



CAEN MER

Destination Normandie

PRESS PACK

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

**HAPPY BIRTHDAY
CAEN**

WHAT'S NEW?

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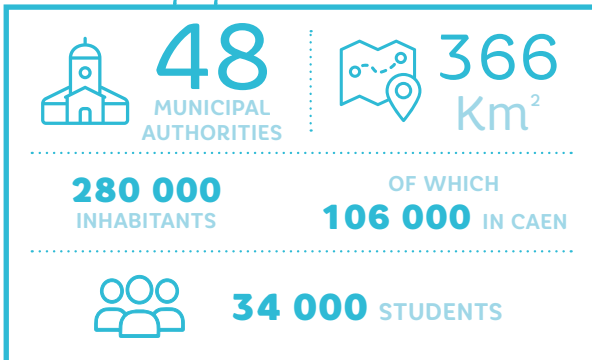
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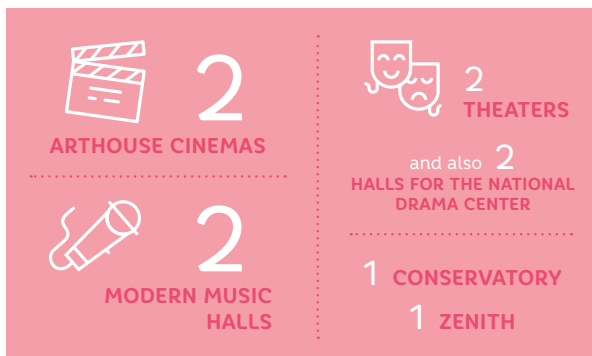
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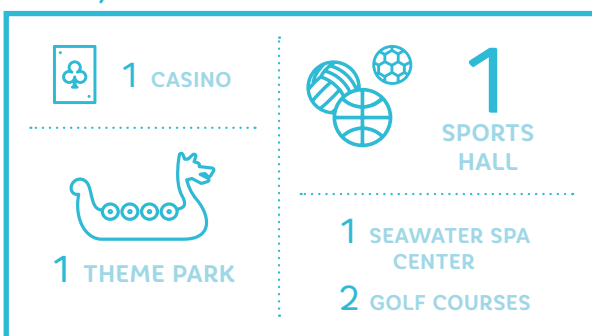
Size and population



Culture



Leisure



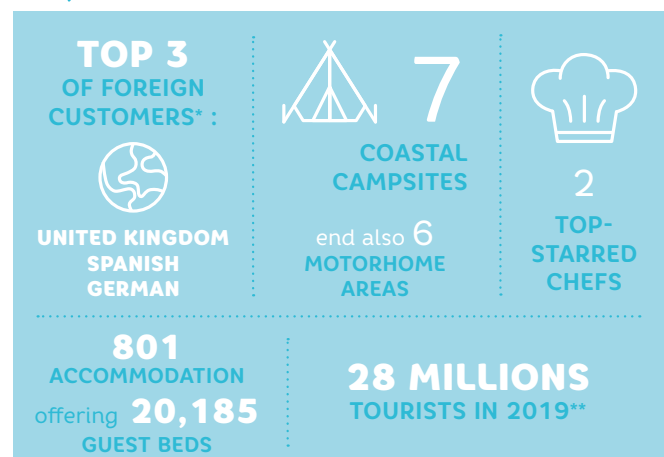
Environment



Transport



Tourism



*IN OUR RECEPTION OFFICES IN 2023

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



In 2025, Caen will celebrate its millennium with an ambitious, unifying program that will highlight its assets and inspire pride among the people of Caen, as well as being a real lever of attractiveness for the region. The challenge is to make 2025 a pivotal year, drawing on its history and strengths of today to conquer the future.

2025 will be a festive year, packed with events for all: shows, exhibitions, concerts and much more. It's an opportunity to travel through time, where the past meets the present and the future, and pay tribute to this city with a vibrant heart.

The major highlights

INAUGURATION OF THE MILLENNIUM AT CAEN CASTLE

March 20-22 2025

This emblematic site, chosen for its historical importance, will reopen its doors after two years of renovation, in its best light, right in the heart of the city.

A monumental animated fresco by artist B959 will be projected onto the ramparts of the Château and brought to life. It will tell the story of Caen through its emblematic places, its little stories, its secrets, as well as its adventures and misadventures. A pyrotechnic show will bring the evening to a close.

HISTORY DAYS

March 21-28 2025

At three of the city's historic sites: the Château, the Abbaye-aux-Dames and the University, the week's program combines demanding scientific standards with interactive and entertaining events: exhibitions, activities, tours, workshops, film screenings, 3D immersion, guided walks, study days, symposia, round tables, etc.

THE OPERATIC PARADE

May 9 2025 - 5 STATIONS,
5 KILOMETERS, 5 HOURS

This parade will cross Caen over 5km with 5 stages during 5 hours. Each monumental work will symbolize a period in history, or an interweaving of key events in the construction of the city and the lives of its inhabitants.

MARITIME WEEKEND

June 27-29, 2025

From the Presqu'île de Caen to Ouistreham, celebrate the Millennium with a weekend on the water.

The people of Caen are well aware of this, but beyond local borders, many people don't perceive the area as being in the immediate vicinity of the sea. So, for one weekend, the sea will be in the spotlight in Caen.

- 3 days of events, races and demonstrations
- 3 venues to celebrate water: Presqu'île de Caen, Bassin Saint-Pierre, Canal de Caen à la mer
- 48 rigs to represent the 48 communes of Caen la mer, brought together for the first time in Caen.

The 14 kilometers separating Caen from Ouistreham on the canal will be showcased through free, large-scale events.

AQUANAUTS, THE AQUATIC SHOW

September 19-21 2025 - Bassin Saint-Pierre

From September 19 to 21, 2025, the port of Caen will play host to Aquanauts, a show never seen before in France. Circus artists and synchronized swimmers join forces to offer an aquatic show based on fire, water and air.

Only two cities offered this show, attracting over 120,000 spectators: Prague and Stockholm.

DIGITAL ART TRAIL IN THE CITY AT THE CLOSE OF THE MILLENNIUM CELEBRATIONS

December 10-21 2025

In 2023, Caen was awarded the "Creative City for Digital Arts" label by UNESCO. What could be more symbolic than to bring this festive year to a close with an immersive and innovative experience, offering a glimpse of what the "post" Millennium could be like?

AN OPEN-AIR ART TRAIL

Summer 2025

In the summer of 2025, works of art by international, national and local artists will take up residence in the heart of Caen and Caen la mer's heritage. In all, almost 50 works will be installed in emblematic locations, highlighting the city's richness and the 1,000 years of history it represents.

These artists include:

- Vincent Leroy
- Olafur Eliasson
- Georges Rousse
- Julien Creuzet

The entire open-air route will be unveiled in 2025.

In addition to these highlights, concerts, exhibitions, cultural events and conferences will be held throughout 2025 to celebrate the city's millennium.

Download the full press kit:
www.millenairecaen2025.fr/fr/espace-presse

What's new in 2024

Actu



THE TOUR DE FRANCE 2025...
... will stop in Caen on July 9,
2025 for a time-trial stage.

CAEN CASTLE: REOPENING AFTER 2 YEARS' WORK

The project to redevelop the Château's intramural spaces began in 2023 and will be completed in March 2025, to coincide with the launch of the city's millennium festivities.

Entitled "Le Château dans ses murs" ("The Château within its walls"), the redevelopment project relies on a carpet of greenery to bring coherence to the site. Around 75% of the 4-hectare site will be landscaped, compared with the current 43%. The walkways of "this new lung for the city centre" will be redesigned to structure this large interior garden and better guide visitors to the museums and sites of interest.

To better serve the public (walkers, visitors, schoolchildren, etc.), a 700 m² reception area including reception, sanitary facilities and a bookshop-boutique will be set up at the corner of the Musée des Beaux-Arts and the Porte des Champs.

The team of architects and urban planners is also committed to reopening areas that are currently inaccessible, such as the remains of the keep, the towers of the ramparts and the gables of the Porte Saint-Pierre.



A NEW SHIP FOR BRITTANY FERRIES: GUILLAUME DE NORMANDIE

Spring 2025 will see the arrival of a new hybrid-LNG ship into the fleet of Brittany Ferries. Guillaume de Normandie is scheduled to commence sailing between Portsmouth and Caen in April. It is one of the largest hybrid LNG ferries on the cross-Channel route. Powered by both fuel and electricity, this ship will have a reduced impact on the environment. From dining, entertainment, cabin choices and décor, both ships have been specifically designed and built for the routes they will serve.

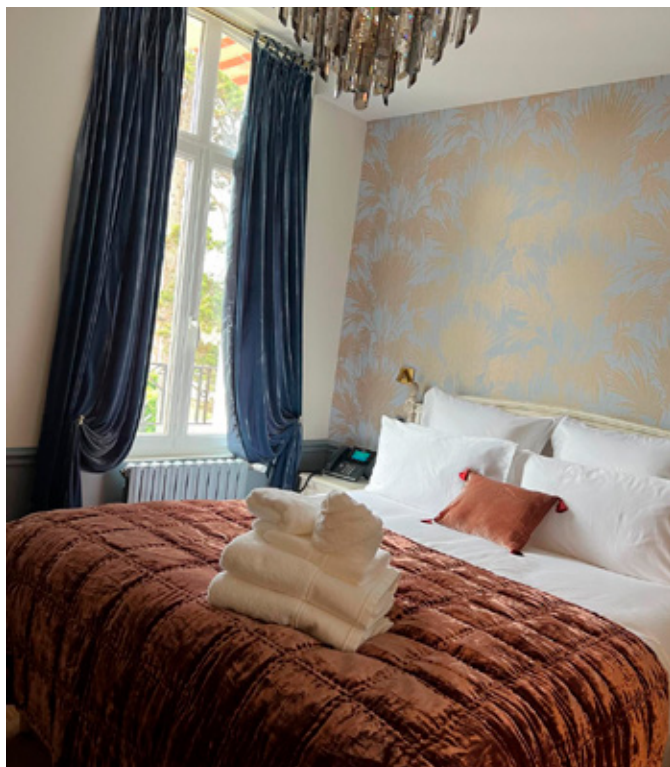




NEW OPENINGS

A boutique hotel in Ouistreham Riva Bella : Villa Victoria 4****

Located in the charming seaside resort of Ouistreham, Villa Victoria offers 2 suites and 6 rooms on the theme of the comptoir des Indes, providing a unique experience of luxury and comfort. A spa & well-being area completes this invitation to travel and relax.



La villa Robs in Caen

Located in the heart of the city and featuring a garden with city views, Villa Robs offers 8 independent apartments. This place dedicated to short stays provides all the comforts of home in a refined decorative setting.



COLIVING OR A NEW WAY OF TRAVEL

Coliving is a modern housing concept characterized by a hybrid living arrangement that combines private living spaces with shared communal areas and services.

In Caen la Mer, our coliving offer is available either by the sea or in the city, each with its own atmosphere, style, and layout allowing to meet diverse expectations and lifestyles while guaranteeing a personalized experience.

By the sea: Les Briques

Located just a few meters from the sea and accessible by bus from Caen, Les Briques consists of four spaces within a single location: a coworking space, a coliving area, a tea room and a wood workshop. Inspired by ship berths and Japanese capsule hotels, Les Briques offers eleven dormitory cabins in the coliving area. Residents also have access to a shared bathroom, a large kitchen and a common living room.

In the city centre: Weliving

Housed in an 1851 mansion in a historic district, a stone's throw from the racecourse and right in Caen's city centre, weliving offers 10 en-suite rooms, comfortable common areas (dining room, lounge, meeting room, garden and fitness room).



10 good reasons to visit

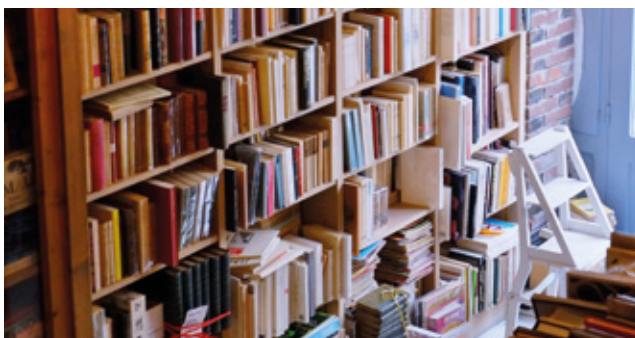
CAEN LA MER

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 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.

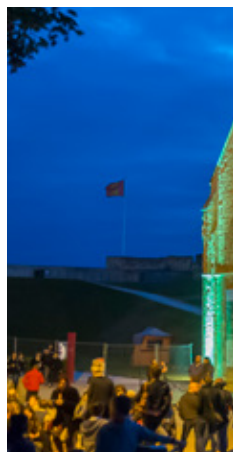


THE TWO ABBEYS

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.



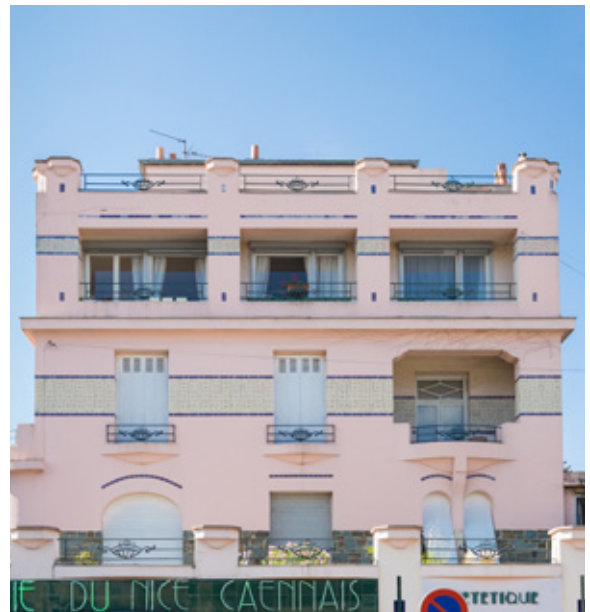


THE BELLE EPOQUE

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.



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.



EVENTS HISTORY

GRANDES FÊTES VIKINGS
(VIKING FESTIVAL) ORNAVIK
(June)



*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.



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.





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.

The Caen la Mer Normandie Tourist Office offers a few tours throughout the year of the Caen city Glacière which served as a refuge for hundreds of residents during the 1944 bombings.

D-DAY EVENTS

THE D-DAY-FESTIVAL
(end of May - beginning of June)

MARATHON DE LA LIBERTÉ, NORMANDY
RUNNING FESTIVAL (June)



*where the sea
beckons*

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.



MARITIME EVENTS

THE NORMANDY CHANNEL RACE:
spectacular 1000-mile Class 40 crew race to England and Ireland (May)

THE MARITIME WEEKEND
as part of the Millenium festivities
(June 27-29)

THE NORMANDY BEACH RACE:
a unique, original and spectacular mechanical rendez-vous mixing vintage vehicles, cars and motorcycles of American and European makes pre-1947. (September)



*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 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.

GOURMET TOUR IN CAEN: NEW (SPRING 2025)

Designed for food lovers and epicureans, this tour combines history and culinary delights. In the streets of the historic center, stops are planned at local artisans and merchants, true ambassadors of Norman know-how. They will passionately share their experiences and offer tastings of their emblematic products.



7 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.

8 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 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.

GASTRONOMY EVENTS

THE SCALLOP FESTIVAL:
Normandy's star product (October)

CROQ'FESTIVAL:
a gastronomy festival with tastings, workshops, exhibitions, markets, meetings and other events (November)



*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

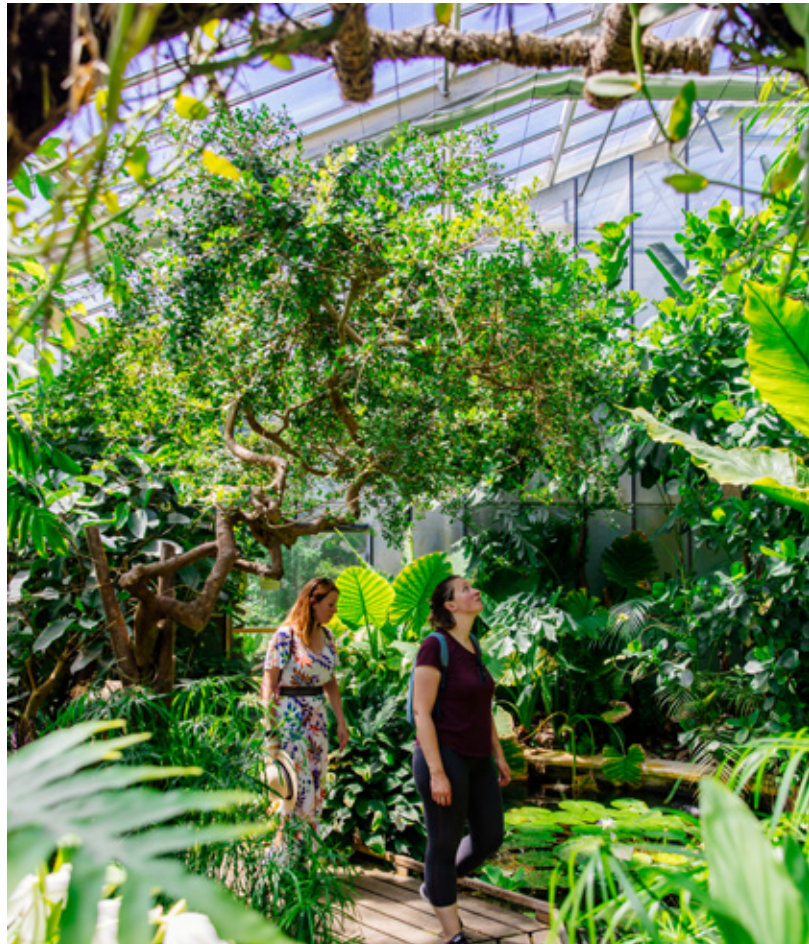
Located in the heart of the city, this museum of plants contains several thousand species, including some rare varieties. It's a miniature paradise of flowers and plants, with many exotic examples (nurtured in greenhouses). It is also home to collections such as the flora of the region, useful plants, 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 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.

COLLINE AUX OISEAUX PARK

This former landfill was inaugurated in 1994. It is a fine example of landscaped park design. The 17 hectares include a rose garden, a French city garden and twin-city garden, a perennial garden, a zoo, a play area and picnic tables. It is a big hit with families, fans of exercise and plants...



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.

LABEL GREEN DESTINATION



In 2024 Caen la mer was awarded the Green Destinations label - silver level. Awarded by the World Council for

Sustainable Tourism, it attests to sustainable management in terms of governance, nature conservation, resource management, cultural preservation, social well-being and corporate commitment. It marks an intermediary step in an ongoing commitment to sustainable tourism, encouraging Caen la mer to pursue its actions in favor of a sustainable tourism offer whatever the season.



Soft mobility

CAEN LA MER WITHOUT A CAR

Want to discover Caen la mer on foot or by bike, without using a car? It's the perfect destination for a getaway and to enjoy a weekend focused on sustainable tourism. The city of Caen is close to the sea and accessible by train: ideal for a stay with your partner, family, or friends!

ON FOOT

Explore the city through two routes: a 2-hour route for a first look at the must-see sites, and a 3 1/2 hour route to explore all the facets of the city center.

Caen's nature trails are a great way to discover hidden gems through urban hiking! Spaces of calm and disconnection along the paths, parks and gardens, cool oases, tree-lined alleys or biodiversity corridors... 3 trails are available: from 6 to 15 km, they are marked and feature information panels on transition initiatives, the built and plant heritage, traditions, and life in Caen's neighborhoods.



BY BIKE

230 bikes at 22 stations: 11 stations in Caen city center, 10 stations in the outskirts, including 1 by the sea. There's also the possibility to rent bikes for the day from our partners.

PUBLIC TRANSPORTATION

72 bus lines, including 2 lines connecting the city center to the coast, 3 tram lines. Currently, 73 buses run on biogas.

A free electric shuttle for all trips within Caen city center. With 17 fixed stops served every 15 minutes.

Committed partners

ACCOMMODATIONS: LABEL CLÉ VERTE

This label distinguishes tourist accommodations that choose to reduce their environmental impact and assert their social responsibility.

In 2024, we had 9 certified establishments. In 2025, the number will rise to 17 (15 hotels, 1 tourist residence and 1 campsite).

RESTAURANTS: LABEL ÉCOTABLE

This label supports the restaurant sector in reducing its environmental impact. Le café du ciné at the Café des Images is the only one to hold this label.

Other places, such as Greedy Guts and Okara, offer local, organic, ethical products, and deserve to be highlighted for their eco-responsible approach.

THE GARDENS OF CAEN

Distribution of ladybugs to combat aphids (free distribution to local residents), maintenance of the castle moats and the Memorial gardens by sheep.

ORNAVIK

The Ornavik park is committed to an ecological and sustainable development approach by maximizing the use of locally available materials: sand, gravel, soil, as well as wood harvested from the forest for woodwork. It has also 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 site encourages eco-friendly transportation and offers a low-carbon rate for visitors coming by bike, bus or train to Caen la mer.



Preserved and committed natural areas and seaside resorts

PROTECTED NATURAL AREAS

Caen la mer has a number of remarkable natural and geological sites, preserved by the Calvados department, which ensures the protection of natural heritage. Public access is possible as long as it's compatible with preservation efforts. Caen la mer has 4 protected natural areas: the Orne and Noë marshes and the Odon Valley on the outskirts of Caen, and the Bois du Caprice and Orne estuary on the coast.

COLLEVILLE MONTGOMERY BEACH AND ITS "PAVILLON BLEU"

This label rewards beaches for their sustainable tourism development policy, focusing on the quality of waste management facilities, sanitary facilities, safety and accessibility for bathing, as well as environmental awareness activities.



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 Ecuylère, 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!



5 GASTRONOMY

With delicatessens, chocolate shops, pastry shops, cookie shops and, of course, cheese shops, there's something for every taste and every budget. Many specialities are waiting to be discovered and tasted without moderation.





where local
craftsmanship
reigns

MADE IN NORMANDY

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!



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.

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.

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



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.



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.



CIDER PRODUCTS

As apple is the emblem of Normandy, Caen la mer is home to many cider farms producing apple juice, Calvados, Pommeau, cider vinegar and other apple-based products. They are generally family-run, and produce in the traditional way. They are open to the public.

H2O PARAPLUIE

CERTIFIED AS A "LIVING HERITAGE BUSINESS"

This workshop-boutique manufactures handmade designer umbrellas. Specialist in the design and manufacture of superior quality, high-end and long-lasting umbrellas, H2O is the guarantor of a know-how, made in Normandy since 1994, with 180 models, from classic to the most contemporary, including 2 iconic models: Passvent and Canapluie.

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!



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 2025.



> 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

CAEN LA MER AWARDS AND RECOGNITION



NO. 1 STUDENT CARNIVAL IN EUROPE
attended by more than 35,000 people.

3RD BEST CITY FOR STUDENTS IN FRANCE
l'Etudiant 2024

4TH MOST ATTRACTIVE FRENCH CITY FOR FAMILIES
Magazine Challenges 2022

7TH GREENEST CITY IN FRANCE
Observatoire des villes vertes (2023)

TOP 25 LIVABLE CITIES IN THE WORLD (23RD)
11th city in France and 1st in Normandy
Oxford Economics (2024)

CAEN LA MER HAS WON SEVERAL AWARDS

- 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 LA



Caen harbour from the air

Office de Tourisme & des Congrès Caen la mer - Normandie



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