

PRESS PACK

ROUEN
TOURISME

ROUEN
ENSERVIS



Nicolas Mayer-Rossignol
Mayor of Rouen
President of
Rouen Normandy Metropolis



Christine de Cintré
President of
Rouen Tourism Board

Rouen: Innovative Heritage Tourism

Rouen and its Seine Valley invite you to explore a captivating mix of history, nature, art, and innovation. Often described as an open-air history book, this region has long inspired artists with its distinctive scenery, stretching along the banks of the Seine and into calm, green forests. Famous for its UNESCO-listed gastronomy traditions and vibrant industrial heritage, Rouen promises visitors a unique cultural adventure.

Throughout 2025, a variety of engaging events will highlight our heritage in fresh, contemporary ways. Our stunning natural setting will host internationally celebrated events, including a stage of the Tour de France, the starting village for the iconic sailing race Solitaire du Figaro, and the second edition of Forêt Monumentale, where art harmoniously blends with nature.

Literature fans can look forward to Géos du Noir, a new festival celebrating crime fiction through connections between human stories and geography. At the same time, we'll honour the 400th anniversary of Thomas Corneille, the talented younger brother of the legendary playwright Pierre Corneille.

Visitors will journey deep into our region's rich past during the *Fêtes Jeanne d'Arc and the return of the Vikings at Jumièges. The French art de vivre will be spotlighted in the exhibition "So Old, So Design", celebrating Maxime Old, an influential French designer known for his modernist furniture.

Culinary traditions will also take center stage with the return of *Rouen à Table !. Over a mouth-watering weekend, the event will showcase the best of local gastronomy through a grand breakfast, farmers markets, chef battles, cooking classes, gastronomic rallies, and a grand sweet tasting, the event will showcase the best of local gastronomy.

All these exceptional experiences await you in Normandy's vibrant capital!





Destination Rouen

THE TIMELESS BEAUTY OF EUROPE'S HIDDEN GEM

Discover why Rouen stands as a **captivating destination**, rivalling Europe's most enchanting cities. This Norman capital is more than just a stopover; it's a vibrant tapestry of history, art, and beauty that deserves a special place on any travel itinerary.

Rouen, the capital of Normandy, stands as a treasure of **exceptional heritage**, boasting one of the highest densities of listed buildings in France. Recognized as a beacon of European history and culture, Rouen's eclectic architectural allure reflects its pivotal role in shaping the continent's past. Its well-preserved old town, with **narrow cobblestone streets** and iconic half-timbered houses, showcases a legacy that resonates on a global scale. Beyond its historical significance, Rouen thrives with the vibrant energy of its residents, artists, influencers, and entrepreneurs, creating a dynamic and uniquely **French atmosphere** that solidifies its place as a world-class destination.

The city's rich blend of ancient treasures and contemporary creativity is evident in its museums, including the esteemed Fine Arts Museum, **internationally recognized** for its artistic legacy and for its vast Impressionist collection that highlights Rouen's significant impact on art history.

Rouen's **culinary scene**, steeped in Norman traditions and infused with modern innovations, offers a feast for both the palate and the soul. From gastronomic festivals, local delicacies to Michelin-starred dining, the city's gastronomic offerings reflect its deep cultural roots.

In essence, Rouen is not just another European city; it's a destination where every stone whispers tales of a glorious past, while embracing a vibrant present, and looking forward to a progressing future. Its **unique heritage, artistic legacy, and Norman charm** make it a must-visit destination, standing proudly among Europe's most celebrated cities.

Let's discover Rouen together!









Index

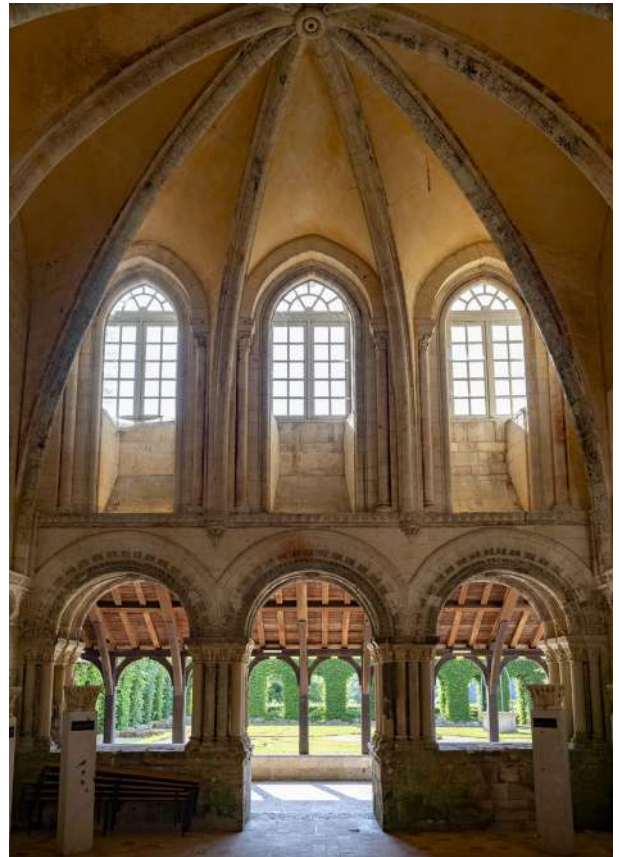
- 01** Edito
- 03** Destination Rouen
- 08** Why choose Rouen?
- 10** Top 10
- 14** Experience a timeless heritage
- 16** Tourism and sustainability
- 20** Key figures
- 22** Seamless connections
- 24** Discover and explore
- 25** Architectural wonders
- 28** A land of legends
- 32** Spiritual sanctuaries
- 34** A land of artistic greats
- 36** A Delicious UNESCO creative city
- 38** Nature and leasure
- 40** Historic and modern industry
- 44** Unequalled Rouen collections
- 47** The food scene
- 48** The Rouen nightlife
- 50** Exploring majestic châteaux and abbeys
- 51** Remembering our war heroes
- 53** Rouen: a hidden gem on river and ocean cruise itineraries
- 54** Iconic year-round festivities
- 58** Testimonials
- 60** Our network
- 61** Our digital brochures
- 62** An inspiring day proposed by Rouen expert Yannick
- 64** Ask for you Rouen pass
- 65** Contact us today



Why choose Rouen?

Rouen's combination of historical depth, cultural richness, and modern amenities provides a comprehensive experience that rivals many destinations while offering a particularly intimate and personalized touch.

- **Cultural enrichment** awaits tourists with visits to Rouen's 15 museums, such as the Fine Arts Museum and Joan of Arc History Museum. They can enjoy guided visits of the historic streets lined with half-timbered houses and immerse themselves in the vibrant local culture.
- Rouen not only shines in the spring and summer, but its charm also extends **throughout the year**. The city's Christmas market and winter events create a magical atmosphere during the cooler months, offering opportunities to develop attractive off-season itineraries.
- By incorporating Rouen into itineraries, you can capitalize on **its exclusive geographical and cultural assets**, driving higher satisfaction and increased time spent in the city.
- The potential for **collaboration with the tourism board** and its 400 local business partners, further amplifies the economic benefits, creating a **synergistic relationship** that fosters mutual growth and innovation.
- Rouen's dedication to sustainability aligns perfectly with the values of today's discerning travellers. By choosing Rouen, you offer a voyage that is both **enriching and eco-conscious**, ensuring the preservation of our cultural and natural heritage for future generations.







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.



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.



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.



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.



Experience a timeless heritage

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.

Imagine a destination where history and modernity converge, offering a unique blend of cultural richness and economic potential.

HISTORY: A CITY STEEPED IN HEROISM

Rouen's historical narrative, from the Viking Rollo to the valour of Joan of Arc, provides a compelling backdrop for an **immersive travel experience**. This city invites your guests to traverse its ancient streets, where each corner reveals tales of legendary heroes and artistic milestones. Rouen offers visitors an enriching journey through time, enhancing the overall value of their experience.

CULINARY EXCELLENCE: UNESCO CREATIVE CITY OF GASTRONOMY

As a UNESCO Creative City of Gastronomy, Rouen promises an extraordinary **culinary adventure that transcends mere dining**. This unique selling proposition ensures that tourists partake in a gastronomic experience that nourishes both body and soul, leaving them with lasting memories. The city's culinary distinction can be leveraged as a key marketing point, attracting food enthusiasts for **exceptional experiences**.





ART: A TAPESTRY OF CREATIVE BRILLIANCE

Rouen's vibrant art scene, from its Gothic cathedral that inspired Claude Monet to its contemporary galleries, offers a **dynamic and multifaceted** cultural experience. This artistic heritage can be marketed as a unique selling proposition, appealing to travellers with a penchant for art and culture. Each visit to Rouen provides fresh inspiration and deepens appreciation for artistic excellence.

NATURE: SERENITY AMIDST HISTORIC SPLENDOUR

The **serene natural beauty** of Rouen, with its picturesque Seine River, forests and lush parks, offers a tranquil escape amidst historical grandeur. This harmony between nature and history presents a unique and rejuvenating experience for travellers seeking both **relaxation and adventure**.

INNOVATION: BRIDGING HERITAGE AND FUTURE

Rouen's commitment to sustainability and modern infrastructure positions it as **a forward-thinking destination** that honours its past while embracing the future. This progressive spirit aligns with the growing consumer demand for sustainable travel options, making Rouen an attractive destination for environmentally conscious travellers. Investing in partnerships with Rouen can enhance your brand's image as **a leader in sustainable tourism**, driving new customer acquisition and loyalty.

Tourism and sustainability

Rouen has been working towards becoming a **smart city** by integrating technology to enhance the visitor experience while promoting sustainable practices. The city has improved its public transportation network, including the introduction of electric buses, to reduce the carbon footprint of both locals and tourists. Rouen encourages local hotels and accommodations to obtain **green certifications** and has invested in sustainable mobility options such as bike-sharing programs, inner-city cycle ways and pedestrian-friendly zones.

The city makes efforts to **preserve and promote** its cultural and historical heritage sustainably, and has implemented effective waste management systems, and collaborates with local stakeholders to develop sustainable tourism strategies.

Rouen's tourism board **actively encourages tourists** to support local businesses that follow sustainable practices by promoting the use of local products and services. The transition from paper to digital platforms has also been warmly received by both visitors and locals in the city.

Discounts for **Low-Carbon Travel** Rouen Tourism is making significant strides in promoting responsible tourism through its innovative low-carbon tariff initiative. Visitors arriving via **eco-friendly transportation methods**—such as bicycles, buses, or trains—can now enjoy substantial discounts on selected experiences. This initiative not only incentivizes sustainable travel but also enhances accessibility to Rouen's rich cultural offerings.



Rouen is a city embracing car-free exploration.

Rouen boasts a centrally located train station, providing easy access from numerous cities, including Paris. Situated just a short walk from the historic centre, travellers can quickly reach their accommodations and begin exploring the city's charming pedestrian half-timbered streets, iconic monuments, and renowned museums. For those arriving by car, convenient parking options are available, facilitating seamless exploration of Rouen on foot, bike or by public transportation.

Cyclist's Paradise: The «Accueil Vélo» Advantage Among the many establishments in the city, Rouen Tourism proudly holds the «Accueil Vélo» (Cyclists Welcome) label, highlighting its commitment to bicycle-friendly tourism. Cyclists have access to secure bike parking, covered storage, and readily available repair kits and pumps. Plan your route with ease, knowing that electric bike charging points and luggage transfer services are available. Explore Rouen's beauty on two wheels with confidence!



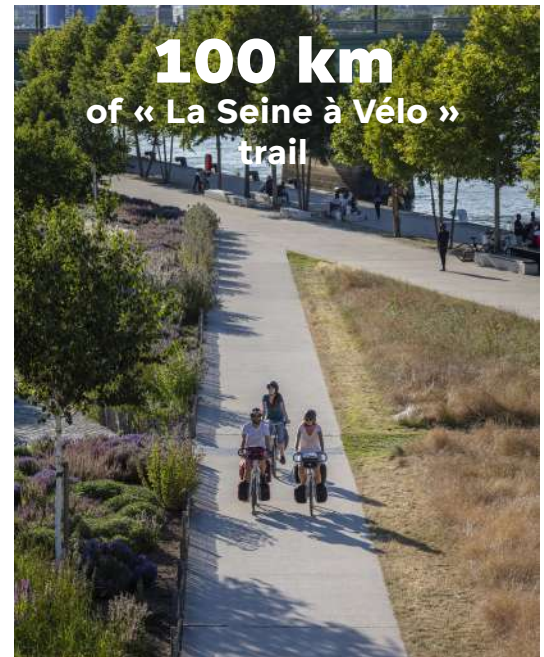
A pivotal economic hub







1st
impressionist
collection
in the region



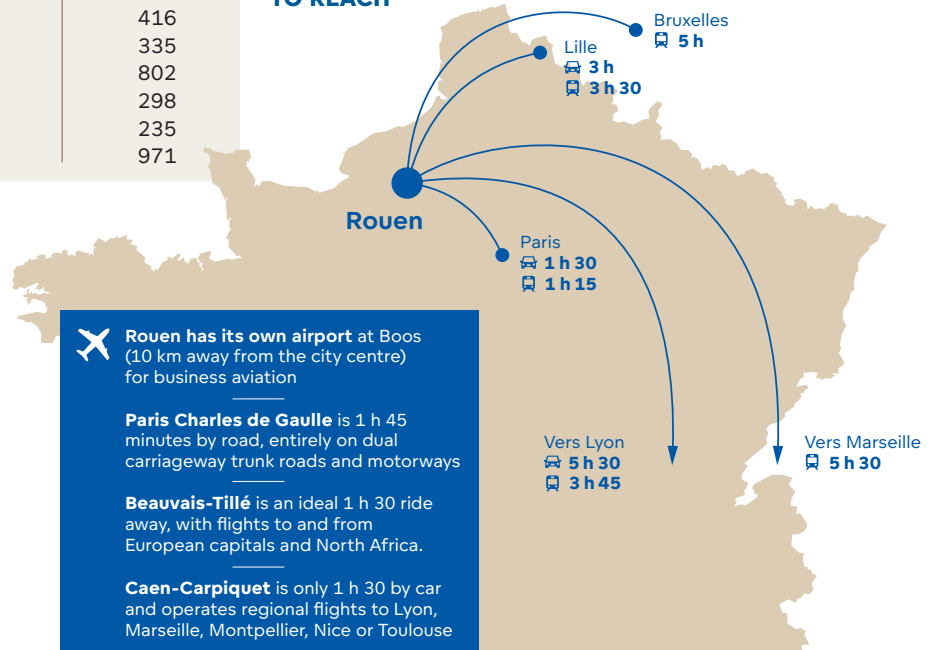
Seamless connections

DISTANCE FROM/TO ROUEN BY CAR

Cities	Kms	Miles
Le Havre	88	55
Amiens	119	74
Caen	127	79
Paris	134	83
Lille	257	160
Reims	285	177
Rennes	309	192
Bruxelles	345	214
Londres	471	293
Limoges	480	298
Amsterdam	540	336
Lyon	594	369
Strasbourg	634	394
Bordeaux	656	408
Toulouse	765	475
Marseille	905	562
Barcelone	1123	698
Madrid	1343	835
Cologne	523	325
Francfort	720	447
Genève	669	416
Norwich	539	335
Florence	1290	802
Rotterdam	480	298
Anvers	379	235
Rome	1562	971



CLOSE AND EASY TO REACH





CORK

AVONMOUTH

LONDON

HARWICH

ROTTERDAM

AMSTERDAM

ZEEBRUGGE

PORTSMOUTH

DOVER

JERSEY

ROUEN

BREST

PARIS

LA ROCHELLE

BORDEAUX

BILBAO

COPENHAGEN

HAMBURG

ÉTRETAT

ROUEN

HONFLEUR

DEAUVILLE

GIVERNY

CHARLES DE GAULLE AÉROPORT

PARIS

VERSAILLES

Discover
and explore

A photograph of three half-timbered buildings. The central building has a grey frame and white panels, with the Roman numeral 'XIX' repeated in a grid. The left building has a brown frame and white panels. The right building has a dark purple frame and white panels. The text 'Discover and explore' is overlaid in white at the top.

Architectural wonders

GALLO-ROMAN AND ROMANESQUE ERAS

Rouen was founded by the Romans as Rotomagus in the **1st century**. While few visible remains exist today, visitors can marvel at the Roman crypt of Rouen Cathedral, as well as the foundations of a Roman thermae.

GOTHIC GRANDEUR

Rouen is home to a treasure trove of awe-inspiring **Gothic marvels**. The Cathedral, with its asymmetrical facade and 64-bell carillon, famously painted by Claude Monet. Not to be missed are the Church of Saint-Ouen and the Church of Saint-Maclou.

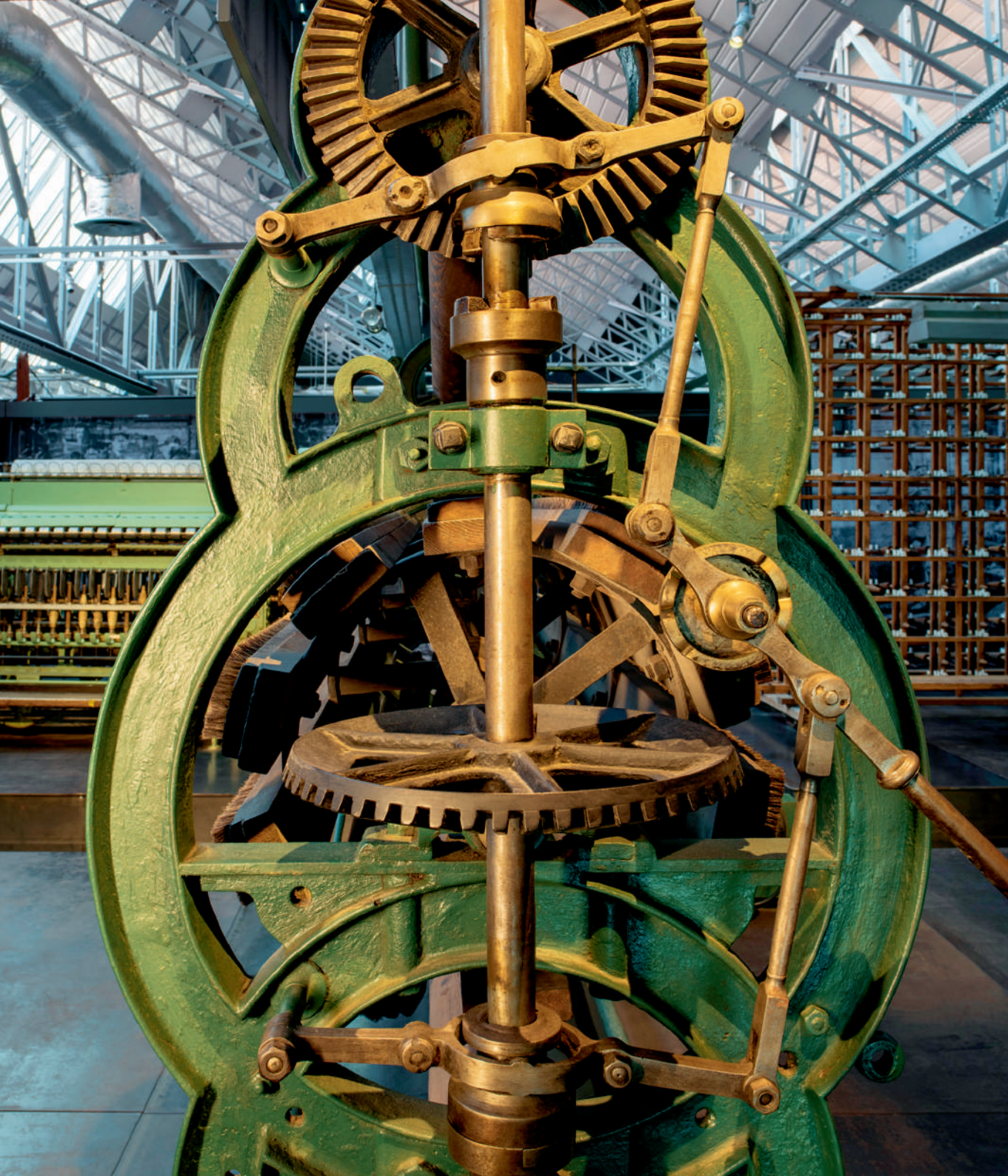


TIMELESS TIMBER

Wander the cobbled stoned streets lined with over 2,000 classed half-timbered houses, some dating back to the **Middle Ages and Renaissance** periods, each a living testament to the city's prosperous past.

RENAISSANCE REVIVAL

Rouen experienced a cultural and economic revival during the **16th century**, that left an indelible mark on the city's architectural landscape. Rouen's remarkable architecture is a tribute to the city's prosperity and cultural significance during this era of enlightenment and artistic expression, like the astronomical clock that is set within a Renaissance arch and the House of the Exchequer, recognized as Rouen's oldest Renaissance building.





BAROQUE AND CLASSICAL

Place de la Pucelle neighbourhood, beloved by locals, features stunning urban mansions and half-timber houses with classical facades that surround the square. This charming area is close to the Old Market, where you can find a variety of vendors selling fresh produce, seafood, and local delicacies. The city is also home to numerous beautifully preserved private mansions (hôtels particuliers), some of which are open to visitors, such as the exquisite mansion now hosting the must-see Ceramics Museum.



THE INDUSTRIAL REVOLUTION

The remarkable Gare de Rouen-Rive-Droite, the main train station built in 1847, is an excellent example of Art Nouveau architecture. This station played a significant role in bringing Impressionist masters to Rouen by train.



MODERN, CONTEMPORARY, AND VISIONARY FUTURE

In Rouen, the ancient and modern coexist in harmony. The Grande Pharmacie du Centre, an **Art Deco** building across from Notre-Dame Cathedral, reflects bygone eras. The Church of Saint Joan of Arc, built in 1979 with bold curves, adds a modern touch. Marvels of **modern architecture** include the Gustave Flaubert Bridge and the Metropolis Rouen Normandy headquarters, which won the 2017 American Architecture Prize for Institutional Design. These structures showcase the city's blend of history and futuristic vision.

A land of legends

THE VIKINGS

The Vikings, known for their seafaring prowess and fierce raids, left a lasting mark on Rouen. Viking chieftains, including **the legendary Rollo**, besieged the city. Rollo later became the first ruler of Normandy, establishing a powerful Norse legacy in the region. Another Viking warrior who left an enduring legacy was Olaf Haraldsson of Norway, who was baptised in the cathedral. Returning to Norway, he ascended to the throne as **King Olaf II**, credited with bringing the Christian faith to his homeland and later canonized as Saint Olaf.

WILLIAM THE CONQUEROR

William the Conqueror had a deep connection to Rouen, which served as the **capital of his Norman duchy**. In July 1087, after being wounded in battle, William was brought back to Rouen to the priory of Saint-Gervais, which had been converted into a ducal residence. It was there that he spent his final days and passed away on September 9, 1087. Visitors can visit the remnants of the priory and learn about its history.

RICHARD THE LIONHEART

Richard the Lionheart's embalmed heart was interred in Rouen Cathedral after his death in 1199. The heart was placed in a lead box and buried beneath a tomb bearing his effigy, with the inscription **"Here lies the heart of Richard, King of England"** in Latin. Today, visitors can still see the tomb of Richard I's heart in Rouen Cathedral.



THE IMPRESSIONIST OF ROUEN

Rouen played a vital role in the development of Impressionism. Renowned artists like **Claude Monet**, **Camille Pissarro**, **Alfred Sisley**, and **Paul Gauguin** drew inspiration from the city's landscapes and its iconic cathedral, capturing these elements in works that explore the effects of light and colour. Many notable Impressionists, such as Pierre-Auguste Renoir and Berthe Morisot, also painted scenes of Rouen and the Seine, contributing to the rich artistic legacy of the area. The Fine Arts Museum of Rouen houses several of these masterpieces, that underscores Rouen's importance as a central hub for the Impressionist movement, highlighting its enduring impact on art history.

JOAN OF ARC

Joan of Arc, the brave French heroine and martyr, is closely associated with Rouen. After being captured by the English, she was handed over to an ecclesiastical court and tried and executed in Rouen in 1431. The Historial Jeanne d'Arc, Joan of Arc Tower, and themed guided tours offer an immersive experience that provides visitors with detailed insights into Joan of Arc's life, her trial, and her enduring legacy. Additionally, these tours include elements of **medieval life and feature a unique medieval dining experience** with a Joan of Arc theme. Visitors can explore how Joan's image has evolved over the centuries, with displays of various objects and artworks inspired by her. These experiences offer a comprehensive understanding of Joan of Arc's life and her deep connection to Rouen, making the city a significant destination for those interested in her story.





General view of Rouen, Claude Monet, 1892
Rouen, museum of Fine Arts



Spiritual sanctuaries

NOTRE DAME OF ROUEN

The Cathedral of Rouen, a stunning example of Flamboyant Gothic architecture, embodies profound themes of death and spirituality. Constructed between the 12th and 16th-centuries, it houses the tombs of **Norman dukes and French monarchs**, linking the living with the dead. Its intricate facade and towering spires inspire awe and contemplation of the divine. The cathedral's magnificent stained-glass windows depict biblical scenes, reflecting medieval Christian beliefs in resurrection and eternal life, emphasizing the spiritual journey from earthly existence to the afterlife.

JOAN OF ARC CHURCH

The church was built on the site where Joan of Arc was executed in 1431. It features modernist architecture with sweeping curves symbolizing flames and Viking ships. Inside, it houses magnificent 16th-century stained-glass windows, depicting biblical scenes. This unique blend of history and modern design offers a **powerful tribute to Joan of Arc**, making it a must-see guided visit for history and architecture enthusiasts.



RADIANT ST-OUEN ABBEY

This immense 14th-century Gothic masterpiece astounds with soaring vaulted ceilings, lantern tower, and exquisite stained-glass windows, bathes the interior in jewel-toned light. Don't miss exclusive experiences like candlelight tours evoking the abbey's centuries of history or **private organ concerts** on the magnificent 1890 Cavallé-Coll organ, one of France's best known.



ROUEN ABBEY TRAIL

Embark on a **spiritual odyssey** along the hallowed Norman Abbey Trail, a journey that begins in the storied city of Rouen. From the ancient **St. Owen's Abbey**, marvel at **Jumièges' haunting ruins**, bask in **Saint-Georges de Boscherville's** harmonious beauty, and immerse yourself in Saint-Wandrille's living legacy, where chants echo and monastic beer flows, embracing the region's spiritual tapestry.



SAINT-MACLOU ATRIUM

The Aître Saint-Maclou is an **historic ossuary** from the 16th-century, symbolizing death and spirituality. Originally a mass graveyard during the Black Death, it features macabre carvings of skulls, crossbones, and grave-digging tools, reminding visitors of life's transience. This site evolved into a spiritual symbol of the journey from life to death and the hope of resurrection, reflecting medieval Christian beliefs in redemption and eternal life, where death is viewed as a passage to the afterlife.

MAISON SUBLIME

The Maison Sublime, located near the Notre Dame Cathedral, is a significant **medieval Jewish structure** from the 12th-century. It represents an important part of the Jewish presence in Rouen during the Middle Ages, adding a rich layer to the city's diverse religious history. This site provides a unique glimpse into the Jewish heritage and its contributions to Rouen's historical tapestry.



Land of artistic greats

IMPRESSIONIST CAPITAL

Impressionism was born in Le Havre, but Rouen became its nurturing ground, gathering artists who were key figures in this world-renowned movement. The city provided a rich source of inspiration for dreamers and artists alike, drawn to its vibrant and unique spirit. **Claude Monet was deeply influenced by Rouen's charm**, which fuelled his creativity. His iconic series of paintings depicting the Rouen Cathedral, capturing the variations in light and atmosphere, are a testament to the city's significant impact on Impressionist art.

ROUEN'S LITERARY MUSES

Rouen has long been a muse for literary greats, its enchanting atmosphere and artistic spirit igniting creative genius. Gustave Flaubert, the author of **"Madame Bovary"** was born here and drew inspiration from the city's vibrant culture and unique character. Playwright Pierre Corneille, a Rouen native, penned French classics like "Le Cid". The city captivated Victor Hugo, whose poetic descriptions immortalized Rouen's Gothic splendour in works like **"Les Misérables" and Notre-Dame de Paris"**. Mystery writer Maurice Leblanc found inspiration for **"Arsène Lupin"** here. Contemporary novelist Michel Bussi continues this tradition, weaving Rouen's essence into bestselling narratives.

ART GALLERIES

The city showcases diverse forms of art, including street art, photography, and public installations. Galleries feature works from movements such as **Abstract Expressionism, Feminist Art, and Environmental Art**, highlighting both local and international talent. This dynamic environment fosters creative expression, making Rouen a vital hub for artists and art enthusiasts alike.

MODERN ART IN MUSEUMS

A notable highlight is the Matmut **Contemporary Art Centre** that hosts four temporary exhibitions annually, featuring both emerging and established artists. Its expansive 15-acre park features thematic gardens and monumental sculptures, enhancing the cultural experience in the region. Equally, the Musée des Beaux-Art is renowned for its Impressionist works, but the museum also features more recent artistic movements and contemporary pieces.

STREET ART AND PUBLIC INSTALLATIONS

Rouen has embraced street art and public installations, with contemporary **artists expressing themselves throughout the city**. These works add a modern flair to the historic cityscape, creating an intriguing contrast of old and new. visitors and residents alike. A highlight for those wanting to discover current art by foot.





A delicious UNESCO creative city

UNESCO CREATIVE CITY OF GASTRONOMY

Rouen's culinary excellence has garnered it the **prestigious title** of a UNESCO Creative City of Gastronomy, in 2021. This designation highlights Rouen's rich gastronomic heritage and its dedication to preserving and promoting culinary traditions. From local farms to renowned restaurants, the city celebrates its regional bounty and the artistry of its chefs in every meal.



NORMANDY'S GASTRONOMIC FESTIVAL

Rouen is celebrated as the **gastronomic capital of Normandy**, a region famed for its cider, cheese, and scallops. The city's culinary scene is a vibrant mix of traditional and innovative flavours, reflecting the Norman bocage's produce, the Seine Valley's fruits, and the rich butter from nearby farms. Each October, Rouen honours its culinary heritage with the **"Rouen à Table!"** (Taste of Rouen!), a family-friendly festival that showcases the city's gastronomic pride.



CYCLE THE FRUIT ROUTE

The Fruit Route offers a picturesque journey through the Seine Valley's agricultural heartland, just 18 km from Rouen. This route features colourful **orchards where apples, pears, and cherries thrive**. Visitors can pick fresh fruit and engage with local farmers, experiencing the authentic flavours and aromas of our fertile lands, or simply just have a picnic in this picturesque setting.

CHEESE AND CIDERY TOURS

Normandy is famous for its apples and cheese. Visitors can tour the region's fruit orchards and cheese makers, learning about **cider and cheese-making** from passionate producers. These tours often include tastings of local produce like Camembert, Neufchatel, Cider and Apple Brandy.

HISTORIC FLAVOURS

Rouen's gastronomy is deeply connected to its historical monuments. Visitors can enjoy a drink in the lively Place du Vieux-Marché or embark on gourmet tours that reveal **the secrets of renowned chefs**. These experiences allow visitors to savour the city's rich culinary heritage in historic settings.

HANDS-ON GOURMET EXPERIENCES

Rouen offers immersive culinary experiences through guided tours and workshops. Visitors can explore the city's gastronomic history, participate in cheese and wine pairings, and attend workshops at the renowned **Fauchon school of gastronomy** in the city. These activities provide a deeper understanding of Rouen's celebrated culinary traditions and innovative chefs.

Nature and leisure

GARDENS

Rouen's Botanical Garden and other gardens like Angelique's Garden and The Agapanthus Garden offer tranquil escapes, with events like the famous **"Graines de Jardin"** (Garden Grain) gardening festival, celebrating the region's horticultural heritage in early summer.

HIKING ROUTES

Hiking Trails in Normandie, Rouen and the Seine Valley offers a wide array of hiking routes that cater to **different skill levels and interests**. There are over 3,000 km that traverse various landscapes in popular areas that crosses the villages of La Bouille and Jumièges.

BIKE ROUTES

Rouen is also a paradise for cyclists, with **"La Seine à Vélo"** route, that offers a scenic and enriching experience along the Seine River, stretching from Paris to the sea. In the Rouen metropolitan area alone, this route spans 110 kilometres, traversing 28 communes and providing cyclists with a diversity of landscapes and cultural landmarks. The route not only promotes tourism but also emphasizes sustainable transportation and local economic development.





OUTDOOR ACTIVITIES

Rouen and its surroundings offer a plethora of outdoor activities, with natural playgrounds that are perfect for **horse riding, archery, water sports** with areas like Jumièges and Bédanne offering multi-sport recreation.

GOLFING

Golfing in Rouen offers enthusiasts picturesque and challenging courses nestled in serene environments.

The Golf de Rouen Mont-Saint-Aignan, located just 5 kilometres from the city centre, is a centennial course surrounded by a beautiful forest, ideal for both leisure and competitive play. Another notable 18-hole course is the **Garden Golf Rouen la Forêt Verte**, situated 20 minutes from Rouen.

EXCEPTIONAL FORESTS

The forests making up about a **third of the metropolitan area** in and around Rouen are a significant and cherished part of the region, contributing to its identity and environmental quality. These forests, have been awarded the prestigious **“Forêt d’Exception®”** label, recognizing their exceptional biodiversity, scenic beauty, and historical significance.

Historic and modern industry

FROM IRON TO STAINED GLASS

Rouen is a city where craftsmanship creates marvels, a place where the work of the hand and the wonder of the eye converge. Rouen's know-how has given rise to an incredible **wrought-iron museum**, and stained-glass collections that adorn monuments across the city. These iconic sites are a testament to the enduring legacy of Rouen's artisanal traditions, where **stained glass and jewellery making workshops** are very popular.

CERAMICS AND EARTHENWARE

Rouen's rich history in this art is particularly noteworthy, with its faience pottery standing out as a symbol of the city's artistic excellence. The production of faience in Rouen began in the 16th century and flourished, making the city a significant centre for this craftsmanship in France.



The **Ceramics Museum** showcases an extensive collection of these masterpieces, and the tradition continues to inspire contemporary artists, ensuring that Rouen remains at the forefront of ceramic artistry, with **pottery classes and workshops**.



APPLE CANDY STICKS

Discover the enchanting **"Sucre de Rouen"**, a beloved local confection with a rich history dating back to the 16th century. This apple-sugar candy stick was once believed to possess medicinal properties for soothing sore throats and melancholy. Visitors can witness the meticulous hand-made production process, where a team of dedicated artisans transforms a hot sugar mixture into the famous cylindrical sweets. By savouring this delightful confection, tourists not only indulge in a taste of **Normandy's culinary heritage** but also support a meaningful social enterprise that empowers individuals with disabilities.



TEXTILE PRODUCTION

Rouen and its neighbouring town, Elbeuf, boast a distinguished history in **textile production**, particularly noted for their wool and cloth industries. Elbeuf, located just a short distance from Rouen, was one of the principal centres for woollen cloth manufacturing in France from the Middle Ages through the 19th century. The quality of the textiles produced here was renowned throughout Europe, supplying fine woollen fabrics to the most prestigious clients, including the French royal court. This industrial heritage is preserved in **various museums and historical sites**, showcasing the innovative techniques and machinery that powered their textile mills.

THE PORT OF ROUEN

Discover the vibrant Port of Rouen, a bustling maritime hub that seamlessly blends history with modern industry. As Europe's leading grain exporting port, Rouen's harbour offers a unique glimpse into the heart of international trade. Visitors can embark on a captivating 1.5-hour boat tour along the Seine, **witnessing the port's impressive infrastructure**.





Unequaled Rouen collections

MUSEUM OF FINE ARTS

This fine arts museum houses an exceptional collection of paintings, sculptures, and drawings from the 15th to the 21st century, including major works by Impressionist greats.

JOAN OF ARC HISTORIAL

Located in the Archbishop's Palace, this interactive museum tells the story of Joan of Arc through multimedia presentations and historical artifacts.

GROS HORLOGE

While the Big Clock is a renowned astronomical clock and monument, it also houses a unique feature – a museum dedicated to this very clock! This museum offers a rare glimpse into the history and intricate workings of one of the few remaining working astronomical clocks in the world.

MUSEUM OF CERAMICS

Showcasing Rouen's rich ceramic heritage, this museum displays an impressive collection of faience and porcelain from the 16th to the 18th centuries.

THE MUSEUM OF IRON ARTS, LE SECQ DES TOURNELLES

Housed in a former church, this unique museum boasts the world's largest collection of wrought ironwork, featuring over 12,000 pieces from the Middle Ages to the 20th century.

FLAUBERT MUSEUM AND THE HISTORY OF MEDICINE

Located in the house where Gustave Flaubert was born, this museum offers insights into the author's life and the history of medicine.

PIERRE CORNEILLE MUSEUM

Dedicated to the famous French playwright Pierre Corneille, this museum is set in his childhood home and provides a glimpse into 17th-century life in Rouen.

NATIONAL MUSEUM OF EDUCATION

Dedicated to the history of education in France, this museum features a vast collection of educational materials, textbooks, and school furniture.

INDUSTRIAL MUSEUM OF THE VALLOIS ROPE FACTORY

Set in a 19th century rope-making factory, preserves the industrial heritage of Rouen, showcasing cotton-spinning machinery and workers' living conditions.

THE KNOWLEDGE FACTORY

This museum, housed in a former wool factory, presents a modern scenography of Rouen's textile heritage, with restored machinery and extensive archives.

MARITIME, RIVER AND PORT MUSEUM

Exploring Rouen's maritime history, this museum showcases the city's role as a major port and its connection to the Seine River.





The food scene

IMPRESSIONIST-INSPIRED CUISINE

Explore the culinary world inspired by the Impressionist masters. This theme could include dining experiences at historical inns with menus based on **Claude Monet's recipe books**, offering dishes that reflect the vibrant and naturalistic style of Impressionist art.

NORMAN GASTRONOMY

Celebrate the rich culinary heritage of Normandy, featuring **local specialties** such as cheese, apple cider, or seafood. Highlight traditional Norman dishes like Tarte Tatin, Mussel Marinere, and Rouen Duck, emphasizing the region's agricultural bounty and coastal influences.

MEDIEVAL FEASTS

Dive into the historical roots of Rouen with a theme centered around **medieval cuisine**. This could involve recreating feasts that might have been served in the grand châteaux and abbeys of the region, using recipes and ingredients from the Middle Ages to create an authentic dining experience.

NORMANDY'S GASTRONOMIC FESTIVAL

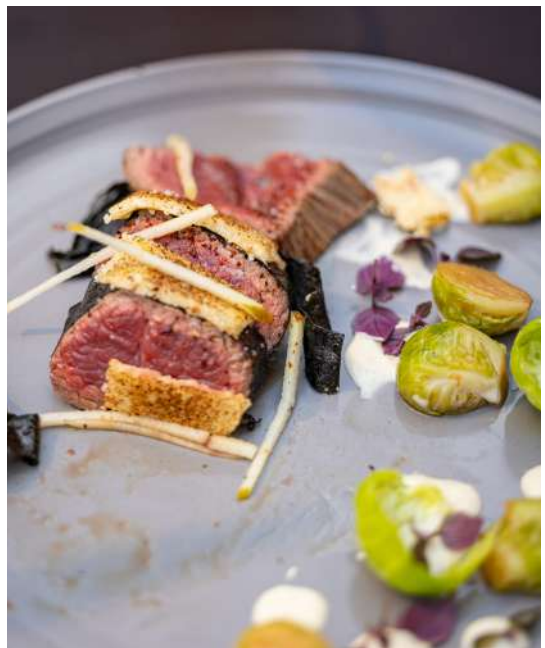
Rouen is celebrated as the gastronomic capital of Normandy, a region famed for its cider, cheese, and scallops. The city's culinary scene is a vibrant mix of traditional and innovative flavours, reflecting the Norman bocage's produce, the Seine Valley's fruits, and the rich butter from nearby farms. Each October, Rouen honours its culinary heritage with the "**Rouen à Table!**" (Taste of Rouen!), a family-friendly festival that showcases the city's gastronomic pride.

JULIA CHILD MENU

Rouen is to France what Florence is to Italy: the cradle of art and **the capital of cuisine**. Rouen ignited Julia Child's culinary passion, when she first arrived in France and enjoyed her first meal at a legendary local restaurant. Today, the menu has been replicated for anyone wishing to be transported back to one of Julia's fondest French memories.

FAUCHON SCHOOL WORKSHOP

Rouen offers immersive culinary experiences through **guided tours and workshops**. Passengers can explore the city's gastronomic history, participate in cheese and wine pairings, and attend workshops at the prestigious Fauchon School of Expertise. These activities provide a deeper understanding of Rouen's celebrated culinary traditions and innovative chefs.



The Rouen nightlife

Rouen, Normandy's capital, transforms into a captivating nocturnal wonderland. This historic city offers an enchanting blend of illuminated architecture, vibrant nightlife, and cultural experiences after dark.

ILLUMINATED LANDMARKS

As night falls, Rouen's iconic structures come to life with ethereal lighting. The **majestic Rouen Cathedral** stands tall, its intricate details accentuated by soft illumination. The **Gros Horloge**, on the city's oldest pedestrian street, gleams with its golden face against the night sky.

NIGHTTIME EXPLORATION

Embark on a leisurely stroll along the Seine River, where the illuminated cityscape reflects on the water's surface, creating a magical ambiance. Wander through the old town's charming streets, admiring the half-timbered houses and hidden courtyards bathed in moonlight.

VIBRANT NIGHTLIFE

Rouen boasts a lively nightlife scene with numerous bars and pubs. The city offers an array of options, from traditional French bistros to trendy cocktail bars and cozy Irish pubs. For those seeking more energetic entertainment, Rouen provides a selection of nightclubs and live music venues.

CULTURAL EXPERIENCES

Rouen's cultural scene thrives at night, with theaters and concert halls hosting performances year-round. Visitors can enjoy plays, operas, classical music concerts, or contemporary dance performances⁷.

FESTIVALS AND EVENTS

Throughout the year, Rouen hosts a vibrant tapestry of festivals and events that electrify the city's nocturnal landscape. From light shows and open-air concerts to gastronomic celebrations and cultural extravaganzas, Rouen ensures that every evening promises a unique and exhilarating experience.

ACCOMMODATIONS

Rouen's hotel scene is evolving, with iconic landmarks being transformed into luxurious accommodations. Notable additions include a Hyatt Place in the former teacher training school and a Novotel/Adagio Aparthotel in the Art Deco-styled former Palais des Consuls. These establishments offer unique views of the Seine River or panoramic vistas of Rouen's rooftops and spires. To explore the vibrant evening scene in Rouen, [visiterouen.com](https://www.visiterouen.com) offers a comprehensive guide to the city's nocturnal entertainment. The website provides a complete and up-to-date agenda of evening activities that cater to every taste and preference.



Exploring majestic châteaux and abbeys



CHÂTEAU OF ROBERT THE DEVIL

The Château Robert le Diable, also known as the Castle of Robert the Devil, is located in Moulineaux, just 20 minutes from Rouen. Its name comes from the legendary figure of Robert the Devil, a character from a 12th-century legend. Historically, the castle was built during the 11th and 12th centuries, strategically located on a hill overlooking the Seine River. While its name is linked to the legend, there's no direct evidence connecting Robert the Devil to its construction. King Richard the Lionheart stayed there, but it was later destroyed and rebuilt multiple times throughout history, notably during the Hundred Years' War.

Today, the ruins of the Château Robert le Diable offer visitors a glimpse into medieval Normandy and the enduring power of its legends with exploration games, guided tours, and events.

ABBEY OF SAINT-GEORGES DE BOSCHERVILLE

Nestled nearby Jumièges, this former Benedictine abbey, dating back to around 1113, showcases fine late Romanesque architecture. Its well-preserved 12th-century church and, particularly, its restored 17th-century Maurist gardens offer a captivating glimpse into monastic life. Today, the Abbey of Saint-Georges de Boscherville offers a captivating glimpse into both the spiritual and practical aspects of monastic life through its architecture and its meticulously maintained gardens.

JUMIÈGES ABBEY

These impressive ruins, dubbed « the most beautiful in France » by Victor Hugo, stand as a powerful reminder of Norman history and Romanesque architecture. Founded in the 7th century, this once influential Benedictine abbey on the Seine River still evokes grandeur with its towering skeletal remains. Surrounded by peaceful gardens and centuries-old trees, Jumièges Abbey offers a unique atmosphere of serenity and contemplation.



Remembering our war heroes

TALLIS CHÂTEAU IN DUCLAIR

A World War II history enthusiast and owner of the chateau, has established the **“August 44: Hell on the Seine” Museum**, situated 25 km from Rouen. This museum recounts the tragic events that unfolded in the region in August 1944, when the Allies attempted to liberate the Seine Valley. Visitors can discover a rich collection of objects, uniforms, weapons, and vehicles from that era, as well as poignant testimonies from civilians and soldiers who endured these terrible battles. The chateau is equally available for evenings and events.



SAINT-SEVER CEMETERY IN ROUEN

A significant site for WWI and WWII burials. It contains 3,082 Commonwealth burials from the First World War and an adjoining extension with 8,348 more, including 328 from WWII. Established due to the large number of hospitals in Rouen during both wars. It serves as a poignant reminder of the sacrifices made during these conflicts.



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.



Iconic year-round festivities

MONUMENTAL FOREST

“La Forêt Monumentale” is an innovative and immersive land art exhibition set in a forest near Rouen. Running from June 2024 to September 2026, features 13 monumental artworks along a 4-kilometer trail, designed to blend seamlessly with the natural surroundings and inspire contemplation about the relationship between humans and nature.



JOAN OF ARC MEDIEVAL FESTIVAL

Launch Event: May 16th

Rouen will come alive to the rhythm of The «Pucelle», the heroine of French history who was tried and burned at the stake right here in 1431. With a medieval market, entertainment, parades, and shows... welcome back to the era of troubadours and falconers! It is also the perfect opportunity to explore the many medieval remains in Rouen and its metropolitan area, or to join guided tours focused on «Joan the Rouennaise.» While these festivities fully embrace the traditional and historical figure of The Maid, they also explore her myth and the way it continues to resonate in modern society.



GARDEN GRAINS

“Graines de Jardin” transforms Rouen into a verdant paradise. Gardens bloom with vibrant flowers, workshops inspire green thumbs, and nature lovers revel in the beauty and tranquillity of this horticultural festival in May.

NORMANDIE IMPRESSIONIST FESTIVAL : A POSSIBLE GARDEN

From May 29 to September 27

In 2026, we will commemorate the centenary of Claude Monet’s death—an anniversary that holds profound meaning for Normandy. It was here, in Giverny, that the Impressionist master spent the final 43 years of his life. During that time, he produced a monumental body of work: a manifesto of modernity and a new perspective on nature that would ultimately become an ode to peace.

Normandy witnessed his evolution into a genius, from Le Havre to Giverny and, of course, Rouen. Rouen was a pivotal chapter in Monet’s life and will naturally be a focal point for this 100%



contemporary tribute to the master.

The Cathedral, the very subject of the artist’s pictorial experiments, will once again be a highlight of the program. It will feature a video mapping show created by a major Japanese artist known for her vibrant, pop-inspired universe. The opening weekend will be celebrated with a massive party in front of the Cathedral, echoing the electric atmosphere of Barbara Butch’s unforgettable 2024 closing set.

VIVA CITÉ

June 26th, 27th & 28th

Viva Cité electrifies Rouen with the **biggest European celebration** of street arts. Performers from around the globe showcase their talents in theatre, music, and dance, turning the city into a vibrant cultural stage every year.





With its innovative and distinctive concept, the event stands out for its unique character and its ability to surprise every visitor. By blending artistic, cultural, and culinary elements, Rouen à Table! creates an authentic, immersive, and memorable gastronomic experience. It's a vibrant boost to the local food scene—all set to the rhythm of live music!

CATHEDRAL LIGHT AND SOUND SHOW

From May 29 to September 28

A brand-new, original creation by Japanese artist Mika Ninagawa will be projected onto the cathedral's façade at nightfall. Boldly colorful and graphic, this work will find a thematic echo at the Aître Saint-Maclou, where the artist will showcase another facet of her work in a free exhibition throughout the summer.

ROUEN À TABLE!: SHARING FOOD AND MUSIC

October 7 to 11

Rouen à Table! is back for another serving! Join us to celebrate the culinary arts of Rouen, the only city in France to be recognized as a UNESCO Creative City of Gastronomy.





CHRISTMAS MARKET

Rouen's Christmas Market, "**Rouen Givrée**" sparkles with festive cheer. Wooden chalets offer handcrafted gifts, seasonal treats, and mulled wine, while twinkling lights and holiday music create a magical winter wonderland in the heart of the city throughout December.

ROUEN'S ARMADA

Majestic tall ships from around the world sail into Rouen's port, transforming the Seine into a **floating museum**. Spectacular parades, fireworks, and maritime festivities captivate millions of visitors during the free Armada event. The next Armada of Rouen will take place from **Thursday 17 June to Sunday 27 June, 2027**.



You want to know the other events going on?



Our network

MÉTROPOLE ROUEN NORMANDIE

The Métropole Rouen Normandie, a metropolitan area encompassing 71 communes, including the city of Rouen. The Métropole actively collaborates with HAROPA PORT and other stakeholders to develop innovative projects and **foster economic growth and sustainable development** in the region.

LOCAL PARTNERS AND INFLUENCERS

At Rouen Tourisme, we take great pride in our collaboration with **over 400 local partners**, including retailers, restaurateurs, accommodation providers, and museums. This synergy allows us to effectively promote and develop tourism in our beautiful city of Rouen and the surrounding region.

Our partnership network plays a **crucial role in enhancing the overall tourism experience**, particularly for cruise visitors. By working closely with local businesses and influencers, we can offer a more authentic and immersive experience for guests, showcasing the rich culture, history, and gastronomy of our region.

Through our partnerships, we can organize **exclusive experiences and events** for visitors, such as guided tours, culinary experiences, and cultural events. These unique offerings provide tourists with a deeper understanding and appreciation of Rouen's heritage and local traditions.

THE “CLUB DES TOQUES ROUENNAISES”

The Club des Toques unites Rouen's finest chefs and artisans, renowned for **their expertise and passion for French and regional cuisine**. Founded by the Tourism Office, the Club des Toques de Rouen Vallée de Seine brings together **top restaurateurs** with at least seven years of experience to preserve our gastronomic heritage and become **ambassadors of our regional cuisine** beyond the borders of Rouen, the Seine Valley, and Normandy.

Our digital brochures

Maps of Rouen



Gastronomical Guide



Guided Visit Brochure



Rouen Cruises Brochure



Gastronomical press pack



Top attractions and experiences







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.





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.

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.



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



Ask for your Rouen pass

Designed to simplify your stay and enrich your experience, the Rouen Pass opens the doors to must-see sites, gourmet discoveries, and cultural highlights—all including unlimited public transport. It is a practical and cost-effective solution to make the most of the region and its many tourist attractions.

Choose from three all-inclusive options tailored to your pace:

- 24 hours at €25
- 48 hours at €37
- 72 hours at €45

With the Rouen Pass, enjoy over 20 cultural, gourmet, and eco-friendly mobility experiences included in your pass.

FREE PUBLIC TRANSPORT

The Rouen Pass serves as your travel ticket across the entire Astuce network. For the duration of your pass, you benefit from unlimited travel on all modes of transport within the network: metro, TEOR, and bus.

Note : *Public transport is free for everyone on Saturdays and always free for those under 18.*

ACCOMMODATIONS

Enjoy exclusive discounts at a selection of hotels, with 20% off your second night and 50% off your third night! Visit visiterouen.com to find out more.

Developed by Otipass, the e-card of the Pass is on sale on the website visiterouen.com and can be downloaded directly to the Rouen Pass mobile application, available and accessible on iPhone and Android.



Learn
more



Contact us today

Imagine your clients marvelling at the Gothic splendour of Rouen Cathedral, savouring exquisite Norman cuisine, and walking in the footsteps of Joan of Arc. From its easily accessible port to its proximity to Paris, Rouen offers unparalleled value for cruise passengers.

Act now to unlock the potential of this extraordinary destination:

- **Contact us today** to arrange your personalized experience
- **Immerse yourself** in Rouen's unique offerings, from world-class museums to gourmet experiences
- **Witness firsthand** the warm hospitality and seamless logistics that make Rouen a cruise industry favourite
- **By writing about the territory of Rouen**, you're not just offering a destination – you're providing an unforgettable journey through history, culture, and French charm. Your readers will rave about their experiences.

Don't let this opportunity pass by. Together we'll **craft extraordinary experiences** that will keep your readers planning Rouen to experience.

ROUEN TOURISM PRESS

Yannick Bugeon (Mrs.)
Rouen Tourisme
CS 30666
76008 ROUEN Cedex 1 – France
F - +33 2 32 08 36 57
M- +33 6 03 34 41 32
y.bugeon@rouentourisme.com
visiterouen.com

Directrice de la publication: Christine de Cintré - Directrice de la rédaction: Delphine Crocq - Textes: Jaco Seyffert, Yannick Bugeon - Design graphique: Benoît Eliot/ Octopus

Photographies

Adobe Stock - Benoît Eliot - Refuse to Hibernate - Pierre-Olivier Deschamps, agence Vu' - Blas Garcia Diaz - Singuliers Pluriel - C. Lancien, C. Loisel Métropole Rouen Normandie - Alan Aubry Métropole Rouen Normandie - Instapades - Jean-François Lange - Cathédrale Monet - Caroline Bazin - École Fauchon - Château du Tailles - Rouen Normandie Sites et Monuments - Seine-Maritime Attractivité - Johan Mouchet, Unsplash - Nicolas Bram, Département de la Seine-Maritime - Pierre Antoine.

2^e trimestre 2025 - Impression: Iropa.
Toute reproduction est subordonnée à l'autorisation expresse de Rouen Tourisme. Document non contractuel.





visiterouen.com