

# Press kit

LYON, L'ART DE VIVRE  
À LA FRANÇAISE\*

\*The fine French way of life



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# The tourism industry in Lyon Metropole

**€1 billion turnover**  
generated by tourism  
industry

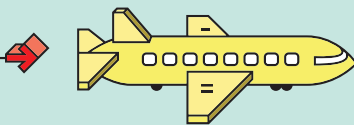
**30 000 jobs**

**2<sup>nd</sup> Economic  
metropolis  
in France**

**€145  
million  
GDP**

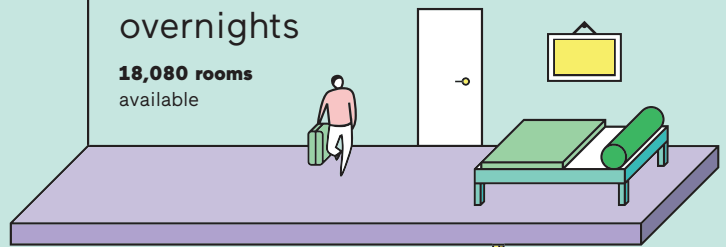
**4<sup>th</sup> airport  
in France**

**Lyon-Saint-Exupéry airport**  
over **9,5 million** passengers a year

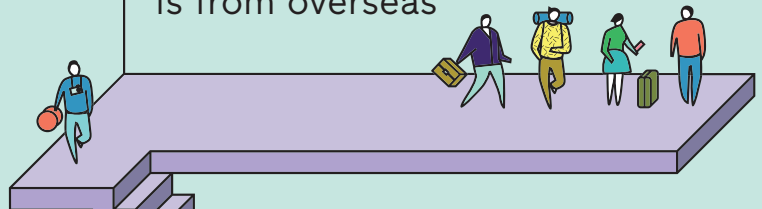


**€4.4 million  
overnights**

**18,080 rooms  
available**



**1 in 4 customers  
is from overseas**

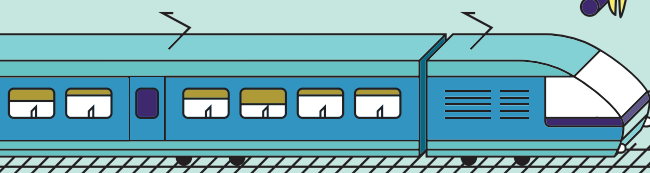


**6,000,000**  
visitors a year

including **400,000** visitors  
welcomed by ONLYLYON  
Tourism and Conventions

**1<sup>st</sup>  
international  
train station  
in France**

**Part-Dieu train station:**  
130,000 passengers  
every day



**Overseas  
visitors'  
Top 10**

Great-Britain  
Germany  
Belgium  
Switzerland  
Italy

United States  
Netherlands  
Spain  
China  
Eastern European  
countries



Sources: Database of MKG Hospitality - CCI Lyon  
Lyon Airport / ONLYLYON Tourism and Conventions / SNCF  
Data collected in 2016.



**In Lyon, past and future  
are very much part of the present.**

Our city has managed to become one of the favourite French destinations among international visitors. This is because Lyon is a city on a liveable scale that offers wide-ranging insight into the French “art de vivre”. Attracting increasing numbers of visitors every year, it is a real City Break destination at a European level. Proof of this is that Lyon is among the Top 10 most popular European cities on Google\* and in 2016 it was elected Europe's Leading City Break Destination during the World Travel Awards.

A dynamic and modern city that draws its strength from its world-famous traditions, which are gastronomy, silk and cinema. Traditions that the city has cultivated and modernized to perfection.

Each year, the ONLYLYON Tourism press service welcomes over 250 journalists from all over the world and registers over 400 spin-offs in the national and international press. Figures that are steadily increasing and just go to show that the press has a growing interest in Lyon.

So welcome to Lyon.

—  
**François Gaillard**

CEO ONLYLYON Tourism and Conventions

\*2015 Google Trends rating



## **Lyon,** **Capital of gastronomy**

***"Lyon is the capital of gastronomy", as Curnonsky, "the prince of gastronomes" was famous for being said in 1935. Initiated by women, the Mères Lyonnaises, this culinary tradition has been sustained throughout time. And it is now being reinvented. With over 4,000 registered restaurants, Lyon is more than ever the capital of gastronomy. Generous, inventive and resolutely focused on the future, the city is already training the next generation of chefs in its prestigious schools.***



View from the gastronomic restaurant of Christian Tetedoie, Lyon 5



Paul Bocuse, "chef of the century", celebrated the 53<sup>th</sup> anniversary of his 3 stars at the Michelin Guide

### Modernity in service of tradition

During the 18<sup>th</sup> century, cooking in Lyon was done by "**Mothers**": modest freelance cooks offering simple and generous food. Their skills at using cheap cuts of meat have produced traditional dishes such as *tablier de sapeur* (tripe) or *andouillette tirée à la ficelle* (chitterling sausage).

Such dishes still delight the gourmets that eat in the famous *bouchons* which can be identified thanks to their *Les Bouchons Lyonnais* quality label, initiated by ONLYLYON Tourism and Lyon's Chamber of Commerce. This quality label guarantees that products, recipes, and the specific characteristics of their cuisine, atmosphere and welcome are ensured. Among the specialities on offer in these bouchons, the *mâchon* is a must. Traditionally eaten at 9 am, as did the *Canut* silk workers in the past, this meal is mainly made up of cooked pork meats washed down with Beaujolais wine. And it still delights modern brotherhoods, like the *Franco-Mâchons* and *Mâchon des Filles*.

Nowadays, the tradition of eating in bouchons is being revisited by Lyon's up-and-coming chefs, who cultivate the same values of conviviality, simplicity, generosity and the love of fresh products.

### "The secrets of gastronomy in Lyon" tour

From the *mâchon* enjoyed by the *Canuts* to the *Mères Lyonnaises*, this guided tour through the streets of Vieux-Lyon and the Presqu'île reveals the secrets of Lyon's heritage and gastronomy: anecdotes, life in a bouchon restaurant and food tasting!



### City of the leading light of gastronomy

Lyon owes a lot to **Paul Bocuse**, and its title as the capital of gastronomy in particular. As the chef of chefs, his cuisine is famous and has been crowned with success thanks to half a century of 3-star ratings in the Michelin Guide. First elected Chef of the Century in 1989 by the Gault & Millau guide and again in 2011 by the Culinary Institute of America, his gastronomic influence has extended over two centuries.

**Monsieur Paul**, as he is affectionately called, is more than a great cook: he is a visionary. After his gastronomic restaurant in Collonges-au-Mont-d'Or, Paul Bocuse developed an upmarket brasserie concept in Lyon. Bocuse's style, service and touch in cookery are acclaimed by a wide range of people. Over the past few years, his group of 4 brasseries named after the cardinal points has been extended with two new restaurants: Fond Rose and Marguerite. Paul Bocuse is also aiming for a veritable culinary revolution with the creation of Ouest Express, a chain of fast-food restaurants à la Bocuse.

With the project "**Lyon and Paul Bocuse celebrate 50 years of gastronomic excellence**", ONLYLYON Tourism celebrated from 2015 to 2017 both the gastronomic maestro and the visionary. A project selected by the Ministry of Foreign Affairs among some forty national applications within the scope of Destination Contracts.



### The excellence of gastronomy in Lyon

Lyon's gastronomy is renowned thanks to star-rated chefs and the next generation of cooks, all promised to a star-spangled future. In 2016, 25 stars cast their glow on restaurants in the city.

- **Paul Bocuse** \*\*\*, Collonges-au-Mont-d'Or
- **Guy Lassaussaie** \*\*, Chasselay
- **La Mère Brazier** \*\*, Matthieu Viannay, Lyon 1
- **Le Neuvième Art** \*\*, Christophe Roure, Lyon 6
- **PRaiRIal** \*, Gaëtan Gentil, Lyon 1
- **Les Trois Domes** \*, Christian Lherm, Lyon 2
- **L'Alexandrin** \*, Laurent Rigal, Lyon 3
- **Les Terrasses de Lyon** \*, David Delsart, Lyon 5
- **Christian Tetedoie** \*, Lyon 5
- **Au 14 février** \*, Tsuyoshi Arai, Lyon 5
- **Les Loges** \*, Anthony Bonnet, Lyon 5
- **Jérémy Galvan** \*, Lyon 5
- **Maison Clovis** \*, Clovis Khoury, Lyon 6
- **Takao Takano** \*, Lyon 6
- **Le Gourmet de Sèze** \*, Bernard Mariller, Lyon 6
- **Pierre Orsi** \*, Lyon 6
- **Le Passe-Temps** \*, Younghoon Lee, Lyon 6
- **Miraflores** \*, Carlos Camino, Lyon 6
- **Auberge de l'Île** \*, Jean-Christophe Ansanay-Alex, Lyon 9
- **La Rotonde** \*, Jean-François Malle, La Tour-de-Salvagny



The pike quenelle  
by Joseph Viola

### The excellence of regional products

At the crossroads of regions producing poultry, wine, fruit and vegetables, Lyon puts terroir products at the heart of its gastronomy. And all of them have been celebrated at the **Halles de Lyon - Paul Bocuse** since 1971. In this covered market, which dates back to 1859, inhabitants as well as star-rated chefs come here in search of the excellence of local terroir products. A particular atmosphere combining conviviality, a buzz of excitement and a wide range of aromas is to be found here, especially on Sunday mornings. The menu devised from the wares sold at the stalls of its 50 traders will include cooked pork meat products and grattons by Sibilia, Giraudet quenelles, Mère Richard's Saint-Marcellin cheese, praline in the tarts sold by Sève, or in powder form for homemade gourmet desserts. And at lunchtime, the restaurateurs and famous oyster sellers at the Halles de Lyon delight locals and tourists alike. Throughout the city, other markets celebrate regional products, symbolic markets such as the one on Quai Saint-Antoine, convivial markets as in the Croix-Rousse area or nocturnal as in Place Carnot, which stays open in the evening.

The production of wine is also an asset that contributes toward the wealth of Lyon's gastronomy. To the north of Lyon, the famous **Beaujolais** region supplies private individuals and restaurateurs alike. The 10 vintages, including Le Moulin-à-Vent, have nothing to envy compared to other great wines. Further east, a small 300-hectare appellation nestles in the hills around Lyon. And finally the south, which resonates with such prestigious names as Condrieu and other Côtes-Rôtie wines. A little further afield, the wines of Savoie, Bugey or the Vallée du Rhône complete the picture of the wine-growing world.





→

Know-how and handover  
at the Paul Bocuse  
Institute

### Training and transmission

Passing on their knowledge is a major challenge for all great chefs. It gives the next generation sound foundations anchored in tradition and resolutely focused on modernity.

In the Lyon area, culinary schools such as **Institut Bocuse**, **Vatel** and the catering school **Tsuji** provide highly specialized training. Their reputation is such that, every year, hundreds of students from all over the world flock to Lyon to be trained in these establishments, helping to extend the influence of Lyonnais and French cuisine at an international level. Top-notch training that can be enjoyed during individual cookery classes or at the tables of teaching restaurants.

Lyon is also at the origin of an innovative approach: **Délice**, a network of gourmet cities throughout the world that it has presided over since 2007. Through events, conferences and theme-based exchanges, Délice is a forum through which cities can promote their experience and share their know-how. Quality of life, appeal, economic development and urban marketing are among the subjects broached by the municipalities, chefs, local talents, culinary schools and other professionals in the gastronomy sector. Thanks to their culinary heritage and expertise, the cities that make up the Délice network are acknowledged to be the finest dining destinations in the world.

#### **SIRHA, Bocuse d'Or and B.I.G.**

SIRHA is the largest food-service related trade fair in the world, and is held every odd-numbered year in January. "Les Bocuse d'Or" are symbolic of its excellence: every 2 years, they reward the best chefs. The offbeat gourmet event B.I.G. (Biennale Internationale du Goût) is organized for the benefit of the general public.



### La Cité Internationale de la Gastronomie

Located inside the Grand Hôtel-Dieu, a historical monument currently being reconverted, La Cité Internationale de la Gastronomie will focus on **culinary culture** and the **French « art de vivre »**. It will offer interactive experiences, exhibitions, demonstrations, creations, sharing and exchanges on culinary heritage, and pay particular attention to healthy eating.

Headed by the City of Lyon, the Metropole and Region, this innovative project has been supported by all professions in the sector: agriculture, the food-processing industry, the catering trade and hotels, restaurants and tourism. It will open late in 2018.



↑  
Bird's-eyes view above the Saône River  
and historical quarters of Lyon,  
dominated by the Basilica of Fourvière

## **An urban stroll through 2,000 years of history**

**Lyon gives its visitors an exceptional historical trail.  
In the Jardin des Curiosités, time unfolds from past to present,  
and from east to west. Here visitors can stroll from antiquity  
to modern-day life via the Renaissance period, thus gaining  
an understanding of over two centuries of architectural heritage;  
which explains why 500 ha of the city are inscribed  
on UNESCO's world heritage list.**



**Lyon 5**  
The Fourvière hill

### The age-old Fourvière hill

It is on the "hill that prays" that Lucius Munatius Plancus founded Lugdunum, the capital of the Gauls, in the year 43 BC. Here lies one of the most imposing archaeological ensembles from antiquity, including an Odeon and a theatre, which could seat up to 10,000 people. The neighbouring Gallo-Roman museum draws visitors into a spiral that goes back in time, for an interactive discovery tour of five centuries of archaeological treasures. Here you will be told that a shrine was built on the ruins of the Roman forum as early as the 12<sup>th</sup> century. Both chapels, one of which was devoted to the Virgin Mary, were to become in the 19<sup>th</sup> century the Fourvière Basilica designed by Pierre Bossan, now symbolic of the city itself. Nowadays, the hill is also a temple devoted to music and live shows, thanks to Les Nuits de Fourvière during summer evenings.



**Lyon 5**  
The Vieux-Lyon

### Vieux-Lyon, a unique Renaissance district in Europe

At the foot of Fourvière hill, Vieux-Lyon is one of the largest Renaissance ensembles in Europe. Surrounding the three spires of S<sup>t</sup>-Georges, S<sup>t</sup>-Jean and S<sup>t</sup>-Paul, the 24 ha district was protected by the Malraux law in 1964. Ever since, authorities have been busy renovating this pedestrian area listed by UNESCO in 1998. An object of particular attention, traboules are intersecting alleyways in Vieux-Lyon, and a curiosity specific to the city. These 300 pedestrian passageways are used to go from one street to another, through the inner courtyards of buildings.



**Lyon 1, 2**  
The Presqu'île,  
from Terreaux square  
to Confluence district

### The Presqu'île, the heart of the City

A stroll through the Presqu'île spans 900 years of history. It begins with Rue Mercière, where the narrow alleyways and paving stones are reminiscent of the Middle Ages. In Place des Terreaux, visitors are immersed in the 17<sup>th</sup> century with the Hôtel de Ville and Palais Saint-Pierre opposite Bartholdi fountain. In Bellecour, they discover the huge square in honour of King Louis XIV. On Rue de la République, they can admire the Napoleonic style of the banking quarter, and the lovely Palais de la Bourse (Second Empire). And finally the modern touches of the Presqu'île: the roof of the Opera designed by Jean Nouvel and the columns designed by Buren in Place des Terreaux. Further south, they'll be given a taste of the future by strolling through the 150 ha Confluence site.



↑  
Saint-Georges' district in Vieux-Lyon  
with its colorful facades

### The well-kept secret of Lyon's traboules!

The "Traboules" application devised by ONLYLYON Tourism reveals the secrets of Lyon's famous courtyards and traboules. Thanks to augmented reality, this application immerses visitors in the Renaissance period and the revolts of the Canut silk workers.



↑  
The Terreaux square, its Bartholdi fountain  
and City Council





**Lyon 1, 4**  
The Croix-Rousse hill, from slopes bottom to the plateau

### La Croix-Rousse, the "hill that works"

Croix-Rousse is like a village in the heart of the city. As everywhere else in Lyon, Roman remains are very present, but it is the "workshop" buildings, with their large windows and high ceilings that are so characteristic in this district. These homes were constructed around the large Jacquard weaving looms used by the silk workers, or Canuts, when the Croix-Rousse plateau was incorporated into Lyon in 1852. To get to this plateau, you have to navigate the *pentes* (slopes), a maze of alleyways, courtyards and *traboules* reminiscent of Vieux-Lyon.

Nowadays, the noise of the *bistancs* is more rarely heard, and the stores of young designers are multiplying and giving the district a facelift. Near the Saône, Les Subsistances has taken over the former Saint Marie des Chaînes convent. Now an artists' residence and home to the School of Fine Arts, it is also host to alternative events such as Les Nuits Sonores. The *pentes* are hip, trendy and innovative, a perfect illustration of tradition revisited.

### The origin of "traboules" in the slopes of the Croix Rousse district

The silk manufactured on the Croix-Rousse plateau by the Canuts was loaded onto boats waiting on the Saône, at the bottom of the slope ("pentes"), to be sold. As silk was sold by weight, traders used the traboules to ensure the fabric stayed dry, so that it could be sold at its true value.

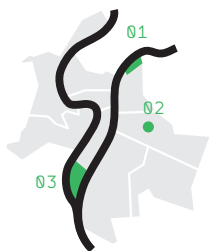
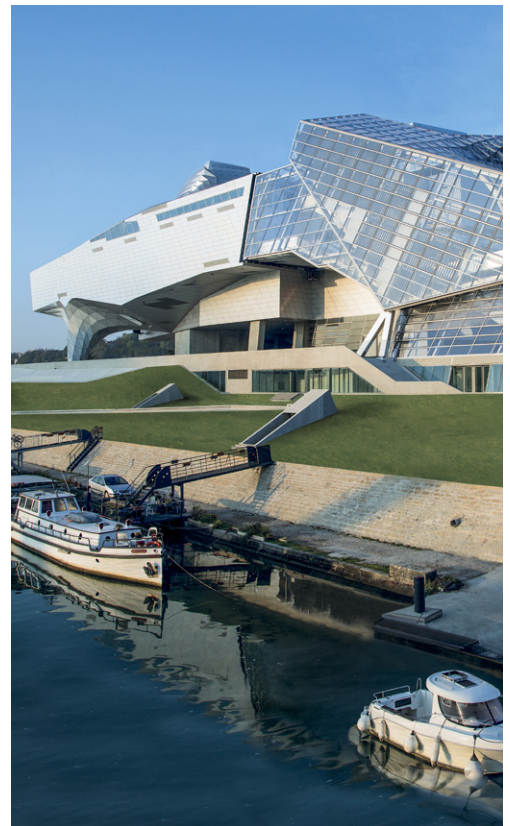


The Grande Côte slope on the Croix-Rousse hill



The famous Cour des Voraces hill





#### Lyon 2, 3, 6, Villeurbanne

01: the *Cité Internationale*

02: Part-Dieu district

03: Confluence district

#### Lyon, a contemporary city

To the north of Lyon, the *Cité Internationale*, designed by Renzo Piano and completed in 2006, is a turning point of architectural renewal in the city. This district prefigures the focus on sustainability in future urban development in Lyon, as does the Confluence district south of the *Presqu'île*.

As early as 2003, this district's 150 ha began to evolve, with the rehabilitation of the former buildings in Rambaud Port (Customs house, "Les Salins", "La Sucrière").

In this eco-friendly district, architects are remoulding the city: modern, colourful and in the vanguard, as with the orange Cube by Jakob and MacFarlane and the Musée des Confluences by Coop Himmelb(l)au.

In Part-Dieu, the 2<sup>nd</sup> largest business centre after La Défense in Paris, Lyon's skyline is being built up around the "Crayon", the Oxygène and Incity towers.

Finally, in Givors, Les Etoiles by Jean Renaudie were awarded the 20<sup>th</sup> Century Heritage label in 2003. This geometric, star-shaped district is one of the *Utopies Réalisées* (Utopia Achieved). As are the sky-scrapers in Villeurbanne, considered ultra-modern architectural ensembles at the time, that provided both social housing and community facilities.

↖  
In the Confluence district, an acknowledged modernity: the orange Cube

↑  
*Musée des Confluences*

# One year in Lyon

## 01. B.I.G. - Biennale Internationale du Goût

A group of festive and entertaining events devoted to the general public, during the SIRHA event, for all lovers of Lyon's gastronomy.

January

## 02. SIRHA and the Bocuse d'Or competition

This famous competition, which follows the codes of the greatest sporting events, is held during SIRHA, the international trade fair devoted to the hospitality sector and gastronomy organized every two years in Lyon.

February

## 03. Cartoons in Greater Lyon

The best of European animation cinema over the past few years is the object of screenings throughout Greater Lyon, for the benefit of the general public.

March

## 04. Vintage fashion market

A popular fashion-federating event that is open to all. Vintage products offering a unique blend of trends, tastes, colours, looks and entertainment.

April

## 05. Quais du Polar

An essential French event devoted to crime fiction with novels, comics, TV series, cinema, round table meetings, urban investigations, theatre, exhibitions, games, and more. For all members of the public.

June

## June → August

### 07. Nuits de Fourvière

A multidisciplinary cultural festival (theatre, music, dance) held every year since 1946 in the Gallo-Roman theatres in the Fourvière area. For some years now, this event in Lyon has been attracting increasing numbers of foreign visitors thanks to the numerous international artists who take part in it.

## September

### 08. Biennale de la Danse

This biennial dance festival is the largest in the world and brings together over forty international companies and 100,000 spectators every even-numbered year.

## October

### 10. Lumière Festival

This festival, held in the home town of the cinematograph, invites the world of cinema to celebrate its vitality and memory. At the climax, the Prix Lumière is awarded to a leading figure for their life's work and their contribution to the history of cinema. The Lumière festival also includes over 180 screenings for all ages, events, and cinema-concerts in various locations throughout the city.

### 11. Labelsoie Festival

Amateurs and specialists are invited to discover the influence silk has had on Lyon's history, as well as its position in contemporary textile design and local industry.

### 09. Biennale d'art contemporain

A biennial modern art festival and an essential event in the art world that ranks among the 5 greatest international biennials, attracting over 250,000 visitors every odd-numbered year.

## May

### 06. Nuits Sonores

A reference in Europe, this independent and urban electronic festival attracts more than 130,000 French and foreign visitors every year. Organized by the Arty Farty association, it has been a yearly 5-day occurrence since 2003.

## December

### 11. Fête des Lumières

With several million visitors every year, the Festival of lights is the most important event in Lyon every year. During 4 days around the 8<sup>th</sup> of December, artists from Lyon and abroad

illuminate the city of Lyon and offer a unique visual experience. An event that attracts visitors from Lyon, France and all over the world.

## GOING OUT IN LYON DAY

### Fun :)

#### The great tradition of café-theatres

Alongside Lyon's famous puppet Guignol, café-theatres in Lyon represent the other aspect of satirical tradition. After the creation in 1977 of La Graine (now the "Migraine") café-theatres proliferated, first in Vieux-Lyon then throughout the entire city.

After training in such establishments, a whole generation of now famous French actors, such as Florence Foresti and Gad Elmaleh, emerged in Lyon and all perfected their shows on stages in Lyon prior to heading for Paris. Still today, this tradition is in full swing and the city, with its café-theatres, is still the place where talent is spotted and selected for future festivals.

Lyon is the 2<sup>nd</sup> largest city in France in terms of culture, with 20% of its operating budget devoted to culture.

# Going out

### Cultural

#### A busy cultural life

Lyon Metropole boasts many excellent institutions and museums that are unique in France. Among them, the Confluences museum, famous for its contemporary architecture, questions the origins of Earth and humanity both historically and geographically. As for the Opéra National, one of the twenty most prestigious ballets companies in the world, and the Théâtre des Célestins, they follow an ambitious programme. The illustrious Musée des Beaux-Arts, one of the major museums in France and Europe, exhibits rare collections that encompass Antiquity and Modern Art. And finally La Maison de la Danse, a unique location in Europe, welcomes the most skilled modern dance companies in the world.

### Clever !

#### Lyon City Card: the essential cultural pass

The Lyon City Card opens the doors of museums and temporary exhibitions throughout the city, and gives its holders access to Guignol shows. It also offers lots of discounts on shows at the Opéra National, Théâtre des Célestins, La Maison de la Danse and the Théâtre Nouvelle Génération.

[ see page 30 ]

#### Main museums in Lyon:

- Musée des Confluences
- Museum of Miniatures and Cinema
- Fine Arts Museum
- Museum of Textile and Decorative Arts
- Printing Museum
- Modern Art Museum
- Lumière Institute
- Gallo-Roman Museum
- Tony Garnier Urban Museum
- Gadagne Museums:  
History of Lyon  
& World Puppets

## GOING OUT IN LYON NIGHT

### Underground

#### The slopes in the Croix-Rousse district

The inhabitants of Lyon gather to relax in the “pentes” and share a relaxing moment together. In this bohemian quarter, the bars offer eclectic programmes. The lower part of the pentes are the haunt of younger night revellers.

### Conviviality

#### The banks of the Rhône

Ever since they were redeveloped, the shores of the left bank of the Rhône have been taken by storm all year round. In the evening, locals and visitors alike gather on the terraces of the many moored barges. As night falls, these floating bars morph into nightclubs.

### Festive

#### The Vieux-Lyon district

Vieux-Lyon is a historic district popular among tourists and the favourite haunt of sport and beer fans, owing to its many pubs. In the evening, it is invested by students.

in

Lyon

Lyon elected  
“French city of nightlife”  
— \*2015 at the “Trophées  
de la nuit” in Paris.

### Chic clubbing

#### The Brotteaux and Confluence districts

Built in the early 19th century around the former train station, the Brotteaux area is now an essential stop among the trendier inhabitants of Lyon. It has all the ingredients for a successful night out: bars, restaurants and nightclubs.

To the south of the Presqu’île, the Confluence district, with its trendy establishments, is a must for all chic clubbers.

### Electro

#### The Confluence district

As the Mecca of the electro scene in Lyon, the Confluence district attracts lovers of electronic music to its rooftops clubs, with the very latest programmes. In May, it becomes the centre of the electro scene in France and Europe within the scope of the electronic music festival Les Nuits Sonores.



# Lyon, the birthplace of cinema

As the home town of the Lumière brothers, Lyon cultivates the art of cinema with passion via the Lumière Institute and its Lumière festival. But cinema in Lyon is also about transmission and innovation like the development of the Pôle Pixel, with over 50 companies involved in cinema industry.



**4 questions for Thierry Frémaux  
Director, Lumière Institute and  
Lumière Festival, Managing  
Director, Cannes Film Festival.**

**Can you tell us a little about  
the Lumière museum?**

The museum is located within the walls of the château owned by the Lumière family, inventors of cinema.

It has existed for 30 years, presenting the birth of movies, and the Lumière cinematograph in particular, which enabled them to shoot the very first films. It also goes over all the various stages and highlights of the Lumière family's second great innovation: colour photography.

**Apart from the museum, what can be  
seen at the Lumière Institute?**

The Lumière Institute has a film library that projects films every evening in the former factory, and a library. Because of it, the district has recovered its identity, and I think locals are always quite moved when they enter the former Lumière factory to see films that have marked the history of cinema.

**What of the Lumière Festival, Lyon's  
essential cinema-related event?**

Since 2009, this festival has been celebrating the history of cinema in the heart of the district where the 7<sup>th</sup> Art originated.

During one week in October, we project over a hundred overlooked or recently restored films, and organize meetings with directors and actors past and present.

More than 300 sessions are organized in 22 communes within Greater Lyon. Locals love the festival, some say they don't go to the pictures very often, but never miss the festival!

**What are the highlights  
of this festival?**

The Lumière prize is one of the highlights. It rewards an actor or director for their life's work, as well as the relationship they maintain with the history of cinema. The winners include Clint Eastwood, Milos Forman, Pedro Almodovar, Quentin Tarantino, and Martin Scorsese, and all have come to bear witness to their love of the movies.

**Did you know?**

The 1<sup>st</sup> film in history entitled "Sortie d'usine" was shot in Lyon.

The street where it was shot has even been officially named "Rue du Premier Film"!



# From Canuts to young designers

**The modern aspect of Lyon's traditions is expressed in many areas, and silk is no exception. Young designers and industrial textile groups are constantly drawing on this tradition of silk-making, and promoting the Jacquard heritage.**

The history of silk in Lyon goes back to the 16<sup>th</sup> century, when its exclusive trade was entrusted to the inhabitants of Lyon. "La Fabrique" included traders, foremen and journeymen, and laid down the organizational rules of work. From the late 18<sup>th</sup> century onwards, competition in this sector was harsh. Silk underwent important technical and social revolutions, such as the revolts of the silk workers, called **Canuts**, in 1831 and 1834. Know-how was, then, already marked by innovation. The weaving loom invented by **Jacquard** is even seen as the ancestor of computers.

In the middle of the 19<sup>th</sup> century, during the golden age of silk, the Croix-Rousse district where the Canuts lived and worked, boasted over 100,000 weaving looms. The sector represented close to ¾ of the economic activity.

Today the sector is once again faced with strong competition. But to set itself apart, Lyon's textile industry is relying on the old tradition of silk weaving to further its innovations. Although Lyon's silk is still used to furnish luxury companies such as **Hermès** and châteaux worldwide, it also inspires young designers. The industry has also opted for the technical textiles niche. A wedding dress made from fibre optics developed by **Brochier** is thus rightfully exhibited at the Confluences museum. Technological innovations have even taken Lyon into telecommunications and aeronautics, as with Diatex.



**Where can you buy samples of silk produced by renowned companies at unbeatable prices?**

Head for the Silk Market during the LabelSoie festival in November to sort through designer fabrics manufactured by such companies as Prella and Tassinari & Chatel.

**List of silk and textile discovery sites**

- Silk workshop, Lyon 1
- Museum of Textile & Decorative Arts, Lyon 2
- Soierie Vivante, Lyon 4
- Maison des Canuts, Lyon 4

# The pulse of fashion is in Lyon

**As the historic capital of silk and textiles, Lyon offers eclectic and stimulating shopping experiences. From luxury brands to the stores of young designers, not forgetting the numerous antique dealers and concept stores, shopping is all part of Lyon's art of living.**

## **Lyon, a breeding ground for young designers**

The city is crammed with talented designers and attracts amateurs of new shopping experiences. Mainly based on the *Presqu'île* and in Croix Rousse *pentès*, Lyon's young talent has likewise elected domicile at the "Village des Créateurs" in Passage Thiaffait. A creators' gathering site which represents the "made in Lyon" originality.

## **The private kingdom of antique dealers and vintage fashion**

Lyon Metropole boasts approximately 650 antique dealers mainly located on the *Presqu'île* in the Auguste Comte district and also in Villeurbanne at La Cité des Antiquaires and the Puces du Canal (flea market). In existence for over twenty years now, the Puces du Canal is the second largest flea market in France. Finally, amateurs and connoisseurs of vintage fashion meet every year in March at the Vintage Fashion Market.

## **Le Carré d'Or in Lyon**

Le Carré d'Or, located between Place Bellecour and Place des Cordeliers, is home to over 70 luxury stores and ideal for a relaxed stroll. Ever since the 19<sup>th</sup> century, Passage de l'Argue in the heart of Le Carré d'Or, between Rue de la République and Rue Edouard Herriot, has housed stores steeped in old-fashioned charm. Here, stores of yore offer visitors a shopping experience worthy of a different era.

## **Big name brands in Lyon**

Lyon boasts major international brands. They are to be found around Rue de la République and Rue Grôlée, making this one of the top districts for shopping. The Part-Dieu shopping centre (one of the largest in Europe) and the Confluence trade and leisure centre are also essential shopping hubs in the metropolitan area. It is worth noting that in the spring of 2018, a brand village boasting 120 stores will be opened.

## **Buying souvenirs in Lyon**

As a tourist destination, Lyon has many souvenir shops, mainly located in Vieux-Lyon and Place Bellecour.

Harper Store  
2 rue de Sèze  
Lyon 6  
↓

## **Did you know?**

Every two years, the "Lyon Shop Design" competition, implemented by Lyon's Chamber of Commerce rewards the five trendiest stores in town and the "Tendance *Presqu'île*" association highlights the diversity of the shopping area of the *Presqu'île*.





# Nature in Lyon



↙ The Rhône river banks  
 ← The Tête d'Or Park glasshouses  
 ↓ The ABC blocks seen from the Jean Couty aquatic garden



## Tête d'Or Park

Tête d'Or Park, with its 150 ha, is the favourite haunt of locals and one of the largest parks in Europe. For over 150 years, it has been Lyon's green lung, with its vast meadows, lake and groves of century-old trees. Its recreation of African plains is home to animals from the savannah that live there in semi-captivity. Its botanical garden and tropical greenhouses are home to some 16,000 species. And finally, its 3 rose gardens bear witness to the importance of the history of roses in the area.

## River banks

The banks of the Rhône and Saône have both been redeveloped and turned into places devoted to relaxation and leisure activities. They have barge restaurants, floating bars and even works of art. Lyon is also crossed by ViaRhôna, an 815-km cycling trail that begins at Lake Geneva and meanders all the way to the Mediterranean Sea.

## The Confluence eco-district

Begun in 2003, the Confluence district was designed as an extension to the town centre focused on sustainable development.

As the first district to have been awarded a WWF label, it boasts HQE buildings and the first positive-energy building group in Europe: Hikari. Furthermore, close to a quarter of its housing stock has been turned into social housing.

## Going with the flow

By bike or on foot, Lyon is the ideal place to enjoy a relaxed stroll. It is also great seen from its river banks, on board an electric Lyon City Boat or the Vaporetto.

**Bateaux-mouches® originated in Lyon**  
 Bateaux-mouches® found their way into the capital on the occasion of the Universal Exhibition in 1867. Yet these boats originated in the Mouche district in Gerland, and had been used to ferry passengers in Lyon for nearly five years.

## Parks worth visiting

- Hauteurs Park, Lyon 5
- Gerland Park, Lyon 7
- Lacroix-Laval Park, Marcy-L'Etoile
- Miribel-Jonage Park, Décines

# A city focused on the future

**Building on past experience, Lyon is resolutely focused on the future. For several years now, the urban area has been committed to ensuring its territory becomes an exceptional site with wide-ranging urban projects. Its programme includes: redeveloping the southern part of the Presqu'île, the Part-Dieu area and renovating the Grand Hôtel-Dieu. The aim being to enable the territory to reinforce its economic and industrial fabric, strengthen its excellent high tech sectors and ensure free-flowing movement.**

## **Lyon Part-Dieu, a driving force behind the city's power of attraction**

As the strategic heart of the Lyon metropolis, Part-Dieu is one of the driving forces of its influence and power of attraction at national and European levels. Its development project aims to attract newcomers and turn the district into an **international reference** in terms of quality, urban innovation and economic performance as early as 2020. The project therefore combines developing the service sector and improving the quality of life of inhabitants and workers. It includes several aspects.

Firstly, new green open spaces and relaxation areas will be created. Means of transport will also be increased and made easier, with the development of the TCL network and non-motorized transport (bicycles, Vélo'v, pedestrian routes). As for culture, the offer will be enriched with new events throughout the district. The ground floors of new buildings will accommodate service providers and stores, and the shopping centre will be redesigned to open out with rooftop areas devoted to urban leisure activities and catering.

The urban landscape will be transformed thanks to the renovation of buildings in accordance

with existing architectural heritage in the Part-Dieu area, but also thanks to the construction of several towers which will redefine Lyon's **skyline**.

And finally, the station will be renovated to cater for over 220,000 travellers a day by 2030 (compared to 120,000 currently). A new façade, entrance and shopping mall tied to the **To — Lyon** project (an exceptional 85,000 m<sup>2</sup> programme scheduled for 2022) will profoundly change the station as we now know it.

### **The Lyon Part-Dieu project in figures (2010-2030)**

+ **650,000 m<sup>2</sup>** of office  
+ **2,200** homes  
+ **40,000** jobs  
+ **100,000** passengers  
in the SNCF station / day  
+ **50,000 m<sup>2</sup>** facilities created  
+ **3,000** inhabitants  
+ **30** ha of redeveloped  
public areas



The Grand Hotel  
Dieu conversion  
project, Lyon 2



The international  
Part-Dieu district  
in 2030, Lyon 3



## Confluence, the greatest town centre project in Europe

Located in the heart of Lyon, south of the Presqu'île, the Confluence district, long devoted to industry and logistic activities, began its transformation in 2003. The aim of this ambitious 150 ha programme, that includes 5 km of river banks, was to create a new, contemporary and with stringent environmental standards (1<sup>st</sup> WWF district in France) in view of **doubling the surface area of the town centre of Lyon**. And this is just what we did! Today, the first stage of the La Confluence project (41 ha) has already changed the appearance of the district. It now has 1,500 homes, 230,000 m<sup>2</sup> of offices and activities, bordered by 22.5 ha of generously sized and convivial public spaces (Saône Park, Place Nautique, the public areas in port Rambaud, etc.). Stage 2, which concerns a surface area of 35 ha, began in 2012. Designed by the Swiss firm **Herzog & de Meuron**, and landscape gardener **Michel Desvigne**, it plays on height variations, and aims to make life easier for those opting for alternative means of transport. It includes the "Market District", with housing, offices and shops, as well as pedestrian pathways through cultivated courtyards, wooded areas, terraces and playgrounds. Eventually, the Confluence district will house 16,000 inhabitants and 25,000 employees.

## The renovation of the Grand Hôtel-Dieu

Conducted by Eiffage and its partner Generim, the restoration and reconversion project chosen for Hôtel-Dieu de Lyon draws its inspiration from the roots of history to meet the requirements of modern-day life.

This major project aims to highlight the architecture and heritage of this site, which is entirely listed as a historic monument that dates back to the 18<sup>th</sup> century. By restoring this former hospital, Greater Lyon hopes to breathe new life into the site in a coherent and innovative manner, by opening it up to the general public thanks to a range of activities and pleasant areas devoted to relaxation. Located on a strategic site at the heart of the Presqu'île, this iconic monument will house shops, offices, restaurants and a bar, a 5-star **InterContinental hotel** with 143 rooms, a convention centre and a dozen apartments.

And finally, it is here, in this complex open to all, that the **UNESCO-listed** Cité Internationale de la Gastronomie de Lyon will celebrate and hand down the Gastronomic Meal of the French, and give pride of place to flavoursome food, beautiful tableware and gourmet eating experiences. It is scheduled to open in the spring of 2019. Grand Hôtel-Dieu will open in the spring of 2018 for shops and offices, then in December 2018 for the InterContinental hotel and convention centre.





## Croix-Rousse

## Brotteaux

## Fourvière

## Vieux-Lyon

## Guillotière

## Presqu'île

## Gerland

## Confluence

Place Nautique

Place des Terreaux

Place des Jacobins

Place Bellecour

Place Carnot

Rhône river banks

Tête d'Or Park

Espace Tête d'Or

Perrache train station

Part-Dieu train station

Halle Tony Garnier

Musée des Confluences

Massena

Garibaldi

Jean Macé

Place Jean Jaurès

Place Guichard

Saxe Gambetta

Ampère

Bellecour

Cordeliers

Hôtel de ville

Croix Paquet

Croix Rousse

Hénon

Fourvière

Vieux Lyon

Saint-Just

Part Dieu

Part Dieu

Part Dieu

Part Dieu

Part Dieu

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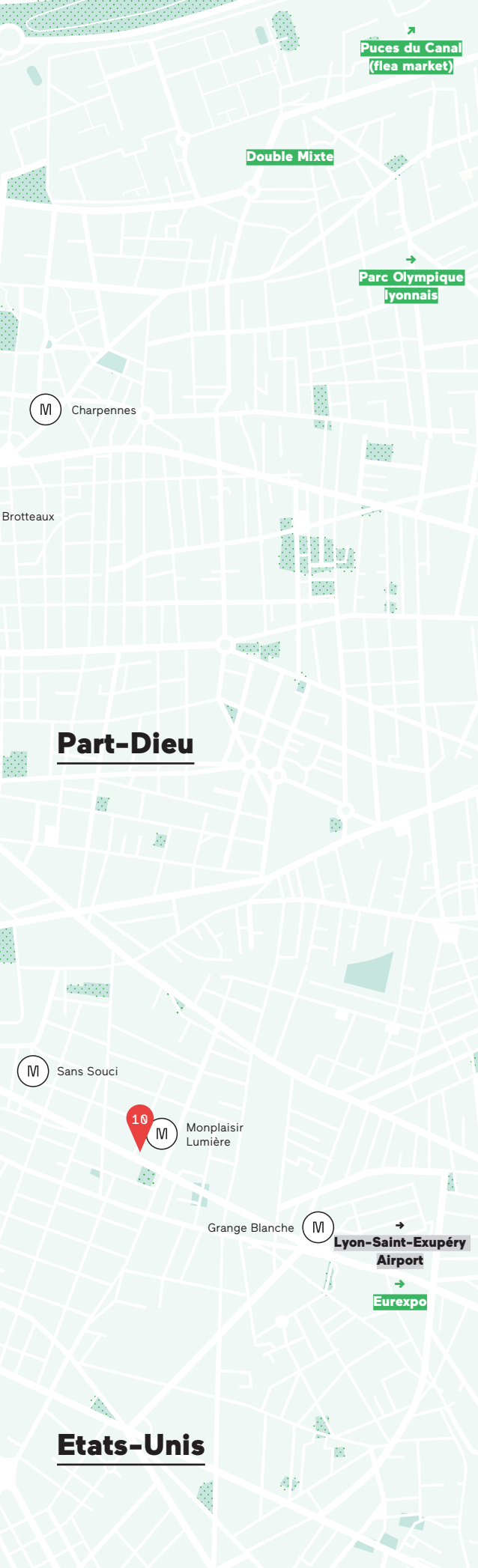
Part Dieu

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# Map of Lyon



## Key



- |  |   |
|--|---|
| 01. Fine Arts Museum                                 |  ONLYLYON Tourism Pavilion (TIC) |
| 02. Printing Museum                                  |  Shopping zone                   |
| 03. Museum of Textile & Decorative Arts              |  Restaurants zone                |
| 04. Musée des Confluences                            |  Metro                           |
| 05. Gadagne Museums                                  |  Tram                            |
| 06. Museum of Miniatures & Cinema                    |  Funicular railway               |
| 07. Gallo-Roman Theatres and Museum                  |  Vaporetto                       |
| 08. Modern Art Museum                                |  Parks & gardens                 |
| 09. History of the Resistance and Deportation Centre |   |
| 10. Lumière Museum                                   |   |
| 11. Maison des Canuts                                |   |
| 12. Soierie Vivante                                  |   |
| 13. Sucrière   |   |
| 14. Halles de Lyon Paul Bocuse                       |   |
| 15. Painted mural: the Canuts                        |   |
| 16. Painted mural: Paul Bocuse                       |   |
| 17. Painted mural: Lyonnais celebrities              |   |
| 18. Halle Tony Garnier                               |   |
| 19. Célestins Theatre                                |   |
| 20. Cité des Antiquaires                             |   |
| 21. New Franco-Chinese institute                     |   |
| 22. Musée Urbain Tony Garnier                        |   |



# Capital of the 2<sup>nd</sup> most popular tourist region in France



**As the capital of the greater Auvergne-Rhône-Alpes region, Lyon finds itself at the heart of a natural showcase made up of vines, lakes, mountains and volcanos.**

## Greater Lyon, the Lyon Metropole (01)

Created on the 1st January 2015, the Lyon Metropole is a territorial community that is unique in France. As a result of a merger between the Urban Community of Lyon and General Council of the Rhône area, it encompasses the 59 communes that make up Greater Lyon (1.3 million inhabitants). This territory is a great playground to be explored, with many activities devoted to games, sports, well-being, hiking, typical markets, and guided tours.

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

## The Metropolitan Hub

Created in 2012, the 1<sup>st</sup> French metropolitan hub is made up of metropolitan cities and urban areas throughout the region: Lyon, Saint-Etienne, Vienne, Bourgoin-Jallieu and Villefranche-sur-Saône. Covering an area of 1600 km<sup>2</sup> and 145 communes, it has many tourist assets, such as Saint-Etienne just 45 mins from Lyon. As a UNESCO-listed city of design, it is also a member of the Creative Cities network. It boasts unique sites in terms of creativity, and in particular the Le Corbusier site in Firminy

and the Cité du design, which organizes the Biennial International Design event. Another essential site in Saint-Etienne is the Museum of Modern and Contemporary Art, one of the greatest collections of contemporary European art and designer objects, with over 20,000 works of art.

[www.polemetropolitain.fr](http://www.polemetropolitain.fr)

[www.saint-etienne-tourisme.com](http://www.saint-etienne-tourisme.com)

## Auvergne-Rhône-Alpes: France's 4<sup>th</sup> largest wine-growing region

Distributed throughout 54 AOP\* and 15 IGP\*\* estates, the region's wines are an opportunity to enjoy a fascinating voyage through emblematic landscapes and vineyards.

In Auvergne-Rhône-Alpes, vines are very fond of sunny slopes, and the result is enjoyed by the greatest connoisseurs. Among these vineyards, the Beaujolais area is characterized by hills and over 150 châteaux just 30 minutes to the north of Lyon.

The magnificent Coteaux hillside vineyard is one of the loveliest in the world, and home to some great, very subtle and surprisingly diverse wines.

As the 8<sup>th</sup> richest region in Europe, it is also the 2<sup>nd</sup> most popular region in terms of tourism in France, with 19.7 billion euros in French and foreign consumption (8% of the GDP) and 168,000 jobs generated by the tourism sector. Every year, 140 million overnight French tourist bookings are recorded throughout the region and 1.6 billion euros are invested in tourism.

Commonly called the third river in Lyon, Beaujolais is inseparable from the capital of gastronomy.

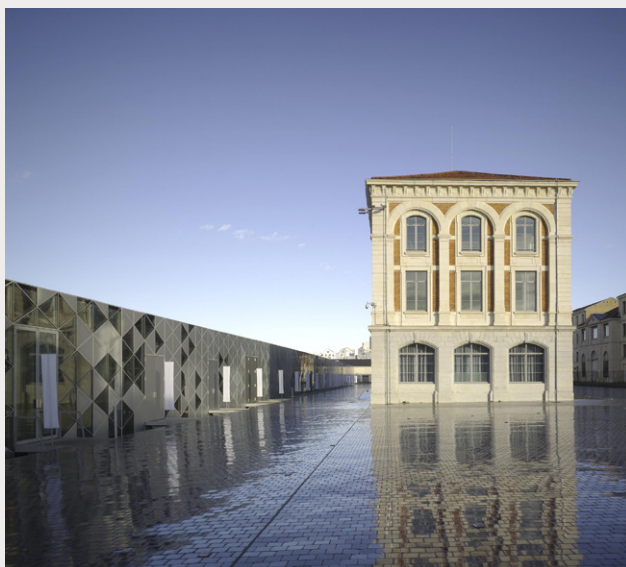
[www.beaujolais.fr](http://www.beaujolais.fr)

[www.destination-beaujolais.com](http://www.destination-beaujolais.com)

\* Protected Appellation of Origin

\*\* Protected Geographical Indication





↖  
The Auvergne  
volcanos

↑  
Beaujolais  
vineyards and  
its golden stones  
villages

←  
*Cité du Design*  
in Saint-Etienne

↑  
Ski trails  
in Chamonix

## L'Auvergne [02]

Auvergne boasts a spectacular natural heritage of volcanos, imposing scenery, and springs. As the capital of ecotourism focused on outdoor leisure activities and health, Auvergne is also an authentic and preserved part of France. According to Lonely Planet, who included it in its Top 10 worldwide destinations most worth visiting in 2016 "Auvergne is being reinvented but hasn't lost an ounce of its rural charm".

[www.auvergne-tourisme.info](http://www.auvergne-tourisme.info)

## Savoie Mont Blanc: top destination in the world for winter sports [03]

With its 110 resorts, 17 interconnected ski areas and over 70 Nordic skiing sites, Savoie Mont Blanc boasts the largest winter sports site in the world. Generating 65.4 million overnight stays a year, these resorts welcome a very wide range of customers, half of which are international.

Located at the foot of the exceptional site of the massif of Mont-Blanc, the valley of Chamonix is a shrine devoted to skiing, the birthplace

of mountaineering and a paradise for hikers. It includes the following resorts: Servoz, Les Houches, Chamonix-Mont-Blanc, Argentière and Vallorcine.

[www.savoie-mont-blanc.com](http://www.savoie-mont-blanc.com)

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

For more information  
about the region, please visit  
[www.rhonealpes-tourisme.com](http://www.rhonealpes-tourisme.com)



## Only in Lyon: Lyon is in a league of its own...

### 01. Sport

The influence of Lyon's sports clubs can be felt internationally: Olympique Lyonnais, 7 times French football champion, Tony Parker's ASVEL (basketball) and the Lou Rugby team all make the city's heart beat stronger.

### 02. Silk

Formerly located on the Silk Road, Lyon still supplies the great historical monuments of Europe. And it is precisely in the Lyon region that the silk scarves of the prestigious brand Hermès's are produced.

### 03. The capital of printing

In the late 15<sup>th</sup> and early 16<sup>th</sup> centuries, Lyon was one of the first cities to have its own rich and varied network of printers and editors and became the European capital of edition.

### 04. Light

Lyon is now a world reference in terms of "nocturnal urban landscapes". For two decades now, it has been highlighting its various monuments and districts using light, and is constantly searching for new solutions to reduce its electricity consumption.

### 05. The resistance

As the hotbed of the French Resistance during World War II, Lyon is known for its Resistance hero Jean Moulin. The "Centre d'Histoire de la Résistance et de la Déportation" in Lyon details this part of its history.

### 06. Painted murals

Lyon's painted murals are known for their diversity and beauty. Created by the cooperative CitéCréation, the hundred-odd painted walls in Lyon are now part of the city's heritage.

And this know-how is now being exported worldwide.

### 07. The capital of the Gauls

Formerly known as Lugdunum, Lyon was once the Capital of the Gauls: a cosmopolitan city with different cultures, languages and beliefs that originated in the provinces of the Empire. Discover over 2000 years of history at the Gallo-Roman Museum in Lyon.

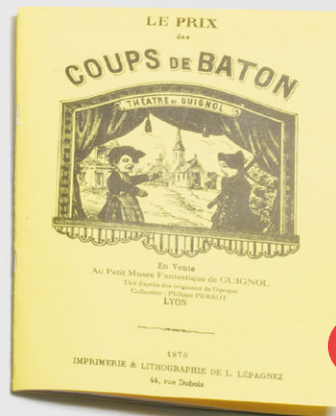




08



09



12



10



11

## 08. Roses

The history of roses in Lyon began in 1830. Within a century, Lyon became a Mecca for the production and creation of new roses. More than 3000 varieties have thus originated in Lyon, and close to a hundred remain connected to Lyon through their names, such as "Belle Lyonnaise" and "Merveille de Lyon".

## 09. Cinema

Invented by the Lumière brothers in 1852, the art of cinema is cultivated with passion in Lyon.

This heritage, which can be admired at the Lumière Institute, is passed on via numerous studios and schools in the city, as well as Pôle Pixel, which includes over 50 companies (image, sound and creative industries).

## 10. Gastronomy

Acknowledged internationally for the number and diversity of its restaurants, the quality of its products, and the talent of its Chefs, Lyon truly is the Capital of Gastronomy in France, as shown by the creation of La Cité Internationale de la

Gastronomie inside the magnificent Grand Hôtel-Dieu.

## 11. Electro

A breeding ground for electronic music artists, every year Lyon plays the leading role in the electro music scene with its Nuits Sonores festival. An urban festival that many European capitals envy and which sets itself apart thanks to the quality of its programme.

## 12. Guignol

The famous Guignol puppet goes back to the time of the Canuts and has since become a symbol of Lyon, and no doubt inspired the TV programme "Les Guignols de l'Info". Although on show throughout France, only in Lyon can young and old alike discover the real tradition of Guignol theatre shows.

# At the service of visitors



## **Pavilion ONLYLYON**

The ONLYLYON Tourism pavilion in Place Bellecour provides an innovative welcome for 400,000 yearly visitors (approx. 10% of the global number of tourists). Visitors get an inside view of the city thanks to immersive images projected on a 10-m screen. A mobile team of Lyon City Helpers completes this plan.

Open 7 days a week  
from 9 am to 6 pm.  
Closed on the 25<sup>th</sup> December  
and the 1<sup>st</sup> January.  
[www.lyon-france.com](http://www.lyon-france.com)



## **Lyon City Card**

From 1 to 4 days, this door-opener gives users access to 22 museums and temporary exhibitions, ONLYLYON guided tours, a cruise and the entire public transport network. The Lyon City Card also entitles users to a number of discounts on shows or the Lyon City Bus.

Further information on  
[www.lyoncitycard.com](http://www.lyoncitycard.com)



## **Pocket Wifi**

Pocket WiFi is a unique mobile device that enables visitors to remain connected to the web throughout the city. Thanks to a continuous HD connection, the user can connect up to 10 devices simultaneously. ONLYLYON Tourism (in partnership with Hippocket WiFi) is the 1<sup>st</sup> tourist information office to put a WiFi connection at the disposal of visitors.

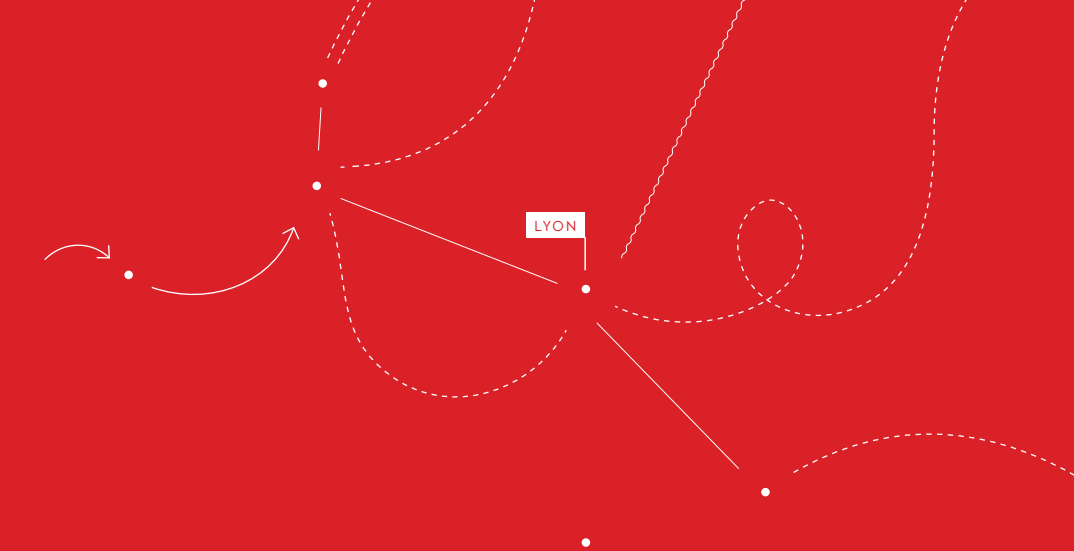
This service is available  
at the Place de Bellecour  
Pavilion, prices start  
at €8/day for 300 Mb.



## **Novel ways of visiting Lyon**

You can also see Lyon from different viewpoints: on top of the double decker Lyon City Bus, from the water with the Lyon City Boat or on board the small Lyon Tram Tour train. The ONLYLYON Tourism Tour Guides Bureau also offers more than 70 themes of guided tours led by close to 20 lecturing tour guides in some ten languages. Unusual and historical tours for all ages.

Further information on  
[www.visiterlyon.com](http://www.visiterlyon.com)



### Coming to Lyon

#### **Plane**

Lyon is connected to the world! With the 4<sup>th</sup> busiest airport in France and over 120 regular direct national and international routes, the city is easy to get to by plane. And the number of connections is rising.

#### **Train**

With 3 stations, including Part-Dieu, the largest international station in France, it couldn't be easier to get to Lyon by train and TGV.

#### **Car**

Located in the heart of Europe and connected to all main European motorways, Lyon is easily accessible by car from France and Europe.

### Getting out and about in Lyon

#### **Public transport**

With 4 metro lines, 2 funicular railways (aka "ficelles"), 4 tram lines and over 120 bus lines, the Lyon Metropole boasts one of the densest public transport networks (TCL) in France.

#### **Vélo'v**

Distributed throughout 348 stations in Lyon and Villeurbanne, the area has more than 4,000 shareable Vélo'v bikes. A practical, eco-friendly and cheap way of scouring the 483 kilometres of cycling routes in the city.

#### **Vaporetto**

This river shuttle on the Saône links the Confluence district and the Presqu'île, it runs every hour and costs 2 euros. A novel way of getting about while enjoying the scenery.

### Flying to Lyon with Air France-KLM

**Air France-KLM is aiming to connect Lyon to the rest of the world, having flown more than 3 million passengers to and from the city in 2016, with a total of 42 destinations served by direct flights.\* In 2017, the Group is offering 328 destinations in 118 countries across its four brands.**



#### **→ Air France and KLM**

They connect Lyon's airport to the hubs of Paris-Charles de Gaulle and Amsterdam-Schiphol with 5 and 4 flights a day respectively. The increase in services to Paris-Charles de Gaulle (by 20%) allows numerous connections between Lyon and the Air France-KLM Group's international network.

#### **→ HOP! Air France,**

Using Lyon-Saint-Exupéry Airport as a major hub, HOP! offers multiple connections and a unique inter-regional network to 26 destinations in both France and Europe.

#### **→ Transavia**

It connects Lyon to 15 "leisure" destinations in Europe and the Mediterranean basin.

With a fleet of 534 aircraft in operation and 93.4 million passengers carried in 2016, mainly from its hub airports of Paris-Charles de Gaulle and Amsterdam-Schiphol, Air France-KLM is the largest airline in terms of international traffic departing Europe.

With over 27 million members, its Flying Blue frequent-flyer programme is among the leading loyalty schemes in Europe.

Air France-KLM is a member of the SkyTeam alliance: 20 airlines have access to an international network of more than 17,000 daily flights to over 1,060 destinations in 177 countries.

*\*17 French and 25 international destinations*





[www.lyon-france.com](http://www.lyon-france.com)