



NORMANDY THE BUSINESS DESTINATION

Meetings
Incentives
Conferences
Events
Team building
Political
conferences



PRESS PACK
FOR
BUSINESS
TOURISM

NORMANDY



NORMANDY, A FRENCH REGION OPEN TO THE WORLD & TO THE FUTURE!

Normandy's great assets as a business destination

Close to Paris and Britain, Normandy benefits from excellent links and a remarkable quality of life... plus its historic beaches are never far away. The people are welcoming, the economy innovative. With such assets, Normandy has established itself as a prime destination for business conferences and gatherings. All told, Normandy is a supremely well-connected region in which to do business.

A region with made-to-measure towns!

If organising events, Normandy can provide all you need for a successful meeting. On top of the region's excellent infrastructure, major attractions include its remarkable heritage, vibrant cultural life and unmatched natural settings. Look out also for some surprise attractions. Well used to staging professional events, our top-flight specialists will see to your every need.

There are 5 key conference towns in Normandy: Deauville, Le Havre, Caen-la-Mer, Rouen and Bagnoles-de-l'Orne. These reflect Normandy's diverse riches and spirit. Whether seeking a centre by the sea, in a calm green setting or in the heart of town, your wishes can be met. In addition, consider a second array of towns for a business gathering: Dieppe, Évreux, Forges-les-Eaux, Lisieux, Cherbourg, Alençon, Saint-Lô or Granville, each has its specific charms. These places too are great for a business meeting.

Bonne visite...





BUSINESS DESTINATION

BAGNOLES DE L'ORNE NORMANDIE

- In the Normandy County of Orne -

TIMELESS & ENERGISING

Set in the expansive
Andaine Forest,
at this thermal
spa resort, enjoy
a contemplative,
rejuvenating
retreat.

In Normandy's southernmost county, Bagnoles-de-l'Orne Normandie benefits from an excellent location, not far from several major towns. A bird's eye view reveals a resort hidden in a 7,000-hectare forest great for walks and recharging the batteries, offering exceptional nature, both unspoilt and domesticated.

Enchanting legends based around the local thermal waters encouraged 19th-century developers to create a charming resort here. Now just 1hr 30mins east of the famed Mont Saint-Michel, Bagnoles-de-l'Orne Normandie has kept a timeless feel. Visitors enjoy taking in the Belle Epoque architecture. The town puts on treasure hunts based around its architectural and natural heritage, encouraging visitors to discover its villas and secret gardens, along with the 19th-century château.





Gastronomy is on the menu in this varied destination. Imagine a Michelin-starred chef leading you around the market, or on a tour of the forest to learn the secrets of mushrooming, before giving you a cookery master class – Bagnoles-de-l'Orne offers such mouth-watering possibilities. Come evening, stroll around the tranquil lake before you and your colleagues try your luck at the casino.

Along with golf and tennis, further outdoor activities are now available here for those of you who enjoy an adrenaline rush. For team building and testing your limits, consider getting your colleagues to tackle a demanding outdoor trail. In fact, you can try out a whole variety of stimulating open-air events here. Then enjoy the reward of a relaxing, recuperative visit to the thermal spa, with its naturally hot waters and expert staff who can administer personalised treatments.

A thermal spa resort on a human scale, a calming leisure oasis, Bagnoles-de-l'Orne Normandie encourages all-round wellbeing far from modern-day stresses.



PRACTICAL INFORMATION

- 3 hours from Paris
- Hotel beds available: 720




BUSINESS DESTINATION

LE HAVRE

- In the Normandy County of Seine-Maritime -

UNEXPECTED & TRANSFORMATIVE

Winning World Heritage Site status, this port with its post-war concrete centre has completely changed image!

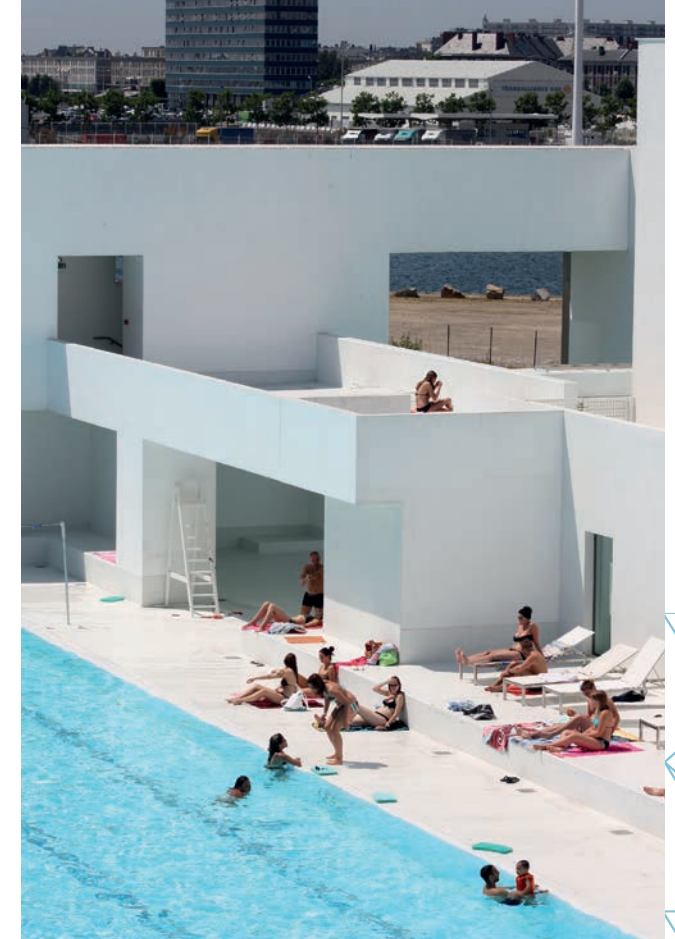
When Le Havre won global recognition in 2005, declared a UNESCO World Heritage Site, this extraordinary port's image changed rapidly. The city is now a fashionable, ceaselessly innovative tourist destination. With its newfound confidence, Le Havre has become ever more enticing... This port surprises visitors with its light, airy, dynamic feel. Its sea front has been embellished, while its museums, galleries, festivals and restaurants now attract many visitors. Known for its vast harbours at the mouth of the Seine, its post-war architecture has become renowned. Architect Auguste Perret, poet of concrete construction, redesigned the town after it was devastated in World War II. His bold, broad, unique design, the soaring lantern-tower of St Joseph's Church rising like a lighthouse over the new city, was crucial to Le Havre's recognition by UNESCO. Architect Oscar Niemeyer added extravagant asymmetric curves with his Volcan building and state-of-the-art library. As to the Musée d'Art Moderne André Malraux (MuMa), its glass architecture was groundbreaking; it now houses the largest Impressionist collections outside Paris.



Seeking novel ideas on how to explore Le Havre? Discover the way the port turned to trade with the New World by cycling around to the various coffee- and chocolate-makers based here! Explore the city's hanging gardens. Or take a dip in swimming pool designed by star architect Jean Nouvel. Le Havre is great for nautical sports, from kite-surfing to classic sailing. The place is so trendy it's becoming known as L.H., to distinguish it from L.A.! Since 2010, this trademark name has taken off, reflecting the inhabitants' pride in the new image of their port.

Le Havre is also a rising business destination, so well placed at the entrance to the Seine Valley. The port is the French leader in container shipping and has developed many innovative shipping techniques. Industry is thriving here, from car-making, engineering and petrochemicals to energy and aeronautics, not forgetting the fact that the city has been selected as a centre of excellence in higher education focused on logistics and international trade.

Le Havre is a happening place!



PRACTICAL INFORMATION

- 2 hours from Paris
- Accommodation: 2,220 rooms available



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BUSINESS DESTINATION

DEAUVILLE

- In the Normandy County of Calvados -

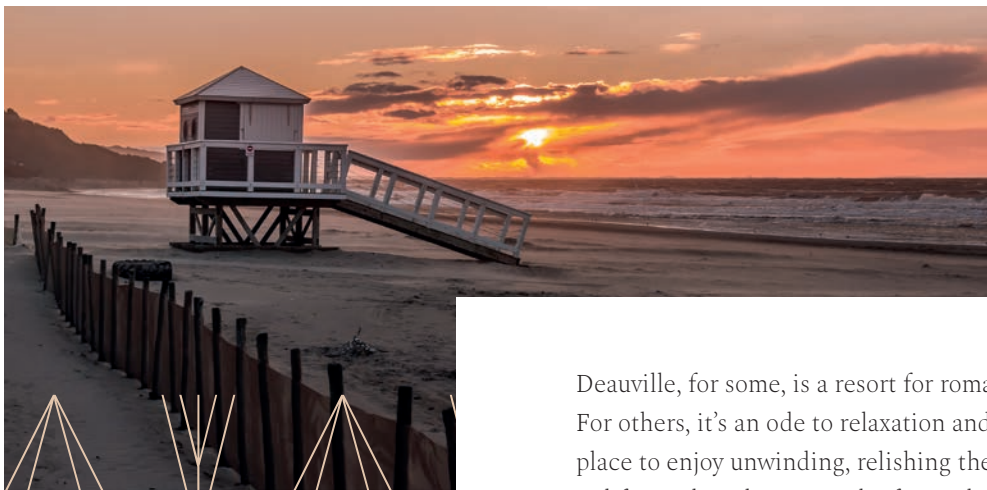
ELEGANT & INSPIRING

A dreamy resort
with its broad, inviting
beach, where parasols
add colour to the
cosmopolitan
scene as each
day begins.

Endlessly surprising, Deauville is striking, even mesmerising. It has long seduced visitors. Close your eyes and travel back to August 1913, with an elegant Belle Epoque crowd descending on this prestigious new resort. That year, Gabrielle Chanel opened her first shop here. Today, the luxurious hotels, manors and villas reflect the destination's history. An open-air museum, displaying all manner of architectural styles, Deauville has long prided itself on its unique creative identity.

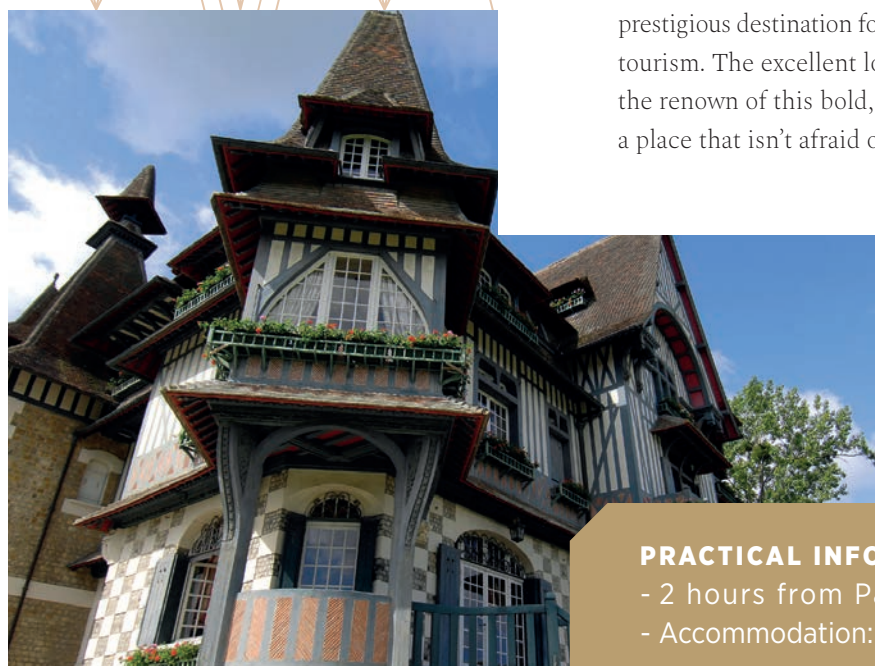
An inspiring place as well as a deliciously entertaining one, early on artists like Boudin and Dufy loved to depict the resort's lively seas, skies and crowds. Artists still gather here. Classed a *Ville d'Art et d'Histoire*, early on, Deauville put literature, music, film and photography to the fore, this avant-garde town becoming renowned for its unmissable festivals. Coco Chanel found inspiration at Deauville's racecourses and tennis courts and at the port of this sporty resort. Chanel famously said: *'I've freed women's bodies'*. She did away with the corset and constraining formal attire to create a new look – that of the 20th-century woman. Deauville has kept its exceptional spirit and an unmatched, gentle way of life that remains authentic, refined and sophisticated all at the same time.





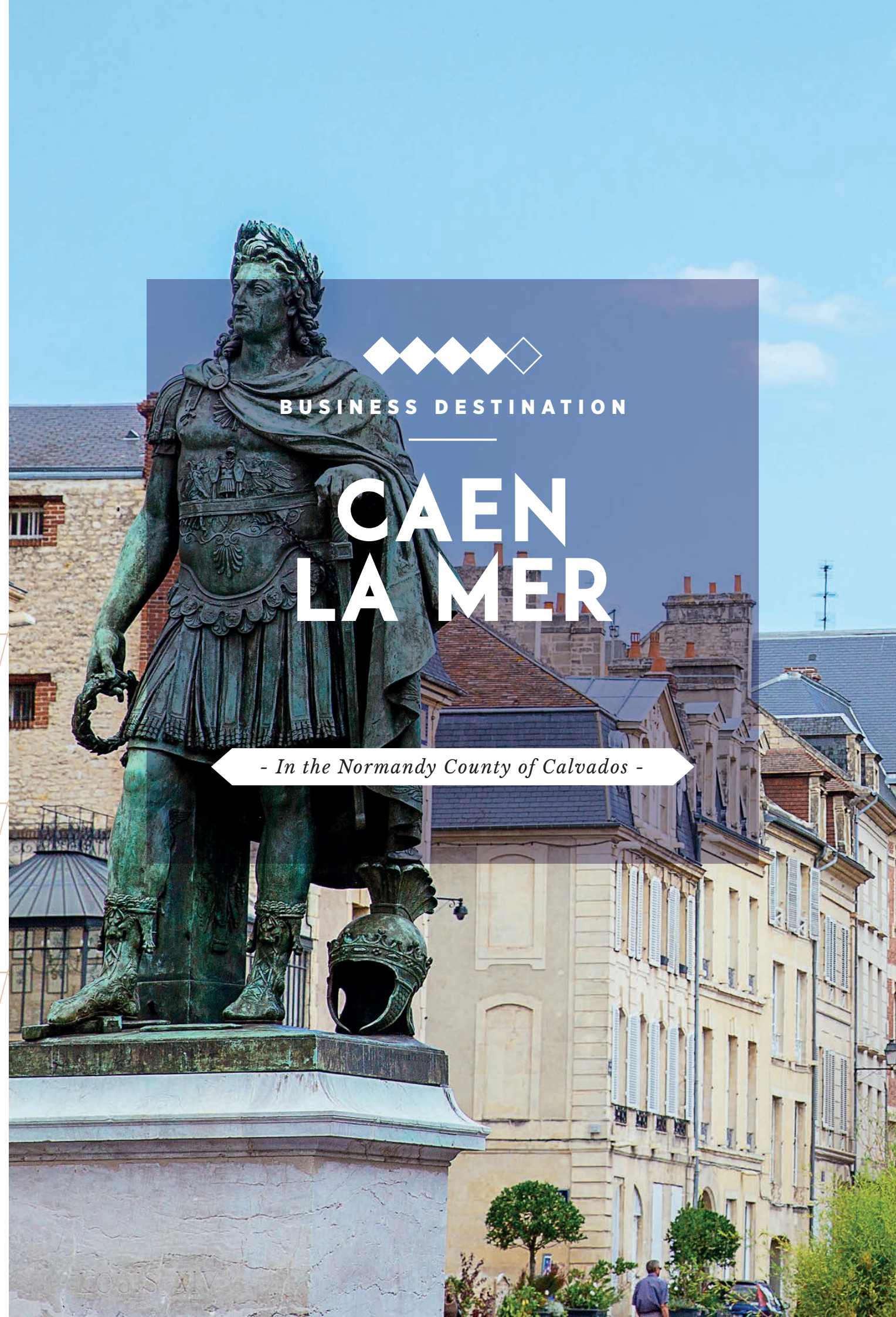
Deauville, for some, is a resort for romantics. For others, it's an ode to relaxation and wellbeing, a place to enjoy unwinding, relishing the finer things in life. With its long stretch of strand as backdrop, it's a captivating seaside town you can easily share in. It has established an exceptionally strong identity as a resort to enjoy bathing in the sea and spa pamperings, serene holidays or sporty ones, according to your taste. Head to the beach for nautical fun, or inland for walks and horse-riding; sea and countryside seem never more than a stone's throw away. As to the golf courses, they benefit from staggering views.

Cultured Deauville hosts a string of festivals, many international in scope, such as the famed *Festival du Cinéma Américain*. Numerous exhibitions are put on. Shopping is always on the cards, with countless boutiques in town and along the iconic beach boardwalk, *Les Planches*. For nightlife, try the casino or the many trendy nightspots. Deauville, in its precious setting, has fostered a spirit of openness since its inception and appeals down the generations. It has also become a prestigious destination for conferences and business tourism. The excellent local infrastructure reflects the renown of this bold, avant-garde resort, a place that isn't afraid of embracing originality!



PRACTICAL INFORMATION

- 2 hours from Paris
- Accommodation: 2,830 rooms available



BUSINESS DESTINATION

CAEN LA MER

- In the Normandy County of Calvados -

HISTORIC & GROUND- BREAKING

With its Viking roots,
Caen became
the centre of power
of the formidable
William the Conqueror
in the 11th century.
Today, the city has
developed into a
flourishing cultural
and scientific centre.

With its two splendid abbeys founded by William and his wife plus its castle, all built in fine local stone, along with its half-timbered houses, Caen has much history of which to be proud. Its name is also closely linked to D-Day and the Battle of Normandy, British paratroopers famously securing nearby Pegasus Bridge on the first night of operations. Caen's Memorial museum bears witness to the war as well as focusing on peace for future generations.

Its rich history has made Caen-la-Mer open to innovation. It strives to stay one step ahead of the times. The town has welcomed many centres of excellence and research centres, and many cutting-edge and competitive companies, for example in the neurosciences. Higher education is also a speciality. At the end of the working day, there's plenty on offer here. This gastronomic city boasts four Michelin-starred restaurants. Its cultural and sporting facilities are top notch. The theatre and festival scenes are thriving, with the likes of *Nordik impact*, *Festival Beaugard* or, for literature, *Les Boréales*...



Turned towards the sea, Caen-la-Mer can provide a whole spectrum of water-based activities close by: among the gentler, sea-water treatments at a thalassotherapy centre, swimming, or seeking shellfish on foot; among the more strenuous, paddle-boarding or sand-yachting. Green countryside is never far away – consider cycling along the canal to the sea, walking by the Orne Estuary, or tackling a fitness trail in Grimbosq Forest. In short, Caen la Mer offers the joys of a major city dipping its feet in the sea, with a holiday feel all year round! This historic area has never been afraid to focus on the future. It's a great place, so well located between sea and country, a perfect destination for encouraging achievement in serene surroundings.



PRACTICAL INFORMATION

- 2 hours from Paris
- Accommodation: 3,700 rooms available





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BUSINESS DESTINATION

METROPOLE ROUEN NORMANDIE

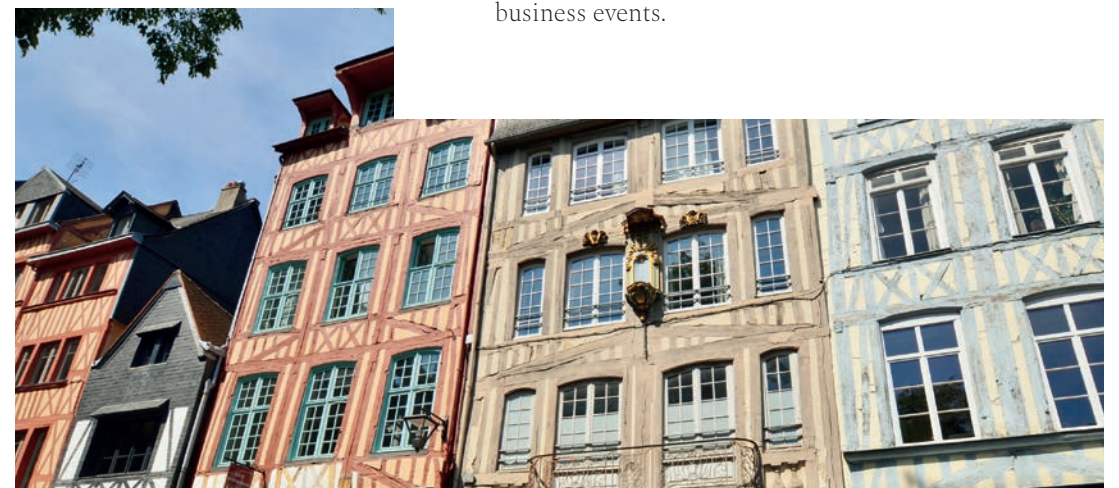
- In the Normandy County of Seine-Maritime -

MEDIEVAL & TRENDY

Rouen is very visibly
rich in heritage,
but in this vibrant city,
the modern mixes
with the historic,
offering unique
experiences.

Discover Rouen's magnificent historic pedestrianised streets lined with towering timber-frame houses, enjoy its great, contrasting mix of culture, shopping and leisure activities in such exceptionally picturesque settings, and learn about the famed historic figures who marked the place, notably William the Conqueror and Joan of Arc, or then its exceptional writers such as Corneille, Flaubert, Maupassant and Victor Hugo. Cradle of the Impressionist movement, many-faceted Rouen and the Seine Valley around it were immortalised by Monet, Pissarro and Sisley, plus groundbreaking conceptual artist Marcel Duchamp came from here.

Fine gastronomic addresses abound, including four Michelin-starred restaurants. Visit the excellent, free museums. Try a Segway tour of town, or an escape game in Rouen Dungeon. These are just a few ideas to whet your appetite. Métropole Rouen Normandie provides a fabulous array of possibilities for staging successful business events.





So close to Paris, yet a city on a human scale, Rouen has always kept pace with the times. See how its quays have been renovated and are now thriving, as culture, leisure activities, restaurants and nightspots are now on offer in the riverside warehouses.

For business tourism, two of Métropole Rouen Normandie's major assets are the sheer range of options available and the wide variety of accommodation on offer. Note too that as an area focusing on science and new technologies, Métropole Rouen Normandie supports innovation, eco-technological research, the digital economy and medical advances thanks to its three technology parks. Rouen's dynamism further derives from its major river port, with its vital impact on the wider area, plus the fact that key accounts and major national and international company headquarters are based here.

Rouen is an historic port full of life and very much keeping up with the times!

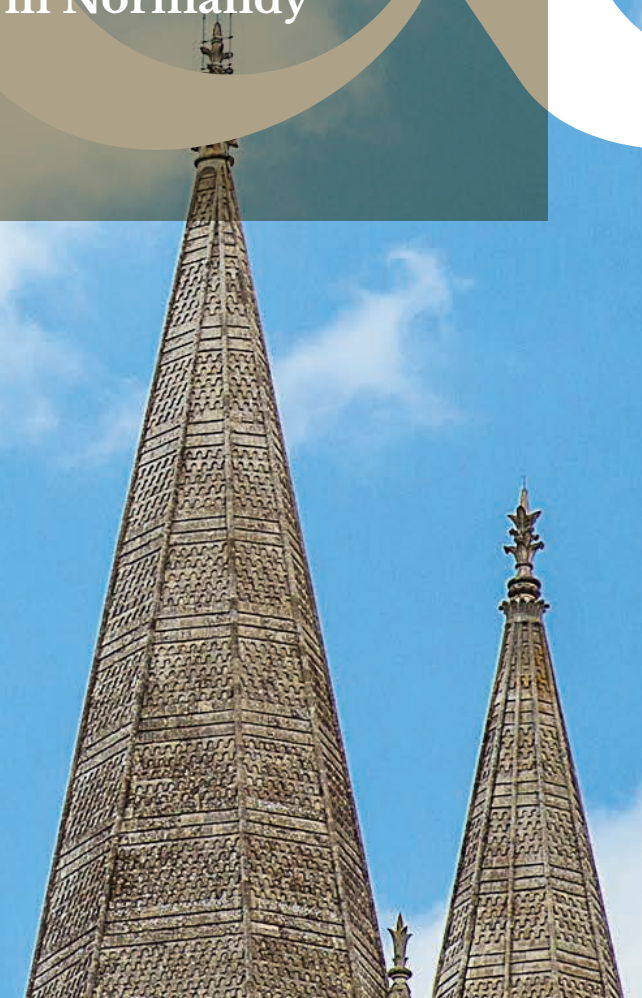
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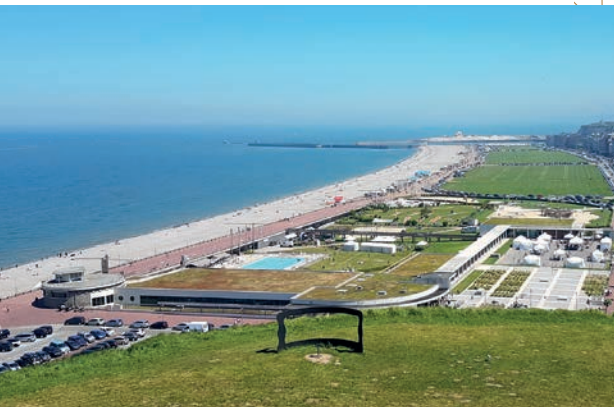
- 1 hour from Paris
- Accommodation: 3,000 rooms available (with further hotels opening in 2019 and 2020)



UNEXPECTED DESTINATIONS

Further surprising towns
to consider in Normandy





DIEPPE

This well-known Channel port brings to mind salty stories of sailors and corsairs, naval battles and New World explorers. Backed by ivory-coloured cliffs, centuries ago, ivory carving became a refined local skill. In the 19th century, Dieppe became the first seaside resort in France, boasting the closest beach to Paris. Brits were attracted too. For Allies and locals, the violently thwarted landing of Canadian troops in 1942 is movingly remembered. Today, Dieppe attracts many visitors thanks to its rich heritage and relaxing atmosphere.



FORGES-LES-EAUX

The iron-rich waters of this eastern Norman town were declared a 'source of youthfulness' back in the 16th century! Many came to take the waters and seek health benefits, including French royal and imperial figures, from King Henri II to Napoleon's first wife, Joséphine. The town cherishes memories of such visitors and has kept its charm, with its gardens, fountains and half-timbered houses. The Casino and spa keep alive the culture of wellbeing so long established here.



ÉVREUX

An hour from Paris, lively Évreux is an eastern gateway to Normandy, its beaches and history. Crossed by the Iton River, the town has a mix of secretive historic streets and grand religious set pieces, such as the cathedral or Saint Taurin Abbey. Madame de Sévigné, that great French traveller in Louis XIV's time, described Évreux as a '*Cité Jolie*'. It offers plenty of delights and relaxation aplenty.



LISIEUX

A basilica dedicated to one of France's most revered 19th-century saints, Thérèse, and her parents, dominates Lisieux, but this city retains traces of 2,000 years of civilisation – Gallo-Roman remains, half-timbered houses, significant religious buildings, plus, in the surrounding Pays d'Auge area, châteaux, manors and churches. Five distilleries and cider-making houses welcome visitors, showing how that local speciality, the apple, can be transformed into liquid treasure!

ALENÇON

Alençon in southern Normandy offers a fine mix of history, gentle living and beautiful natural surrounds. In the 17th century, it became France's lace-making capital, after a local woman perfected the technique of needlepoint lace; Louis XIV's minister Colbert created a royal factory here. Alençon lace-making was granted UNESCO World Heritage status in 2010. The former factory is now managed by a branch of France's Ministry of Culture, the Mobilier National. Alençon lies on a popular new cycle route, the Veloscenic, linking Paris to the Mont Saint-Michel, helping you discover the beautiful Sarthe River and Bocage countryside.



CHERBOURG

Built as a major military port facing perfidious Albion, from the 17th century Cherbourg became a massive naval centre, sea defences going up to protect it from the enemy. Its remarkable jetty still stands out; originally meant to last some 70 years, it has had a chequered history, but thanks to it, Cherbourg can still boast the largest man-made harbour in the world, with almost 4km of sea walls. As defence needs diminished, its five ports turned to other uses. Transatlantic liners, including Titanic, would stop here. Today, the Cité de la Mer is a major visitor centre devoted to the seas. Thanks to the Gulf Stream, Cherbourg has a gentle climate and rich and varied vegetation, as seen in its parks and gardens. An extremely lively, creative town, the port has inspired film-makers and artists. Sporting as well as cultural activities now abound, adding to its reputation.



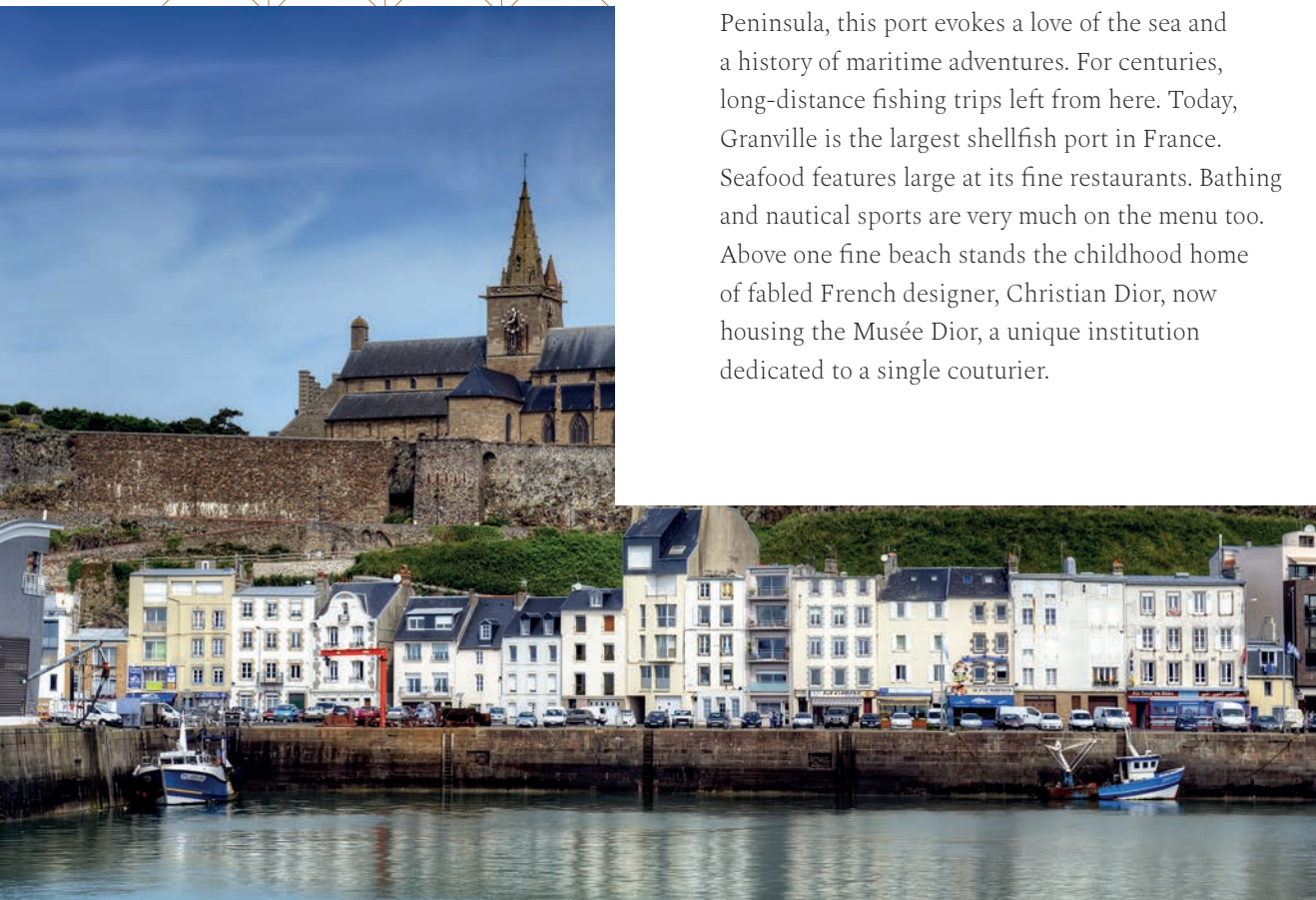


SAINT-LÔ

Ideally situated at the base of the Cotentin Peninsula, between the memorable Mont-Saint-Michel and the D-Day landing Beaches, Saint-Lô, beside the Vire River, is full of Norman tales and traditions. Horses play a central role, with the town's palatial Haras National (National Stud), epicentre of Normandy horse-breeding, producing many international champions. Saint-Lô, with its medieval ramparts, has plenty of culture and history to offer for a short stay.

GRANVILLE

Jutting out into the Channel from the Cotentin Peninsula, this port evokes a love of the sea and a history of maritime adventures. For centuries, long-distance fishing trips left from here. Today, Granville is the largest shellfish port in France. Seafood features large at its fine restaurants. Bathing and nautical sports are very much on the menu too. Above one fine beach stands the childhood home of fabled French designer, Christian Dior, now housing the Musée Dior, a unique institution dedicated to a single couturier.



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CONTACTS

Pascal Margueron & Sophie Gilibert

Agence aiRPur

Press relations

T. + 33 (0)3 81 57 13 29

M. +33 (0)6 81 55 96 68

pmargueron@agence-airpur.fr

Philippe Debaize

Marketing manager

T. +33 (0)2 32 33 94 17

M. +33 (0)6 31 79 23 60

p.debaize@normandie-tourisme.fr

Clélia Hebert

Marketing manager

T. +33 (0)2 32 33 68 78

M. +33 (0)6 82 06 72 73

c.hebert@normandie-tourisme.fr

Fran Lambert

Senior Press Officer, UK & Ireland

+44 (0)20 7061 6637

+44 (0)7801 922 183

fran.lambert@atout-france.fr

Normandy Tourism

normandy-meetings-and-events.com

normandy-tourism.org

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