

PRESS PACK



TOURISME

Rouen

Capital of Normandy

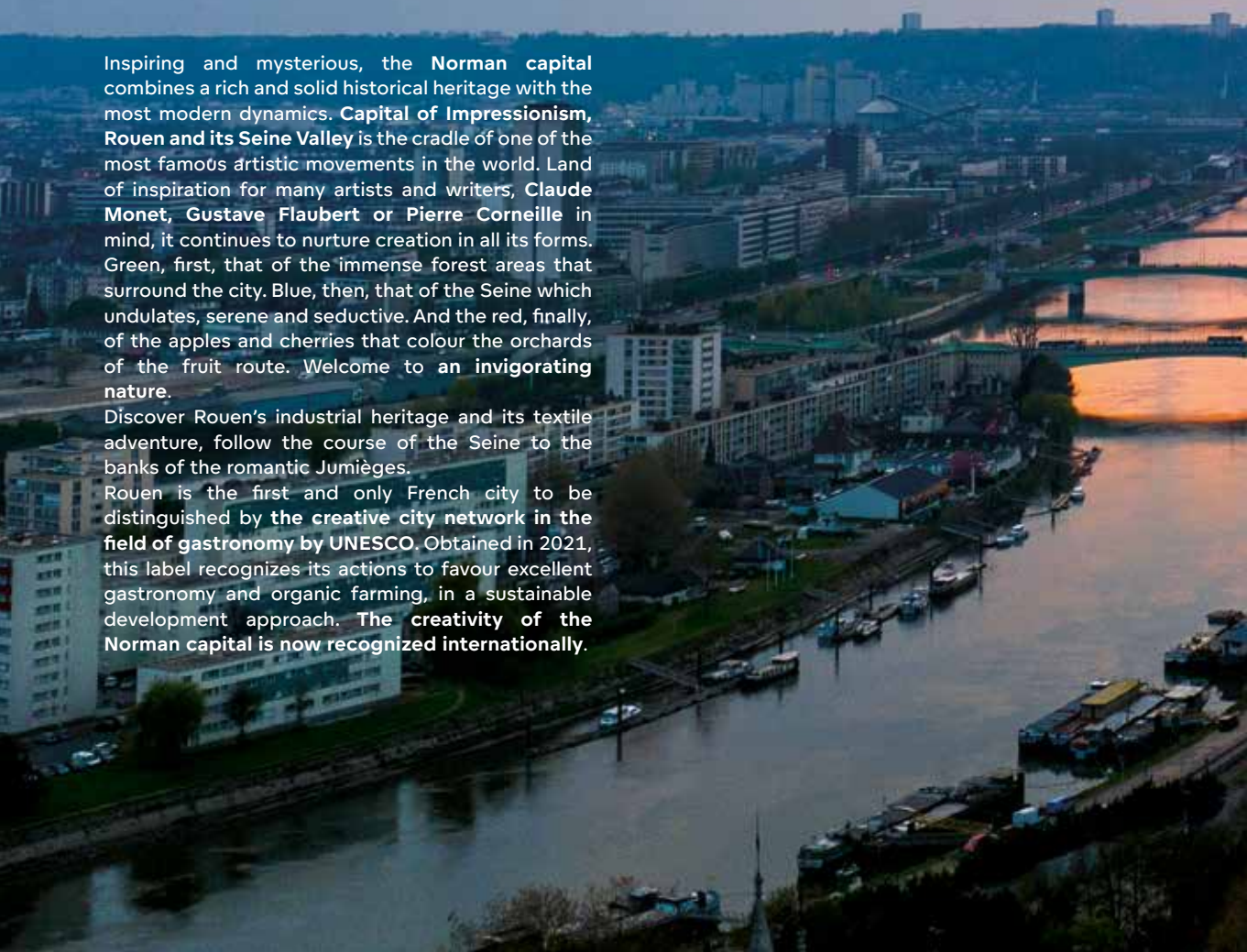
With 2,000 years of history, the capital of Normandy is one of France's finest and most beautiful historic cities. A land of inspiration for many artists, a heaven of greenery and natural wonders, a UNESCO acclaimed culinary capital showcasing, a rich mercantile and industrial heritage...

Rouen has it all! Welcome to a city of wonder.

Inspiring and mysterious, the **Norman capital** combines a rich and solid historical heritage with the most modern dynamics. **Capital of Impressionism, Rouen and its Seine Valley** is the cradle of one of the most famous artistic movements in the world. Land of inspiration for many artists and writers, **Claude Monet, Gustave Flaubert or Pierre Corneille** in mind, it continues to nurture creation in all its forms. Green, first, that of the immense forest areas that surround the city. Blue, then, that of the Seine which undulates, serene and seductive. And the red, finally, of the apples and cherries that colour the orchards of the fruit route. Welcome to an **invigorating nature**.

Discover Rouen's industrial heritage and its textile adventure, follow the course of the Seine to the banks of the romantic Jumièges.

Rouen is the first and only French city to be distinguished by the **creative city network in the field of gastronomy by UNESCO**. Obtained in 2021, this label recognizes its actions to favour excellent gastronomy and organic farming, in a sustainable development approach. **The creativity of the Norman capital is now recognized internationally.**







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Dufy Raoul, The course of the Seine de Paris has the estuary (right part), 1937 (oil on canvas)

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METROPOLIS OF ROUEN

6 638 square m



71 Cities, towns and villages



A population of **500,000** inhabitants in Rouen Metropolitan area

A LAND OF INSPIRATION

12 free museums

1st

Impressionist collection outside the Musée d'Orsay in Paris
150 years of impressionism

1 circus theater building in Elbeuf

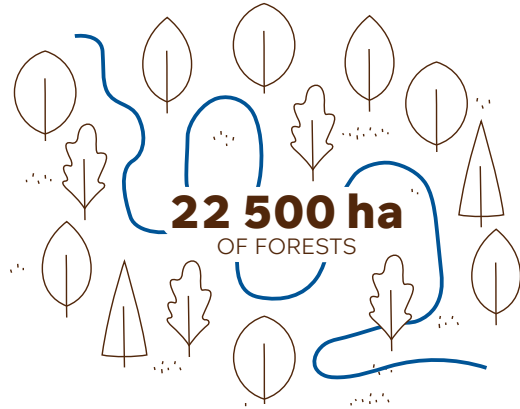
1 Center National Dramatic from Normandy

1 Zenith

1 opera house « Théâtre lyrique d'intérêt national »

1 modern music hall

A MYTHICAL RIVER, STUNNING FORESTS AND BREATHTAKING PANORAMAS



500 km of walking trails

3 woodlands labeled "Forêts d'exception®" (exceptional forests)

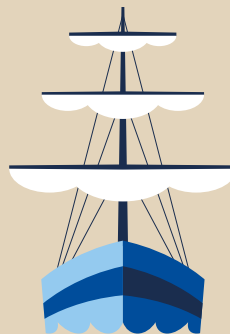
13 listed tree specimen labeled "Arbres remarquables" (remarkable trees)

100 km section of the cycling route "La Seine à Vélo" which runs from Paris to the Channel

3 "maisons des forêts" to learn about nature and forests

12 breathtaking panoramas of the Seine river

A THRIVING INDUSTRIAL PAST AND PRESENT



1st export port for cereals in western Europe

5th most important port of France

7 ferry crossing points over the Seine

1 electro-solar powered river shuttle

The Armada
the biggest tall ship gathering and maritime event in the world

AN OPEN-AIR MUSEUM

A territory recognized for its heritage and art, listed as **Villes et Pays d'art et d'histoire**

A one-of-a-kind ossuary and burial ground in Europe: **l'Aître Saint-Maclou**

The oldest **Jewish monument** in France

8,50 m

That's the diameter of the rose window inside the gothic **l'abbaye de Saint-Ouen**. Its restoration is supported by a major fundraising campaign



The highest spire in France

151 m

Cathédrale Notre-Dame

2,000 timber-framed houses

228 historical listed buildings

67 stars in the Michelin guide

ROUEN, UNESCO CREATIVE CITY OF GASTRONOMY



A UNESCO Label for its Food culture

+ 3,000 Hotels rooms



650 restaurants

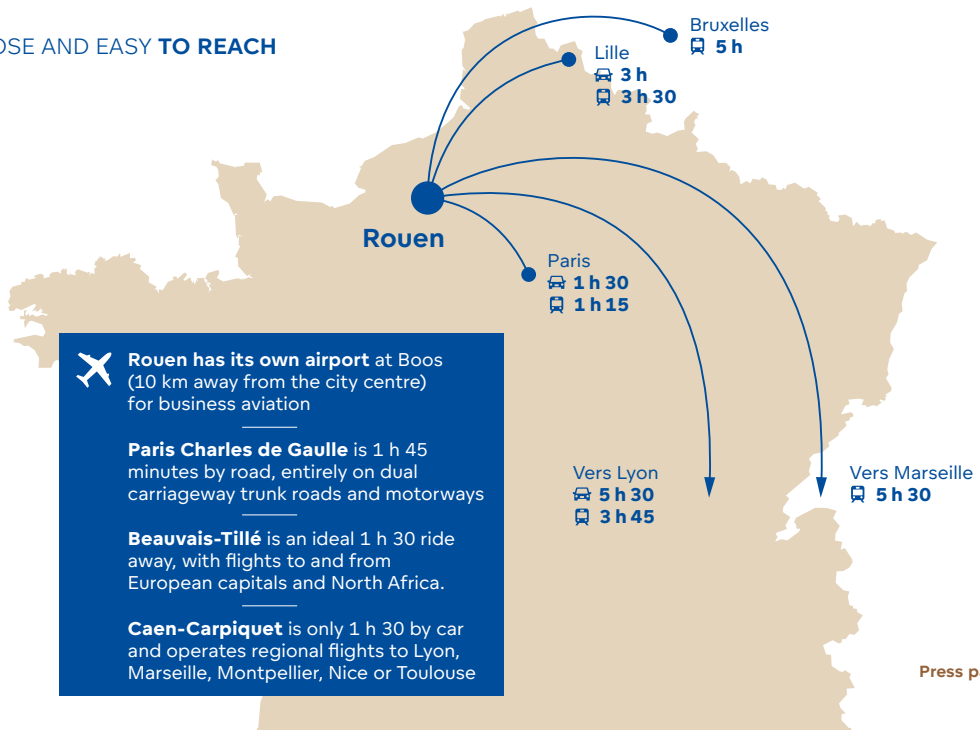


196 bars

3rd place in the national ranking of the number of bars per inhabitant ratio

Reception and seminar venues: from **10** to **6,000** seats

CLOSE AND EASY TO REACH



Rouen has its own airport at Boos (10 km away from the city centre) for business aviation

Paris Charles de Gaulle is 1 h 45 minutes by road, entirely on dual carriageway trunk roads and motorways

Beauvais-Tillé is an ideal 1 h 30 ride away, with flights to and from European capitals and North Africa.

Caen-Carpiquet is only 1 h 30 by car and operates regional flights to Lyon, Marseille, Montpellier, Nice or Toulouse



1

ADMIRE: AN OUTSTANDING ARCHITECTURAL HERITAGE

The first thing that will strike you is the numerous Gothic and Renaissance architectural masterpieces, like the Cathedral, the Parliament of Normandy, the town houses of the classical period and the picturesque facades of the half-timbered houses lining the ancient pedestrian cobblestoned streets and passages. A city with over fifty major historic monuments and its museum collections which are seen as among the richest in France.



2

EXPERIENCE: UNVEIL JOAN OF ARC'S LEGACY AND RELIVE HER FINAL HOURS

The spirit of the iconic Joan of Arc, burnt on the stake in 1431, lives on in Rouen and her legacy can still be seen through key landmarks. Follow in her footsteps exploring the city center and visit the Historical Jeanne d'Arc, her trial site turned into an immersive and interactive museum to learn about her heroic life and how a young girl changed the destiny of a whole country.

3

REWIND: READY FOR A TIME TRAVEL EXPERIENCE IN ROUEN?

From its Viking origins to its glorious medieval past and beyond, the former capital of the Duchy of Normandy is an open-air museum offering an eclectic mix of culture and history. Turn back time with the big clock and rewind centuries of history, art, nature, crafts, industry, gastronomy, ...



4

IMMERSE: THE INSPIRATION OF IMPRESSIONIST MASTERS

Comparable to a giant outdoor art studio, painting masters such as Monet, Pissarro, Gauguin or Sisley have been drawn to Rouen by the ever-changing light. To delve deep into this fascinating art movement, explore the real life landscapes that inspired them in the city, then visit the Fine Arts Museum to admire famous masterpieces in the largest collection of Impressionist art in France outside of Paris.

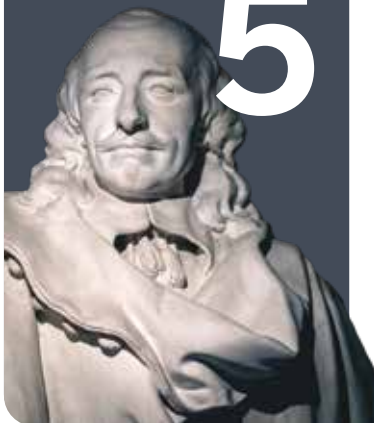


Alfred Sisley, *Le sentier au bord de l'eau à Sahurs le soir, 1894*. Rouen, Fine Arts museum

DELVE: THE FASCINATION FOR MANY CELEBRITIES

Rouen Metropolis is the keeper of a timeless mystery and beauty situated on the legendary road of the Abbeys. It has fascinated painters, writers and travellers alike. Not to mention the legacy left by; Joan of Arc, Corneille, Hugo, Flaubert, Maupassant, Monet, Lichtenstein, Leblanc, Duchamp and many more, who have made its name a byword for undoubted global awareness and heritage.

5



6

TASTE: INDULGE IN A FOOD CULTURE RECOGNISED BY UNESCO

Normandy's undisputed foodie capital is the first city in France to be awarded "UNESCO City of Gastronomy" for its culinary heritage and innovation in gastronomy. From the farms and orchards of the Seine Valley to the city's markets and restaurants, soak up the unique way of life reflected in a food culture embracing history, excellence and sustainability with locally produced ingredients and regional specialties.



7

BREEZE: NATURAL WONDERS IN AND OUTSIDE THE CITY

Nature has carved her own gallery of towering cliffs, scenic pastures, and verdant orchards. Hiking trails and la Seine à Vélo cycling route present the opportunity to enjoy assorted landscapes, abundant wildlife, and rich culture. In the network of woodlands and green spaces spread across Rouen metropolitan area, three forests were awarded the national label "Forêt d'Exception®" by the National Forestry Office.



8

ENTER: PUSH THE DOOR OF THE MUSEUMS

Enjoy the best of Rouen's culture completely free! Plenty of the world-class museums and galleries in the city offer a free access to their permanent collections. A great way to learn about a variety of topics!



9

AWANDER AND GET LOST

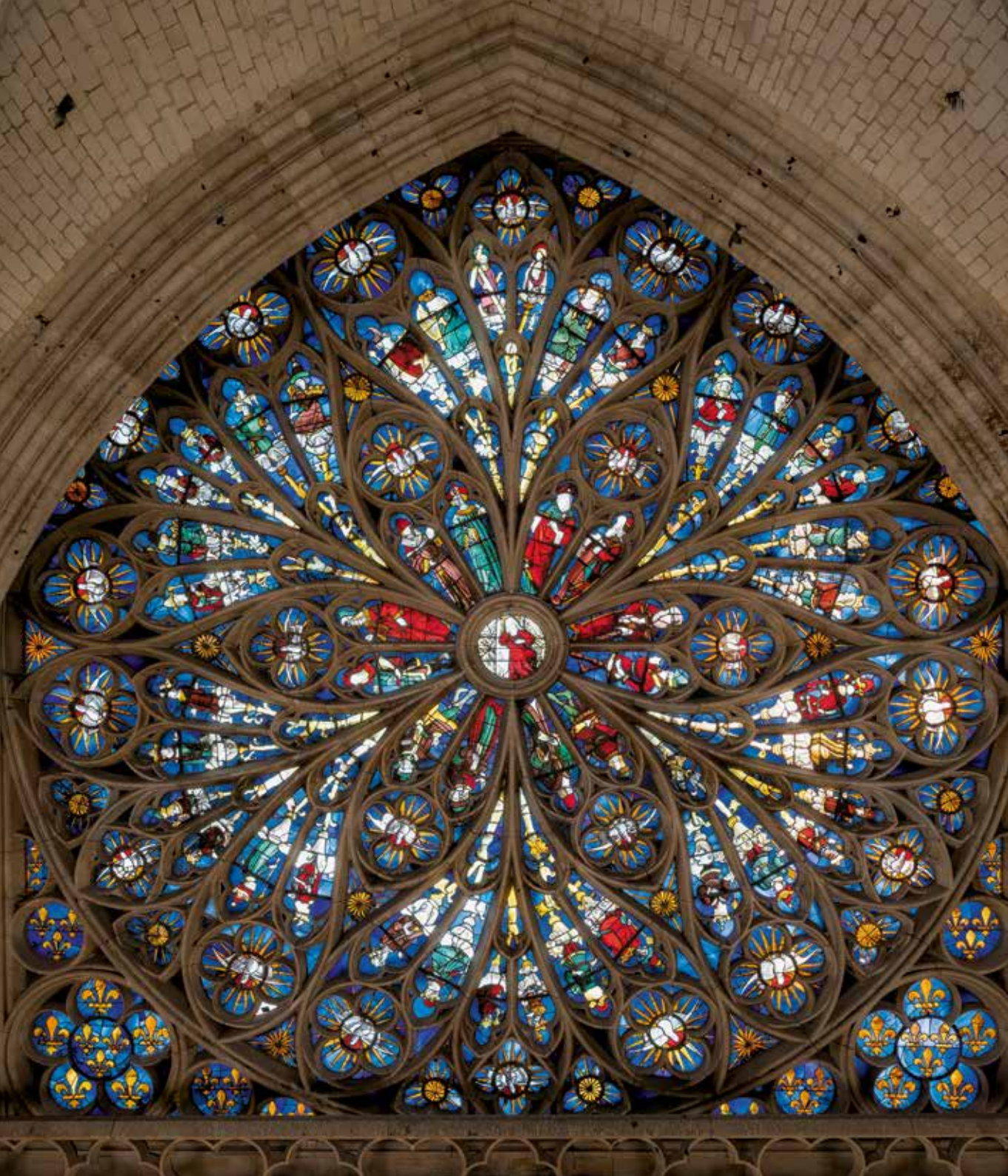
Experience Rouen's authentic and vibrant heartbeat. The city is the largest open air commercial marketplace in France. An hour away from Paris, Rouen and the Seine Valley are brimming with some of the best shopping in France, with more than 3000 shops and boutiques. Come and discover our unique historic pedestrian open air center. Rouen with its medieval labyrinth, where the city's most beautiful half-timbered houses huddle together, bargain hunters and art lovers will find their heart's desire. Situated in the historic heart of the city, this constellation of professionals in the restoration of art works and merchants is a pleasant and elegant way to go travelling in time...

10

PULSATE: A GLIMPSE INTO THE CITY'S INDUSTRIAL PAST AND PRESENT

In the 19th century, Rouen was a busy clothing manufacturing hub. The textile industry shaped the landscapes, and its continuing legacy can be seen today. Maritime commerce is known to have been important in Rouen's history for almost two thousand years! Nowadays, the port of Rouen is the leading cereal exporting port in Europe with a storage capacity of more than a million tons.





A monumental heritage



HERITAGE AWAITS AROUND EVERY CORNER!

Rouen is the city with the most listed buildings per inhabitant in France. It boasts a variety of architectural styles from different chronological eras in history. Rouen is an old-world gothic city as showcased by its famous Cathedral, Saint-Ouen Abbey and the elegant Saint-Maclou Church. Gems of Renaissance architecture include the Parliament of Normandy and historical landmarks such as the Gros Horloge or the Maison Sublime, the oldest Jewish monument in France. Throughout the narrow streets of the city and the Antique district, Rouen boasts almost two thousand half-timbered houses, of which the oldest one dates to the 14th century.

Precious architectural jewel from the Middle-Ages!

EXPERIENCE

- The essentials: guided tour of the highlights of the historical center - 2h
- The visit of the “Gros Horloge” Rewind the time and the apotheosis of the visit, the view on top of the belfry.



IN THE FOOTSTEPS OF JOAN OF ARC

The spirit of the iconic Joan of Arc lives on in Rouen and her legacy can still be seen through key landmarks: Joan of Arc Tower, the former dungeon where she was locked up during her trial, the archbishop's palace, the Place du Vieux-Marché where she was burned at stake for heresy on 30th May 1431. Follow in her footsteps exploring the city center and visit the Historial Jeanne d'Arc, her trial site turned into an immersive and interactive museum dedicated to her heroic life.

EXPERIENCE

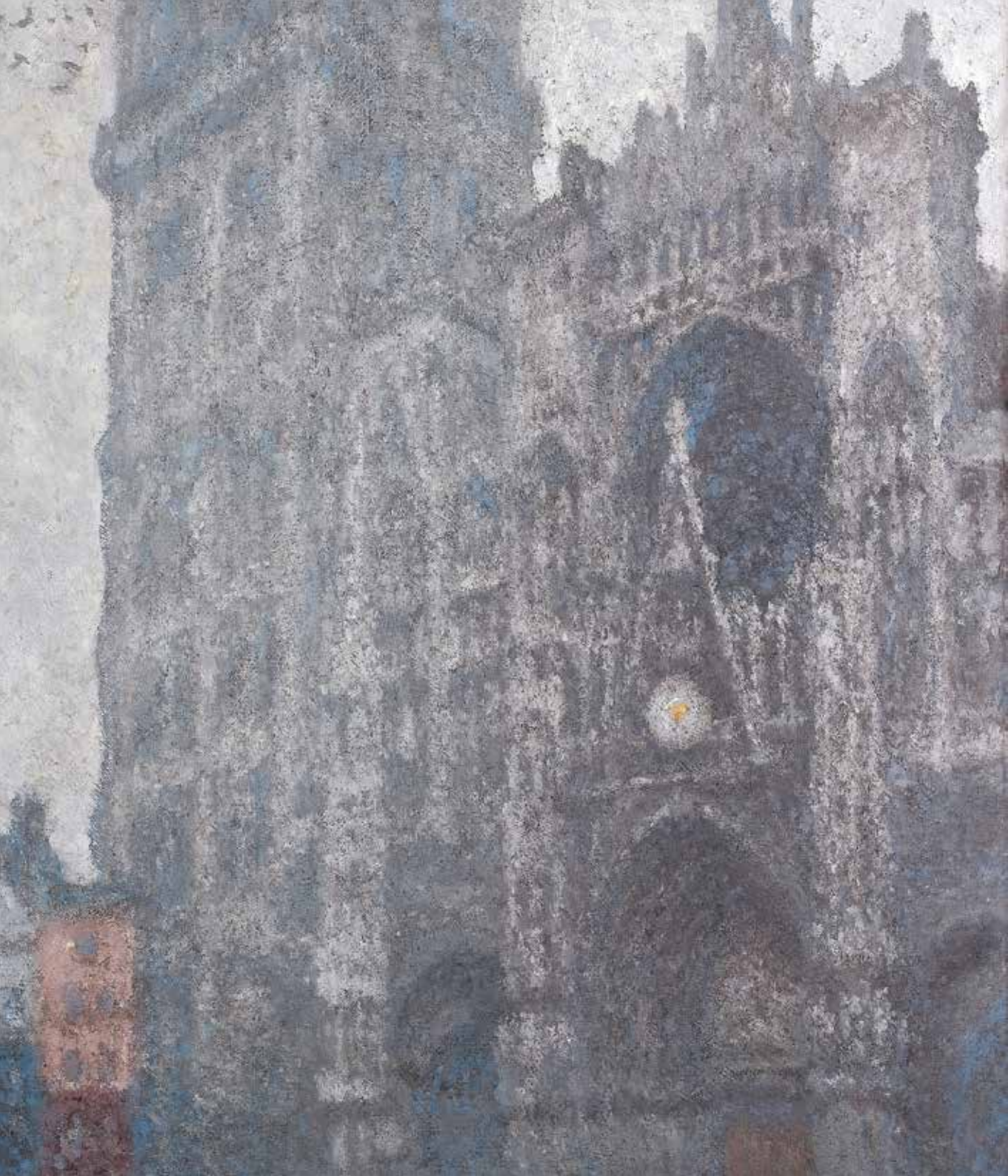
- Audio guided tour following the steps of Joan of Arc - 2h
- Immersion in the “Historial of Joan of Arc”

THE SACRED AND SCENIC “ABBEY ROUTE”

Take a scenic drive along the Abbey Route crisscrossing the Natural Regional Park des Boucles de la Seine, just outside the city! Evocative of Normandy's rich monastic heritage and fine examples of Norman Romanesque architecture, highlights along the route include the abbey of Jumièges, known as “the most beautiful ruins in France” as well as the abbey of Saint-Martin de Boscherville which boasts incredible gardens in lush settings. The setting is so picturesque, surrounded by orchards along the curves of the Seine, landscapes ooze spirituality. Another magnificent religious building to visit is the Saint-Ouen abbey which used to be the wealthiest monastery in the Duchy of Normandy. Its imposing dimensions (137m long, 33m high and a cross culminating at 80m high) make it an exceptional example of grandiose Gothic architecture.

EXPERIENCE

- Visit and Fruit Pick with a Chef in Jumièges!
- Visualize Jumièges Abbey in its original state thanks to a 3D application.



A land of creative inspiration

BIRTHPLACE OF IMPRESSIONISM

Undeniably, Rouen was made world-famous by Claude Monet's series of paintings of the magnificent façade of Notre Dame Cathedral under different lights. But Rouen's blossoming industry, beautiful architectural heritage, its unique light, mystery, and spectacular setting were also depicted by other masters such as Pissarro, Sisley or Gauguin who set up their easels in the city and its surroundings.

Rouen became a giant open-air studio with an infinite source of inspiration for impressionist painters. The countryside around the city and nearby villages along the Seine, like La Bouille or Duclair, vibrantly reflected in the waters, provided even more landscapes and atmospheres to inspire their artistic creativity.

EXPERIENCE

- Visit of the impressionist collection at the art museum (2nd collection after Paris).
- Have an impressionist dinner in one of our restaurants.

TRACE THE LEGACY OF FRENCH LITERARY LEGENDS

Gustave Flaubert, Pierre Corneille, Simone de Beauvoir, Maurice Leblanc, Michel Bussi... The city of Rouen has inspired some of France's most prolific literary legends and you can trace the footsteps of these celebrated authors by visiting their former homes, landmarks and museums, or by romping across the real life landscapes that inspired their novels on literary guided tours of the city.

EXPERIENCE

During an out-of-the-ordinary walking tour, follow in the footsteps of French writer Maurice Leblanc who grew up and found inspiration in Rouen to write the famous novel *Arsène Lupin*, a fictional gentleman burglar.





A TROCE OF IRON AND GLASS

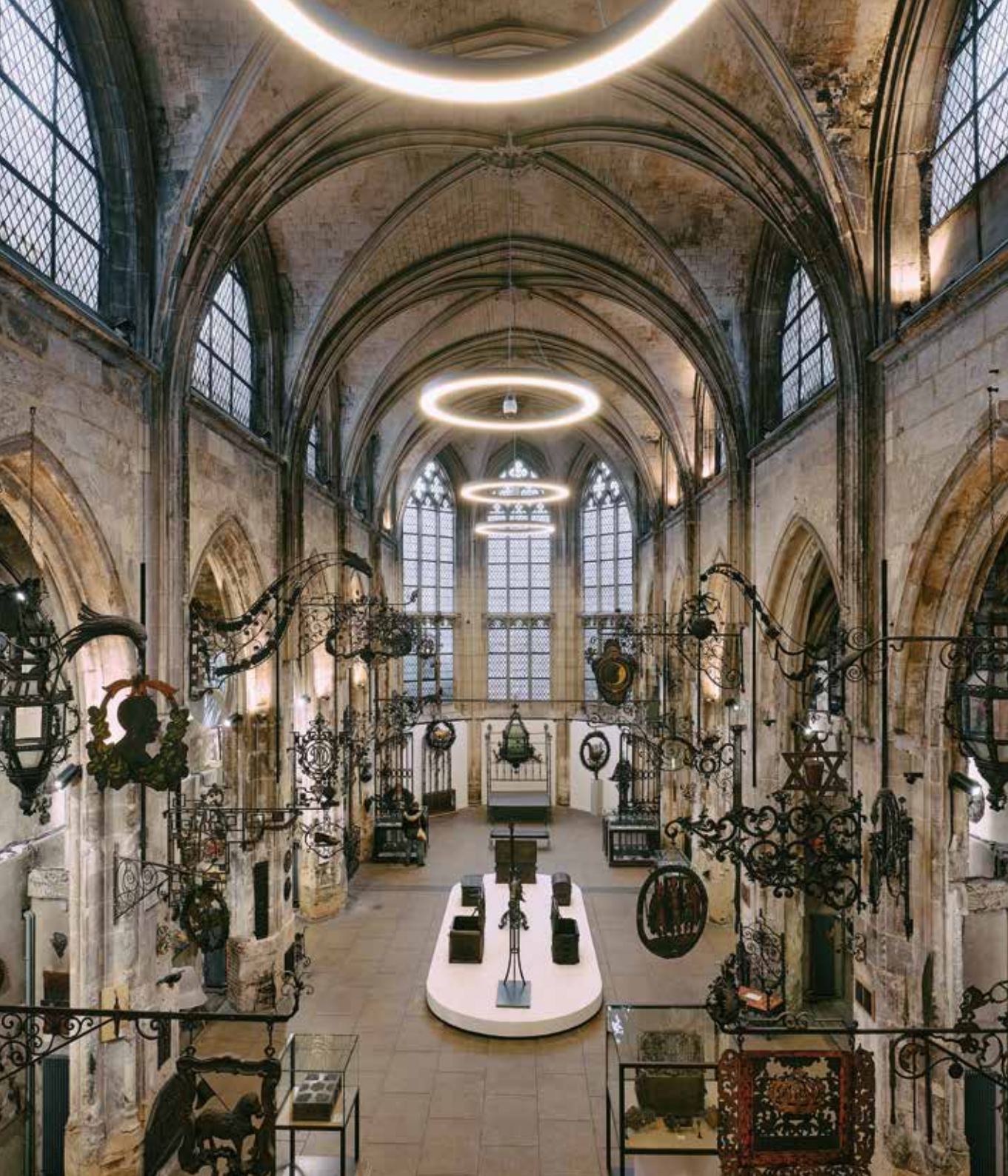
Fans of wrought iron, silverware and craftsmanship are in for a treat! Rouen is home to exceptional collections. Head for the Musée Le Secq des Tournelles, which boasts the largest collection of ancient ironwork in the world, featuring over 16,000 pieces dating from the Gallo-Roman era to the 19th century. The legacy of Ferdinand Marrou, the famous ironworker who embellished the region, is unmissable in Rouen. Art lovers can visit creators and artists' workshops throughout the old town and specifically in the Antiques Quarter. The Galerie des Arts du Feu is also a creative space worth a visit, set inside the fabulous Aître Saint-Maclou. Wonderful stained-glass displays are to be found in the abbey churches of Saint-Ouen and Sainte-Jeanne d'Arc.

EXPERIENCE

Be inspired by the beauty of stained glass at the Galerie des Arts du Feu, a friendly glass studio located at the heart of the Aître Saint Maclou, one of Rouen's finest architectural and cultural treasure! Art lovers can immerse in a stained glass and copper foil workshop and explore the depths of design, color and use of light in creating their own piece to take home.

VISIT 12 FREE MUSEUMS!

Enjoy the best of Rouen's culture completely free! Plenty of the world-class museums and galleries in the city and the greater metropolitan area offer free access to permanent collections: the Fine Arts Museum, the Ceramics Museum, the Natural History Museum, the Antiquities Museum, the "Corderie Vallois" Rope Factory, the Secq des Tournelles iron works museum, the Flaubert and Medicine Museum, the Flaubert Pavilion, Corneille's Birthplace, the Pierre Corneille Museum, the Munaé Museum and the Fabrique des savoirs. A great way to learn about a variety of topics!





The Majestic River Seine

GO WITH THE SEINE FLOW!

Undeniably, Rouen was made world-famous by Claude Monet's The river Seine has always played an important role as a life artery for the people of Rouen and its valley. With boat connections, it links the city centre of Rouen to the villages of La Bouille and Duclair. Rouen also boasts a marina and a port for winter storage. Cycling is another great way to discover the cliff-hugging curves of the river. The long-distance cycle route "La Seine à Vélo" covers no less than 100km of towpaths, with options of crossing the river aboard a local ferry to extend the fun. For vantage points and panoramas, the Seine can be seen in its full meandering majesty from so many places, winding between wooded slopes and limestone cliffs.

Mother Nature reveals herself at every turn.

EXPERIENCE

Visit La Bouille by bike from Rouen, on the secured "La Seine à Vélo" cycle route where the towpaths run through a variety of natural landscapes (chalk cliffs and lush Norman pastures) as well as offering industrial panoramas such as the port of Rouen or you can choose a boat trip.



MAJESTIC FORESTS AWAIT

With 25,000 hectares of green spaces, Rouen is the most wooded urban area in France with forests covering over a third of the greater metropolis area. Three of its forests have been awarded the national distinction of "Forêt d'Exception®", a recognition of their collective value and conservation efforts to protect the green lungs of the capital of Normandy. No matter where you are in Rouen, the forest is never very far.

Three wonderful woodlands, made for great escapes from the city, will bring you back to nature.

EXPERIENCE: Forêt monumentale

Explore amidst the enchanting Roumare forest, in Canteleu an array of artworks crafted by visual artists, landscapers, designers, and architects. In the lush surroundings, these creative minds experiment with diverse forms of artistic expression within the green expanses of nature.

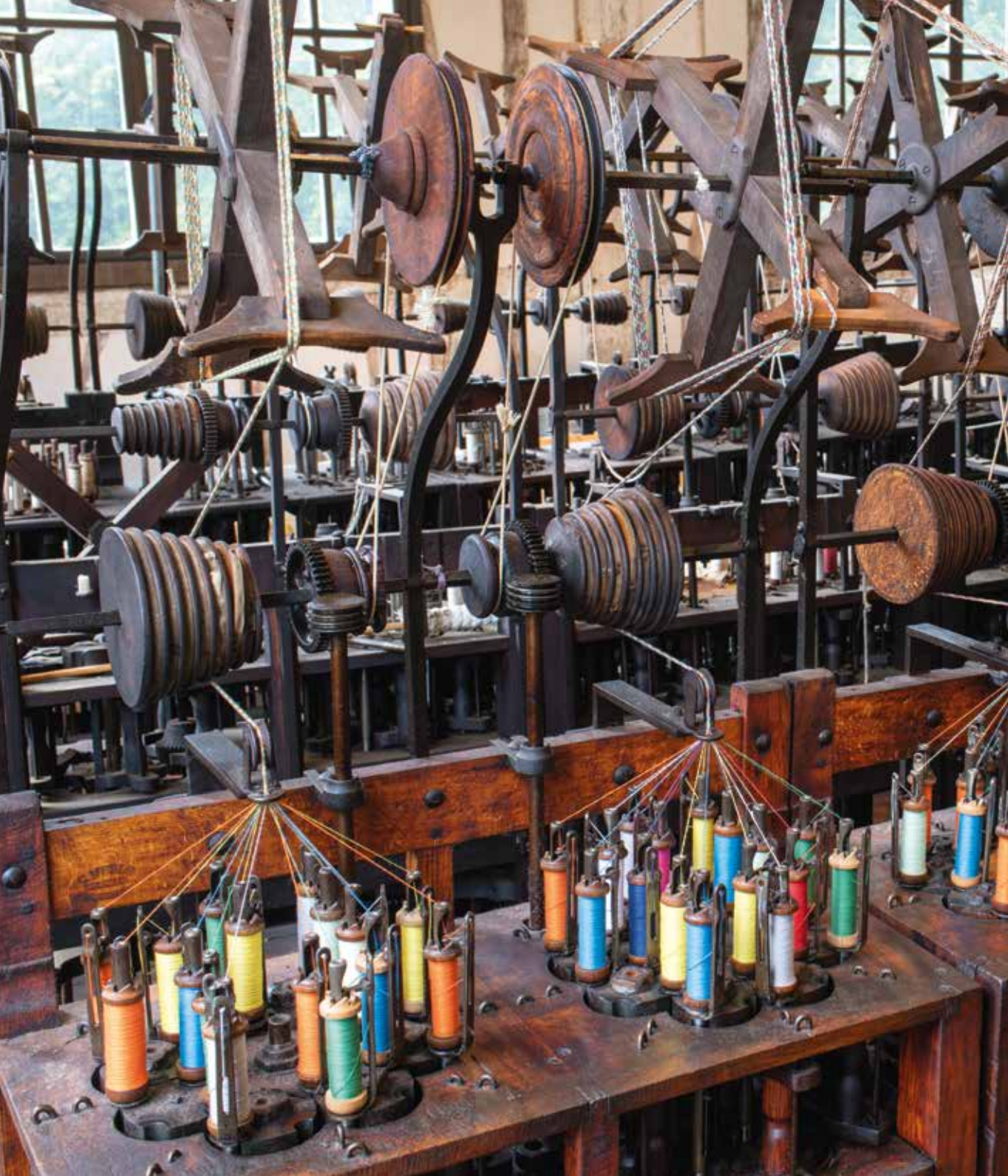
NATURALS WONDERS

Ever heard of the famous "Normandy Fruit Trail"? Popular with locals, this route is a culinary adventure through the lush green pastures and colourful orchards of the Boucles de la Seine Normande Regional Nature Park to meet local growers and passionate apples, pears, plums, and cherries producers who welcome visitors to savour, sample and purchase their bounty directly from their farms. Sharing generations of gourmet wisdom is no legend in Normandy!

Here, nature lovers explore the stunning natural beauty of forests, rivers, lakes, and marshes on the territory of the Greater Rouen area, which provide some biodiverse habitats for wildlife and are a true adventure playground to practice outdoor activities such as mountain biking, hiking and canoeing. On top of this, Rouen boasts two leisure centers which offer a wide range of sports and leisure activities.

EXPERIENCE

Hire a bike and follow the fruit route and taste the strawberries, cherries, apples, pears... And have a break for a nice apple pie in one of the places along the river Seine.



A legacy of innovation

A GLORIOUS INDUSTRIAL PAST

Rouen was a pioneer city of the French industrial revolution in the 19th century. Towering mills, bustling workshops and factories shaped its urban landscape. The “Corderie Vallois” rope museum bears witness to this intense former industrial activity. The machines of this former hydraulic spinning mill remain today in their original location, with the paddle wheel still turning to the rhythm of the flowing Cailly river. Everything is designed to provide a deep insight into how the city’s heritage is interwoven with the cotton, flax, and wool industry, once the leading industrial activity in Normandy. At the Moulin Saint-Gilles, visitors discover the workers’ technical know-how through the machines that were used in the region. Nestled between limestone hills, Elbeuf-sur-Seine’s towering red-brick chimneys along the riverbank reveal an industrial heritage spanning four centuries of textile activity. Discover the city’s industrial past, from factories and mills to the production of textile and fabrics. Part of this heritage is to be found at La Fabrique des savoirs, a former spinning mill converted into a beautiful museum showcasing the fascinating industrial past of the region.

EXPERIENCE: Explore the “Route of the Mills”

There’s lots to discover to feed curious minds of all ages. On the eastside of Rouen, a walk along the banks of the Aubette and Robec rivers brings this industrial past to life, on the exact locations of former mills used in the textile industry, particularly for the dyeing and tanning process.



THE PORT OF ROUEN, EUROPE’S LEADING CEREAL EXPORTING PORT

The port of Rouen has a long history dating back to more than 2000 years and has always played a major role in the development of the city as a great maritime center of activity and trade. To submerge yourself in Rouen’s historic seafaring past, head to the Maritime, River and Port Museum and discover the city’s pivotal role as the gateway to the world. Today, it is Europe’s leading cereal exporting port with almost 3,000 ships and 6,000 river convoys berthing in Rouen every year. Favoured by its strategic position connected to Paris and Le Havre by the Seine, this sea and river port is France’s leading port in the agro-industry as well as for the petrochemical industry and oil products.

EXPERIENCE: An immersive visit onboard

Jump aboard a boat for a guided tour through the maritime port of Rouen and its history for a better understanding of the men and women who work there.

EXCELLENCE IN CRAFTSMANSHIP AND INDUSTRIES OF THE FUTURES

Looking for traditional products 100% hand made in Normandy by talented crafts people, artists, and designers? Head to the Christoffle silverware factory, near Duclair to delve into the art of French goldsmithing and tableware. Normandy is also the world’s leading region to produce flax, a natural, ecological fibre widely cultivated around Rouen and transformed into fashion items, clothes and household linen. On the innovative side, mobility of the future is a key focus of Rouen’s industrial sector with Renault, nowadays the production center for Renault’s electric vehicles.



Rouen, a food culture awarded by UNESCO

A DESTINATION OF CULINARY FLAVORS AND COLORS

The region prides itself on its local produce; surf and turf, cider, butter and cream, Neufchâtel cheese, scallops, jams from Jumièges, and the famous traditional “Rouen Style-duckling” which comes from the specific way of cooking the duck mastered by local chefs. The microclimate of the Seine Valley creates the ideal condition for growing berries, cherries, plums, apples and pears, generously utilized in the cuisine of local chefs and its 650 restaurants and almost 200 bars. Rouen is also home to some of Normandy’s sweetest treats: the Douillon, the Mirliton, the apple sugar, and the signature chocolates called The Tears of Joan of Arc. The cuisine of Rouen is a whirlwind of flavours, just like the city’s geographical situation: between distant seas and local produce, between sky and meadow and the chefs of Rouen continue the tradition of a city which has always been in touch with distant places... but which has never turned its back on the meadows and orchards of the surrounding countryside. The tradition of hospitality in the city of Rouen also dates back into the mists of time and has always known how to offer its visitors the most comforting of welcomes.



UNESCO CREATIVE CITY OF GASTRONOMY

Recognised for its outstanding cuisine, Rouen prides itself on being the first French city to join UNESCO’s “Creative Cities Network” in the field of gastronomy in 2021. This distinction was awarded to the city for promoting its gastronomic excellence and traditions while focusing on sustainability, organic farming and a healthy eating culture. The creativity of Normandy’s capital city is now globally renowned for its good culinary practices, respectful of the environment and people. Come and discover Normandy’s wide range of regional produce, visit orchards, meet local farmers. Indulge in the finest cuisine and enjoy traditional high-quality dishes revisited by Rouen’s talented chefs with a delightful contemporary twist. Passing on know-how is one of the one of the core values of our local schools. These institutions, some of which are world-renowned, train the perfect candidates for the French art de vivre when it comes to gastronomy.

EXPERIENCE: A Foodie Heritage Walk

Combine your love of cultural heritage with delectable cuisine on this incredible foodie walk through the city. Take in spectacular sights and hidden gems as you explore Rouen’s culinary history and treasures, while sampling an array of delicious food and drink along the way. This off-the-beaten track culinary tour is called “Rouen gourmand”.



ROUEN'S CULINARY HERITAGE: A DELIGHT FOR THE BELLY AND THE SOUL!

Gastronomy is a living heritage in Rouen today and has been an integral part of the city for centuries. Second largest city in the Kingdom of France as early as the 12th century, the city's prosperity contributed to the development of this culture of gastronomy and the arts of the table. Stroll through Rouen's two major food districts quarters, go foraging with a chef and enjoy stalls brimming with cheeses, seafood and sweet delights of Rouen's markets. Gastronomic heritage is at the heart of the of the new experiences on offer and a reflection of the destination's creativity. Each year in October, Rouen hosts during one weekend the Fête du Ventre (Feast of the belly) in the city's historic center around the Old Market district. An invitation to discover or rediscover Normandy's gastronomic heritage.

EXPERIENCE: Saint Marc market, the taste of the basket

With this flavourful visit, gourmet Bruno Bertheuil opens the doors of the market on Place Saint-Marc to meet local producers. He will share his knowledge of Norman products and distils his culinary advice to enjoy Normandy to the end of the taste buds. You will fill the basket with him with various savory and sweet products, which you will then taste at the Aître Saint-Maclou. Tasting accompanied by Norman cider.







BRAEMAR

Fred. Olsen Cruise Lines

Rouen: a hidden gem on River and ocean cruise itineraries

When it comes to cruise destinations, picturesque Rouen often remains a hidden gem. Located on the Seine River it offers breathtaking views and picturesque landscapes, making it a delightful destination for cruises. As you sail along the serene waters of the Seine, you will be treated to an ever-changing panorama of lush greenery, colour, and sights.

Rouen's strategic location allows for a variety of shore excursions. Popular cruise review websites like Cruise Critic, TripAdvisor, and Cruise Mates provide detailed accounts of passengers' experiences, highlighting Rouen is a charming city, which offers a rich history, stunning architecture, and scenic views of the Seine River. Many cruise passengers enjoy visiting Rouen's

Gothic cathedral, the astronomical clock, and the old market square where Joan of Arc was burned at the stake. Some also take excursions to nearby attractions such as Monet's house and gardens in Giverny, Paris, Versailles, or the D-Day landing beaches.

Rouen has received many positive reviews and is one of the top destinations chosen by thousands of passengers who appreciate its beauty, culture, and hospitality.

In conclusion, Rouen's rich history, stunning riverfront, delectable cuisine, and diverse shore excursions make it an increasingly popular destination for river and ocean cruises. So, set sail for Rouen, and let this hidden gem reveal its treasures to you.





Newsflash

HYATT PLACE ROUEN

An elegant and modern 4-star hotel at the gates of Normandy. This magnificent historic building, a former teacher training college, will immerse you in the history of the Normandy capital. A true haven of peace, the hotel is an invitation to well-being and comfort. You can enjoy our heated indoor pool and our Phytomer spa. Ideally located near the city center, this hotel is easily accessible from Paris and has secure parking and electric charging stations.

GRAND MESS

Grand Mess is more than a restaurant and a hotel: it is a destination offering multiple spaces and experiences for all moments of your day. In an impressive glass structure, it is a place unique with strong and iconic decoration. At Grand Mess Rouen, we let ourselves be inspired by the Normandy metropolis to make you experience intense and beautiful emotions, a magic at the heart of your daily life. In the excitement of the banks of the Seine, we designed our place to be lively, welcoming and creator of emotions.

NOVOTEL AND ADAGIO ACCESS

Entirely redesigned and rebuilt within the walls of the Palais des Consuls, a building completed in 1954 during the post-war reconstruction and since classified as a Protected Building. You will discover a resolutely modern hotel with an inspired and daring design and interior decoration, respecting the architectural roots of the original building, preserving its major spaces as well as their original interior decorations, hall, grand salon, and in particular the monumental staircase adorned with the great fresco by Maurice de Bus. The Novotel 4* proposes you 82 rooms, rooms Adagio access 3*. You can also enjoy the swimming pool and the gym. The restaurant offers Italian cuisine.

RESTAURANT « LE ROOF »

Located on the 3rd and last floor of 105, the Roof is a new concept, full of emotions and different culinary experiences. Imagined like a loft, the different restaurants have been designed to suit with the different living rooms of an apartment in which a gastronomy will be adapted there.

An extraordinary, unusual universe, which encourages discovery, encounters, the unexpected and sharing.



AÎTRE SAINT-MACLOU WITH THE GRAVEDIGGER AND THE CAT

Discover the rich history of one of the last surviving gallery cemeteries in France during a scripted audio-guided tour. During this immersive audio-guided tour, let yourself be told about Aître Saint-Maclou through the colourful story of an emblematic character of this ancient cemetery: the Gravedigger. Stories, legends, and anecdotes, it is inexhaustible! Alongside him, you walk through the courtyard and discover the history of the Aître and the many lives that have passed through it, from its funerary past to today. But be careful, the Cat is lying in wait. A delicious and squeaky exchange takes place between the two characters, making this sound experience as rich as it is funny.



NORMANDY'S FIRST IMMERSIVE VENUE DEDICATED TO VIKINGS IN NORMANDY!

Along the riverbanks, explore the world of Vikings at the Immersive Viking City in Rouen, opening its doors in spring 2024. Uncover the rich tapestry of Viking culture in Normandy, craftsmanship and history within a sophisticated 1000m² space equipped with advanced scenic and technological features. Immerse yourself in a one-of-a-kind sensory and narrative journey that bring the Vikings to life. The saga of Rollon, the Viking chief who shaped the future of Normandy in the 9th century is captivating!



THE MONUMENTAL FOREST

June 2024-2026

The second edition of this biennial art event is set to unfold amidst the enchanting Roumare forest, in Canteleu. Spanning several kilometers, this distinctive trail encourages participants to explore an array of artworks crafted by visual artists, landscapers, designers, and architects. In the lush surroundings, these creative minds experiment with diverse forms of artistic expression within the green expanses of nature.



ÉCOLE FAUCHON

The École Fauchon is a school of excellency in gastronomy which opened in Rouen in September 2021. The school currently offers a post graduate program for students who wish to continue their studies in Gastronomy Management through a 3-year Bachelor degree. The school is located in Normandy, the homeland of Auguste Fauchon, founder of the famous French delicatessen company. It is a place where food lovers share their passion for French culinary art, surrounded by generous and exceptional fresh products from Normandy.

MAURICE LEBLANC AND ARSÈNE LUPIN

Immerse yourself into the heart of a captivating intrigue through the streets of Rouen with our interactive investigation game on the story of Maurice Leblanc. Alongside Arsène Lupin, foil the plans of a mysterious criminal seeking to erase the author from our memories. At the end, the surprising revelation will lead you to rediscover the legacy of Maurice Leblanc. Investigators around the world, prepare to take on the challenge of the sinister mirror and save the literary history of Rouen. The Quest of Arsène Lupin, on sale at the reception desk of the Rouen tourist office and on visitouen.com



ROUEN PASS

24h | 48h | 72h



ROUEN PASS

Do you want to explore the city of Rouen with ease? Look no further, the Rouen Pass is there for you! The Rouen Pass gives you privileged access to many of the city's treasures: guided tours, museums, little train, etc. Unlimited use of public transport to get around the city with the Rouen Pass. Take advantage of exclusive discounts to enjoy Rouen experiences and in many partner hotels.

Choose from different packages: 24 hours, 48 hours, or 72 hours!



Major events 2024

THE NORMANDY IMPRESSIONIST FESTIVAL

From March 22 to September 22

In 2024, the eagerly awaited Normandy Impressionist Festival makes its return, having established itself as a major cultural event in Normandy and France over the few past editions. Join the celebration of the 150th anniversary of Impressionism with a diverse program, including a special exhibition dedicated to James Abbott McNeill Whistler at the Museum of Fine Arts. This edition's central theme, the innovative spirit of Impressionism, promises a successful celebration of artistic expression in Rouen and throughout Normandy.

“CATHEDRAL OF LIGHT”

From May 24 to September 28

Experience the enchanting evening sound and light show illuminating the façade of the gothic Cathedral! As part of Normandy Impressionist Festival, the Cathedral of Light is set to reach new heights with the American stage director and visual artist Robert Wilson. Wilson, a visionary ‘poet of light’ in the New York’s avant-garde theater scene, promises to elevate this free outdoor spectacle to unparalleled artistic extravaganza unfolding on one of France’s tallest cathedrals. Don’t miss the magic!

80TH ANNIVERSARY OF THE NORMANDY LANDINGS

June 2024

Get ready for an emotional journey as 2024 marks the 80th anniversary of D-Day and the Normandy Landings. The international stage will be set with dignitaries, heads of state, and a spectacular lineup of events including massive fireworks, soul-stirring concerts, parachute drops, and elegant balls. A poignant opportunity to remember the profound impact of the Normandy Landings and to honour the bravery and sacrifice that shaped the course of history.



WELCOMING LAND OF THE GAMES PARIS OLYMPICS AND PARALYMPICS

July-August 2024

Sixteen facilities in the Metropolis will welcome sports delegations as part of their preparation for the Olympics. The Olympic torch relay will pass through Rouen and Jumièges Abbey on July 5. The 20 flame bearers will be accompanied by a procession of 300 people, including torchbearers, flame guardians, law enforcement, partners, etc.

EXPERIENCE THE THRILL OF THE 55TH EDITION OF THE SOLITAIRE DU FIGARO IN ROUEN IN 2024

From August 17 to 23, 2024

Rouen will host the start of the legendary sailing race, the Solitaire du Figaro. Meet the skippers, enjoy the festive atmosphere, and admire the impressive fleet of boats that will compete in this challenging solo race. Don’t miss the spectacular sight of the sailboats descending the Seine river to Le Havre, where the official departure will take place. Come and celebrate the 55th edition of this prestigious event with us!

THE FEAST OF THE BELLY AND GASTRONOMY FOOD FESTIVAL

October 12 and 13

This Festival became an essential event for epicureans, lovers of gastronomy. The gastronomy will be present all over in the city center of Rouen, renowned for its good restaurants and the only French city to have obtained the label UNESCO Creative City.

What's up in 2024

JANUARY

- Winter Flea Market

FEBRUARY

- French Cup
- Normannia
- Perche Elite Tour

MARCH

- Spring Circus Festival
- Normandy Impressionist Festival

APRIL

- Normandy Impressionist Festival

MAY

- Normandy Impressionist Festival
- Joan of Arc Festival
- Graines de jardin
- Viva cité
- Cathedral of Light

JUNE

- Normandy Impressionist Festival
- Cathedral of Light
- RAR weekend
- Archéo Jazz Festival
- Monumental Forest

JULY

- Normandy Impressionist Festival
- Cathedral of Light
- Thursday terraces

AUGUST

- Normandy Impressionist Festival
- Cathedral of Light
- Les Musicales de Normandie

SEPTEMBER

- Normandy Impressionist Festival
- Cathedral of Light
- Heritage open days

OCTOBER

- Feast of the Belly and Gastronomy Food Festival
- Foire Saint Romain

NOVEMBER

- This is England Festival
- Food Festival
- Epi Seine

DECEMBER

- Rouen Givrée





An inspiring day proposed by Rouen expert Yannick

DAY 1 ARRIVAL AND CHECK-IN AT YOUR HOTEL

ROUEN MEDIEVAL AND THE SPIRIT OF JOAN OF ARC

The medieval visit of Rouen transports visitors to a bygone era with his historic architecture, charming streets, and rich cultural heritage. Explore the past in this enchanting Norman city. The spirit of the iconic Joan of Arc lives on in Rouen and her legacy can still be seen through key landmarks: Joan of Arc Tower, the former dungeon where she was locked up during her trial, the archbishop's palace, the Place du Vieux-Marché where she was burned at the stake for heresy on 30th May. Follow in her footsteps exploring the city center and visit the Historial Jeanne d'Arc, her trial site turned into an immersive and interactive museum to learn about her heroic life and how a young girl changed the destiny of a whole country.

Time for a tasting lunch in one of the many restaurants proposing local products.

ROUEN VIEWED BY MONET, PISSARRO AND CIE

A land of inspiration and experimentation, Rouen has attracted many artists in search of new motifs. Monet transformed the Cathedral into an artistic icon, Pissarro was fascinated by rampant industry, while Gauguin turned to nature and his family. Follow in their footsteps and discover Rouen through their paintings before admiring the impressionist masterpieces at the Museum of Fine Arts, the largest collection after Paris.

7.00 pm Cheese and Wine Tasting

Indulge in a cheese and wine tasting at a typical tavern in Rouen's history center, accompanied by a passionate cheese monger. Discover the best cheeses from Normandy and beyond, with historical anecdotes and gustatory pairings to awaken your taste buds! Taste five cheeses with the best breads and drinks and take notes in a provided booklet. Up to 8 participants can enjoy the convivial atmosphere of the restaurant's room and heated terrace.

VIEW ON THE CITY WHERE THE LIGHTS NEVER STOPS CHANGING

Let's go and admire the sunset on Sainte Catherine hill, offering a stunning view of Rouen. This captivating and romantic panorama has inspired Claude Monet, who painted his General view Of Rouen here. You can admire this masterpiece at the Museum of Fine Arts. Why not with a glass of cider?

MARVEL AT THE "CATHEDRAL OF LIGHT" SHOW

Throughout summer, at dusk, illuminations are projected onto the stunning architectural features of Rouen's Notre-Dame Cathedral in a mesmerizing sound and light show, offering visitors a fantastical experience of the cathedral in a magnificent way of blending art and heritage.





DAY 2

Meet in the lobby of the hotel and departure for Jumièges, the “Gem of the Seine Valley”

ROUEN MEDIEVAL AND THE SPIRIT OF JOAN OF ARC JUMIÈGES ABBEY AND ITS GARDENS

The Abbaye de Jumièges is one of Normandy’s most evocative medieval relics. With its two towers rising towards the sky and its open-air nave, the majestic Notre-Dame church is a fine example of Norman Romanesque architecture. Referred to as “the most beautiful ruins in France” by Victor Hugo, the remains are surrounded by a 15-hectare English-style park impregnated with romanticism.

LUNCH AT L’AUBERGE DES RUINES AND FRUIT PICKING

At the end of our visit the chef, Christophe Mauduit, joins us. He is a culinary reference in wild plant-based cuisine shares his best-kept cooking secrets over lunch and takes visitors on a fruit picking walk around the estate.

ELECTRIC BIKE TOUR ON THE FRUIT ROUTE

The scenic “Route des Fruits” winds through 60km of picturesque orchards showcasing the abundance of fruit farms benefiting from a favourable microclimate, the presence of the river, low rain and the shelter from cold winds provided by the surrounding white chalk cliffs.

DELVE INTO ROUEN INDUSTRIAL PAST

Travel back to the 19th century with a visit to the Corderie Vallois in the Cailly valley, a rope factory featuring an original hydraulic spinning mill and machinery still operating today. This museum is a treat for all senses! A few steps away, pop into the workshop and boutique of “Les Confiseurs” located in a former industrial site to discover how the famous local candy “apple sugar” is made!

End of the discovery of our territory and his 5 heritages: history, art, nature, industry and gastronomy.



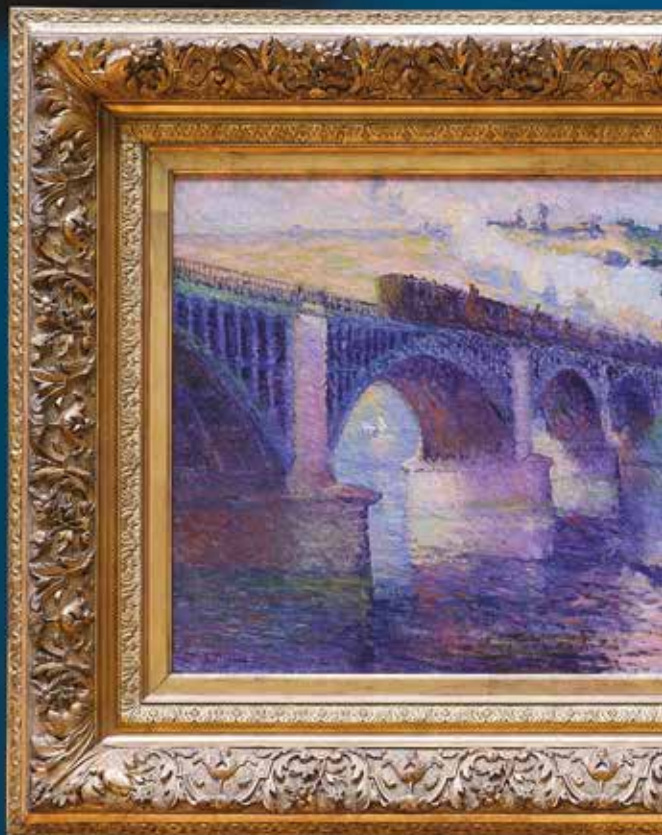
This escapade tempts you and you want to know more about it, contact us:





Albert Bierstadt
The Great West
1873
Oil on canvas
100 x 140 cm

John Constable
Rain, Steam, and Great Bridge
1825
Oil on canvas
100 x 140 cm





Albert Lubow
Sailing Ship on the Sea
1911
Oil on canvas
100 x 150 cm
Museum of Modern Art, New York

Robert Antoine Pinchon
Landscape with Figures
1911
Oil on canvas
100 x 150 cm
Museum of Modern Art, New York





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