Auvergne
Rhône-Alpes
Tourisme

PRESS PACK
2026

EXPLORING OUR REGION ON FOOT OR BY BIKE

THEMED PRESS PACK #8

LA VIE EN RELIEF

KEY FIGURES
(FROM 2022)

- In the year 2022, **49% of holidays** taken by French people in Auvergne-Rhône-Alpes included outdoor activities, 32% of these involving walking or hiking.
- Ours was the **leading French region** for outdoor activities (and top by number of sports instructors).
- Hiking trails covered **38,238km** of signposted routes across our region, 17,628km of these either national GR© or regional GR© de Pays, a further 20,610km shorter Promenades et Randonnées (PR).
- On average, each tourist in our region did three outdoor activities, in the main hiking, winter sports and cycling.
- **2.6 million cyclists** were counted along the ViaRhôna cycle route in 2022, generating over €43m in economic benefits across the region.
- **24% of French high-level athletes** practising outdoor sports came from Auvergne-Rhône-Alpes.

DESTINATION GRAND'R

The Auvergne-Rhône-Alpes region boasts the most extensive unified area for mountain-biking, designated by the national association, the FFC, as Destination Grand'R, spanning the counties of Allier, Loire and Puy-de-Dôme, enabling cyclists to take in these large areas and their riches with ease.

- **59 starting points** including five key towns: Vichy, Roanne, Thiers, Ambert and Montbrison
- **Over 200 trails or circuits** crossing through unspoilt, wild countryside
- **4,500km of signposted trails** meaning cyclists never get bored
- **5 FFC mountain-biking areas** linked together to open up the largest possible overall area for mountain bikers
- **Tailor-made mountain-biking short breaks** to discover the Grand'R across 2 days / 1 night:

- Head out into the forests of the Montagne Bourbonnaise
- Cycle through the heart of the Massif des Bois Noirs Range
- Stop for a bite outdoors on the Hautes Chaumes Forez Plateau

(03-63-42) https://destinationgrandair.com

LA REGION DUVELO.FR

The website to consult to plan your own cycle route through Auvergne-Rhône-Alpes.

This portal (in French) is dedicated to cyclists, be they on road bikes, mountain bikes, gravel bikes or e-bikes. Enjoy circuits near to where you're staying or tackle our region's most iconic spots, such as the great Tour de France mountain passes, the ViaRhôna Rhône-side cycle route, or the Grande Traversée du Massif Central. Over 700 cycle routes and trails are referenced, along with GPS tracks, maps, sites to visit, places to swim, natural and cultural heritage to enjoy, local produce to sample, etc... Download onto your mobile to consult each route even without internet connection – opt for the GPS tracks or PDF format with just one click.
www.laregionduvelo.fr

VIA FLUVIA – VIARHÔNA – DOLCE VIA

AN EXCEPTIONAL CYCLING CIRCUIT ON GREENWAYS AND RIVERSIDE ROUTES

Looking for a cycling adventure through stunning valleys? Covering 236km, this circuit guides you along three choice sections of three special cycle routes: La Via Fluvia, La Dolce Via, and ViaRhôna. Relish the ride beside contrasting rivers and through great valleys providing spectacular scenery.
This circuit involves 2,900m in positive shift in altitude, so it's geared to dedicated cyclists after a sporting challenge as well as glorious scenery. Riding along safe, well-laid-out routes, gather unforgettable memories, with enchanting villages and culinary stops to enjoy along the way.

3 ICONIC REGIONAL CYCLE ROUTES COVERED

VIARHÔNA
For a gentle start, cycle beside the mighty Rhône, taking in all the heritage and natural riches on a section south from Lyon. From Saint-Vallier to La Voulte-sur-Rhône, it's 66km.

LA DOLCE VIA
Plunge into the heart of the Ardèche, following the lively Eyrieux River, riding along viaducts, through tunnels and in and out of forests. From La Voulte-sur-Rhône to Saint-Agrève, it's 72km. There's then a connecting link to take, either on the Velay Express train, or by road, for 23km.

LA VIA FLUVIA
Taking you through parts of two counties, Loire and Ardèche, and contrasting landscapes, on a former railway line, from Raucoules to Vernosc-lès-Annonay, it's 57km. We advise using the link via the Cance Valley, 19km in length, to return to the Rhône.
(07) www.ardeche-guide.com

HALTS TO RECHARGE YOUR BATTERIES ALONG THE VIARHÔNA CYCLE ROUTE

HUTS ON STILTS AND MORE IN ISERAND

A mere 100m from an entry point onto the ViaRhôna cycle route, the Camping Iserand campsite has accommodation specially designed and equipped for both cyclists and hikers, including adapted tents and chalets.
You can reserve by the night throughout the year.
(07) www.iserandcampingardeche.com

AUX KOTAS FINLAND'AIN IN IZIEU

Enjoy a night in a Lapp Kota (in the style of a hunting chalet) for an unusual country stop along the ViaRhôna! Also try a wine tasting evening, or visit the moving wartime site of the Maison d'Izieu.
(01) www.auxkotasfinlandain.com

LE BISTROT DE BRENS

Ideally located along the ViaRhôna, this is the first Bistrot de Pays to receive accreditation in the county of Ain. Focusing on local cuisine and traditions, it's a great place to stop to taste the area's cuisine and build up your cycling strength. **(01) www.bistrotdepays.com**

WELCOME TO LA GARE!

This former railway station has turned into a hybrid stopover, providing a gîte d'étape for overnight stays, a restaurant, and a bar & village café, all set very close to the ViaRhôna.
https://lagaresoyons.fr

BELLE VIA – LA VOIE BLEUE

BELLE VIA

La Belle Via, a cycle route on a grand scale, through the counties of Haute-Savoie, Savoie, Isère and Drôme.
This is an easy cycle route, but its rewards are great, passing glorious lakes, orchards, towns and countryside as you ride along Alpine valleys providing splendid views of Mont Blanc or the Jura, Bauges, Chartreuse, Belledonne and Vercors Ranges. There are numerous opportunities for stopping for a swim at the beaches around Lac d'Annecy and Lac du Bourget and relishing cultural and gastronomic discoveries, or then lovely stretches beside the Isère River. You can make this journey into a circuit by joining the ViaRhôna. Count 280km from Aix-les-Bains to Valence.
(73-74-38-26) www.francevelotourisme.com

LA VOIE BLEUE CYCLE ROUTE FROM LUXEMBOURG TO LYON

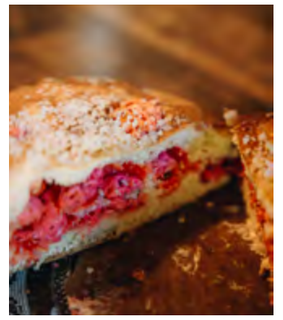
700km of cycling beside waterways, from Luxembourg to Lyon.
A stretch of cycle route to appeal to the culturally-curious, the culinary-minded and those who appreciate the good life, families included! From Trévoux, north of Lyon, cyclists can follow the cycle route laid out along the banks of the Saône River for 5km to 6km, up to the Parcieux lockkeeper's house.
Enjoy this stretch as a family or with friends on a weekend break, enjoying a stopover at Kanôpée campsite with its lodges.

(01) www.kanopee-village.com
(01 - 69) www.lavoiebleue.com

0% CAR USAGE, 100% DISCONNECTION, ON FOOT FROM THE CÉVENNES D'ARDÈCHE TO THE TANARGUE

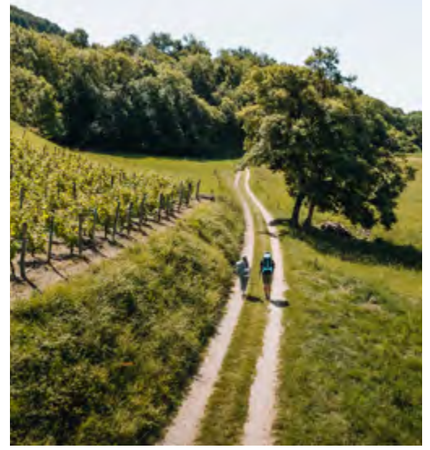
A three-day hiking circuit, but a gentle introduction to long-distance walking (stage lengths: 17km / 13km / 9.1km), steeping yourself in nature. On this hike, appreciate to the full the unspoilt local heritage and the local eco-friendly economy, respecting the areas you walk through and their biodiversity.
(07) https://partir-ici.fr

Wellness break !



Tasty break!

LONG-DISTANCE HIKING ALONG THE WAY OF ST JAMES THROUGH SAVOIE



FOR A HIKING ADVENTURE ALONG THE VIA GEBENNENSIS - GR© 65 GENEVA - LE PUY EN VELAY

For those who enjoy immersing themselves in history, the Way of St James (or Santiago de Compostela trail) through Savoie provides an unforgettable experience. On the sections between Motz and Yenne, the variety of the local heritage to be discovered by modern pilgrims transports them back in time as they walk through picturesque villages and stunning Savoie scenery.
(73) https://www.aixlesbains-rivieradesalpes.com

LE SHANA
HÔTEL IN CHANAZ

Located between the Rhône and Lac du Bourget, this hotel is ideal for a stop after a day's cycling along the ViaRhôna or along the Way of St James hiking trail through the region (the GR©65 from Geneva to Le Puy en Velay).
(73) https://shanahotel.fr/

LE VERNAY

Along the Way of St James through the region is this former barn transformed into a convivial stop as a gîte d'étape. It offers the warmth of a B&B welcome with the comforts of a hotel. Perched above Saint-Genix-sur-Guiers, it's a perfect place to stay the night for hikers and cyclists.
(73) www.levernay-savoie.com

THE NEW CAFÉ DES SUCS

Along the Way of St James through our region, this café in Araules welcomes hikers and cyclists in search of a culinary stop. It provides coffee blended in nearby Yssingeaux, local beers, charcuterie and cheese from the village, plus artisan ice creams.
(43) www.coeur-des-sucs.fr

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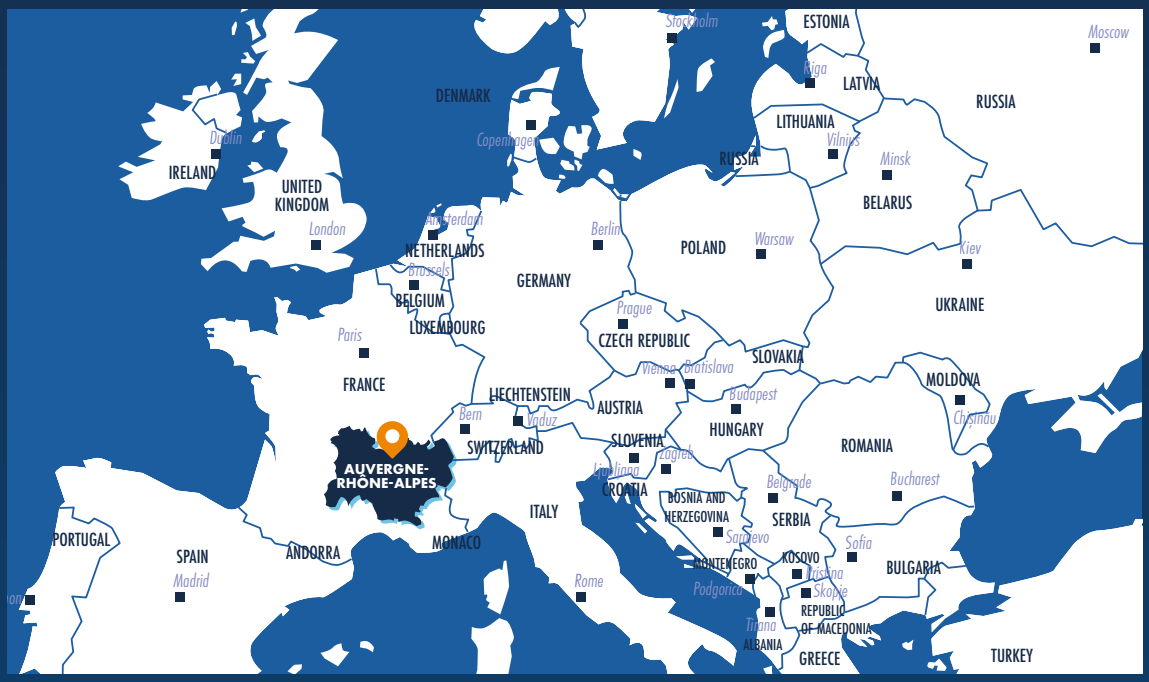

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