

2024



# CAEN MER

*Destination Normandie*

## PRESS PACK



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

**DON'T MISS  
THE MAJOR EVENTS**

**DISCOVER  
WHAT'S NEW**

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## CAEN LA MER IN FIGURES

### Size and population

**48** MUNICIPAL AUTHORITIES

**366** Km<sup>2</sup>

**280 000** INHABITANTS

**106 000** OF WHICH IN CAEN

**34 000** STUDENTS

### Culture

**2** ARTHOUSE CINEMAS

**2** THEATERS  
and also **2** HALLS FOR THE NATIONAL DRAMA CENTER

**2** MODERN MUSIC HALLS

**1** CONSERVATORY  
**1** ZENITH

### Leisure

**1** CASINO

**1** SPORTS HALL

**1** THEME PARK

**1** SEAWATER SPA CENTER  
**2** GOLF COURSES

### Environment

**15 km** (10 miles) of canal between Caen and the sea

**The Orne River estuary**  
the Calvados department's No.1 protected natural area

**10 km** (6 miles) Of fine sandy beach

**25 %** of the land area of Caen is dedicated to green spaces

**SWORD BEACH**  
One of the five Normandy D-Day landing beaches

### Transport

**1<sup>ST</sup> AIRPORT** IN NORMANDY

**400 Km** OF CYCLE PATHS

**2** MARINAS  
**1** FISHING PORT  
**1** TRADE PORT  
**1** FERRY PORT

**1 PUBLIC TRANSPORT NETWORK**  
TRAMWAY / BUS  
FREE ELECTRIC SHUTTLE

### Tourism

**TOP 3 OF FOREIGN CUSTOMERS\***

**7** COASTAL CAMPSITES  
and also **6** MOTORHOME AREAS

**2** TOP-STARRED CHEFS

**UNITED KINGDOM**  
**SPANISH**  
**GERMAN**

**801** ACCOMMODATION offering **20,185** GUEST BEDS

**28 MILLIONS** TOURISTS IN 2019\*\*

\*IN OUR RECEPTION OFFICES IN 2023

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

# Key Events in 2024

**1 SPRING**

**STUDENT CARNIVAL: THE BIGGEST IN EUROPE** (MARCH)

**IMPRESSIONIST NORMANDY FESTIVAL** (MARCH-SEPTEMBER)

**SALON DU LIVRE / BOOK FAIR** (MAY)

**DDAY FESTIVAL TO CELEBRATE FREEDOM** (MAY-JUNE)

**2 SUMMER**

**BEAUREGARD FESTIVAL / POP ROCK MUSIC FESTIVAL** (JULY)

**ECLATS DE RUE / FREE OPEN AIR SHOWS** (JULY)

**LE BANQUET FANTASTIQUE: MEDIEVAL EVENT** (JULY)

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

**IMPRESSIONIST NORMANDY FESTIVAL** (MARCH-SEPTEMBER)

**PALMA FESTIVAL: FESTIVAL OF STREET ART** (SEPTEMBER)

**3 AUTUMN**

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

**CROQ GOURMAND / A GASTRONOMY EVENT** (NOVEMBER)

**4 WINTER**

**LES BORÉALES FESTIVAL: AN EVENT DEDICATED TO NORDIC CULTURE** (NOVEMBER)

**CHRISTMAS IN CAEN** (DECEMBER)

## 80th Anniversary of D-Day landing

### L'ABBAYE AUX HOMMES

**Exhibition:** Joséphine Baker, freedom and commitment.

**June to October 2024**

“Josephine Baker: freedom and commitment”: 40 pictures captioned by France’s Paris Match news magazine bring to life one of contemporary history’s most endearing figures, going beyond the well-known stereotypes. Born American, the singer and dancer chose to live in France then joined the French Resistance and fought for equal rights and the most vulnerable in society.

### CAEN MEMORIAL MUSEUM

**Exhibition:** Dawn of the American Century, 1919-1944.

**May 8, 2024 to January 5, 2025**

Who were the US soldiers who gave their lives on the Normandy beaches on June 6, 1944 ?

In 2024, the Memorial pays tribute to the D-Day soldiers by exploring the America of their early years: the era of jazz, the Prohibition, Al Capone, the 1929 Wall Street Crash, and Hollywood...Through its original layout and design, this unique exhibition tells the story of an America that was both creative and generous while riven with tensions and crises.

## Caen Millennium (1025-2025)

**"Les Veilleurs": festivities launch**

**March 21**

Watchers will watch over the city and region from a vantage point for a whole hour every morning and every evening, at sunrise and sunset, for 365 consecutive days.

## Impressionist Normandy

### CAEN FINE ARTS MUSEUM

**Exhibition:** Setting out the stall - city, art and commerce 1860-1914.

**April 6 to September 8, 2024**

Caen Fine Arts Museum focuses on how artists portrayed the unprecedented development of trade and commerce in big cities between 1860 and 1914. The exhibition showcases the hustle and bustle of city life through a hundred or so works of art (paintings, photographs, films, drawings and prints) interspersed with trade signs, adverts and marketing gimmicks.

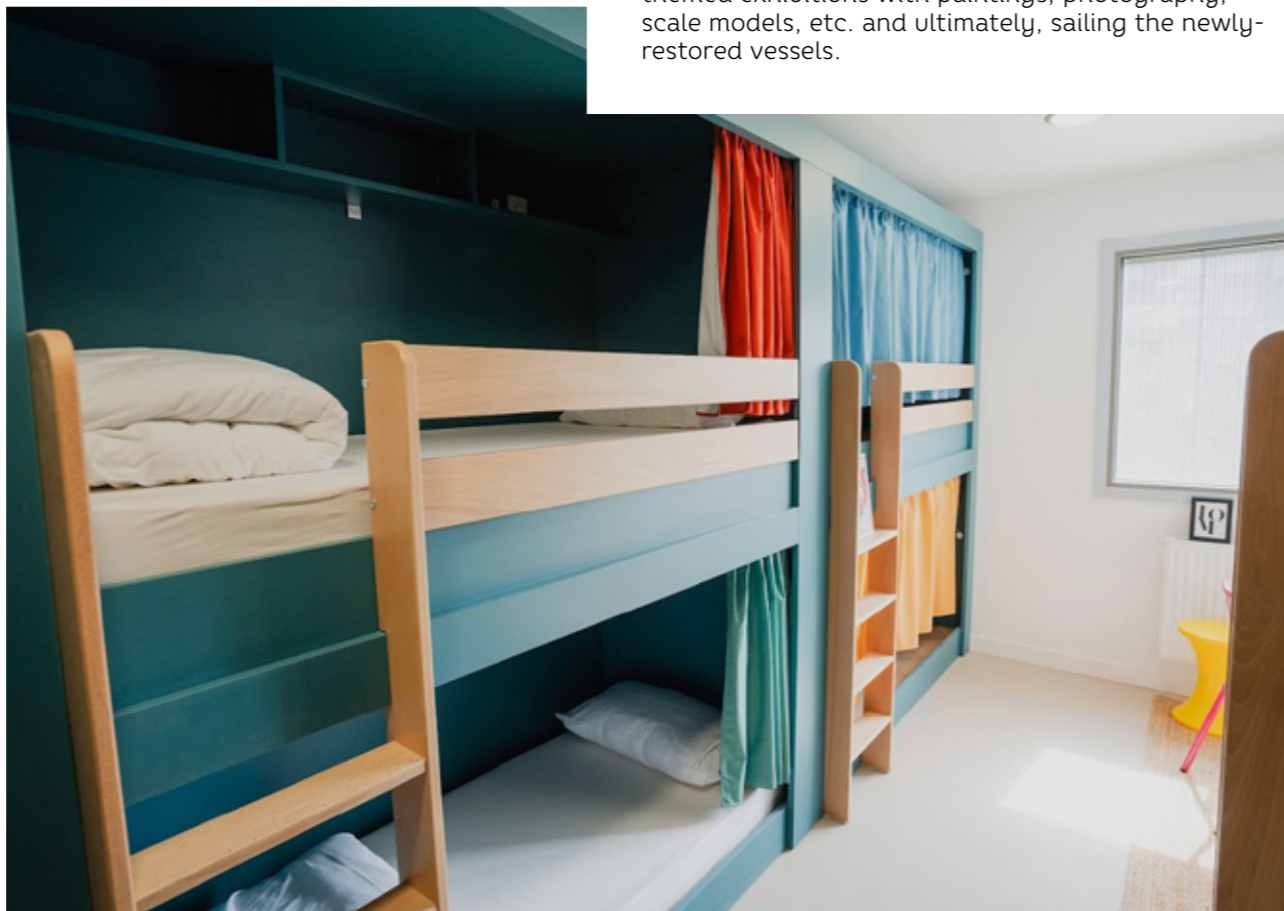
# What's new in 2024

## THE WIVI APP

Discover themed local heritage circuits with the Wivi app: just enable the tracking function on your phone and let the application guide you. The following circuits are currently available: "The villas of Lion and Hermanville", "Ouistreham and the D-Day landings", "Caen: a thousand years of history" and "Caen, the summer of '44: civilians under fire".

## NEW ACCOMMODATION TO OPEN

The People is a new style of accommodation on the Presqu'île de Caen, within easy reach of the rail station and city center. It can be reached by tram, cycle or on foot and is ideally located on the Vélofrancette cycle route. It offers mixed accommodation (both in dorms and rooms), a restaurant and bar open to all, a meeting room and self-catering kitchen and a superb roof-top view over the Presqu'île and the Abbaye aux Dames.



## AN UNUSUAL EXPERIENCE: BACK TO THE 1950S

A 1950s-decorated apartment, complete with historical artefacts reminiscent of the D-Day landings and the liberation of Caen. A unique experience among genuine furniture and furnishings of the time, right in the heart of Caen. Guaranteed to attract attention as we celebrate the 80th D-Day anniversary!

## BATEAUX DE NORMANDIE (NORMANDY SAILING VESSELS)

Bateaux de Normandie is a maritime heritage preservation society based in Caen's new harbor, promoting Normandy's maritime heritage by restoring old sailing ships, setting up temporary maritime-themed exhibitions with paintings, photography, scale models, etc. and ultimately, sailing the newly-restored vessels.



## LA TRIPERIE RESTAURANT

Long overdue: a restaurant that gives pride of place to Caen's famous "tripes-à-la-mode-de Caen". Don't worry, there are plenty of other local dishes on the menu!

A little village fountain sits in the middle of the room, with a vintage 1954 Peugeot three-wheeler delivery motorcycle overlooking the scene. At the back, a table soccer game, a dartboard and slightly hidden from view, a pétanque (French bowls) alley. Only snacks, nibbles and drinks are served in the evening, so the restaurant turns into a friendly village bar, where anyone can come and relax, play games and enjoy a drink.

In the morning, the restaurant also organizes tripe sampling and sales of local produce.

## CYCLING AND HIKING CIRCUITS ALONG THE CAEN LA MER COASTLINE

Explore seven cycling and hiking circuits to discover Caen la Mer's local natural and historical heritage sites, taking in 6 coastal communities: Bénouville, Colleville-Montgomery, Hermanville-sur-Mer, Lion-sur-Mer, Ouistreham Riva-Bella and Saint-Aubin-d'Arquenay.

These cycling and hiking circuits provide a new perspective on the coast through a number of key sites. Frames made of long-lasting weathering steel located along the routes invite visitors to stop and admire the view through these "windows". They focus on a variety of local themes such as history, nature, architecture and heritage buildings.



## CYCLE BOOTHS WITH BATTERY RECHARGING POINTS

are available in both Caen la Mer tourist information centers in Caen and Ouistreham.

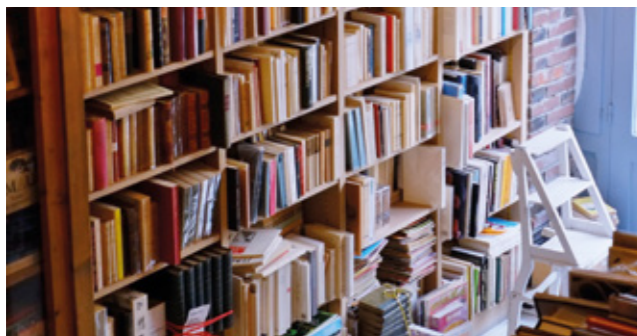
# 10 good reasons to visit CAEN LA MER

## 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 20<sup>th</sup> 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 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.



## 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 8<sup>th</sup> 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.



## 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 Vélomaritime"), with many circular routes winding through the countryside and along the waterways and seafront.



where  
*History begins*

## CAEN: THOUSAND YEARS OF HISTORY

### RESTORING THE CASTLE

Caen Castle was built by William the Conqueror in 1060 and is one of Europe's largest city center medieval castles. This major historic site was identified as one of the city's key tourist and heritage assets in the 2017 Urban Preservation and Development Plan. The Plan drew up a roadmap for the restoration and showcasing of Caen Castle over a 20 year period. Since 2019, the surrounding area (Porte Saint-Pierre and Rue de Geôle) has been landscaped and the walls are now set off with new spotlights. 2023-2025 will see further landscaping within the walls, restoring almost 75% of green areas, a new visitor center for the major heritage site and public access to previously hidden treasures such as the remains of the castle keep, the watch towers and the Porte Saint Pierre jails.



### THE TWO ABBEYS

Caen's two must-see ancient abbeys showcase Norman Romanesque architecture at its height. Today they are home to William the Conqueror's grave in the Abbaye aux Hommes and his wife Mathilde's grave in the Abbaye aux Dames, as well as housing two local political institutions. The two ancient Benedictine abbeys, with their troubled historical background dating back many centuries, are open for organized visits.

### MAGNIFICENT TOWN HOUSES

Both wealthy city burghers and the local gentry had town houses built in Caen in the 16th century. Still more were built in the 18th century. A few survived the bombing raids of 1944: for instance the Hôtel d'Escoville, the Hôtel Than, the Hôtel de Mondrainville, the Hôtel Fouet or the Hôtel Canteil de Condé.



### THE RECONSTRUCTION

The events of the summer of 1944 and the bombing raids left a deep imprint on the City of Caen. However, the city was successfully and stylishly rebuilt after the war. The main symbols of this rebirth are the University of Caen, the Theater, Saint Julien Church and the Tours Marines on the Avenue du 6 juin.



### CAEN, A MODERN CITY

Many new neighborhoods have sprung up over the last few years. The most recent noticeable buildings include:

- The Alexis de Tocqueville Library and the Presqu'île area, with its new restaurants and shops, apartments, a new Youth Hostel and new Law Courts.
- Caen la Mer's brand new Sports Stadium, next to the Zénith auditorium and the Exhibition Center will boost the city's national and international sporting image.

### VIRTUAL TOURS

Via our website, discover more online tours of major sites that are seldom open to the public, such as Saint Etienne Abbey Church, the Exchequer Hall, the exhibition part of Normandy Museum (Rampart Room), the Porte des Champs Gate, Bon Sauveur Chapel, Saint Julien Church, Notre Dame des Labours, La Brèche Chapel, Saint Samson Church, Vieux la Romaine, le Cargö.



### THE BELLE EPOQUE

In 1875, a railway line was built connecting Caen to the coast, with Saint Martin as its new terminal. The neighborhood boasts several splendid family homes near the Jardin des Plantes (botanical gardens), for instance in the Rue du 20ème siècle, Avenue de Bagatelle, Avenue du Canada, Rue des Rosiers, or Rue des Fossés Saint Julien.

### CAEN'S "NICE" NEIGHBORHOOD

This residential neighborhood, known as the "Nice" of Caen, was built in 1930 on what used to be plant nurseries. The neighborhood, with its stylish villas designed in the "French Riviera" style, was meant to appeal to a well-to-do population seeking a healthy environment and lifestyle, well away from the city center. The Villa Hélianthe, an "Art Déco" residence built in 1927, stands out as you enter the area.





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 80 years ago.

### 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.

### 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.



### 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.



### THE BRITISH WAR CEMETERIES

The Hermanville sur mer, Cambes en Plaine and Saint Manvieu cemeteries remind visitors of the heavy price paid by those who landed on June 6 1944 to liberate Normandy and the whole of France.



### THE HILLMAN SITE

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

### 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)

## VIRTUAL TOURS

Via our website, discover more online tours of major sites that are seldom open to the public, such as the La Maladrerie stone quarries, La Glacière.



*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

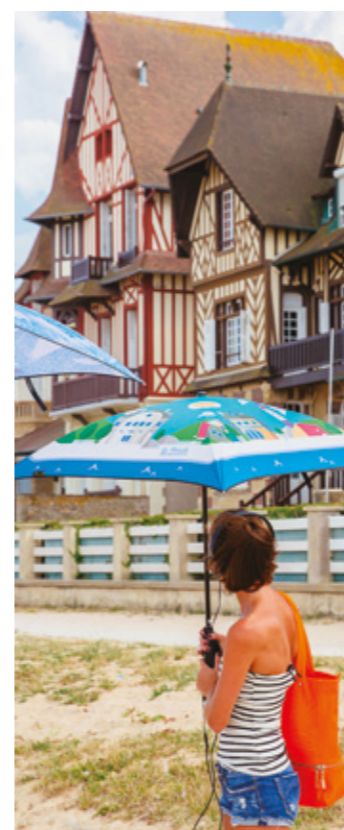
Land sailing in Ouistreham, paddleboarding at Colleville-Montgomery, sea wading and kite surfing at Lion-sur-mer and Hermanville-sur-mer, sea kayaking at la Pointe du Siège... There are so many water sport activities to choose from.

### 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.

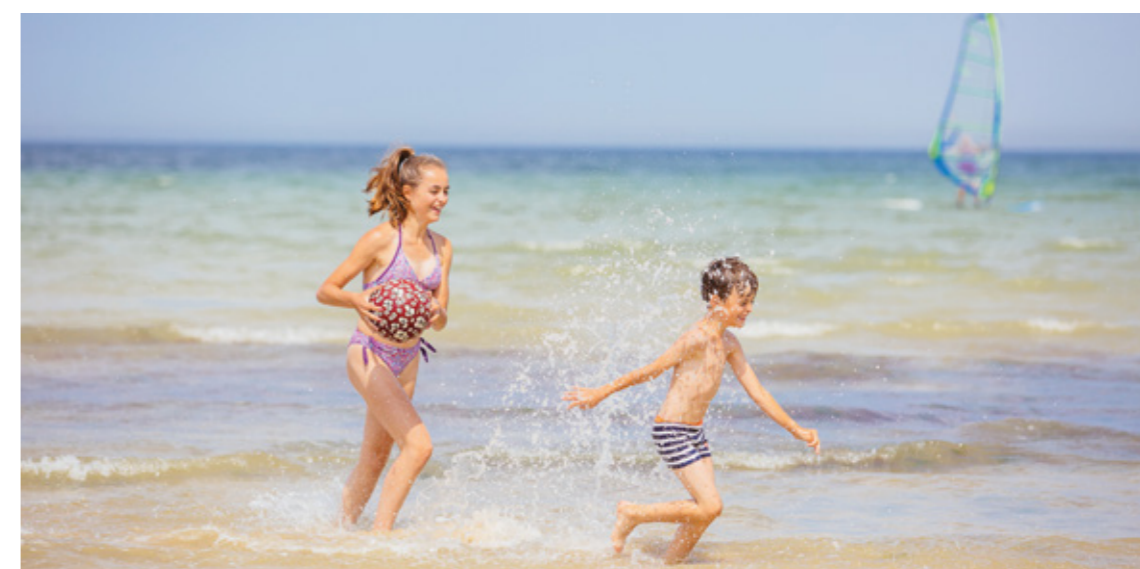


### SEASIDE VILLAS

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.

*Virtual tour of the lighthouse available on our website.*





## 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.



#### 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.



#### 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.



#### 6 TEURGOULE PUDDING

A kind of fancy rice pudding, from a recipe dating back to the 18<sup>th</sup> 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’Evêque, 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](http://www.albanguilmet.fr)

#### PATRICK ROUGEREAU...



Today, he is one of the best known 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 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.



### 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.



### 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 GudiGo 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.

### COLLINE AUX OISEAUX PARK

Opened in 1994 and renovated in 2019, "La Colline aux Oiseaux" landscaped park is a perfect example of landfill rehabilitation. The park's 17 hectares (42 acres) include a rose garden, a French towns and twin towns garden, a perennial plant garden and picnic tables. It attracts a wide range of visitors, including families, sports lovers and plant enthusiasts.

New in 2024: In 2024, the Colline aux Oiseaux Park and Gardens will undergo a make-over to celebrate its 30th anniversary: this green haven right in the heart of the city will boast a new park entrance, a new inclusive play area, a tree-top adventure course, hen, sheep and goat enclosures and a brand new merry-go-round.



# 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

### CAEN LA MER WITHOUT A CAR

Want to leave your car behind and discover Caen la Mer on foot or on a bike? Caen la Mer is the perfect place to get away from it all and enjoy a sustainable tourism week-end. The city of Caen is close to the sea and easily reached by train: the ideal destination for couples, families or friends.

### 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 Vélo maritime and La Vélo francette. Many circular or A to B cycling routes (277 Km in total) can also be found in the area.

### PEDESTRIAN CIRCUITS

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

### 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.

### CRUISE THE CITY'S WATERWAYS

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



## Sites committed to sustainable tourism

### ENVIRONMENTALLY-AWARE HOTELIERS

Both the Best Western Plus Le Moderne and the Best Western Royal hotels have been awarded "Clef Verte" (Green Key) certification, the leading sustainable tourism quality certificate 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.

### THE MOHO

Europe's 1st Collider, dedicated to Positive Impact. MoHo HQ is a unique iconic venue mixing startups, corporates, students, researchers, artists, athletes and citizens to collaborate and co-design solutions for challenges of the 21st century. A place where people can meet and socialize, and also an inspiring place to work in.

### 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.

### 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.

### 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 CONFESIONNAUX

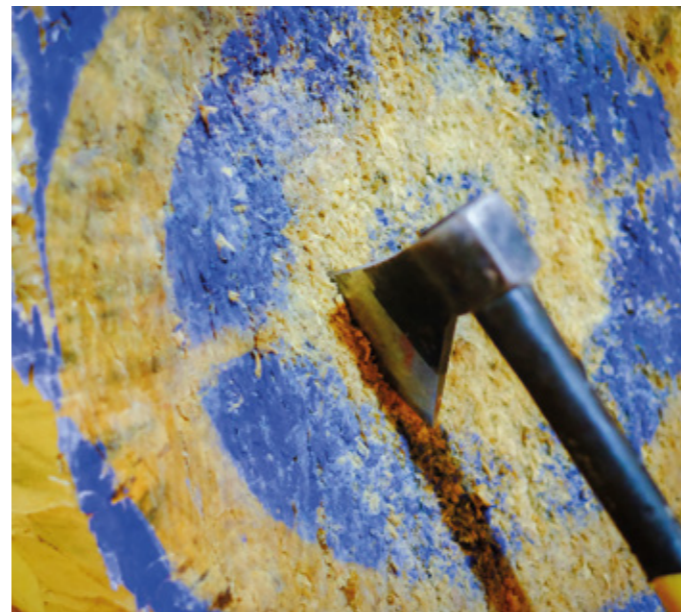
These cliffs, at Lion-sur-Mer, provide the perfect backdrop to a unique and wild natural environment. The onslaught of waves and tides has hollowed out a spectacular set of caves. The cliffs are also an internationally renowned geological and paleontology benchmark site for the Upper Bathonian period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

*Virtual tour available on our website.*



### 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.).



### 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.

### 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!

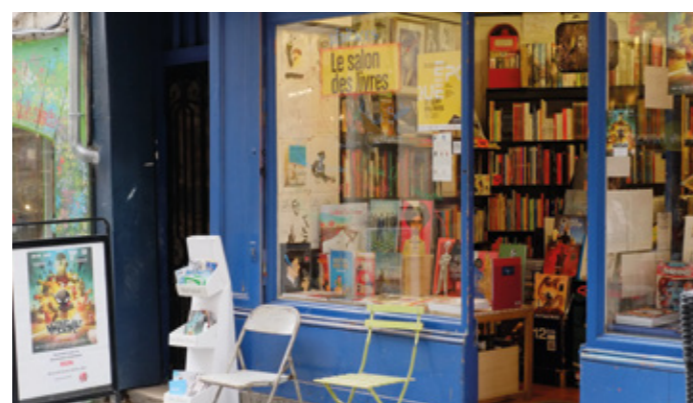
### 2 ANTIQUE DEALERS

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 15<sup>th</sup> 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

### 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.).

### 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.



*where local  
craftsmanship  
reigns*

## MADE IN NORMANDY

### PAPETERIE HAMELIN

Hamelin is a French family-run business and European leading manufacturer of school and office stationary 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.

### 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 Algotherm, Luc et Léa, Physiodose, Laino, to name but a few. Amongst its many projects, Gilbert is developing sterile single-dose spirulina-extract food supplements.



### 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.

### 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.

### 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!

## LOCAL PRODUCERS

### LA FERME DE BILLY

Cider apple producer and harvester for 5 generations.

### LE VERGER DE RONCHEVILLE

A fully organic orchard with the "Nature & Progrès" and "Agriculture biologique" (organic farming) labels.

### LES VERGERS DE DUCY – DOMAINE DE LA FLAGUERIE

A traditional family organic farm that meets the Calvados and Pommeau de Normandie "Appellation d'origine contrôlée" (AOC) standards.



### 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.



## Biscuits

### 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.

### LA FABRIQUE À BISCUIT

New in 2024, a home-made cookie producer and outlet specializing in "financiers" and "madeleines".

### GOÛT & 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...).



# 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](http://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.

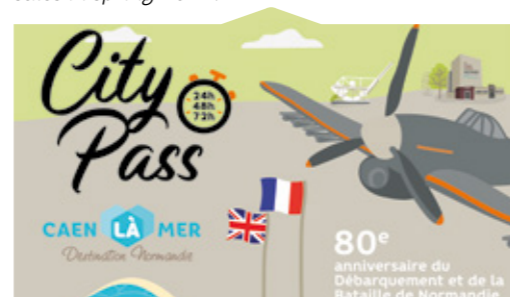
## Tips:

### > 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](http://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 2024.*



### > 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](http://reservation.caenlamer-tourisme.fr)**

# CAEN LA MER AWARDS AND RECOGNITION



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

## CAEN MEMORIAL MUSEUM

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

## 3<sup>RD</sup> MOST CYCLE-FRIENDLY TOWN

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

## 3<sup>RD</sup> IN THE TOP-5 LIST OF LARGE FRENCH UNIVERSITY CENTERS

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

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

(2020) - Holidu.

## 5<sup>TH</sup> IN THE TOP-5 LIST OF MOST CREATIVE AND INNOVATIVE MEDIUM-SIZED TOWNS

(2018) - Le Point.

## 8<sup>TH</sup> 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.

## 8<sup>TH</sup> IN THE TOP-10 LIST OF GREENEST TOWNS OR CITIES IN FRANCE

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

## 9<sup>TH</sup> 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).

## 5<sup>TH</sup> CITY IN FRANCE THAT IS A GOOD PLACE TO LIVE IN (1<sup>st</sup> 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).

## CAEN LA MER A OBTENU PLUSIEURS LABELS

- Designated Caen Normandy French Tech Community
- Designated UNESCO Creative City
- Designated City of Art and History
- Designated a Key Tourist Destination
- Cycle Friendly Cities Quality Label (Caen and Ouistreham)
- Disability-friendly Tourism Quality Label (Ouistreham)



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.

Tout est



@ orb Photographie

*Farewell and thank you Léon!*



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