NORMANDY TOURISM

TRAVEL TRADE EDITION

2025

© Séverine Frères

Honfleur © Rochagneux Fotolia.com

Welcome to Normandy

Whether you are a tour operator, a group travel organiser, a coach company, an incoming agency, an association or a school, we look forward to welcoming you soon to Normandy, this incomparably beautiful part of France.

Our values

Normandy is committed to sustainable development in order to collectively prepare for the tourism of tomorrow. It is our responsibility to stand alongside professionals, encouraging them to be more responsible in this regard, and to improve what they have on offer to the visiting public. Green initiatives will enable us to better manage the flow of tourists and limit the environmental effects that risk overwhelming our ecosystems. Tomorrow's generations will be increasingly demanding how Normandy can be visited without having to fall back on the motor car. It is our hope that in years to come, people will visit our region and say 'ah yes, here, they understood how important it all was.'

Normandy is just a two-hour drive from Paris and its airports or from the port of Calais and is easily accessible by plane, train, ferry or by road. If you take the train from Paris, you will arrive in Normandy's main cities in just over an hour. With four local cross-Channel ports, there are also regular sailings from Britain and Ireland.
Whether you plan on a dedicated trip or are looking to include the region as part of a wider tour, Normandy remains the ideal destination with a mixture of France's best heritage, culture, food, countryside and entertainment, complete with many authentic, unique and unforgettable tourist experiences.
Our guide is full of practical information and inspirational ideas to help you plan your next trip to Normandy.

A dedicated M.I.C.E team is also happy to assist you with all of your corporate events.

See you soon in Normandy!

The marketing team

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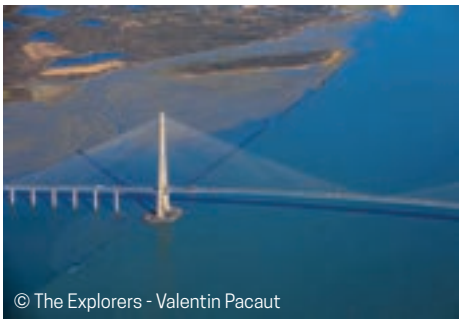
Six good reasons to come to Normandy


© The Explorers - Valentin Pacaut

The Major Sites
Normandy is internationally renowned for its world famous sites: the Mont-Saint-Michel and its Bay, Etretat and its dramatic cliffs, the D-Day Landing Beaches, Claude Monet's house and gardens in Giverny, Rouen with its majestic cathedral, the Bayeux Tapestry, the Haras du Pin and Deauville to name but a few…

© Hello Travelers

Slow Tourism
Too often travel involves rushing from one airport to the next, keen to cram in sight after sight, and complete a tightly packed itinerary. In Normandy you can rediscover the importance of slowing things down and go for quality over quantity. Cycling for instance is a great way of soaking up the local atmosphere and traditions, and with over 310 miles (500km) of greenways, you can combine the fresh air with sightseeing.

© Marie-Anaïs Thierry

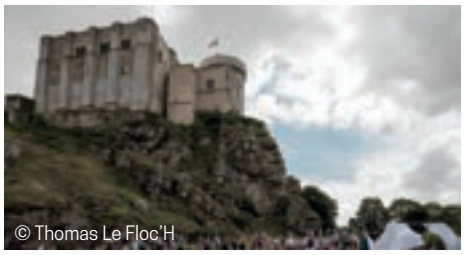
Gastronomic Normandy
Normandy is a true gourmet's treasure trove with its emblematic cheeses: Camembert, Livarot, Neufchâtel, Pont l'Evêque and apple-based drinks such as calvados, cider and pommeau. Seafood is plentiful, however if you prefer meat dishes, roasted lamb from the salt meadows around the Mont-Saint-Michel is a must.

© Séverine Freres

D-Day and the Battle of Normandy
On June 6th 1944, Normandy became world-famous for the part it played in D-Day when Allied troops broke through Nazi defences to liberate occupied France in WWII. Today, Normandy has many sites, museums, monuments and events which commemorate and celebrate this key period in modern history. Each year is the occasion to pay tribute to the fallen and to the veterans who attend the commemorative events and celebrations.

© Marie-Anaïs Thierry

Birthplace of Impressionism
As the spiritual birthplace of Impressionism, Normandy has inspired many great artists to create images which live on in the collective consciousness today. With its unique lighting, magical seascapes, dramatic monuments and dreamy countryside, Normandy offered the perfect backdrop for Impressionist painters.


© Thomas Le Floc'H

Medieval Normandy
Steeped in our common history, Normandy invites you to go back in time to retrace the footsteps of William the Conqueror, Richard the Lionheart and Joan of Arc. Explore the rich medieval history of Normandy's architectural heritage with its chateaux, abbeys and museums.

The major sites

© V. Joannon

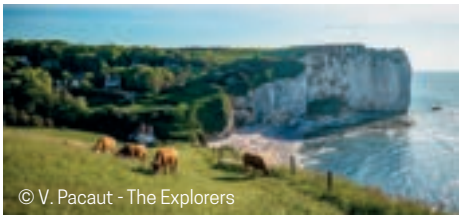
1 - Giverny: Just a short distance from Paris, this quaint artists' retreat on the banks of the River Seine became the home of Claude Monet, father of the Impressionist movement who lived in Giverny from 1883 until his death in 1926. His world-famous house and gardens along with the 'Musée des Impressionnismes' can be visited today.

© B. Collier

2 - Seine Valley: With its white cliffs and picturesque villages, the meandering River Seine offers beautiful scenery, notably from the vantage point at Château Gaillard, an impressive medieval fortress built by Richard the Lionheart, which stands over 100 metres high on the cliff above the town of Les Andelys.

© S. Freres

3 - Rouen: A veritable Museum-City on the banks of the Seine, Rouen guarantees to make an impact with its medieval half-timbered houses, its paved streets, its gothic churches and Notre-Dame cathedral, the highest in France. Artists flocked to this port city where Joan of Arc was burned at the stake.


© V. Pacaut - The Explorers

4 - The Alabaster Coast: At the heart of the Alabaster Coast, Etretat is a romantic seaside village overlooking the Channel. It is a constant source of inspiration to artists and writers with its dramatic white cliffs and its iconic chalk needle. The seaside resorts of Fécamp, with its famous Bénédictine Palace, and Dieppe, whose market was crowned best in France, are well worth a visit too.

© MA. Thierry

5 - Le Havre: This major European port combines the attractions of a modern, vibrant city with the charm of a seaside resort. Rebuilt in modernist postwar style by Auguste Perret, the concrete poet, Le Havre is recognised by UNESCO as a World Heritage Site.

© L. Vatynan - stock.adobe.com

6 - The Flowered Coast: The seaside towns of Honfleur, Trouville, Deauville and Cabourg to name but a few, along the Côte Fleurie, were made popular in the 19th century when sea bathing became a fashionable pastime, and which has continued to this very day.

7 - Lisieux: The second most visited site of pilgrimage in France after Lourdes, is dedicated to Sainte-Thérèse. The Basilica was built in her honour and remains the largest church built in France during the 20th century.

8 - Camembert: Camembert is an enchanting Norman village as well as home to the famous cheese. With its timber-frame farms built on lush green slopes, the village presents an idyllic image of the typical Normandy countryside.

9 - Falaise: Discover the birthplace of William the Conqueror. Falaise was founded in the middle ages and grew in the shadow of its imposing fortress. Falaise offers walkers a combination of nature and architectural wonders.

10 - Caen: A thriving modern city that is rich in history, Caen boasts outstanding historical sites from William the Conqueror's Ducal Castle, the Abbaye aux Hommes and Abbaye aux Dames, to the Mémorial de Caen – a Peace Museum which takes an in-depth look at 20th century history.

11 - Bayeux: With its narrow cobbled streets and cathedral at its heart, Bayeux is the perfect example of a medieval Norman town. It is also home to the world-famous Bayeux Tapestry, a UNESCO World Heritage Site.

12 - The D-Day Landing Beaches: Normandy's Channel coast is world-famous for the part it played on 6th June 1944, when Allied troops broke through Nazi defences to change the course of World War II. The Allies launched simultaneous landings of U.S., British, Canadian and French forces on five separate beaches codenamed Sword, Juno, Gold, Omaha and Utah.

13 - Cherbourg-en-Cotentin: Located at the top of the Cotentin Peninsula, Cherbourg harbour boasts the world's longest artificial roadstead which is 4km long. The fascinating Cité de la Mer museum, which features the deepest aquarium in Europe, bears testimony to the maritime tradition of the town.

14 - The Mont-Saint-Michel and its Bay: Remains an international place of pilgrimage to this day and with its Bay is included on the UNESCO list of World Cultural and Natural Heritage sites. This medieval architectural wonder dominates the surrounding landscape, rising out of the bay, which provides the natural show of the greatest tidal ranges in Europe. At high tide, the Mont-Saint-Michel becomes an island once more. A visual spectacular!

15 - Bagnoles-de-l'Orne: A gem of Belle Epoque architecture, this elegant nineteenth century spa town is set in the Orne countryside and offers a casino, racecourse, lake, cycle tracks and golf course.

16 - Alençon: The "City of Dukes" is internationally renowned for its UNESCO-listed needle point lace and is ideally situated on the edge of the Normandy-Maine Nature Park for trips into the countryside.

17 - Le Haras du Pin: Founded in 1715 by Louis XIV, the Pin National Stud, also known as the "Versailles of Horses", is the oldest and most prestigious national stud in France. During the summer season, horse shows are on every Thursday.

NORMANDY EXPERIENCES

Discover our selection of unforgettable, once-in-a-lifetime experiences found only in Normandy. We have selected the sights and activities enabling visitors from all over the world to experience Normandy to its full potential, and engage with local people, places and cultures.

Cheese and Cider tasting in Pont-l'Evêque

Paint like Claude Monet on the Alabaster Coast

Spread your wings and fly an Aeroplume!

Craft Your Own Cider at Mont Viné Cidery

Family Day at Juno in the Footsteps of Canadian Soldiers

TOUR IDEAS
NORMANDY, MORE THAN JUST A STOPOVER

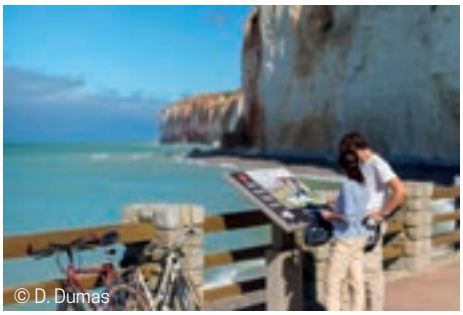
Rouen and the Seine Valley

Rouen, stretching beside the Seine River, is Normandy's cultured, historic, gastronomic, vibrant capital. It is possible to discover the city through different themes: follow in the footsteps of the Impressionists, explore the historic medieval city centre, visit the city's highlights, such as the impressive cathedral. Rouen is packed with tempting shops and restaurants, and great weekly markets. Continue the visit by following the meanders of the ***River Seine*** towards ***Le Havre***. It is recommended to make a few stops along the valley to discover many small gems such as the artistic village of ***La Bouille*** or the majestic ruins of ***Jumièges Abbey*** on the ***Abbey Route*** which crosses forests and meadows.

© Rochagneux - stock.adobe.com

Impressionist Normandy from Giverny to the Alabaster Coast

Giverny was Claude Monet's home from 1863 until his death. He built the lush Japanese garden and its pond. It is here that he painted the famous series of paintings 'Les Nénuphars'. The visits of the Gardens, Monet's house and the "***Musée des Impressionnismes***" are unmissable. For lunch, the ***Auberge Baudy***, housed in the former Hotel Baudy which hosted many renowned painters such as Cezanne and Sisley, is a top choice. For a gourmet meal, we recommend "***Le Jardin des Plumes***". The new cycling route "***La Seine à Vélo***" runs along the River Seine to discover the landscapes which nourished the inspiration of the Impressionists. Enjoy a stop in ***Les Andelys*** to admire and visit the medieval military fortress ***Château Gaillard***, built during the reign of Richard the Lionheart in just one year to protect the Duchy of Normandy. A full day and an overnight stay in ***Rouen***, Normandy's capital city, is highly recommended. Further North is the ***Alabaster Coast*** including ***Dieppe***, France's first seaside resort, the fishing port of ***Fécamp***, home to the famous Benedictine liqueur, the picturesque spot of ***Etretat*** and the UNESCO-listed seaside city of Le Havre. From ***Le Havre***, cross the famous Normandy bridge and head to ***Honfleur***, the ***Flowered Coast*** and the ***Pays d'Auge***.


© D. Dumas

An authentic taste of Normandy from the Flowered Coast to the Perche

The pretty harbour of ***Honfleur*** on the Seine estuary, was originally built for trade. Its colourful half-timbered houses jostle on the quays, along with charming hotels, art galleries and restaurants. ***Honfleur*** takes particular pride in its Impressionist roots. Further west, stroll the famous boardwalk along ***Deauville's beach***, where the bannisters that separate each beach hut bear the names of A-list stars who have attended the town's American Film Festival. Just five minutes from the beach, the new cultural centre ***Les Franciscaines*** is a must-see. Deauville is home to many luxury boutiques and fine restaurants. Enjoy fresh seafood at the fish market nearby in ***Trouville-sur-Mer***. Further along the coast is ***Cabourg***, where you'll find the '***Villa du Temps Retrouvé***', a new museum which celebrates the spirit, art and culture of the Belle Epoque. Head into the ***Pays d'Auge*** and drive along the 25 miles of the ***Cider Route***, to savour Normandy's gourmet offerings. Visit a ***Calvados distillery*** and dairy farms. Meet cider, Calvados, pommeau and cheese producers for tastings, and discover the secrets of making these emblematic Norman alcoholic drinks (Château du Breuil, Calvados Experience, Camembert Durand). Enjoying fresh regional produce at local farms is a must when in Normandy. The well-preserved village of ***Beuvron-en-Auge*** is well known for its cider farms and orchards, as well as being one of Normandy's prettiest villages. As you head to south, the ***Haras du Pin National*** Stud, nicknamed 'Versailles for horses', is the oldest stud in France. Then on to ***the Perche***, a destination with antique dealers, vintage markets and weekend brocantes galore. People come here from all over Europe to find the most beautiful furniture and antique treasures. ***La Perrière, Mortagne-au-Perche*** or ***Bellême*** are towns and villages where bargain-hunting is a local hobby.

© Hello Travelers

From the D-Day Landing Beaches to the Mont-Saint-Michel and its Bay via the Cotentin Peninsula

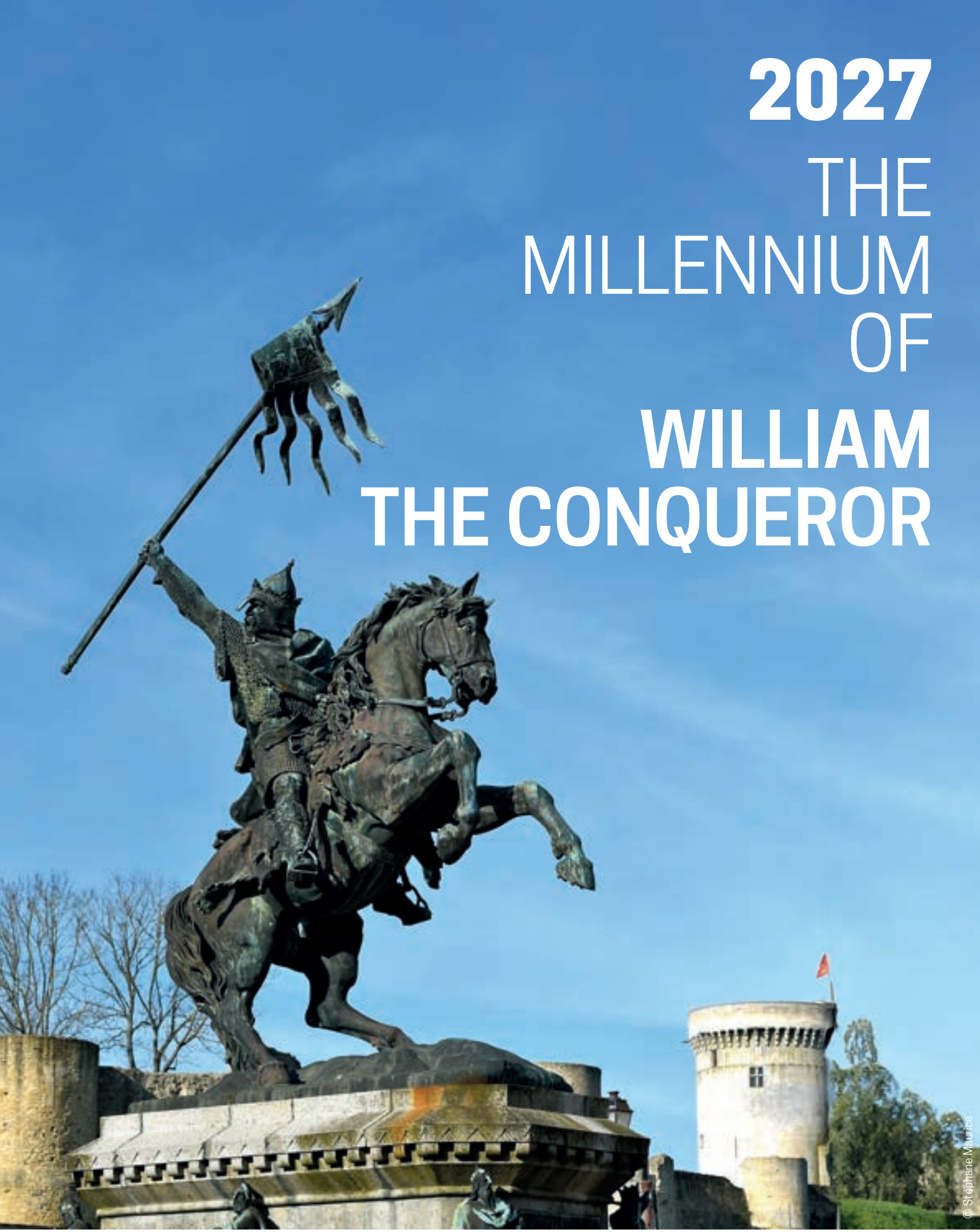
No visit to Normandy would be complete without learning more about D-Day. The bustling city of ***Caen***, its memorial museum and the ***Pegasus Bridge Museum***, is a good starting point to explore the five landings beaches, along with the museums, memorials and batteries, such as the German Gun Battery in ***Longues-sur-Mer***, the ***Juno Beach center*** is a contemporary museum built in the shape of a maple leaf. The village of ***Ver-sur-Mer*** and its newly-built ***British Normandy Memorial*** stands overlooking Gold Beach. ***Arromanches-les-Bains*** is inextricably linked with the liberation of western Europe following D-Day. Don't miss ***the D-Day Museum*** and ***the Arromanches 360 cinema***. Some 25 miles west, the ***Normandy American cemetery*** has been built on a battlefield in ***Colleville-sur-Mer***. You can also plan a stop at the ***Pointe du Hoc*** visitor center after a 2-day stay in the medieval town of ***Bayeux***.

© e55evu - stock.adobe.com

The Cotentin Peninsula then awaits you with its dramatic coastline and villages such as the fishing villages of ***Barfleur*** and ***Saint-Vaast-la-Hougue***, famed for the oyster beds that lie between the mainland and Tatihou Island. Utah Beach is the most westerly landing D-Day sector. A visit to ***Sainte-Mère-Eglise*** is highly recommended. Plan a tour in ***Cherbourg***, one of France's great Channel ports, closely linked to French naval history and to transatlantic adventures. Head south to the medieval and fishing port of ***Granville*** with its ***Christian Dior Museum*** on the clifftops. End your stay at ***the Mont-Saint-Michel and its bay***. You'll be following in the footsteps of centuries of pilgrims when you explore its warren of streets that climb up to the abbey church, built over a period of some 1 300 years.

2027

THE MILLENNIUM OF WILLIAM THE CONQUEROR



© Stéphane Maurice

RÉGION NORMANDIE

IMPRIM'VERT

Explore France

NORMANDY TOURISM

Forthcoming major events

Caen Millenium
Throughout 2025

1000 years of history! The Caen Millenium will be an exciting opportunity to celebrate a city rich in history, characters and heritage, which is the pride of its inhabitants, whether they live in Calvados or are expatriates elsewhere. The Caen Millenium will invite all Normans and visitors to join in celebrating this historic anniversary, through a full programme of artistic and cultural events.
The Caen Millennium is designed to shine a spotlight on the region and in the many areas that contribute to its unique character (culture, arts & sciences, research, economy, etc.). Numerous events and exhibitions will take place throughout the year, such as medieval reenactments, concerts, and theatrical performances that will bring history to life in the heart of Caen.

caenlamer-tourisme.fr

© Nos Coeurs Voyageurs

81st Anniversary of D-Day
From end May 2025

The memory will live on forever! If you couldn't celebrate the unforgettable 80th Anniversary of D-Day with us in 2024, remember that Normandy commemorates this tragic period of world history each and every year. 2025 marks the 81st Anniversary of D-Day and the Battle of Normandy, and with it, yet another occasion to celebrate peace, liberty, and reconciliation. The D-Day Festival takes place from end May to mid-June, and numerous commemorations are held across the region.

en.normandie-tourisme.fr

© Marie-Anaïs Thierry

The Tall Ships Races Le Havre
4 - 7 July 2025

After the huge success of the 2017 edition, the world's greatest sailing ships return to Le Havre from 4 to 7 July 2025. For 4 days, visitors are invited to come and celebrate the sailors from all over the world in the historic basins of the port of Le Havre. The rich programme of events and activities includes free sailboat tours, parades through the city centre, traditional sailing boat trips, concerts, shows and a grand closing fireworks display.

sailtraininginternational.org

© Thomas Le Floc'H

© Marie-Anaïs Thierry

Equirando 2025 Bagnoles-de-l'Orne
25 – 27 July 2025

The largest equestrian tourism gathering in Europe takes place at Equirando. The elegant spa town of Bagnoles de l'Orne Normandie is the venue for its 55th edition. Established by the French Horse-Riding Federation and the National Committee of Equestrian Tourism, it attracts 800 horses and 1000 riders from throughout France and beyond, together with harness drivers.

equirando.ffe.com

© Ben Collier

Dieppe International Kite Festival
13 – 21 September 2025

Every two years, hundreds of thousands of visitors flock to Europe's largest seafront lawns in Dieppe to celebrate one of the biggest kite festivals in the world. This popular free family event returns in September 2025 for a must-see spectacle! With more than 40 countries taking part in this kite-flying extravaganza, the Dieppe International Kite Festival is a truly international gathering. Representing all five continents, kite enthusiasts and professionals fly and exhibit all sorts of different kites. Highlights include the big parade through the streets of Dieppe on the first Sunday of the event where you can admire a range of spectacular kites and costumes from all over the world, and the stunning evening show on the second weekend where hundreds of kites magically light up the night!

dieppetourisme.com

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Museums, sites and visits

CITÉ IMMERSIVE VIKING ROUEN
Just opened

The very first French immersive Viking Museum has opened on Rouen's quaysides. Normandy's capital city is the perfect location for this new structure. Our region takes its name from the Viking invaders who menaced large parts of Europe towards the end of the 1st millennium. The immersive and sensory journey traces a century of Viking invasions along the Seine, until their leader, named Rollo, decides to make peace and found this region which has been thriving for over 1000 years. All this is to be rediscovered thanks to new technologies in a unique 1000 square-metre setting by the River Seine.

viking.cites-immersives.fr

©Ben Collier

THE EXPLORE NORMANDY PASS

To mark the 80th anniversary of D-Day and the Battle of Normandy, the Normandy Region has just launched the Explore Normandy Pass. Access exclusive content free of charge and, for just 1€, enjoy discounts at over 70 D-Day sites and museums in Normandy.

the-explore-normandy-pass

LOW CARBON RATE NORMANDY

In line with its commitment to sustainable tourism, Normandy Tourism has just introduced the Low Carbon Rate for visitors traveling by train, bus, or bicycle. This initiative encourages eco-friendly travel by offering discounts at over 90 cultural and tourist sites across Normandy. Visitors can benefit from this discount by presenting a train or bus ticket or a photo of their bicycle at participating locations. This initiative is the very first of its kind in France!

en.normandie-tourisme.fr

Accommodation

©Le Rituel

Hyatt Place – Rouen – *Just opened*
This long-awaited four-star hotel has finally opened its doors on the hilltops above Rouen station. Housed in a historic 19th century building which was once a teacher training school, the converted 4,500 sqm hotel is located close to the city centre, several business parks and the main SNCF railway station. The 78-room hotel offers a bar, restaurant and terrace with striking views over the city thanks to its hilltop position. Guests can also benefit from meeting spaces for approximately 100 people, a ballroom, a gym, a swimming pool and spa, plus extensive outdoor space and parking facilities. *hyatt.com*

Novotel and Aparthotel Adagio – Rouen – *Just opened*
Located on the quaysides, adjacent to Rouen's opera house and within short walking distance of France's highest cathedral, this new complex housed in the city's former Chamber of Commerce boasts two hotels: a 4-star Novotel with 85 modern rooms and a swimming pool and a 3-star Adagio Aparthotel with 75 comfortable fully furnished studios. *all.accor.com*

Holiday Inn Express – Epron/Caen – *Just opened*
Ideally located just outside Caen, and with easy access to the N13 highway which leads to Bayeux and the D-Day Landing Beaches, the small town of Epron now welcomes a new 3-star Holiday Inn Express. The hotel will boast 70 rooms and modern meeting facilities. *ihg.com*

Villa Victoria – Ouistreham – *Just opened*
Located in the heart of Ouistreham, just a few steps away from the beautiful sandy beach and the ferry terminal, Villa Victoria is a small boutique hotel which boasts six comfortable rooms and two suites. It offers an intimate, at-home feel, enhanced by facilities such as a spa, a wine bar and a tearoom. *villavictoria-ouistreham.fr*

Le Rituel hotel – Honfleur – *Just opened*
At the entrance of much-loved Honfleur, this historic townhouse is now a lavish four-star boutique hotel which boasts 21 elegant rooms and junior suites, a lovely garden, the « Albertine » gourmet restaurant, a heated outdoor swimming-pool and a whirlpool bath to enjoy from April to October, along with year-round treatments and massages at the spa and sauna. *lerituel-honfleur.fr*

Hotel Lilybloom - Le Havre – *Just opened*
A unique hotel in the center of a unique city! The 10 rooms are minimalistically built, with an atmosphere reminiscent of tiny houses. They provide a setting that is both practical and intimate, making them ideal for those who enjoy unusual spaces and tasteful simplicity. The first urban open-air hotel in France, Lilybloom is located in the Grande Ecole's garden which also offers a restaurant, bar, cookery school, meeting spaces, and a sauna. *hotellilybloom.fr*

Chateau de Tilly – Boissey-le-Châtel – *Just opened*
The spectacular Château de Tilly, which is only one hour from Paris and thirty minutes from Rouen, is situated in a prime location and offers fine dining and opulent hotel accommodations with a variety of rooms and suites to choose from. It was recently completely renovated with state-of-the-art amenities. The English-style grounds, with their wide lawns and open areas, have a peaceful atmosphere that invites guests to relax. L'Échiquier de Tilly is a classy restaurant with deliciously exquisite seasonal food. *chateaudetilly.fr*

Sure Hotel by Best Western – Caen – *Just opened*
Situated next to the famous Caen Memorial, the Sure Hotel by Best Western extends a warm and tranquil welcome to all guests. The Caen Exhibition Centre, the Zenith, and the d'Ornano Stadium are all ten minutes' drive from the hotel. The complex boasts 71 contemporary rooms, a bar, a gym, a traditional restaurant named Linette, and a terrace with views of the heated outdoor pool (open May through October).
bestwestern.fr

From hotels and B&Bs, to gites and campsites, not to mention holiday villages, *hôtels de charme*, chateaux and out-of-the-ordinary accommodation, Normandy has everything you need for your clients.

Find more on normandy-tourism.org