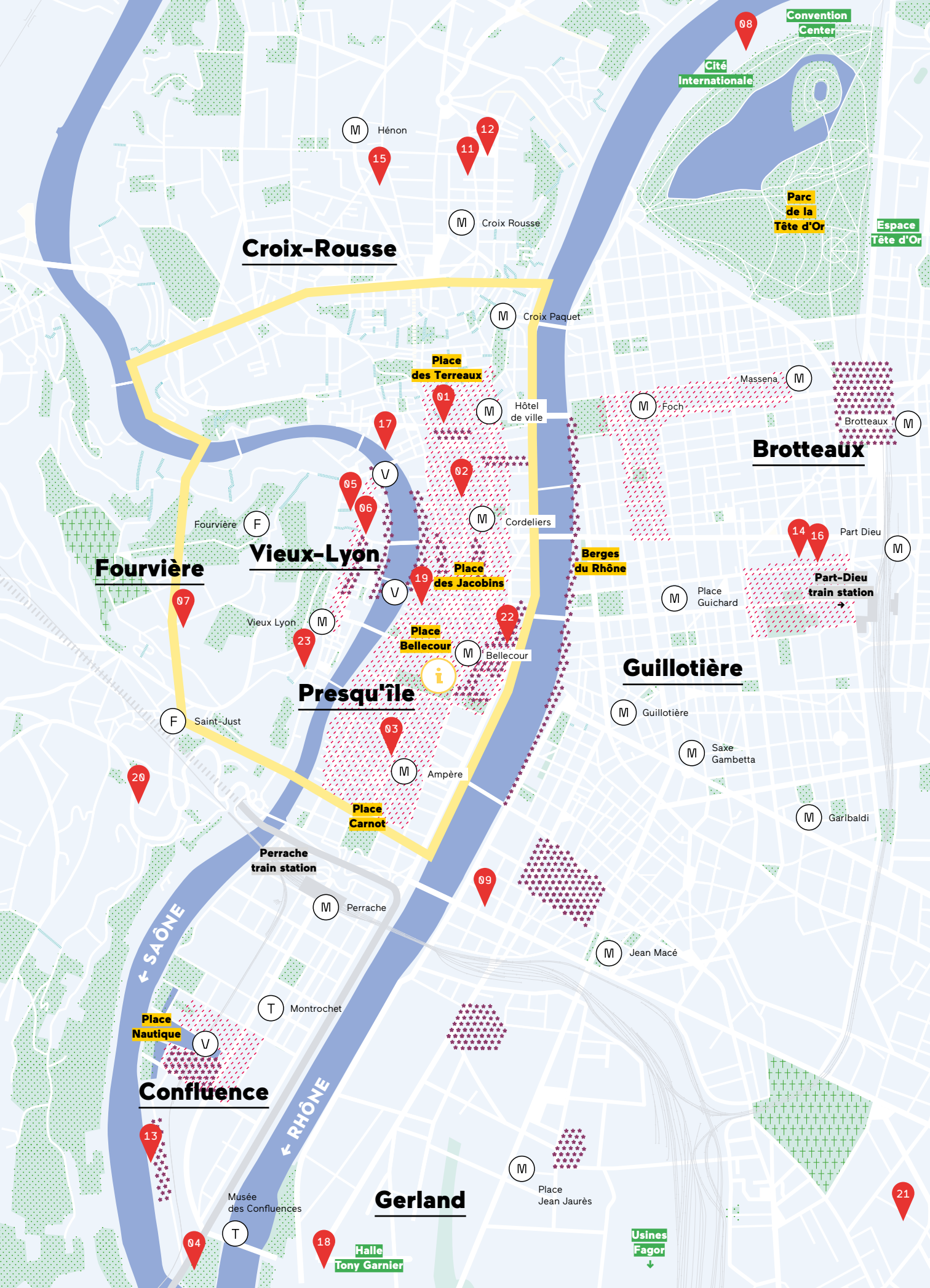
Auvergne-Rhône-Alpes region

According to the Eurostat ranking, **Auvergne-Rhône-Alpes is Europe's eighth richest region**, on a par with Denmark and above countries such as Ireland and Portugal.

Auvergne-Rhône-Alpes is France's second most important region for tourism, with 21.2 billion euros of tourism consumption from France and abroad (8% of GDP) and 170,600 jobs generated by the tourism industry.

For further information about the region, contact Auvergne-Rhône-Alpes Tourism.

Source : Auvergne-Rhône-Alpes Tourisme – Pôle Etudes Marketing



Croix-Rousse

Brotteaux

Vieux-Lyon

Guillotière

Fourvière

Presqu'île

Confluence

Gerland

Place Nautique

Place des Terreaux

Place des Jacobins

Place Bellecour

Place Carnot

Berges du Rhône

Usines Fagor

Halle Tony Garnier

Parc de la Tête d'Or

Convention Center

Cité Internationale

Espace Tête d'Or

Brotteaux

Part-Dieu train station

Fourvière

Vieux Lyon

Saint-Just

Perrache train station

Montrochet

Musée des Confluences

Perrache

Montrochet

Place Jean Jaurès

Croix Paquet

Croix Rousse

Hénon

Hôtel de ville

Cordeliers

Bellecour

Ampère

Foch

Massena

Place Guichard

Guillotière

Saxe Gambetta

Garibaldi

Jean Macé

Saône

Rhône



Map of Lyon



Key

- | | |
|--|-------------------|
| 01. Fine Arts Museum | ONLYLYON pavilion |
| 02. Printing Museum | Shopping zone |
| 03. Museum of Textile | Restaurants zone |
| 04. Musée des Confluences | Metro |
| 05. Gadagne Museums | Tram |
| 06. Museum of Miniatures & Cinema | Funicular railway |
| 07. Lugdunum — Gallo-Roman Theatres and Museum | Vaporetto |
| 08. Modern Art Museum | Parks and gardens |
| 09. History of the Resistance and Deportation Centre | UNESCO perimeter |
| 10. Lumière Museum | |
| 11. Maison des Canuts | |
| 12. Soierie vivante | |
| 13. Sucrière | |
| 14. Halles de Lyon Paul Bocuse | |
| 15. Painted mural: the Canuts | |
| 16. Painted mural: Paul Bocuse | |
| 17. Painted mural: Lyonnais celebrities | |
| 18. Halle Tony Garnier | |
| 19. Célestins Theatre | |
| 20. New Franco-Chinese institute | |
| 21. Musée Urbain Tony Garnier | |
| 22. Grand Hôtel-Dieu | |
| 23. Soierie Saint-Georges | |



In the service of visitors



ONLYLYON Tourist Office

Located on Place Bellecour, the *ONLYLYON Tourist Office* offers an innovative reception for visitors with videos projected on a 10-metre screen, free WiFi access and a social mirror. The team of *Lyon City Experts* provides personalised advice and promotes the local tourism offering in six languages. It works with various communication channels, including telephone, email, postal mail, online chats and messenger.

Lastly, a mobile team of *Lyon City Helpers* provides "pre-reception" services for visitors during the peak season.

Open from 9 am to 6 pm every day of the week. Closed on 25 December and 1 January.
lyon-france.com



Lyon City Card

From one to four days, this tourist pass includes access to 23 museums and temporary exhibitions, *ONLYLYON guided tours*, a river cruise with *Les Bateaux Lyonnais* and the entire public transport network. The *Lyon City Card* also includes many discounts, including for shows and the *Lyon City Bus*.

Further information is available at lyoncitycard.com



Original ways to explore Lyon

There are various ways to see and discover Lyon. On the top deck of the double-decker *Lyon City Bus*, on the river with *Les Bateaux Lyonnais*, or on the new-generation tourist train *Lyon City Tram*. *ONLYLYON Tourism's Tour Guides Bureau* also provides more than 70 themed guided tours, in a dozen languages, led by nearly 20 guides. These original historical tours are suitable for various audiences.

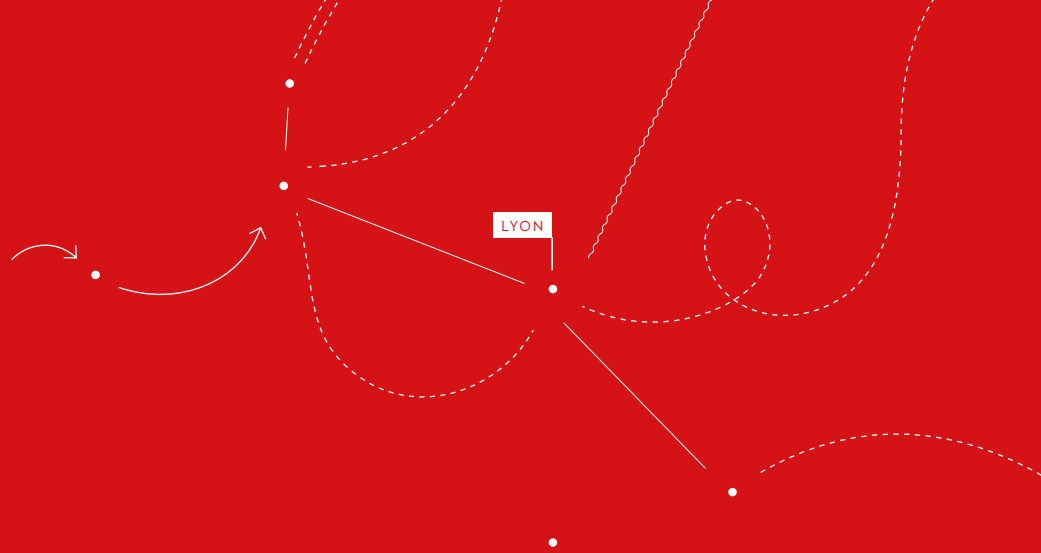
Further information is available at visiterlyon.com



The Convention Bureau

Providing an impartial and free service, the Convention Bureau puts its experience in the service of event organisers throughout the year. Its teams inform, advise and support organisers with procedures, meet specifications, carry out calls for tenders, support convention applications and organise inspection visits. Furthermore, tools such as the *Collector Business Guide* and the *Welcome by ONLYLYON* initiative are provided for free to convention organisers.

Further information is available at events.lyon-france.com



Getting to Lyon

Train

With three railway stations, including Part-Dieu – France's biggest international railway station in terms of the number of connections – it's easy to get to Lyon by train and TGV high-speed rail.

Plane

Lyon is connected to the world. With the fourth largest airport in France and more than 120 direct national and international routes, the city is very easy to access by plane.

Car

Located in the heart of Europe and linked to its main motorways, Lyon is very convenient to drive to from other parts of France and Europe.

Getting around Lyon

Public transport

With four metro lines, two funicular railways (known as 'les ficelles'), six tramways and more than 120 bus routes, the metropolitan area's TCL public transport network is one of the densest in Europe.

Vélo'v

The metropolitan area's public bicycle hire scheme has more than 428 stations, in Lyon and 21 other towns, and more than 5000 Vélo'v bikes. It offers a practical, ecological and economical way to use the metropolitan area's 1000 kilometres of cycle paths.

Vaporetto

This river shuttle service on the Saône links the Confluence district with the Presqu'île, with a boat every hour for 5 euros. It is an original way to get around while enjoying the cityscape.



ONLYLYON is Lyon's marketing campaign and brand, which is aimed at building the city's international reputation and attractiveness. Created in 2007, it was the first destination marketing campaign launched in France.

Mission

ONLYLYON's mission is to promote Lyon's image on the international stage, in order to increase its attractiveness among the city's target audiences, including investors, tourists, talents and students.

ONLYLYON and its partners are implementing a programme of strategic international actions: Communication campaigns / Media relations / Events policy / Social networks / Ambassador network.

A partnership-based approach

Launched by 13 institutional and economic partners in the local area, the ONLYLYON approach stands out for its governance and collaborative dimension.

Founding partners

- ADERLY / Invest in Lyon,
- GRAND LYON la métropole,
- CCI Lyon Métropole Saint-Étienne Roanne,
- ONLYLYON Tourisme & Congrès,
- Département du Rhône,
- Université de Lyon,
- Cité Centre de Congrès de Lyon,
- Aéroports de Lyon,
- Chambre des métiers & de l'artisanat du Rhône,
- CPME Rhône,
- MEDEF Lyon-Rhône,
- Eurexpo Lyon,
- Ville de Lyon.

