

CAEN MER

Destination Normandie

PRESS PACK



**10 GOOD REASONS
TO VISIT CAEN LA MER**

**DON'T MISS
THE MAJOR EVENTS**

**DISCOVER
WHAT'S NEW**



The Tourist Office & Convention Bureau

Caen la mer - normandy

Our welcoming team is at your disposal to facilitate your stay and give you tips and personalized advice for a successful holiday.

OUR INFORMATION OFFICES:

- 📍 CAEN
- 📍 OUISTREHAM RIVA-BELLA
- 📍 LION-SUR-MER (seasonal)

Information about our opening hours on www.caenlamer-tourisme.com

✓ A SHOP

offering a selection of souvenirs, gift ideas and a book section.

✓ A TICKETING AND BOOKING SERVICE

- Guided tours
- Sites and Museums
- Shows and exhibitions
- Leisure activities
- Tours to the landing beaches

Do not miss!

> THE TOURIST TRUCK

The Tourist Office comes to you with its Tourist Truck. Find him on the way to your vacation, he will guide you to the must-see destinations that should not be missed.



Tips:

> DISCOVER THE UNMISSABLE SITES OF THE DESTINATION WITH THE CITY PASS CAEN LA MER!

With or without transport, buy your 24, 48 or 72 hours City Pass to discover the territory of Caen la mer: museums, cultural sites, amusement park, visits but also reductions in City Pass partner restaurants and shops.

On sale on reservation.caenlamertourisme.fr and in our tourist information offices in Caen, Ouistreham Riva-Bella and Lion-sur-mer.

List of our partners on our website. Opening of sales in spring 2023.



> ONLINE BOOKING @

To save time and enjoy your vacation, prepare your stay and book your visits, activities or shows on our website:

reservation.caenlamer-tourisme.fr



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the Highlights of 2023



1 SPRING

STUDENT CARNIVAL (MARCH)

CIDREXPO (MARCH)

SALON DU LIVRE (MAY)

DDAY FESTIVAL (MAY-JUNE)

2 SUMMER

**FESTIVAL BEAUREGARD
(JULY)**

ECLATS DE RUE (JULY)

**GREAT VIKINGS CELEBRATIONS
IN ORNAVIK (JULY)**

**LA SOLITAIRE DU FIGARO
(AUGUST)**

**PALMA FESTIVAL
(SEPTEMBER)**

**NORMANDY BEACH RACE
(SEPTEMBER)**



3 AUTUMN

**FÊTE DE LA COQUILLE
(SCALLOP FESTIVAL)
(OCTOBER)**

CROQ GOURMAND (NOVEMBER)

4 WINTER

CHRISTMAS (DECEMBER)





*what's new in
2023?*

WHAT'S NEW

CITY PASS : 24HR, 48HR AND 72HR

The 24, 48 or 72-hour pass - with or without public transport - gives you access to the must-see sites in the area and discounts in partner restaurants and shops.

STREET ART

A new page on our website shows an interactive map featuring artwork photos, titles, names of the artists, as well as artwork dates and descriptions. A downloadable booklet is also available for those of you who prefer a print copy. It features more details than the short interactive map version.

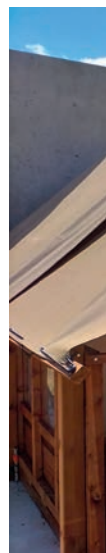
VIRTUAL TOURS

Browse our website to find out about less well-known or difficult-to-get-to sites including Abbaye aux Dames, Abbaye aux Hommes, Hérouville Saint Clair Church, Saint Samson Church, Ouistreham lighthouse and the ice cellar. Upcoming sites will include the IMEC, Saint-Julien Church, the old Thaon church and the Hermanville sur Mer chapel. A fun way to discover and visit new places via your computer screen or mobile!



STATUES OF WILLIAM AND MATILDA IN CAEN

Two equestrian statues depicting William the Conqueror and his wife Duchess Matilda of Flanders were installed in front of Caen castle in November 2022. This monumental contemporary artwork was created by the Norman artist Claude Quiesse. The statues are in celebration of Caen's forthcoming Millennial anniversary in 2025.





LA MAISON BODET

This is a novel and unique concept in the area: a grocery store, decorated and furnished in 1940s' style, selling typical local Normandy products, combined with a museum showcasing vintage 40s'/ WWII-era items (access free if you purchase in the shop) and a visit to the upstairs apartment showing a snapshot of life as it was in 1947 (complete with furniture and vintage items). While you are here, go on a guided tour of the Sainte-Thérèse neighborhood, and listen to tales about local characters who lived there between 1935 and 1983. The visit takes in the "garden city" concept, the epitome of the ideal city back in the 1920s'.



SHELTERS IN COLLEVILLE-MONTGOMERY

Bike-packers and hikers can now stop for the night in Colleville-Montgomery in a shelter near the main cycling routes ("la Vélofrancette" and "la Vélomaritime").

The ideal "ready-to-camp" accommodation for those who like to travel light. A clever way of promoting bike touring for all.

A NEW HOTEL

A relaxing stay right on the sea front. This charming hotel located in Lion sur Mer, a small resort on the Côte de Nacre, offers 5 bright, comfortable rooms. You can also enjoy a bar and restaurant.



CIRCULAR CYCLING AND HIKING ROUTES ALONG THE CAEN LA MER COASTLINE

The initiative aims to promote eco-friendly touring as well as the local heritage and coastal landscapes.

These circular routes of varying lengths are designed for both pedestrians and cyclists, using either new lanes or former cycle paths or footpaths that have been converted to shared-use lanes.





10 good reasons to visit

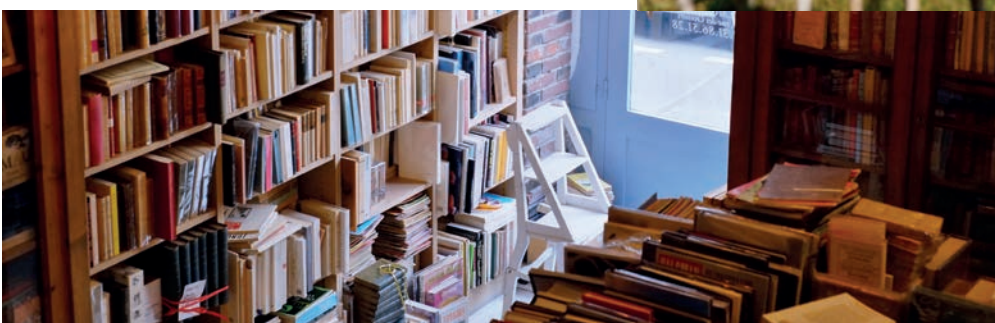
CAEN LA MER

1 CAEN CASTLE

The site, currently undergoing major work inside its walls, is one of Europe's largest medieval fortresses. The battlements, the Porte des Champs gateway, the remains of the dungeon, the Exchequer hall, Saint Georges Church bear testimony to its glorious past.

2 THE CITY OF BOOKS

Caen is said to be the city with the most bookshops per population in Europe! Of course, Caen University is one of the oldest in France. Caen's independent bookshops cover a variety of fields: general literature, special-interest books, new or second-hand books, school books, comic books, etc.



3 CAEN MEMORIAL MUSEUM

This is the largest museum of its kind covering 20th century history, from the end of the First World War to the fall of the Berlin wall, with a particular focus on WWII and the Battle of Normandy. Don't miss the museum if you want to understand the major historical events that unraveled in Normandy in June 1944.



4 THE SEA

Not everyone seems to be aware of the fact, but the sea is actually within a stone's throw of the city and accessible by bus, on bicycle or by car. Caen la Mer's coastline includes over 10 Km of fine sandy beaches, with a seafront promenade stretching from Ouistreham to Lion sur Mer.



5 SWORD BEACH

One of the 5 D-Day beaches and the only one freed by a French commando force: the 177-strong Kieffer Commando. Many relics, monuments, sites and headstones pay tribute to these men.



6 A BEAUTIFUL LOVE STORY

Had William not married his distant cousin Matilda, Caen might not be the city it is today! To be allowed to get married with the Church's blessing, William and Matilda had to build two abbeys: Abbaye aux Hommes and Abbaye aux Dames, two Norman Roman style architectural gems.



7 GREEN CITY

25% of the city's overall surface area is made up of parkland. Caen actually ranks 8th among France's greenest cities. Furthermore, the city is surrounded by countryside, with large natural areas like Grimbosq forest, Bois du Caprice and Pointe du Siège.



8 CAEN STONE

Caen limestone, with its creamy-yellow hue, was used to build and restore many buildings in the city. It was also shipped to various countries and cities: to England thanks to William the Conqueror (London Tower and Tower Bridge), to New York (Saint-Patrick's Cathedral), to Brussels (Royal Palace) or to the Bermuda islands.



9 FOOD

Food markets, iconic products such as Jeannette madeleine cakes and scallops, local distribution networks, Michelin starred chefs and "maîtres restaurateurs", food tasting events...mouth-watering food for every taste!

10 TAKING IT SLOWLY

Whether on a bike, on a boat or on foot, take your time and discover Caen la Mer with a difference along the city's cycle routes ("la Vélofrancette" and "la Vélo maritime"), with many circular routes winding through the countryside and along the waterways and seafront.



*where
History begins*

MEDIEVAL NORMANDY

Where history meets
the modern city.

OVER THE LAST 1,000 YEARS,

the city has acquired an incredible architectural heritage. From William the Conqueror's time through to the Battle of Normandy, via the Renaissance and the Belle Époque, Caen's architectural gems stand out for all to see. Today, modern buildings blend in with the city's architectural heritage.

In the Middle Ages, Caen became an important strategic site when William the Conqueror made it the seat of his Duchy and his main residence. The castle and the two abbeys are witnesses to that period of Caen's history.

During the Renaissance, the city prospered and the wealthy merchants and aristocracy built sumptuous townhouses and palaces. These buildings are richly decorated and were strongly influenced by the Italian and French Renaissance style. A few of these beautiful city-center townhouses survived the WWII bombardments, such as hôtel d'Escoville and hôtel de Than.

New neighborhoods spread outwards from the city center towards the end of the 19th century. The wealthy built beautiful villas on the high ground overlooking the city to the north of the fossés Saint-Julien (moats). These villas had vast gardens and were located near to St Martin station, which at the time served the Côte de Nacre and its popular bathing spots. Many of these private residences were built in Caen at the turn of the 20th century and some of them escaped the destruction of the Second World War.



On the coast, scattered amongst the beautiful seaside villas between Lion-sur-mer and Hermanville-sur-mer are some unusual architectural gems. Some of these are masterpieces of the Art Nouveau era, designed by celebrated architects such as Hector Guimard, known for the famous entrances to the Paris metro.

The World War II bombing raids left Caen badly scarred, but the city can now look back with satisfaction on a successful and harmonious period of reconstruction. The work was entrusted to the architect Marc Brillaud de Laujardière, lasted almost twenty years and was completed in 1963. The city was rebuilt using Caen limestone, with clusters of houses reminiscent of Haussmann's grand Parisian buildings and others inspired by Le Corbusier, but all the while showcasing the heritage sites. The Quatrans quarter and avenue du 6 juin, with its "Tours Marines" tower blocks made of Caen stone bear witness to these principles. Caen's emblem, the phoenix, stands proudly in front of one of the symbols of the city's rebirth, the university. It rises from its ashes, just like the city did after the wartime bombing raids.

The city is now blessed with an exceptionally rich architectural heritage, the product of 1,000 years of history. It continues to develop and enhance its heritage with elegant architectural projects that blend in harmoniously with the city's urban landscape, as, for example, the Alexis de Tocqueville library, now part of the Presqu'île development.





DIFFERENT WAYS TO DISCOVER THE CITY AND ITS HISTORY

GUIDED TOURS

Caen la mer Normandy Tourist and Convention Office regularly organizes guided tours of the historic center, the castle and the city. Each tour has a specific theme, such as street art, Caen through the ages, famous Caen personalities, etc.

WALKING TOURS

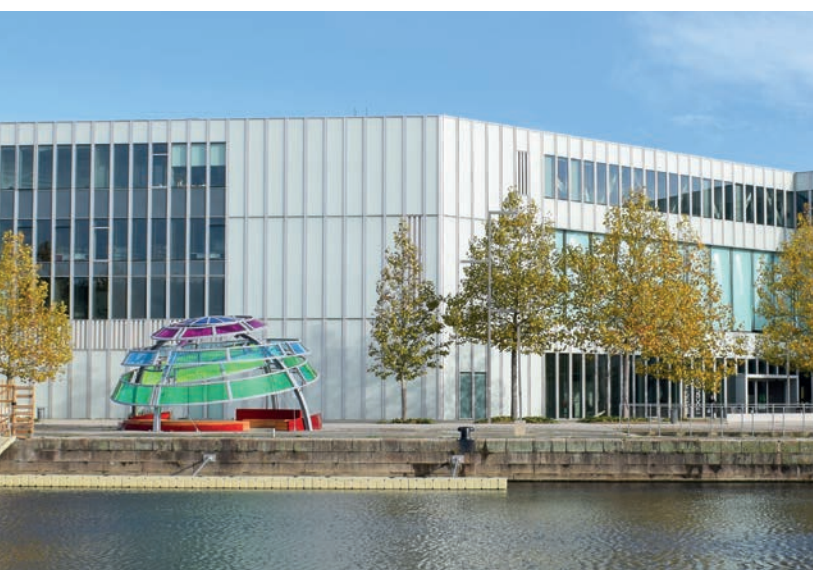
Two walking tours through the city let visitors take in the must-see sights and locations and the monuments and buildings that are revealed as you wander along cobblestone streets. The route also covers some of the modern architecture that bears witness to a booming city. You can choose a 2-hour or a 3.5-hour tour (not including time spent visiting the sights and museums). A map of the route is available from the Caen la mer Tourist Office, from the Caen or Ouistreham Information Office or can be downloaded from our website www.caenlamer-tourisme.fr.

GREETERS

A different way to discover the city! Greeters are enthusiastic and curious local people who love their region and happily volunteer to share with you their favorite places and activities and pass on some top tips, and the occasional anecdote. The experience is all about sharing and talking.

TREASURE HUNTS

The city becomes a playground... Use the treasure map to explore various areas of the old city. To progress, you have to be observant, decipher the codes, find the clues and solve the riddles. The history of the city and interesting facts will be gradually revealed.





*where the wind of
freedom blows*

D-DAY

The Caen area sits in the center of Normandy and was profoundly affected by the Second World War. Visiting the Caen Memorial Museum, walking along the beaches, looking for remains and reliving events through the moving accounts on La Délicate all help you understand how the city and its residents' lives changed on 6 June 1944 and how the world's future was decided on the Normandy beaches over 75 years ago.



CAEN MEMORIAL MUSEUM

This is a must-see for any visitor interested in WWII history. It revisits 20th century history from the end of the First World War to the fall of the Berlin Wall, with the Second World War and the Battle of Normandy the focus of the narrative. The museum celebrated its 30th anniversary in 2018 and has become one of Europe's main memorial centers. Its curating know-how and its cultural, educational and scientific excellence are now recognized the world over.



LA DÉLICATE OUISTREHAM

Its combination of firsthand accounts punctuated by poetic comments stirs your imagination and truly conveys the spirit of a place that, like so many others, retains a vivid memory of a period that deeply affected the world. The walks' authors, helped by those who took part, manage to convey a bright picture which is full of hope. This walk takes you to the heart of people's feelings and is a unique, unmissable experience which lets you discover Ouistreham Riva-Bella seen through the memories and emotions of several generations.

Digital Samovar and Akken offer unique ways to experience places and manage to convey the humanity behind all the places and events





3 SWORD BEACH

One of the five famous D-day beaches in the British sector and the only one that saw French soldiers land with the Kieffer Commando force. 177 French soldiers landed alongside the British allies to free the beach at Colleville Montgomery and the Ouistreham Bella Riva resort. A museum (N°4 Commando museum) and a memorial (La Flamme) are dedicated to the French forces.



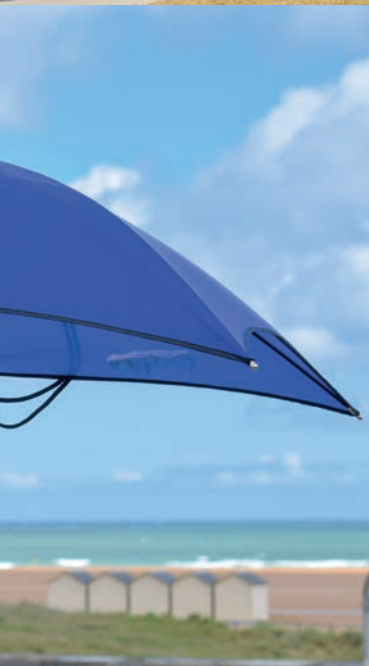
4 THE HILLMAN SITE

This was a command center for the coastal defense system including 20 concrete bunkers and gun emplacements at Colleville-Montgomery.



5 THE GREAT BUNKER IN OUISTREHAM

This bunker housed the German headquarters and has been fully restored. Its five floors contain: an infirmary, machine room, pharmacy, armory, radio transmission room, telephone exchange, observation post, etc.



Discovering

The second world war

The Caen Memorial and private partners organize guided tours of the main sites of the Battle of Normandy.

On a number of days through the year, the Caen la Mer Normandy Tourist Office offers visits to the city's quarries which served as a shelter for hundreds of inhabitants during the bombardments of 1944.

D-DAY EVENTS

THE D-DAY-FESTIVAL
(end of may - beginning of june)

**MARATHON DE LA LIBERTÉ,
NORMANDY RUNNING
FESTIVAL** (june)



*where we take
to the sea*

THE COAST

Caen la mer not only includes the beautiful city of Caen and the surrounding green and pleasant countryside: it also extends all the way to the coast, less than 15 km (10 miles) away, with its long sandy beaches and four charming resorts where you can enjoy the seaside and its leisure activities.

SEASIDE LEISURE ACTIVITIES

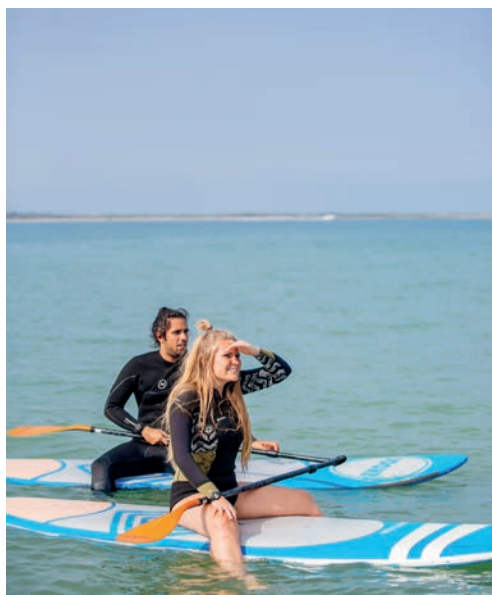
Land sailing in Ouistreham, paddleboarding at Colleville-Montgomery, sea wading and kite surfing at Lion-sur-mer and Hermanville-sur-mer, sea kayaking at la Pointe du Siège... There are so many water sport activities to choose from.

RELAX AND BE PAMPERED AT OUISTREHAM SEAWATER SPA THERAPY CENTER

Two seawater swimming pools, sauna, steam room, jacuzzi, cardio and fitness suite... all just a stone's throw from the beach in a soothing and revitalising setting.

CONNECT WITH LOCAL HISTORY AND ADMIRE THE VIEWS BY IMMERSING YOURSELF IN THE STORIES AND ACCOUNTS TOLD BY LOCAL PEOPLE, VIA LA DÉLICATE

A poetic and geo-located self-guided stroll, available at Ouistreham and Lion-sur-mer/Hermanville-sur-mer. A unique experience and an unusual way to discover the local history of these seaside resorts and relive the past.





SEASIDE VILLAS

From Ouistreham to Lion-sur-mer, admire the very attractive villas built in the Normandy coastal resort architectural style. The styles are very varied, ranging from masterpieces of Neo-norman or Art Nouveau architecture, to Flemish-style villas. They were left relatively unscathed by the D-Day Landings and now form an integral part of the seaside heritage.

SHORE FISHING

Since the beaches at Caen la mer primarily consist of fine sand, there are many “burrowing” species. The best way to catch them is to look for the two small holes left in the sand by their siphons. The beach is also home to sandworms, crabs, shrimps and small fish (and a few sand eels in autumn). Fishing is regulated by size and quantities of the species caught, with in some cases restrictions on when and where you can fish. However, it's very satisfying to set off to fish on foot at low tide!



OUISTREHAM LIGHTHOUSE

Ascending the 171 steps is certainly hard work, but is quickly rewarded by an incredible 360° view over the city, the port, the canal, the Pointe du Siège extending into the Orne River estuary and the seaside resort with its long sandy beach. A unique experience which will, literally and figuratively, take your breath away! The lighthouse has looked out over the Orne River estuary since 1903 and is 38 meters (127 ft) high. You can also take a closer look at the Fresnel lens (invented by Augustin Fresnel, a Normandy physicist), the amazing device that projects the lighthouse beam.





*where to titillate
your taste buds*

GOURMET FOOD

1 TRIPE, CAEN-STYLE

The city is so proud of its traditional dish that its quality is safeguarded by the “Tripière d’Or” Association of Norman Gastronomy, founded in 1952. In order to defend and promote the recipe, every year the “Tripière d’Or” organizes a competition for professionals to showcase their culinary skills in preparing the famous Caen-style tripe.

2 MADELEINES JEANNETTE

Since 1850, Jeannette has been making cottage-style pure butter madeleines with no artificial preservatives. There are plain or flavored madeleines to suit every taste and every occasion.



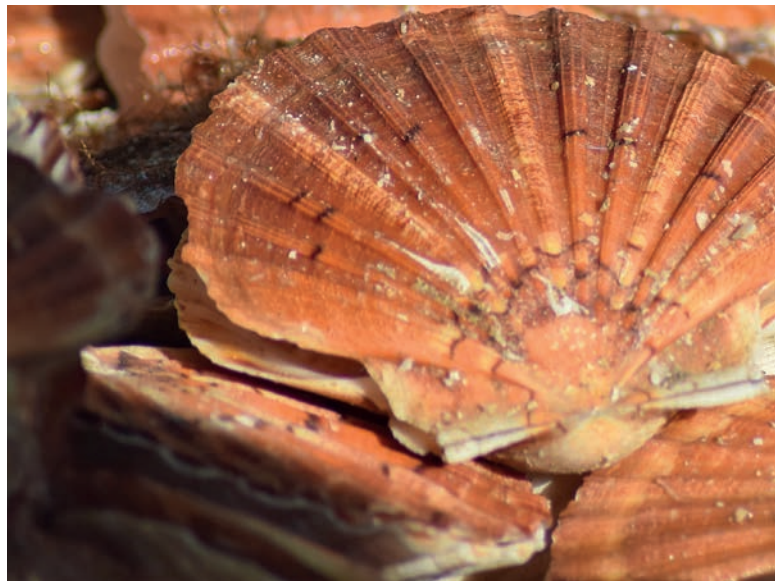
3 APPLE-BASED PRODUCTS

Cider, Calvados, apple juice and pommeau (a mixture of apple juice and Calvados) are Normandy’s signature beverages and Ferme de Billy sets the standard in this field, having won several national awards.



4 L'EMBUSCADE

L’Embuscade (which translates as “the ambush”...) is THE must-try cocktail in Caen. This local beverage is a daring blend of unexpected flavors. Developed in the 90s, it is based on beer, with a shot of Calvados, a drop of white wine and a dash of crème de cassis.



5 SCALLOPS

Scallops, a favorite seafood in the Fall and over the festive period, can be found between October and April. You can buy them at the market or find them on restaurant menus.



6 TEURGOULE PUDDING

A kind of fancy rice pudding, from a recipe dating back to the 18th century when Honfleur sailors brought back rice and spices from faraway places. What is its secret? Cinnamon and slow oven baking.

7 NORMANDY CHEESES

Normandy is famous for its cheeses: Camembert, Pont l'Évêque, Livarot and Neufchâtel are all iconic cheeses and an integral part of Normandy's culinary identity.



LOCAL FOOD CELEBS

ISABELLE...



She supports the "local produce first" principle by selecting local produce whenever possible, mainly bought on the market, straight from the growers, farmers and fishermen. She also shares this passion on her blog and on the tours she offers as a greeter with Caen la mer Tourist Office.

ALBAN GUILMET...



His aim is to make tasty, creative, original and visually attractive cakes and pastries with only the finest of ingredients. He is a member of Relais Desserts, an association of elite French pastry chefs from around the world.
Alban Guilmet, 6 rue Saint Jean à Caen
02 31 45 36 06 – www.albanguilmet.fr

PATRICK ROUGEREAU...



Today, he is one of the bestknown food photographers, whose talents are recognized by chefs and food manufacturers alike. The two loves of his life have always driven his audacious photographic style. His precise, straight-to-the-point photographic style plays with the contours of the food and with the textures to enhance the product and stimulate the taste buds.

8 THE FALLUE BRIOCHE

This typical Normandy brioche is perfect with teurgoule or dulce de leche. It is easily recognizable by its oval shape and indentations on the top. Before the advent of the "galette des rois", the fallue brioche used to be popular in Normandy to celebrate Epiphany.



*where you can
express your real
nature*

NATURE

Caen la mer is also known for its variety of natural habitats. Numerous parks and gardens, protected natural sites, forests, wetlands... all places that invite you to leave your cares behind and discover a different side to Caen la mer. Engage serenity mode and press the chill button!

LA COLLINE AUX OISEAUX

Inaugurated in 1994 and renovated in 2019, "Bird Hill" is a rehabilitated landfill site that is a great example of how to create a landscaped park. Its 17 hectares (42 acres) contain a rose garden, a French town garden, a garden of perennial plants, a wildlife park, a play area and picnic tables. It is much loved by families, people who come to exercise and by plant enthusiasts.



LA PRAIRIE AND THE RACE COURSE

La Prairie is a 90-hectare green space that is the lungs of the city, just a short distance from its center. It contains a race course which hosts more than thirty horse races a year, and a bird reserve. This green space in the city is a great place to go for a jog, a quick break or just to chill.

LE JARDIN DES SIMPLES

Within the walls of Caen Castle, the Jardin des Simples garden was rearranged and replanted in 2016. It draws its inspiration from the gardens popular in the early Middle Ages, which contained "Herbularius" (simple plants: medicinal, aromatic and condiment plants), "Viridarium" (fruit trees) and "Hortus" (vegetable garden type plants, not present here). The garden has 90 types of plants, with an indication for each of its main uses. For many though, it's simply a little haven of peace!





LA POINTE DU SIÈGE

La Pointe du Siège is a protected site that extends into the Orne River estuary. Its belt of dunes provides a sheltered habitat for a remarkable range of flora and fauna, including 271 recorded species. This diverse habitat features mudflats, dunes, salt marsh sheep and woods. An observation tower overlooking the bird reserve gives you a great view of the many birds in the lagoons.

LE BOIS DU CAPRICE

This large wood covers 70 hectares (170 acres). This relatively recently planted wood contains a mosaic of landscapes and habitats, with significant remnants still visible of a rich heritage of human activities (livestock pastures, forestry activities, orchards, etc.). Wet woodlands dominate the area, with species that thrive in the moist conditions.

> NEW DIGITAL TOUR OF THE BOIS DU CAPRICE

A digital route that is both educational and fun, available on the GuidiGo application.

LA FORÊT DE GRIMBOSQ

This exceptional, 475-hectare forest is a great place to explore or walk through. Cycling and horse riding is permitted through the forest. There are many different trails that cater for a range of activities such as physical exercise, family days out and discovering nature. The forest also contains two arboretums, a wildlife park, the Olivet feudal motte (earth mound) and a pet cemetery.



CAEN BOTANICAL GARDENS

Located in the heart of the city, this museum of plants contains several thousand species, including some rare varieties. It's a miniature paradise of flowers and plants, with many exotic examples (nurtured in greenhouses). It is also home to collections such as the flora of the region, useful plants, Norman habitat plants, etc. It is officially listed as a "Jardin Botanique de France" and has been awarded the "Jardin Remarquable" certification label.

> L'ORANGERIE

A place to eat with organic or sustainable, local and 100% home-made products!

> AN AUDIO TOUR

Available in 10 steps on the izitravel application.



One to note

THE SUMMER GARDEN AT PLACE SAINT SAUVEUR

This large pedestrianized square was developed a few years ago in the city center, not far from Men's Abbey. Every year, the local authority plants a summer garden here, usually with a topical theme. The lush vegetation provides the perfect setting for some time out.





Sustainable tourism

AT CAEN LA MER

Caen la Mer is the go-to place for slow and eco-friendly tourism. You can travel by train from Paris and the sea is nearby. The beach is also easily accessible by city bus or on a bicycle.

There is no shortage of good places to find local, responsibly sourced products with short supply chains. Sustainable practices are also a growing trend amongst hospitality and entertainment sector players.



Soft mobility

FREE ELECTRIC SHUTTLE SERVICE IN THE CITY CENTRE

What's small, cute, red and on four wheels? The Caen city center shuttle: free for all trips in Caen city center. From the Parc des Expositions to the Hôtel de Ville, from the Château to the Alexis de Tocqueville Library, from the Place de la République to the Rives de l'Orne... It makes getting around easier!

SELF-SERVICE BICYCLES

"Vélobib", 230 bicycles available in 23 stations, including 1 by the sea.

AN EXTENSIVE PUBLIC TRANSPORT NETWORK

Which allows you to reach the coast from the city centre for €1,60. The buses run on biogas (100% by 2029).

ELECTRIC BICYCLE, SCOOTER AND GYROPOD RENTALS

For a new tourism, fun and ecomobile, and an original discovery of Caen.



Slow tourism activities

CYCLING TOURS

Two main cycle routes cross the area: La Vélomaritime and La Vélofrancette. Many circular or A to B cycling routes (277 Km in total) can also be found in the area.

A GYROPOD TOUR OF THE CITY

In a fun and eco-friendly way.

CRUISE THE CITY'S WATERWAYS

On a paddle board, kayak, pedalo or electric boat.

MEET A GREETER

Take time to chat with some of the locals.

TRY THE "LA DÉLICATE" TOUR

An invitation for visitors to take a leisurely stroll into the past while discovering the memories and emotional accounts of a bygone era by those who experienced it. Available in Lion-sur-mer and Ouistreham Riva-Bella.

PEDESTRIAN CIRCUITS

To visit Caen, its neighbourhoods, its secret areas and must-see sites at your own pace.



Sites committed to sustainable tourism

THE BEST WESTERN MODERNE HOTEL IN CAEN

This hotel is the only hotel in Caen to have received the Clé Verte label, the first sustainable tourism label for tourist accommodation and restaurants.

ORNAVIK

Ornavik park is engaged in a sustainable development and eco-friendly approach (using as many locally available materials as possible: sand, gravel, soil, as well as wood sourced from the forest for the joinery).

CAEN PARKS AND GARDENS

Distribution of ladybirds to fight against aphids (free for local residents), sheep grazing used to maintain the castle moats and Memorial gardens.

LA MAISON DE LA NATURE

The Maison de la Nature et de l'Estuaire, owned by the Département du Calvados, managed by the CPIE de la Vallée de l'Orne, is the natural gateway to one of the largest protected natural areas in Calvados: the Orne estuary. The interpretation centre explains this rich and well-preserved natural environment.

LE WIP : AN ECOLOGICALLY RESPONSIBLE THIRD PLACE

3000 m² of spaces surrounded by 2 hectares of gardens. 20 % of reused materials were used in the rehabilitation project (completed in October 2019) and thus saved the CO₂ equivalent of 212,000 km by car, while reinforcing the industrial character specific to the Grande Halle. On a daily basis, the building recovers rainwater for the toilets and the gardens, is heated with wood pellets and its electricity comes exclusively from renewable energies.

CAFÉ DES IMAGES

This unique venue combines an arthouse cinema and Ecotable-certified restaurant showcasing eco-friendly food practices.





*where the
unexpected lurks*

QUIRKY PLACES TO VISIT

The Caen la mer area is known for its history and famous monuments – but some of its attractions are quite unexpected and unique. Here are some unusual things to visit, just off the beaten track.

A SCALE MODEL OF ANCIENT ROME

This large plaster model covers an area of almost 70 sqm (700 sqft) and shows Ancient Rome as it was under Emperor Constantine (4th century AD.). The model is listed as an historic monument and was constructed by Paul Bigot, a Normandy architect (1870- 1942). Two copies have been made of this original work, one is now in Brussels and the other in Italy. The plaster model inspired a multidisciplinary 3D virtual model project, using digital imaging techniques. This 3D model lets you wander through the streets of Ancient Rome and view its monuments as they were in their prime.

THE IMEC

IMEC (the Contemporary Publishing Preservation Institute) was founded in 1988 by academics and publishing industry professionals. Its aim is to collect, preserve and showcase archive and research collections devoted to the main publishing houses, journals and all the stakeholders involved in book publishing and the creative arts (publishers, authors, artists, academics, critics, graphic artists, bookshops, printers, reviewers, translators, journalists, etc.).

LA POINTE DU SIÈGE

This protected natural area in the Orne estuary is where the River Orne meets the salty sea water from the Channel to create a unique natural landscape. This incredibly diverse habitat is home to over 280 species of migrating birds, and one of the most popular sites in Europe for ornithologists.

LA FALAISE DES CONFESSIONNAUX

These cliffs, at Lion-sur-Mer, provide the perfect backdrop to a unique and wild natural environment. The onslaught of waves and tides has hollowed out a spectacular set of caves. The cliffs are also an internationally renowned geological and paleontology benchmark site for the Upper Bathonian period (165 million years ago).



CAEN, THE LADYBIRD CAPITAL

Ladybirds with seven spots and two spots are raised to fight aphids in the city's greenhouses and green spaces. Some of them are distributed to residents of Caen and the region to clean up their own gardens.

Caen, as a green, environmentally friendly city, is the first in France and Europe to have experimented with this, out of a desire to demonstrate that there are alternatives to chemicals.





THROW AN AXE AT LE VALHALLA BAR

This unusual sport has come straight from Canada and the bar is the first of its kind in France! Le Valhalla is primarily a bar, but also has enclosed individual lanes for throwing axes! Each lane is about 3 to 4 m long and, reassuringly, has special walls designed to stop any rebounds. Le Valhalla is also a great place to eat and drink with friends, and offers a range of local produce.

Note: There is an axe- and knife-throwing club, Les Lames Normandes, in Ouistreham, and one of its members is the sport's world champion, Lou Guilbert. The club organizes national and international competitions every year.

OLD CEMETERIES

There are six cemeteries in the city which have received no new burials for many years. They have been listed as city heritage sites since 1939. These cemeteries are lovely places for a leisurely stroll or to find a haven of tranquility, or to admire the graves that range from the simple to the imposing. They encourage visitors to meditate on life as they discover the graves of renowned figures such as Monsieur Loyal, a famous ringmaster. The most bucolic among them, the Quatre Nations cemetery, was a location in François Truffaut's film "la Chambre verte" (the Green Room).



UNEXPECTED MADE IN NORMANDY DRINKS

Gin: The C'est Nous distillery was set up in 2016 by an Englishman, Dave (from the land of gin), and a French sommelier, Julie. They set up their craft gin distillery in Caen. Every step in the process takes place in the distillery (preparing the ingredients, distilling, bottling and marketing). Their gin has an apple flavor. It was voted best French gin in 2019.

Beer: In Caen, beer is made in a microbrewery that was ranked as one of the best in France by L'Express magazine. La Mouette is an organic, urban, craft microbrewery that opened in December 2017 right in the center of the city. It brews wheat beers, lagers, amber ales and stouts, all with characteristic seagull-themed names.

Each of these craft, organic beers, takes a month to brew since there are many stages from grain to glass. The beers are all brewed traditionally by hand. La Mouette has already brought out seven different beers. The brewery has a production capacity of 4,000 liters a month, enough to fill 10,000 bottles. This capacity has not so far been reached.

VIEUX LA ROMAINE

"Vieux la Romaine", called Aregenua in Roman times, is now an archaeological site comprising a museum, a Roman-style garden, two restored ancient dwellings and a forum which is currently being excavated and is open to visitors.

LE PETIT LOURDES

This is a 2/3rd scale faithful reconstruction of the Sanctuary of Lourdes with the chapel that was consecrated in 1882 and the Lacets gate opened in 1885, the cave and its spring. This reconstruction, devoted to the Virgin Mary, is unique. It is currently preserved and managed by the Petit Lourdes d'Hérouville-Saint-Clair heritage preservation association. The model is exactly the same now as it was in 1879 and takes visitors 140 years back in time.



*where to indulge
yourself*

SHOPPING

No visit to Caen la mer is complete without a shopping trip! In addition to the chain stores in the center of the city, Caen is full of smaller shops run by local designers and creators, as well as beautiful home decor shops or Ali Baba's caves in which you're bound to find the perfect gift!

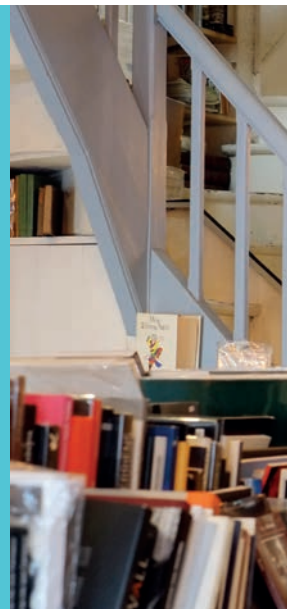
2 ANTIQUE DEALERS

They are concentrated in Rue Ecuyère, also known rue de la Soif (Thirst St.) since it's also home to a number of bars! Two complementary businesses that make sure the street stays busy all day and then well into the evening.



1 BOOKSHOPS

As mentioned earlier, Caen is the undisputed capital of France for independent bookshops. The first book to be printed in Caen was in the 15th century. In Rue Froide and the neighboring streets, there is a plethora of bookshops, each with its own characteristic style and specialism: graphic novels, comics, crime thrillers, science fiction, fantasy, espionage, religion, rare books, children's books, second-hand books, detective fiction, books written by non-French authors...





3 RUE FROIDE

This is one of the oldest streets in Caen and one that has always been home to shops as well as craftsmen and women. Today, you will find independent clothes and home decor shops as well as bookshops.



4 RUE SAINT LAURENT

This is where you will find concept stores and decor and design boutiques, such as Gloriette's, a shop which combines three different genres - clothes, furniture & home decor and a restaurant. Unique boutiques that are well worth a visit!



Responsible shopping

L'ATELIER DE LA SOURIS (OUISTREHAM)

Provides fabrics for patchworks, creative arts, organic or OekoTex 100-certified fabrics, haberdashery or embroidery items, original designs made in Caen.

HANDMADE PRODUCTS (GARCELLES-SECQUEVILLE AND ROTS)

La Ferme Saint Vaast and its linen items (household linen, bags, baby items, etc.) and le Mohair du Marais and their mohair wool items (socks, jumpers, scarves, plaids, etc.).

ATELIER BOUTIQUE ET SI... (OUISTREHAM)

Eco-responsible designer shop.



*where local
craftsmanship
reigns*

MADE IN NORMANDY

MESNIL DE BAVENT POTTERY

CERTIFIED AS A "LIVING HERITAGE BUSINESS"

Manufacturer of façade and roof architecture items, including finials, as well as garden and interior decorations since 1842. Everything is handmade and created on site using ancestral working methods. The workshops are practically unchanged and can be visited, as can the small living museum, showcasing each finial manufacturing stage.

FILT - THE NET SHOPPING BAG MADE IN CAEN

Filt has manufactured and sold braids and nets and stayed true to its values since 1860. Its products are used in many different sectors, such as mussel farming, the automotive industry, sports & leisure, the packaging industry and childcare. Filt is committed to preserving the know-how and experience acquired by the French textile industry. Note that the shopping bag, formerly associated with everyone's grandma, and that has become popular in France over the last few years... is made in Caen!

PAPETERIE HAMELIN

Hamelin is a French family-run business and European leading manufacturer of school and office stationery equipment. The business was founded in Caen in 1864. Although the company's flagship brands are Oxford and Elba, their "Conquérant" notebook brand is an obvious reference to William the Conqueror.



LA MADELEINE JEANNETTE

CERTIFIED AS A "LIVING HERITAGE BUSINESS"

The Jeannette biscuit factory was founded in 1850. Like a Phoenix reborn from the ashes, it found a new lease of life in 2015 thanks to its employees, who fought to keep the business alive and to save their jobs while preserving a 150 year-old know-how. Local food-making craftsmanship using quality ingredients.

FLAX, NORMANDY'S GREEN GOLD

Flax, and the linen textile made from it is a sector in which Norman excellence has managed to attain the highest level internationally and the plains around Caen are a renowned growing area with beautiful pastel blue fields of flowers every June. Some farms, such as the Saint Vaast farm, offer tours that show how flax is grown and transformed into linen, and presents the textile and its technical applications.

LINportant, a company based in Evrecy in Calvados, has created and now manufactures an organic, linen t-shirt. It handles the whole process, from the flax in the field to the shirt on your back! A textile industry in Calvados!

LABORATOIRES GILBERT

This pharmacy, over-the-counter products and cosmetics group was founded in 1962. Its portfolio includes over 32 brands, including Algotharm, Luc et Léa, Physidose, Laino, to name but a few. Amongst its many projects, Gilbert is developing sterile single-dose spirulina-extract food supplements.

CONSUMING LOCALLY

Not to be missed

FROMAGERIE CONQUÉRANTS

A selection of farmer's raw milk cheeses and other fine products.

LA CRÈMERIE DES BARATINEURS

Cheese, meats, wine, jam and snack boards, raclette platter, etc.

GOÛT ET QUALITÉ

This shop favours short supply chains and works with local producers, giving access to better quality seasonal products, with a wide range of products (large selection of Normandy beers, Calvados, ciders, perries, Normandy cheeses, Vire andouille, confectionery, biscuits, as well as meats and delicatessen, fruit and vegetables, creamery, grocery...).

LES CIDROLOGUES

Cider and Calvados cellar. Discovery, initiation, tasting and sale of Calvados, spirits, Normandy liquors, ciders and perries.



Markets in Caen la mer

To buy local (dairy products, fruits, vegetables, fish, seafood...) nothing better than going to the market! In Caen la mer, there are some every day.

Local producers

LA FERME DE BILLY

Cider apple producer and harvester for 5 generations - a cidery and Calvados distillery that offers direct farm-gate sales and a brunch.

LE VERGER DE RONCHEVILLE

A fully organic orchard with the "Nature & Progrès" and "Agriculture biologique" (organic farming) labels. Sales of cider products (apple juice, cider, pommeau, calvados, cider vinegar, perry) and other local craft products (terrines, honey biscuits, jams, lentils, split peas, pasta, soaps, etc.).

LA FOURNÉE DES DÉLICES

Fully handmade biscuit manufacturer that uses local and preservative-free products.

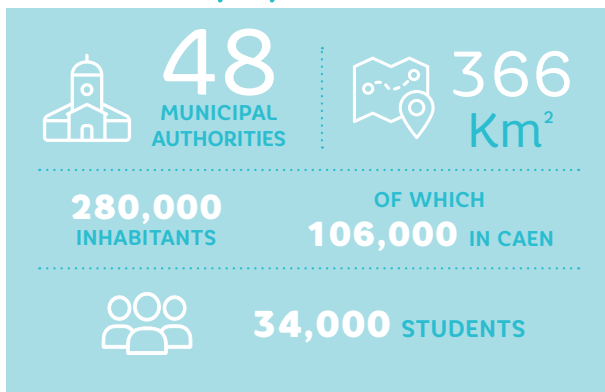
L'ATELIER DU BISCUIT

Craft biscuit manufacturer with traditional and family know-how.

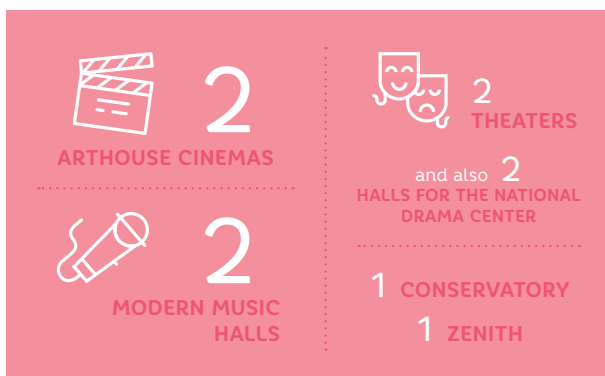


CAEN LA MER IN FIGURES

Size and population



Culture



Leisure



Environment



Transport



Tourism



*SOURCE FLUXVISION INCLUDED 20 MILLION DAY VISITORS AND
8 MILLION OVERNIGHT STAYS



CAEN LA MER AWARDS AND RECOGNITION



NO.1 STUDENT CARNIVAL IN EUROPE
attended by more than 30,000 people.

CAEN MEMORIAL MUSEUM

1st in the top-10 list of French museums to take your grandchildren to (2020) - Notre Temps.

3RD MOST CYCLE-FRIENDLY TOWN

or city in the 100,000 to 200,000 inhabitants category (2020).

3RD IN THE TOP-5 LIST OF LARGE FRENCH UNIVERSITY CENTERS

for its student life (2020/2021) - L'Étudiant.

4TH IN THE TOP-5 LIST OF FRENCH TOWNS OR CITIES IN TERMS OF THE WEALTH AND VARIETY OF ITS CULTURAL ACTIVITIES

(2020) - Holidu.

5TH IN THE TOP-5 LIST OF MOST CREATIVE AND INNOVATIVE MEDIUM-SIZED TOWNS

(2018) - Le Point.

8TH IN THE TOP-10 LIST OF BEST FRENCH TOWNS OR CITIES FOR STUDYING

according to Le Figaro Étudiant (student supplement). Several criteria were examined, such as demographics, quality of the education offered, student life, accommodation, living environment and youth unemployment.

8TH IN THE TOP-10 LIST OF GREENEST TOWNS OR CITIES IN FRANCE

(2020), 2nd for its established green spaces and 4th for its maintenance practices, including a ban on the use of synthetic plant protection products.

9TH IN THE TOP-10 LIST OF MOST ATTRACTIVE TOWNS OR CITIES IN TERMS OF JOBS AND REAL ESTATE PURCHASING POWER (

2019) - Indie "Work en live" L'Express (a news magazine).

5TH CITY IN FRANCE THAT IS A GOOD PLACE TO LIVE IN (1st in Normandy - Le JDD of 2022/01/30).

RATED TENTH MOST WELCOMING TOWN OR CITY IN FRANCE FOR AIRBNB

(2017 ranking of French holiday destinations).

INCLUDED IN THE TOP 10 MOST VEGGIE-FRIENDLY TOWNS OR CITIES (2019) - likibu.

RANKED AS THE 13TH (OUT OF THE 100 LARGEST CONURBATIONS IN FRANCE) BEST PLACE TO SET UP A BUSINESS

(2019) - L'Express (a news magazine).

IN 2019, CAEN LA MER WAS AWARDED THE FRENCH TECH COMMUNITY CERTIFICATION LABEL

(French Tech is an initiative set up to promote France as a business-friendly place for start-ups, from foundation through to profitability.)



The Caen la mer Normandy Tourist Office has received national QUALITÉ TOURISME™ recognition, which certifies its compliance with the quality standards set by the Offices de Tourisme de France® body.

We are always attentive to your needs and committed to offering you a warm welcome, a pleasant environment and our expert knowledge of the region.



Ophélie an ambassador for the city



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Tout est



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