

CAEN MER

Destination Normandie

SLOW TOURISM



SLOW TOURISM AND SUSTAINABLE TOURISM IN CAEN LA MER



> ROUTES IN CAEN

CLICK ON THE LINKS
FOR MORE INFO!



SOFT MOBILITY

Want to explore Caen la mer on foot or by bike, but especially without a vehicle? It's the perfect destination to escape and enjoy a weekend under the theme of sustainable tourism. The city of Caen is close to the sea and accessible by train: ideal for a getaway as a couple, with family, or among friends!

On foot

> ROUTES IN CAEN

Explore the city through two routes : a 2-hour one for an initial discovery of the must-see attractions, and a 3-hour 30 minute one to explore all facets of the city center.

By bike

> VÉLOLIB - TWISTO

230 bikes are distributed across 22 stations: 11 stations in downtown Caen, 10 stations in the outskirts. Vélococ: 400 electric-assist bikes available for long-term rental (6 and 12 months).>

> BIKE RENTAL COMPANIES

Find bike rental companies in [the Caen la mer by bike brochure](#), [in our 2024 Practical Guide](#) and [on our website](#).

> ACCUEIL VÉLO



The 'Accueil Vélo' label ensures quality services tailored to cyclists, promoting a safe and enjoyable travel experience. Discover practical information and our accredited partners in the 'Caen la mer by bike' brochure.

> CONSULT OUR 'CAEN LA MER BY BIKE' BROCHURE

[www.calameo.com/
read/004114916be2676fc3a33](http://www.calameo.com/read/004114916be2676fc3a33)

By public transport

> ELECTRIC SHUTTLE

Enjoy a free shuttle service for all your travels in downtown Caen, with 17 fixed stops served every 15 minutes.

> BUS AND TRAMWAY - TWISTO

72 bus lines serve all neighborhoods and living centers of Caen la mer, with a fare of €1.60 per ticket, valid for one hour. Currently, 73 buses operate using biogas. Tram lines T1, T2, and T3 connect a total of 37 stations, all accessible to people with reduced mobility.





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COMMITTED ACCOMMODATIONS AND RESTAURANTS

Choosing to stay in a committed hotel and dine in a committed restaurant ensures the adoption of environmentally friendly practices, such as responsible resource management, waste reduction, and the promotion of local and healthy sourcing.

Accommodation | Clef Verte



Label distinguishing tourist accommodations that choose to reduce their environmental impact and assert their social responsibility.

These hotels are committed to eco-responsible tourism, with initiatives such as energy management, reduced water consumption, waste sorting and responsible purchasing, and are stepping up their actions to limit energy consumption, inviting guests to participate in this approach during their stay.

> BEST WESTERN PLUS LE MODERNE

> BEST WESTERN ROYAL HÔTEL

> IBIS BUDGET CAEN CENTRE GARE

> SURE HOTEL BY BEST WESTERN CAEN MÉMORIAL

> HÔTEL THALAZUR OUISTREHAM

> VILLA ANDRY

Vegetarian and vegan restaurants

> GREEDY GUTS

This café-restaurant offers menus exclusively crafted with local ingredients, including vegetables sourced from organic and/or fair-trade agriculture. All preparations are homemade, featuring an extensive range of vegan and flexitarian dishes. The colorful and extravagant ambiance is created using furniture from Emmaüs and flea markets.

> L'OKARA

An eco-friendly cafeteria offering plant-based, organic, and ethical cuisine. The homemade dishes prioritize local and seasonal ingredients, catering to various intolerances. L'Okara promotes short supply chains and adopts a zero-waste approach with a deposit system for take-out orders. The venue also houses a delicatessen and hosts community meetings as well as workshops on bartering and recycling.

Café | Écotable



écotable®

A label to help the catering
sector reduce its environmental
impact.

> CAFÉ DU CINÉ - THIRD-PLACE OF CAFÉ DES IMAGES

Savor a creative menu, crafted in-house, prioritizing organic and locally sourced products from short supply chains. In this cozy venue, enjoy hot beverages and homemade cakes. In the evening, choose a drink, have dinner before a movie, or share snacks with friends. Explore the queer and feminist micro-library, author games, and a children's area.





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LOCAL & ECO-FRIENDLY SHOPPING

Explore local and seasonal products as well as specialties from Caen la mer, while discovering businesses committed to circular economy, artisanal production, and reuse.

Local producers

> MARKETS

Every day of the week, discover colorful markets and friendly atmosphere. Epicureans will appreciate the specialties of Normandy fresh fruit and vegetables, fish and seafood.

> BIOCOOP FRÉQUENCE BIO

Outside market hours, find local and organic products, seasonal fruits and vegetables, butcher and catering services, and a selection of bulk products. Also, find vegan, gluten-free, lactose-free, or salt-free products.



> BILLY'S FARM

As a fifth-generation cider apple producer, the farm invites you to explore its products : apple juice, cider, ice cider, Pommeau, and Calvados from Normandy. Enjoy direct sales at the farm and discover a picturesque setting open to everyone.

> GOURM'HANDI'SES

Enjoy chocolates and cookies crafted in artisanal workshops using 100% local ingredients. Don't miss the iconic Sablé de Caen, made from a traditional old recipe. The shop serves as an integration space for workers with disabilities.

> MOHAIR DU MARAIS STORE

The products, dyed, knitted, and woven in France, offer a diverse range of high-quality items, from mohair and silk yarns to hats, scarves, sweaters, and more. Discover the comfort of mohair: soft, lightweight, warm, and resistant to dirt and odors.

> SAINT-VAAST'S FARM

Discover linen, a local and ecological fiber from Normandy. Producers for several generations, Mathilde and Benoît welcome you to the farm, offering a shop with linen products and farm tours focusing on this fiber and its agricultural cultivation.

> LES VERGERS DE DUCY - DOMAINE DE LA FLAGUERIE

The century-old family farm offers apple products produced through organic farming practices and in compliance with the Calvados and Pommeau de Normandie AOC (Protected Designation of Origin). Come visit the orchards, workshops, and cellars before stopping by the shop.



DISCOVER THE LOCAL PRODUCTS OF CAEN LA MER

www.caenlamer-tourisme.com/experiences/top-8-culinary-specialties-to-try

Ecoresponsible commerce

> L'ATELIER DE LA SOURIS

Offers organic and OekoTex 100 certified fabrics for patchwork, haberdashery items, and embroidery supplies. The workshop showcases homemade fabric creations, 100% made in Ouistreham and hand-sewn. Sewing workshops are also available.

> ELLE N'EN FÉE QU'À SA TÊTE

A hat and fashion accessories boutique established in 1999 in Caen. It offers a collection of hats, including custom designs for ceremonies, as well as items such as socks, scarves, belts, suspenders, and bow ties.

> HÔMA

An 800m² store dedicated to second-hand goods, Hôma rents out space to individuals to sell their new or second-hand items. Sensitive to ecology and the social environment, Hôma partners with local associations to minimize waste and actively participate in the solidarity economy.

> MILO - THE PLANT CONCEPT STORE

MILO provides a curated range of products from designers, artisans, and producers, including decorative objects, dishes made from plant starch, organic plant cosmetics, frames crafted from sustainable materials, and more. Additionally, MILO offers creative workshops available by appointment.

> MONSIEUR CHAPEAU

Michel Rousseau excels in the traditional craftsmanship of hat-making, favoring vintage materials such as straw and lace. His creations, molded on wooden forms, find their place in his studio-shop, where he also offers a selection of brands of Panama hats, caps, and felt hats.

> LES SAVONS D'ORÉLY – HANDMADE SOAP

Artisanal soap workshop specializing in certified organic solid soaps and cosmetics, emphasizing craftsmanship with natural, organic, and local raw materials. Carefully crafted, the products provide eco-friendly and zero-waste hygiene. Explore the world of this soap workshop every Thursday during a guided soap-making session.



FIND THE DATES FOR FLEA MARKETS AND GARAGE SALES ON OUR ONLINE CALENDAR.

www.caenlamer-tourisme.com/events/all-the-agenda/





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KNOW-HOW & TRADITIONS

Discover Caen la mer through slow tourism, viewing it through the lens of authenticity by meeting locals and exploring their heritage, while also engaging in the transmission of Norman craftsmanship and traditions.

Living Heritage Companies



Recognition acknowledging French businesses for their excellent craftsmanship and industrial expertise, combining tradition and innovation.

> JEANETTE BISCUIT FACTORY

Established in 1850, the biscuit factory reached its peak in the 1970s-1980s, holding 40% of the biscuit market in France. It produces high-quality artisanal madeleines, preserving its ancestral craftsmanship. Discover the iconic Saint-Jacques shell-shaped madeleine made with pure AOP Isigny butter, representing the destination.

> FILT 1860

Norman manufacturing unit blending tradition and innovation, celebrating French textile craftsmanship with cords and nets crafted in Normandy for over 160 years. Explore its history through a guided tour, including the creation of the authentic shopping net, and/or make a stop at the shop.

> H2O PARAPLUIE

Explore the secrets of handcrafting high-end umbrellas. Specializing since 1994, they offer a range of 180 models, from classic to contemporary, including the iconic Passvent and Canapluie. Workshop visits are possible.

> POTERIE DU MESNIL DE BAVENT

Perpetuating since 1842 the traditional craftsmanship of pottery artisans within a magnificent setting of century-old buildings. Offering roofing accessories, architectural elements, and ceramic animals, the site also features monthly exhibitions and a «Pottery Village» showcasing artisans and crafts.

Meetings and testimonials from local residents

> GREETER NETWORK

Discover Caen la mer in a unique way by signing up for a stroll with an enthusiastic Greeter, a local resident passionate about their region and eager to share their favorite spots voluntarily. The stroll is not a guided tour but rather a meeting with a local who provides a personal perspective on the city. Share, discover insider tips, and enjoy walks to create memorable memories.

> LA DÉLICATE, SEAFRONT SOUND TOUR

Explore the Anglo-Norman villas of Lion-sur-Mer and Hermanville-sur-Mer with the «La Délicate» sound walk. Equipped with your geo-located umbrella, wander around to appreciate the charm of the seaside resorts.

> LA DÉLICATE, 'IN THE TRACK OF HISTORY' SOUND TOUR

Don't miss Ouistreham Riva-Bella and Colleville-Montgomery, delving into the testimonies of the Occupation and the D-Day landings. An immersive experience through personal narratives, offering a touching journey.





Our favourite sustainable tourism

> ORNAVIK HISTORY PARK, FROM THE VIKINGS TO THE NORMANS

The park transports its visitors to the 10th century to discover the birth of Normandy, from the era of the Vikings to the arrival of the Normans. An immersive experience in the Middle Ages awaits, inviting you to explore the Carolingian village and Viking trading post to better understand daily life in the 10th century. Visitors can choose between guided tours or independent exploration.

Environmental impact

Ornavik has conducted a comprehensive assessment of its carbon footprint, encompassing visitor flows, waste management, use of electrical equipment, catering activities, environmental impact of buildings, staff travel, and digital footprint management. The park prioritizes the use of noble materials such as wood, stone, and linen, obtained through donations from professionals and individuals. The soil used is also reclaimed from surrounding construction sites.

Respect for Authenticity

The site operates thanks to volunteers on civic service missions, local communities, and financial support from several sponsoring companies or foundations. About a hundred passionate volunteers, dressed in period attire, contribute to the construction of the park on the history of the birth of Normandy using period-appropriate materials and tools to maintain its authenticity.

Soft mobility

The site encourages soft mobility and offers a low-carbon rate for visitors who come by bike, car, or train to Caen la mer.





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NATURAL AND SEASIDE AREAS

Explore places that allow you to discover nature through awareness-raising and explanatory activities while preserving natural resources, thereby enabling observation of wildlife and flora without disturbance. Discover places that naturally adopt sustainable tourism practices.

In touch with nature

> HOUSE OF NATURE AND ESTUARY

Gateway to the protected natural area of the Orne estuary, the interpretation center showcases this preserved natural environment, hosts temporary exhibitions on the coastline and regional biodiversity, and offers a program of entertaining activities to discover nature.

> MUSEUM OF NATURE INITIATION

The museum offers an initial exploration of fauna and flora through dioramas showcasing mammals, birds, and interactive games. Its garden dedicated to wild and cultivated plants promotes small wildlife. As a 'Biodiversity Information Point,' the museum informs and raises awareness about local biodiversity through temporary exhibitions and activities on nature and the environment.

> PARKS AND GARDENS

Explore the Jardin des Plantes, a botanical space dating back to 1689 with over 8,000 plant species. Enjoy animal parks, such as the Colline aux Oiseaux, offering encounters with Normandy animals and recreational activities. Admire the panorama from Parc Michel d'Ornano and explore La Prairie, a bird reserve just steps away from the city center. Discover the tranquil resting places of dormant cemeteries for a stroll away from urban hustle and bustle.

> SENSITIVE NATURAL AREAS

Caen la mer has remarkable natural and geological sites, preserved by the Calvados department, ensuring the protection of the natural heritage. Public access is possible as long as it is compatible with its preservation. Explore these natural spaces, remembering to take your waste with you, stay on marked trails, and keep dogs on leashes.

By the sea | Pavillon Bleu



Label that rewards beaches for their sustainable tourism development policy, emphasizing the quality of waste management facilities, sanitary facilities, safety, and swimming accessibility, as well as environmental awareness activities.

> COLLEVILLE-MONTGOMERY BEACH

Fine sandy beach, often classified in category A for the quality of its bathing water, which has been awarded the Blue Flag label five times.





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SUSTAINABLE TOURISM COMMITMENTS

Destination commitment

> GREEN DESTINATIONS LABEL



In 2024, Caen la mer has been awarded the Green Destinations label - Silver level. Granted by the Global Sustainable Tourism Council, it attests to sustainable management in terms of governance, nature conservation, resource management, cultural preservation, social well-being, and business commitment. It marks an intermediate step in an ongoing commitment to sustainable tourism, encouraging Caen la mer to continue its efforts towards a sustainable tourist offering throughout the seasons.

ted, and our travel advisors are trained to welcome you in the best conditions. Visit the Accessibility page on our website for more information on facilities and our partners certified 'Tourism & Handicap'.

> YOUR COMMITMENT AS A VISITOR

You too can adopt a sustainable tourism approach during your stay by following the actions proposed in the Responsible Travel Charter.

Tourist Office commitment

> INTERNAL CORPORATE SOCIAL RESPONSIBILITY (CSR) POLICY

Waste Management: Sorting for three waste categories

Energy Management: Installation of power strips with switches and monitoring of consumption

Reducing Plastic and Paper Usage: Use of locally manufactured water bottles for employees and implementation of bins for the recovery of tourist brochures at the reception.

Responsible Digital Practices: Organization of collective email cleanup sessions.

Sustainable Mobility: Accreditation as a Bike-Friendly establishment and a low-carbon rate on the purchase of a City Pass.

Environmental Preservation: Distribution of pocket ashtrays and rulers for shore fishing.

> ACCESSIBILITY - TOURISM & HANDICAP



The tourist information offices of Caen and Ouistreham are certified 'Tourism & Handicap,' ensuring reliable information on accessibility. Our facilities are adap-

