

VENEZ FÊTER LA LIBERTÉ RETROUVÉE !

# PRESS PACK



DU 30 MAI  
AU 14 JUIN  
2026

20<sup>e</sup>  
ÉDITION

# D DAY

FESTIVAL NORMANDY

[www.ddayfestival.com](http://www.ddayfestival.com)

PROGRAMME D'ANIMATIONS ÉLABORÉ PAR LES OFFICES DE TOURISME DES PLAGES DU DÉBARQUEMENT





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Since 2007, the D-Day Festival Normandy has been inviting the public to celebrate the freedom regained on the beaches that lived one of the most extraordinary pages in contemporary history, in the early hours of 6 June 1944.

As it reaches the symbolic milestone of its 20th edition, the D-Day Festival Normandy is establishing more than ever as a not-to-miss event. Driven by the expectations of new generations and motivated by a desire to pass on knowledge, all the actors in the region are preparing for this anniversary edition with renewed passion.



It should be noted that the events offered in this festival are intended to celebrate the freedom regained at the end of the military operations of June 1944 in Normandy. The tourist offices that gathered this information ensured in advance that the organizations offered all the necessary ethical guarantees. Visitors are expected to do the same and to respect the memory of those who fought and suffered.



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## COASTLINE OF D-DAY AND THE BATTLE OF NORMANDY



©Agence DBCOM / Région

February 2026



## 20TH EDITION OF THE UNMISSABLE EVENT FOR « D-DAY NORMANDY » DESTINATION

As a legacy of contemporary history, the Allied landings on 6 June 1944 have attracted a huge number of international visitors, to the point where it has become a vital part of Normandy's touristic economy. Over the past 82 years, film productions and international commemorations have made a major contribution to its reputation.

To ensure the long-term future of this industry, new forms of communication needed to be invented. Created in 2007 by the Bayeux Intercom tourist office, the D-Day Festival Normandy has established itself over time as the unifying event communication concept for the regional D-Day Normandy sector. In 2026, it will reach a symbolic milestone by celebrating its 20th edition, still supported by a collective, bringing together the eight tourist offices of the Normandy Landings and Battle of Normandy coastal area, receiving long-standing support from Normandy Region and Normandie Tourisme.

This anniversary edition highlights the festival's ambition more than ever: to gather and create, thanks to the involvement of local actors, a rich program of festive and popular events – excluding commemorations – with between 100 and 150 events each year. This program is then promoted through a regional and national communication campaign.

It always comes with the same slogan:

***Come and celebrate Freedom!***

## PROGRAMME : PRINT & ONLINE VERSIONS AT YOUR DISPOSAL

With an exceptional year ahead, the collective is already getting ready to welcome visitors eager to walk on the historic beaches and celebrate their regained freedom.

The public will find the famous printed program available from tourist offices, as well as a new collector postcard! New and experienced visitors alike will be able to benefit from easy, comprehensive information. The dedicated page on the Normandie Tourisme website will provide visitors with additional sources of information and the latest news about the festival.



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*For nearly twenty years, the D-Day Festival Normandy has been offering a program of festive and popular events, gathered by our partner tourist offices.*

*For its 20th edition, the festival is approaching the post-80th anniversary period with new ambitions and renewed energy.*

### PRESS CONTACT

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Programme updated in real time on the page



[www.ddayfestival.com](http://www.ddayfestival.com)



This collective operation has the unflinching support of the Normandy Region and the Regional Tourism Committee.



### **Hervé Morin | Président de la Région Normandie**

Le D-Day Festival Normandy célèbre cette année ses vingt ans d'existence. Depuis sa création, il s'est imposé comme un rendez-vous fédérateur, populaire et festif incontournable, porté par l'engagement de centaines d'acteurs.

20 ans, c'est un bel anniversaire, l'âge de la maturité et de la solidité : le festival fait vivre, année après année, l'héritage du Débarquement tout en rassemblant petits et grands, visiteurs et vétérans, autour des valeurs de Paix et de Liberté retrouvée. Je remercie chaleureusement les organisateurs, les bénévoles et les partenaires qui contribuent à sa réussite comme à son rayonnement. Pour cette édition anniversaire, retrouvons-nous nombreux pour célébrer ensemble la Liberté retrouvée, un événement que la Région Normandie est fière d'accompagner.

### **David LEGOUET | Président de l'office de tourisme du Cotentin**

Le Cotentin est heureux de s'associer au D-Day Festival Normandy afin de mettre en avant notre histoire, nos sites et événements, et les associations qui œuvrent pour faire vivre notre mémoire collective. Si commémorer le débarquement et célébrer la liberté est un devoir, c'est aussi un levier de dynamisme touristique pour le territoire et les professionnels qui l'animent.



### **Aurélie RENOUE | Directrice de l'Office de tourisme de la Baie du Cotentin**

Dans la Baie du Cotentin, chaque commune entretient la mémoire du Débarquement du 6 juin 1944 et du courage des hommes arrivés par la mer et par les airs. À l'occasion du 82e anniversaire, cet héritage, porté notamment par les soldats de la 82nd Airborne, est honoré à travers des temps solennels et de nombreuses animations organisées par les habitants, avec les vétérans, les nations présentes et les passionnés, pour célébrer ensemble la paix et la liberté."



### **Clémence FOSSE | Directrice de l'office de Tourisme d'Isigny-Omaha Intercom**

Territoire emblématique du Débarquement, Isigny-Omaha est fier de s'associer au D-Day Festival Normandy, rendez-vous festif et populaire qui met en lumière nos sites historiques, nos événements et l'engagement constant de celles et ceux œuvrant à la transmission de la mémoire collective. Le tourisme de mémoire est un pilier structurant de notre stratégie touristique, porteur de sens, de transmission et de rencontres intergénérationnelles.



### **Roland TIRARD | Président de l'Office de Tourisme de Bayeux Intercom**

Chaque année, le public confirme son intérêt pour cet événement majeur de l'histoire du monde. Le D-Day Festival Normandy en est l'expression festive et populaire. Un rendez-vous essentiel pour fêter la Liberté retrouvée qui, sous ses airs légers, est l'occasion de s'interroger sur les valeurs tellement actuelles de paix et de liberté. A quelques mois peut-être de l'inscription des plages au Patrimoine mondial de l'humanité...



### **Philippe CHANU | Président de Cœur de Nacre Tourisme**

Cœur de Nacre et son office de tourisme sont particulièrement heureux de renouveler leur engagement aux côtés des 7 autres offices de tourisme du D-Day Festival Normandy. Cet événement majeur met en lumière le tourisme de mémoire, pilier essentiel de notre stratégie de développement touristique et de valorisation de notre destination sur Juno Beach. La 20ème édition du festival constitue un temps fort de rassemblement autour de valeurs universelles qui nous sont chères : la Paix, la Liberté et la Réconciliation. À travers les nombreuses manifestations proposées, nous rendons un hommage respectueux aux soldats et aux civils qui ont sacrifié leur vie et combattu avec courage pour notre liberté.



### **Hervé LEBEL | Président de l'Office de Tourisme de Caen la Mer**

Chaque année, l'engouement ne se dément pas autour du D-Day Festival Normandy qui rassemble toutes les générations venues spécifiquement en Normandie fêter la Liberté retrouvée. Concerts, bals, expositions, reconstitutions..., tous les événements du festival permettent de rendre hommage à la force et au courage dont ont dû faire preuve nos libérateurs 82 ans plus tôt. Merci à eux et merci au D-Day Festival Normandy de nous permettre de nous rassembler pour ne pas oublier.



### **Stéphane JACQUET | Président de l'Office de Tourisme Gold Beach**

L'Office de Tourisme intercommunal Gold Beach est heureux de participer, comme chaque année depuis sa création, au D-Day Festival Normandy. À travers ses nombreux événements, ce rendez-vous emblématique contribue à transmettre les valeurs de paix, de mémoire et de liberté, si profondément ancrées dans l'histoire de notre territoire. Aujourd'hui plus que jamais, il est essentiel de faire vivre ce message auprès des jeunes générations, qui en seront les ambassadeurs et les garants pour l'avenir.



### **Patrice BOULAIS | Directeur général de l'Office de Tourisme Normandie Pays d'Auge**

Partenaire fidèle du D-Day Festival Normandy, l'Office de Tourisme Normandie Pays d'Auge est honoré d'accompagner ce rendez-vous populaire qui fête cette année ses 20 ans. Notre engagement s'inscrit dans le devoir de mémoire : honorer, transmettre, et faire vivre ce patrimoine auprès de tous, en particulier des jeunes générations.



# THE TOURIST OFFICES' TOP PICKS

## PARACHUTE DROPS



"Every year, our region vibrates to the rhythm of the parachute drops, an exceptional event that plunges visitors into the history of the Liberation. Thousands of spectators gather to watch the re-enactors in period costume, putting on an impressive and moving show."

*Mickaël for Cotentin*

## PARADES



"Come and celebrate freedom! Sword, Juno, Gold; let's parade with military and civilian vehicles from D-Day.

Departing from the Hillman site in Colleville-Montgomery and arriving near the castle of Creully-sur-Seulles, this great event covers a distance of 29 km!"

*Floriane for Caen la Mer*



## HEROES MARCH

"For 3 hours, visitors can follow in the footsteps of the paratroopers and discover the routes they took. The France 44 and Stahl M1 associations provide the entertainment with short re-enactments showing ambushes and battle stations. It's a great way to learn about history in a different way!"

*Pauline for Normandie Pays d'Auge*

## EXHIBITIONS



"We love two exhibitions this year! One is displayed at the Airborne Museum, where comics offer an original perspective on the memory of D-Day, while at the Normandy Victory Museum, the other shows propaganda posters revealing the full power of war images."

*Antoine for Baie du Cotentin*

## GOLD BEACH MUSEUMS



"The theme of D-Day is very present throughout the region, from sea to land. In Ver-sur-Mer, the British Normandy Memorial and the Gold Beach Museum tell the story of the Normandy landings at Gold Beach; in Creully-sur-Seulles, there is the BBC Museum, and in Tilly-sur-Seulles, the Battle of Tilly Museum. The numerous Commonwealth cemeteries also perpetuate the memory of our liberators."

*Jennifer for Gold Beach*

## LIBERTY BALL

"Bayeux's Bal de la Liberté immerse visitors into the effervescence of the Liberation evenings, where the joy of the liberated residents resonates to the rhythm of the 1940s. It's a festive and unforgettable experience, like a convivial banquet!"

*Emma for Bayeux Intercom*



## THE BERNIERAISE

"The Berniéraise stands as the only nautical event in the D-Day Festival Normandy, deeply rooted in history and in the duty to remember. Held in Bernières-sur-Mer, on Juno Beach, the event pays tribute to the Allied landings on June 6, 1944. More than 150 sailing and rowing boats take part, and symbolically recreate the arrival by sea in front of the Maison des Canadiens. From the sand, walkers follow this collective tribute, making of La Berniéraise a commemorative, participatory and environmentally friendly event. La Berniéraise is accompanied by festive activities on the beach: a marching band, a collective picnic, a mini-village, and more."

*Mathilde for Coeur de Nacre*



© James Leaudrey



©Frédéric Bourgeois

ARROMANCHES

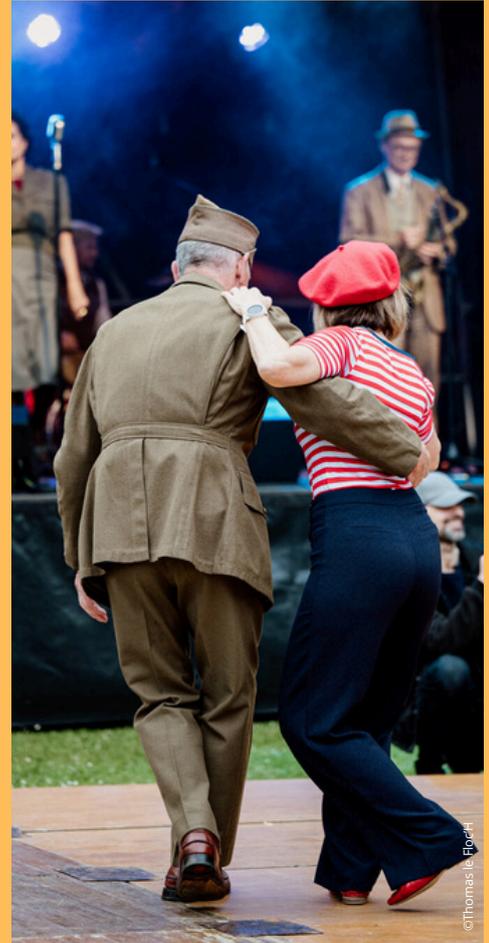


©Nathalie Papouin

GOLD BEACH

# PHOTO GALLERY

Every year, the streets are adorned with flags in the colours of the liberators, and the population gets dressed up in its best retro finery. This "day after the Liberation" atmosphere is part of Normandy's DNA!



©Thomas le Floch

BAYEUX



©Hello Travelers

VER-SUR-MER



©OT Baie du Cotentin

SAINTE-MÈRE-ÉGLISE



©Isigny-Omahia

OMAHA BEACH



©Christophe Cauchemez

CARENTAN-LES-MARAIS



© OT Caen la Mer

OUISTREHAM



©Nathalie Papouin

BERNIERES-SUR-MER



©Normandie Tourisme

OMAHA BEACH



©Hello Travelers

MERVILLE-FRANCEVILLE



©Hello Travelers

SAINTE-MÈRE-ÉGLISE



©Normandie Tourisme

©constance Duquesnay

DOUVRES-LA-DELIVRANDE



© The British Normandy Memorial

VER-SUR-MER



©Ouireham Riva Baja Photography

BÉNOUVILLE



©Camille Pilchard

ARROMANCHES

# A COMPLETE TOOLBOX



## TEASERS



## BILINGUAL

## PROGRAMME



## COLLECTOR POSTCARDS



## WEBSITE



[www.ddayfestival.com](http://www.ddayfestival.com)



## SOCIAL MEDIA



# THE MAP OF THE D-DAY FESTIVAL NORMANDY

The D-Day Festival Normandy takes place throughout the Landing Coastal Area, an area steeped in remembrance, where each location evokes a key moment in the events of 6 June 1944 and the weeks that followed.

The official map of the D-Day Festival, presented each year in the programme, allows visitors to easily find their way around this wide range of events. From the beaches of Normandy to museums and historic sites, each venue becomes a living stage, where history is told, shared and commemorated in an authentic and respectful setting.



## AND THEN

*When they landed on the beaches of Normandy on 6 June 1944, did the Allied soldiers know that the values of Peace and Freedom for which they were fighting would still be so relevant 80 years later?*

*Did they know that beyond their essential contribution to Freedom and Peace in the world, their human and technological feats would inspire an international tourism phenomenon, one that would still be just as dynamic over 80 years after their amazing achievements?*



© Bokelh Production

### The context demands it

As we all know, the 80th anniversary of D-Day was one of the last great opportunities for all of us – veterans, Normans and visitors – to come together to celebrate our new-found freedom.

Everyone in the field came together to celebrate this legacy. This commemorative and festive event was a success, illustrating the importance of keeping the memory alive through intergenerational exchanges.

### Benefits to be nurtured

On a more prosaic level, as we all know, the D-Day landings in June 1944, thanks to the tourist numbers it generated in the immediate post-war period, are still having a major economic and social impact 82 years on.

Devoted during the first decades to the reconstruction of devastated Normandy, this windfall now enables thousands of Normans to make a living from this legacy of history, as Raymond Triboulet, the first chairman of the D-Day Landing Committee, had hoped in 1947.

**94**

remembrance-themed sites

**44 museums,  
21 memorials,  
29 cemeteries**

**5,5 million**

visits per year for the D-Day and Battle of Normandy theme

**Number 1**

theme for visits in Normandy for Remembrance tourism

An estimated  
**1,78 million**

unique visitors per year for the D-Day and Battle of Normandy theme

Study on Remembrance Tourism – Uses and economic impact – Normandy Region. Nov 2023

“

*This is a unique opportunity to pass on to every generation the new values of Peace and Freedom, at a time when world events are showing us just how fragile they are.*



© Normandie Tourisme

## New era, new generation, new expectations...

With the gradual disappearance of witnesses to World War Two, it has now become necessary to consider and respond to the new expectations of future generations.

The sensitive approach, based on family and patriotic values, will gradually give way to a more tourist-oriented and historical perspective. Indeed, this major historical event is destined to become a lasting reference point in world heritage.

While preserving the fundamental principles and universal values it defends, it is essential to innovate on the form the event takes in order to attract an audience whose interest could gradually wane. Sites, museums, and events will have to continue to adapt!

As a forerunner, it is precisely this new approach that led to the creation and development of the D-Day Festival Normandy.



© Anibas Photography



The D-Day Festival Normandy gathers eight tourist offices' territories of the Coastline of D-Day and the Battle of Normandy.



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**Come and celebrate Freedom every year around June 6!**



February 2026