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Normandy Tourism Announces the Launch of the Explore Normandy Pass and the D-Day Line for the 2024 Season

Normandy Tourism, with the support of the Normandy Region, is proud to announce the launch of the "Explore Normandy Pass," dedicated this year to Remembrance Tourism to mark the 80th anniversary of the Normandy Landings. This innovative digital solution offers an enriched exploration of the cultural and historical wealth of Normandy.

Michael Dodds, Director of the Normandy Regional Tourist Board, emphasizes the importance of these remembrance sites: *"These places of remembrance, which welcome visitors throughout the year, are still the best way to understand the historic events that shaped our present. This Web App is part of our desire to contribute to remembrance and transmission. We hope that these visits will be an opportunity to celebrate, reflect and remember, as well as a special moment that visitors can share with their families and the younger generation."*

1- Key Features of the Explore Normandy Pass

- **Free Version:** Create a free account to access exclusive and engaging content about the pivotal year of 1944. Users can immerse themselves in historical narratives and explore new insights into the events that changed the course of history.
- **Premium Version:** For €1 only, the Premium version of the Explore Normandy Pass offers additional benefits, including:
 - **Facilitated Visits:** Plan and navigate your visits between remembrance tourism sites in Normandy with ease. The app helps users create tailored itineraries that maximize their historical exploration.
 - **Discounted Entry Fees:** Enjoy reduced rates on entrance tickets to numerous paid sites and in the shops of D-Day and Battle of Normandy museums. This makes the pass not only a tool for learning but also a cost-effective way to explore Normandy's rich history.

The Explore Normandy Pass is available in both French and English, making it accessible to a broad audience. To obtain your pass, visit explorenormandypass.com

2- D-DAY Line shuttle bus

From May 13 to September 30, 2024, the D-DAY Line shuttle bus service will operate daily, allowing visitors to travel along Omaha, Gold, and Juno Beaches. This service connects key D-Day sites, providing a convenient and comprehensive way to explore the historic beaches and landmarks of Normandy. Operating from 9:30 am to 6:00 pm, the shuttles are equipped with modern comforts such as WiFi, air-conditioning, and USB charging points, ensuring a pleasant journey for all passengers.

The D-DAY Line links significant sites including Pointe du Hoc, the American Cemetery at Colleville-sur-Mer, and the Juno Beach Centre. It also connects with Bayeux via coach lines 120 and 121, whose timetables aligns with the D-DAY Line services. Those connections enable visitors to explore a wide array of historical sites efficiently.

For more information about the D-DAY Line, please visit <https://nomad.normandie.fr/lignes-de-cars/d-day-line-en>

3- Normandy Low Carbon Rate

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. Launched in spring 2024, this initiative encourages eco-friendly travel by offering a minimum 10% discount at over 70 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, the first of its kind in France, aims to reduce the carbon footprint of the tourism sector, which, according to a 2021 ADEME report, attributes 77% of its CO2 emissions to traveller transport. Michael Dodds highlights, *"It is necessary to prove that tourism can reconcile economic activity with environmental consciousness."* This effort aligns with Normandy's new regional tourism development strategy adopted in 2022.

The Juno Beach Centre illustrates this initiative, offering up to a 33% discount for visitors who:

- Present an SNCF rail ticket, encouraging the use of France's extensive railway network.
- Show a transport ticket or NOMAD CAR 14 network card validated on the day of the visit, promoting local public transport options.
- Provide a photo with their bike in front of the Juno Beach Centre bike parking lot on the day of the visit, supporting cycling as a green mode of transport.

For more information on the Low Carbon Rate, including participating sites and conditions, visit <https://en.normandie-tourisme.fr/the-normandy-youll-love/car-free-getaways-to-normandy/low-carbon-rate/>

For press enquiries and photo requests get in touch with b.collier@normandie-tourisme.fr

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