



TOURISM & MOBILITY CHALLENGES FOR MORE SUSTAINABILITY

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Émilie URSULE, Project Manager for Tourism Mobility
Normandy Tourist Board

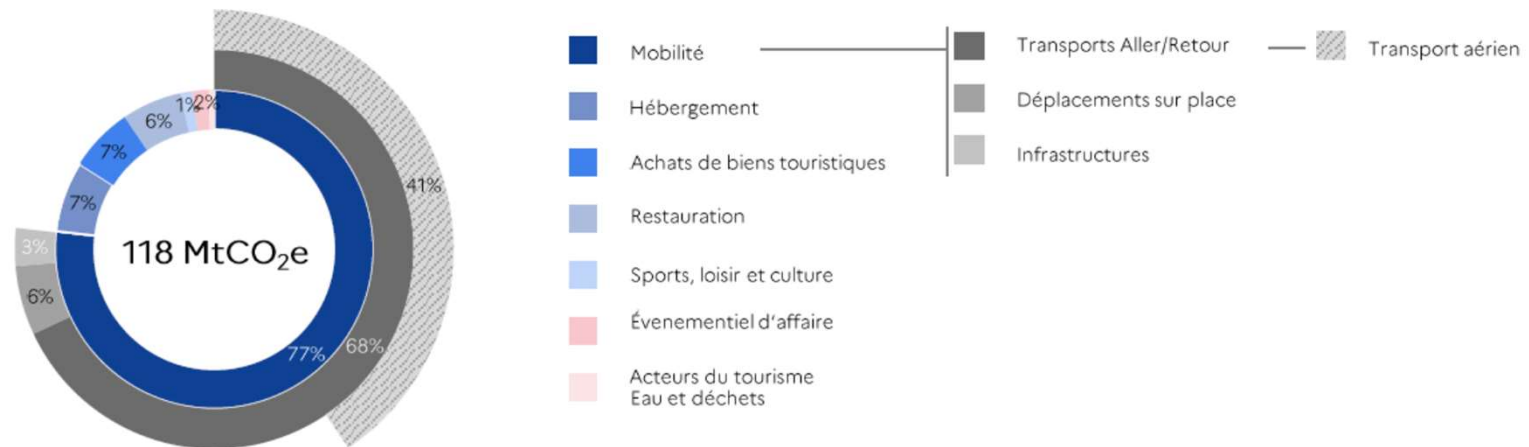
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Tourism & Mobility: Background information

- Sustainable tourism growth
- ADEME Study on the greenhouse gas emissions of the tourism sector in France – October 2021

Bilan GES du secteur du tourisme en France : répartition par sources d'émissions



- ADEME Study on the consequences of tourism mobility in different French regions, including Normandy, by 2030 – March 2022

Tourism & Mobility: Background information



Any strategy for a **more sustainable tourism** should rely on actions for a more sustainable tourism mobility

WHAT ABOUT TOURISM MOBILITY IN NORMANDY ?

Welcome to Normandy!



The Mont-Saint-Michel

History of Vikings

D-Day Landing Beaches

William the Conqueror

Impressionism

Gastronomy – calvados & camembert

Stunning coastline/ idyllic countryside

=> Normandy = 79,6 million overnight stays from tourists in 2022





The Mont-Saint-Michel

NORMANDY
TOURISM

©Pierre-Aves_GILARD



©EVA TESSIER

Giverny, House and gardens of Claude Monet

NORMANDY
TOURISM



Honfleur

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©Danièle Dumas

Stand-up paddle boarding in Étretat

NORMANDY
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Rouen



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Norman gastronomy

NORMANDY
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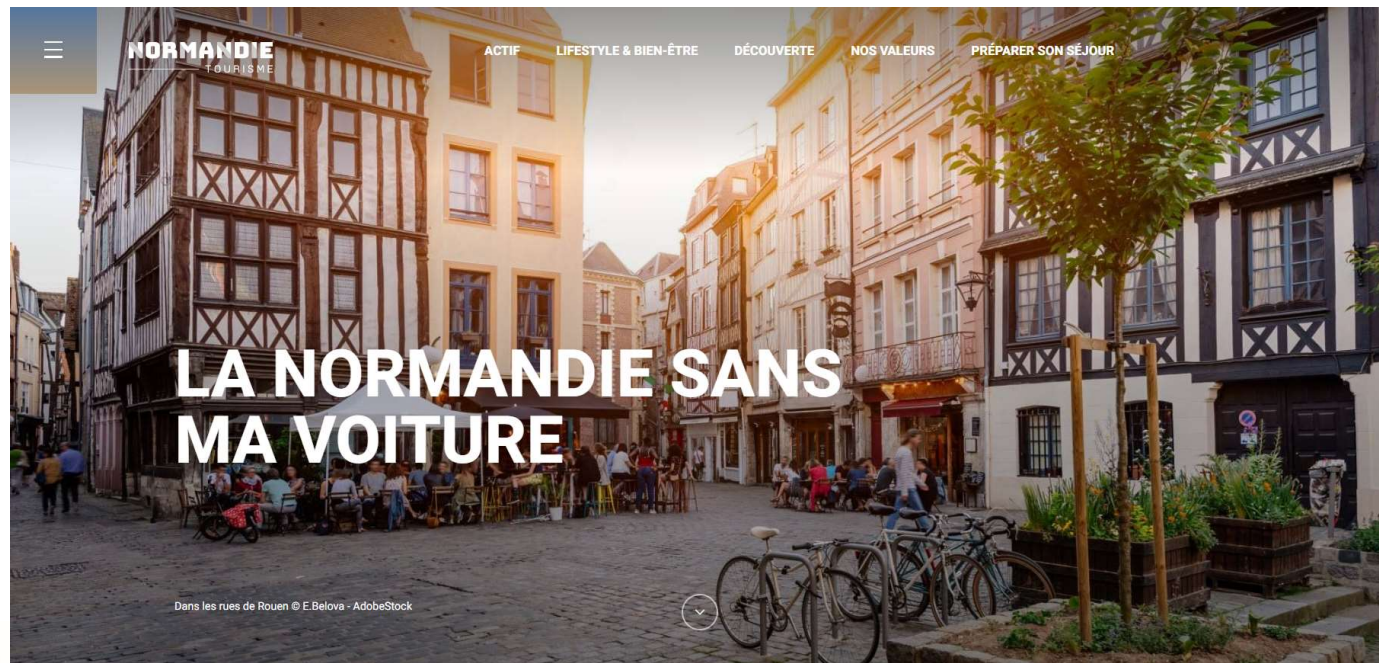
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What about tourism mobility in Normandy?

- 86,9% of the Normandy visitors come with their own car
 - 8,4% of the Normandy visitors come with the train
 - 1,6% of the Normandy visitors come with the bus
-
- The car is responsible for the major part of the greenhouse gas emissions in Normandy, mostly due to French and European visitors.

How to inform the visitors about sustainable mobility and communicate on it?

- Visitors should get some inspiration for holidays with sustainable mobility.



« La Normandie sans ma voiture »



City trips by train from Paris



Cycling or hiking tours from train station to train station

City trips by train from Paris

- Week-end

- Content :
 - 3 ideas of accommodation which are located 15 minutes away from the train station
 - 3 ideas of restaurants and 3 ideas of visits/activities, located 15 minutes away from the accommodation

- Promotion of tourist companies involved into a more sustainable tourism

City trips by train from Paris

Content



An article of around 700 words



Some mobility information



Mode de transport

Train

Prix du billet depuis Paris

A partir de 15 € / personne

Temps de trajet estimé

2 h 08

Période de validité de l'offre

Offre valable toute l'année

Bon à savoir

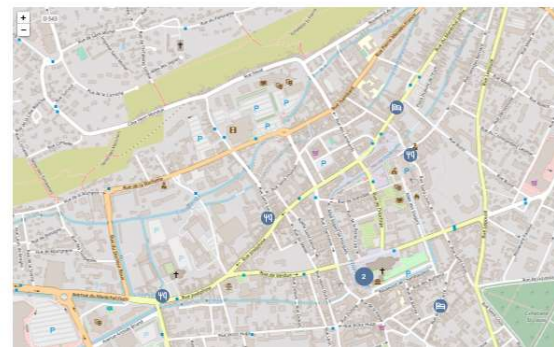
- Temps de trajet à pied Gare <-> Centre-ville : 17 min

Les informations pratiques et tarifs vous sont fournis à titre indicatif.



A map

- 10 Le Relais du Bon'Eure
- 10 Hôtel de Normandie
- 10 Musée d'Art, Histoire et Archéologie d'Evreux
- 1 Comptoir des loisirs - notre Office de Tourisme et de Commerce
- 11 Côté Rôtisserie
- 11 LA GAZETTE
- 11 Côté Terre et Mer



Cycling / Hiking tours from train station to train station

➤ 2 – 5/6 days



DÉPART



ARRIVÉE



DURÉE



DISTANCE

NIVEAU DE DIFFICULTÉ



➤ Content, for each day:

- Min 2 ideas of accommodation located 1-2 kilometers far from the itinerary by foot / 5 kilometers far from the itinerary by bicycle
- Min 2 ideas of restaurants located 1-2 kilometers far from the itinerary by foot / 5 kilometers far from the itinerary by bicycle
- Ideas of visits and activities located 1-2 kilometers far from the itinerary by foot / 5 kilometers far from the itinerary by bicycle

➤ Promotion of tourist companies involved into a more sustainable tourism

Cycling / Hiking tours from train station to train station



An article from 650 to 1.000 words



Some precise information about the itinerary



DÉPART



ARRIVÉE



DURÉE



DISTANCE

NIVEAU DE DIFFICULTÉ



The itinerary, step by step

Jour 1 : de Cherbourg au Landemer (3 km)

Jour 2 : du Landemer à Auderville (22 km)

Jour 3 : d'Auderville à Vauville (18 km)

Jour 4 : de Vauville à Siouville (13 km) ou Diélette (16 km)

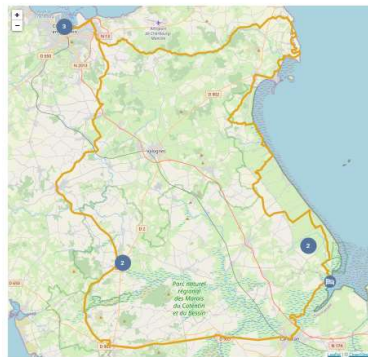
Carte de l'itinéraire



A map of the itinerary

CARTE DES ÉTAPES

- Hôtel Le Grand Hard
- Camping La Baie des Veyrs
- L'Éscale des Sens
- Chez Arsène
- Batterie de Crisbecq
- Hôtel France et Fucholas
- Hôtel Le Louvre
- L'Armoire à Délices
- L'Équipage
- Château de Dricquebec
- Château médiéval de Saint-Sauveur-le-Vicomte
- Hôtel Auberge du Vieux Château



Our favourite spots on the itinerary



NOS COUPS DE CŒUR

- Le phare de Goury
- La Baie d'Ecalgrain
- Le Nez de Jobourg
- Le jardin de Vauville
- Le surf à Siouville

LE SOUTIEN DE



Any questions?

Contact



Émilie URSULE

Mobility & Tourism in Normandy

e.ursule@normandie-tourisme.fr

Tel. : +33 (0)6 47 57 30 13

www.normandie-tourisme.fr

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