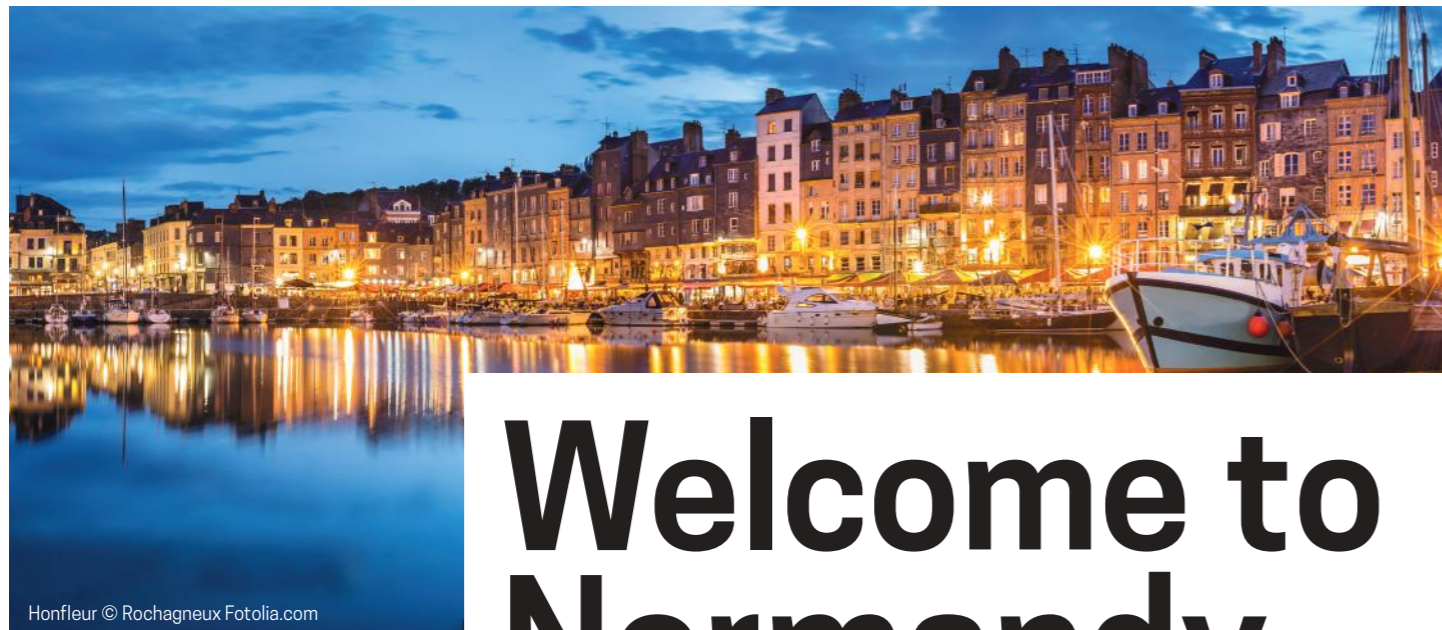




**TRAVEL  
TRADE  
EDITION**



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. Please note that Normandy Tourism has brochures available on the following dedicated themes: Cycling, Golf, Parks and Gardens, Horse-Riding, Medieval Normandy, Impressionism and of course Remembrance Tourism. A dedicated M.I.C.E team is happy to assist you with all of your corporate events.

**See you soon in Normandy!**

## The marketing team



### Your contacts for the English-speaking markets

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# Six good reasons to come to Normandy



© In Viaggio col Tubo

### 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...



© M-A Thierry

### 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.



© T. Le Floc'H

### Gastronomic Normandy

Normandy is a true gourmet's treasure trove with its emblematic cheeses: Camembert, Livarot, Neufchâtel, Pont l'Évêque 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.



© M-A Thierry

### 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. In 2024, Normandy will celebrate the 80<sup>th</sup> Anniversary of D-Day and the Battle of Normandy.



© M-A 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. From 22 March to 22 September 2024, Normandy will celebrate the 150<sup>th</sup> anniversary of Impressionism and the 5<sup>th</sup> edition of the Normandy Impressionist Festival.



© S. Maurice

### 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



**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.



**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.



**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.



**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 Benedictine Palace, and Dieppe, whose market was crowned best in France, are well worth a visit too.



**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.



**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 19<sup>th</sup> 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 20<sup>th</sup> century.



**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 20<sup>th</sup> century history.



**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.



**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.



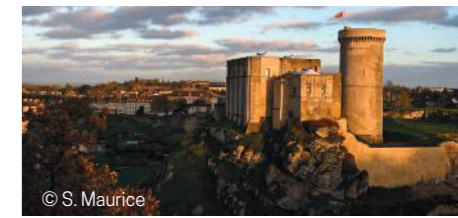
**8 - Camembert:** Camembert is an enchanting Norman village as well as home to the famous cheese. With its timber-frame farms built on lush green slopes, the village presents an idyllic image of the typical Normandy countryside.



**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.



**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!



**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.



**12 - The D-Day Landing Beaches:** Normandy's Channel coast is world-famous for the part it played on 6<sup>th</sup> 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.



**15 - Bagnolles-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.



**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.

## Fat-biking on Omaha Beach



© LumieresMarinesProd

## Paint like Claude Monet on the Alabaster Coast



© M-A. Thierry

## Spread your wings and fly an Aeroplume!



© Coralie e

## Two-wheel escape to Giverny, the village of Claude Monet



© M-A. Thierry

## Kayaking around D-Day's famous Mulberry Harbour



© T. Le Floch

# 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

## 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 landing 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**.



© S. Kernien - Jumeaux & Co

## 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 Cézanne 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.



© M-A. Thierry

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.

NORMANDY CELEBRATES LIBERTY



# ANNIVERSARY

OF D-DAY AND BATTLE OF NORMANDY

1944-2024



PROGRAMME ON-LINE

Conception et réalisation : Agence DBCOM

# Forthcoming major events

## Normandy Impressionist Festival

From 22 March to 22 September 2024

Normandy is the birthplace of Impressionism. The 2024 edition of the Normandy Impressionist Festival will celebrate the 150<sup>th</sup> anniversary of the famed artistic movement. This major event will take place across the whole region, boasting an impressive programme of exhibitions, performances, conferences and open-air events.

[normandie-impressioniste.fr](http://normandie-impressioniste.fr)



© Coraline et Léo



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## Deauville American Film Festival

6 to 15 September 2024

The Deauville American Film Festival is a yearly event devoted to American cinema, which has taken place since 1975 in Normandy's most famous seaside resort. In 2024, Deauville will host the 50<sup>th</sup> edition of what is now the biggest French film festival after Cannes. World premieres, tributes, documentaries, conferences and master-classes will take place during ten days, all open to the public.

[festival-deauville.com](http://festival-deauville.com)

## 80<sup>th</sup> anniversary of D-Day and the Battle of Normandy

2024

Normandy will forever be marked by the D-Day Landings and the Battle of Normandy that led to the liberation of France and Europe. 2024 marks the 80<sup>th</sup> anniversary of D-Day and the Battle of Normandy, and with it, a momentous occasion to celebrate peace, liberty, and reconciliation. A rich and unprecedented programme of events will be put together to bring the memory of this tragic period of world history to life, all while emphasizing the spirit of hope.

[en.normandie-tourisme.fr](http://en.normandie-tourisme.fr)



© MA. Thierry

## Set sail for Fécamp Grand'Escale

8 to 12 May 2024

World-famous ships will set course for Normandy to take part in the second edition of Fécamp Grand'Escale. This event brings together tens of sailing ships, yachts and steamboats at the heart of the Alabaster Coast in Fécamp. Numerous nautical activities, exhibitions, concerts and firework displays will take place around the port for 5 days of family fun!

[fecampgrandescale.com](http://fecampgrandescale.com)

## Paris 2024 Olympic Events in Normandy 2024

Excitement is building for the 2024 Olympic Games. Easily accessible and so close to Paris, Normandy will welcome many athletes and events before the competitions begin and during the fifteen days of frenzy, including the famous Olympic Torch Relay. The relay is an outstanding tradition that takes us back to the roots of the Games. From the Peloponnese, the Olympic Flame will head to France and will cross Normandy end May and then early July. The flame will light up the cities of Caen, Le Havre, Rouen, Dieppe and Vernon to name a few, as well as the world-famous Mont-Saint-Michel and the Château de Mirville, where Pierre de Coubertin, father of the modern Olympic Games, lived.

[en.normandie-tourisme.fr](http://en.normandie-tourisme.fr)



© MA. Thierry

## Dieppe International Kite Festival

September 2025

Taking place every other year on Europe's largest seafront lawns, one of the biggest kite festivals in the world is back in 2025 for a must-see spectacle in Dieppe's sky. A truly international gathering that celebrates the people and cultures of the world, with a strong focus on conservation and environmental education.

[dieppe-cerf-volant.org](http://dieppe-cerf-volant.org)



## Museums, sites and visits

### D-DAY MUSEUM ARROMANCHES-LES-BAINS

*Just opened*

The first museum built on the very site of the British artificial port, to commemorate the D-Day Landings on June 6th 1944 and the Battle of Normandy, has been totally renovated to mark the beginning of a new chapter in the history of the museum. Thanks to subtle animations, the museum brings history to life and dives visitors into the atmosphere of the time.  
[musee-arromanches.fr](http://musee-arromanches.fr)

### LA MORA - HONFLEUR *March 2024*

La Mora, William the Conqueror's flagship for his conquest of England, will be reborn in Honfleur. Centred around a set designed to embrace the whole of Normandy's maritime history, the show site for the reconstruction of the ship will open its doors to the public in Spring 2024. The whole of the Jetée Est (East Pier) will undergo a substantial rehabilitation. All aboard William the Conqueror's warship! [la-mora.org](http://la-mora.org)



© V. Pacaut

### AIRBORNE MUSEUM SAINTE-MÈRE-ÉGLISE

*June 2024*

The Airborne Museum is now more fascinating and immersive than ever since its construction in 1983. It features a parachute jump simulator, a briefing room animated by the hologram of an American officer, and a small cinema room displaying a film recapitulating the key dates and events that led to D-Day. The museum is about to launch in a new renovation and extension phase. More vehicles will be put on display. The museum will inaugurate its brand-new face on June 6<sup>th</sup> 2024.  
[airborne-museum.org](http://airborne-museum.org)

## Accommodation

#### ● Hyatt Place – Rouen – *Spring 2024*

France's second Hyatt Place hotel will offer 78 guestrooms, meeting spaces for approximately 100 guests, a state-of-the-art gym and a swimming pool. Hyatt Place Rouen will also feature a restaurant and the Gallery Market with grab and go meals and snacks available around the clock. The hotel will be developed from a former school building, located close to businesses, the train station and the historic city centre.  
[hyatt.com/brands/hyatt-place](http://hyatt.com/brands/hyatt-place)

#### ● Les Maisons de Tatihou - Tatihou island – Cotentin Peninsula *Just opened*

Tatihou island is an exceptional site combining maritime heritage and nature preservation located off the Cotentin Peninsula. This new 4-star hotel offers the possibility of staying on a preserved island in the heart of beautiful gardens. The 26 rooms are housed in three different historic buildings. A hostel section is also available with 18 rooms. [lesmaisonsdetatihou.fr](http://lesmaisonsdetatihou.fr)

#### ● Hangar 105 – Rouen – *Opening end 2023*

Opening of a modern cultural and leisure centre on the banks of the River Seine, just a stone's throw away from Rouen city centre. Set over 5 levels, the 105 will boast a trendy 4-star hotel, a rooftop swimming pool, a spa, 3 bars, a coworking space, an art gallery and several restaurants. [en.normandie-tourisme.fr/unmissable-sites/rouen](http://en.normandie-tourisme.fr/unmissable-sites/rouen)

#### ● Novotel and Adagio – Rouen – *Spring 2024*

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 will boast 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.

#### ● Hotel Birgit – Le Havre – *Just opened*

Just a stone's throw away from Le Havre city centre and the train station, this welcoming 86-room hotel has everything you need for your next trip. Immerse yourself in the warm atmosphere created by all the treasured finds and souvenirs, enjoy simple but delicious food at the Bistro Régent or reach new heights in the rooftop bar The People.  
[lehavre.hotelbirgit.com](http://lehavre.hotelbirgit.com)

#### ● La Grande Ecole – Le Havre – *Just opened*

Housed in and around a former school, this unique concept in the heart of Le Havre offers visitors a full experience with cozy rooms in ten tiny houses, a spa, a food hall, a pub, a restaurant, an events space and even a traditional guinguette.  
[la-grande-ecole.fr](http://la-grande-ecole.fr)

#### ● Golden Tulip – Dieppe – *Just opened*

Located at the entrance of Dieppe, France's very first seaside resort, the brand new 4-star Golden Tulip hotel features 50 rooms, an indoor pool, a spa, a gastro restaurant and a lounge bar. A luxury 90 square-metre suite, complete with a jacuzzi, is also available. [dieppe.goldentulip.com](http://dieppe.goldentulip.com)



© C. Derouet



© B. Collier

#### ● Youza Ecolodge – La Couture-Boussey – *Just opened*

Just an hour from Paris and Rouen, in the heart of the lush Normandy countryside, Youza Ecolodge provides a unique off-grid experience. The lodges' simple architecture blends in with the environment. With a sustainable approach, they offer seasonal and local cuisine. The high-end ecolodges have wood stoves and large windows to observe the outdoors, the perfect spot for nature lovers to enjoy the forest. [youza.fr](http://youza.fr)

#### ● The People Hostel – Le Havre and Caen

Two new youth hostels for two of Normandy's major cities! The People opened at the entrance of Le Havre in April 2023 and can welcome up to 268 guests. December 2023 will see the opening of The People Hostel on Caen's trendy presqu'île (peninsula), nestled between the train station and the historic city centre. It will offer 60 rooms for a total of 210 beds. [thepeoplehostel.com](http://thepeoplehostel.com)

#### ● Holiday Inn Express – Epron/Caen – *Spring 2024*

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 will soon welcome a new 3-star Holiday Inn Express. The hotel will boast 70 rooms and modern meeting facilities.

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 out more on [normandy-tourism.org](http://normandy-tourism.org)