

# Lyon makes a commitment to sustainable tourism



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# Named by the European Union as its 1<sup>st</sup> European Capital of Smart Tourism in 2019, the Métropole de Lyon is making a firm commitment to a different kind of tourism. In this document, you can find out about the commitments made by ONLYLYON Tourism and actions taken by the organisation to encourage more responsible tourism in our communities.

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## A destination strategy

ONLYLYON Tourism and Conventions has been working with the Métropole de Lyon for a number of years to promote sustainable and responsible tourism. The title of *European Capital of Smart Tourism 2019* was a wonderful acknowledgement of all the measures already introduced in the areas of accessibility, sustainability, cultural heritage and digitalisation. However, it has also proved a catalyst in bringing all the destination's stakeholders together in a comprehensive destination strategy which could serve as a model throughout Europe.

Thanks to this accolade, Lyon has become a benchmark and has been able to share its good practices with other European cities and discuss with them the sustainable tourism challenges that lie ahead.

## Sustainable tourism

In 2019, Lyon joined the *GDS-Index* (Global Destination Sustainability Index), a performance improvement programme designed to make the business and events tourism industry more sustainable. With a score of 55%, Lyon is the highest-ranking destination in France. At world level, Lyon is ranked 36<sup>th</sup> out of 50 destinations. Also in 2019, both the *Lyon Convention Centre*, an eco-designed building, and *Eurexpo* earned *ISO 20121* certification.

Now, in 2020, Lyon is working towards obtaining *International Responsible Tourism* certification, the *ISO 20121* standard for tourism destinations.

## Inclusive tourism

Awarded 1<sup>st</sup> prize in the *European Access City Awards* in 2018, the city of Lyon puts accessibility at the heart of the urban experience, guaranteeing a stay that caters for all visitors, all budgets and all tastes. ONLYLYON is striving to make the tourism experience in Lyon more accessible, with dedicated resources and a special welcome service for people with disabilities.

## Quality tourism thanks to soft mobility

Soft modes of transport (bikes, roller skates and blades, foot, etc.) are becoming an increasingly common sight in the Lyon region. The development of cyclotourism is a strategic development focus for the destination, which lies at the intersection of two major cycle routes, the *Viarhônga* (which links Geneva and the Mediterranean) and the *Voie Bleue Saône-Moselle* (which runs between Luxembourg and Lyon).

ONLYLYON Tourism and Conventions has held the national *Accueil Vélo* label since 2019. This label recognises tourism professionals, such as accommodation providers, restaurants, attractions, and bike hire or repair companies, which cater for the specific needs of cyclotourists.

## Rational tourism

In 2010, Lyon developed the *Ville équitabile et durable* label. The only one of its kind in France, the label is designed to promote a local, environmentally friendly, social and inclusive economy. ONLYLYON Tourism and Conventions is the first tourist office to take steps towards obtaining the *ADEME Étiquette Environnementale*. And it is also taking this a step further by helping accommodation providers to obtain this *Étiquette Environnementale* and working with caterers to promote more responsible cuisine.

In 2020,  
ONLYLYON Tourism and Conventions  
has launched an environmental footprint reduction  
strategy in the form of a collaborative business project  
with the aim of obtaining the LUCIE CSR label  
and the Étiquette Environnementale,  
a first for a tourist office.  
A "Tourisme et Handicap" label has also been launched.





### Proximity tourism

For more than 10 years, *ONLYLYON Tourism and Conventions* has been putting in place various tools to develop proximity tourism.

The *Lyon City Card 365* is a version of the conventional *Lyon City Card* which is exclusively for the residents of the Lyon region. The pass lasts for one year and gives holders access to 3 tourism or cultural activities, as well as the opportunity to (re)discover the city on a guided tour.

The *Mon weekend à Lyon what's on* guide, which was created for local residents, is a calendar which lists all events and festivals in the Lyon region and also includes good ideas for weekend activities close to home.

Similarly, but this time focusing on gastronomy, *ONLYLYON Tourism and Conventions* has created a special section on its website showcasing Lyon's buzzing culinary scene. C'est *Lyon qui Régale!* is an online foodie calendar listing more than 200 food-related events throughout the year.

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Botanical glasshouse and esplanade of the Parc de la Tête d'Or

### Respectful tourism

To protect the quality of life of its residents, Lyon undertakes various heritage development activities and works to ensure peaceful coexistence between tourists and locals, through mediation activities for example. The *Lyon City Helpers* are on hand at strategic attractions to welcome both local residents and domestic and international visitors. During the summer months, for example, they can be found at the entrance to the famous *Traboules* in Old Lyon handing out

the *Charte de bonnes pratiques* pour la visite du site historique de Lyon (Charter of good practice for visiting the Historic Site of Lyon). In Lyon, tourism also means sharing experiences with residents. The *Lyon Greeters* network has developed over more than 10 years and promotes a new kind of tourism, and more specifically a new form of hospitality, based on voluntary action, cultural exchange and free services.





### Innovative tourism

Lyon embraces innovation and digitalisation as part of its commitment to excellence and an ever-improving customer experience, so visitors to Lyon are guaranteed an unforgettable stay. ONLYLYON has, therefore, launched a unique and pioneering initiative: *ONLYLYON Expérience*, a destination CRM system designed to develop a close, lasting and profitable relationship with local, domestic and international visitors.

ONLYLYON Expérience uses both *ONLYLYON Tourism and Conventions'* customer databases and those of its partners, such as hoteliers or activity providers, to offer a high-quality digital resource for all visitors to the region. One of the programme's objectives is to spread the flow of visitors across the Lyon region by encouraging them to explore places off the beaten track.

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The swimming pool and banks of the Rhône

### Calm tourism

In 2020, the Lyon Metropolitan Region and *ONLYLYON Tourism and Conventions* has created the "*Charte Sérénité, ensemble pour prendre soin de vous*". This commitment charter is aimed at all local stakeholders, such as accommodation providers, restaurateurs, attraction managers and other operators, who are involved in the provision of hospitality for visitors.

The objective is to reassure visitors, at every stage of their stay, that the Covid-19 measures currently in force are being followed, and to enable them to identify establishments which have signed up to the charter thanks to a special logo. This new Charter is designed to be a lasting document and will be amended every year to reflect changes in the health situation.



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The "Charte Sérénité"