

# DESTINATION VALENCE ROMANS





# VALENCE ROMANS TOURISME

Valence Romans Agglo Tourist Office is the expert organisation that serves to promote, market and raise the profile of the destination.

It takes the form of an SPL (Société Publique Locale) which helps both professionals and private individuals to provide top-class services and promote their selling points on national and international markets all year round.



## A LARGE ORGANISATION

- **35 employees**
- **6 complementary departments:** Reception and Information / Administration & Finance / Communication / Regional Coordination / Groups and Conventions Marketing / Convention Centre
- **4 sites:** 3 tourist information centres (Valence / Romans / Chabeuil) + 1 convention and exhibition centre + 1 mobile tourist office
- **54 communes represented**
- **Certifications: Qualité Tourisme, Tourisme & Handicap, Vignobles & découvertes, Accueil vélo**



## A YEAR IN FIGURES

- **more than 72,000 tourists assisted** in 2024
- **80% domestic customers / 20% international**
- **96 groups hosted** in 2024
- **70 events organised by the different departments**



# VALENCE ROMANS, BUSINESS DESTINATION

Ideally situated **in the heart of the Drôme département**, Valence Romans is a leading alternative **destination of choice** for **professionals** looking to organise a trade fair, exhibition, convention or corporate event.



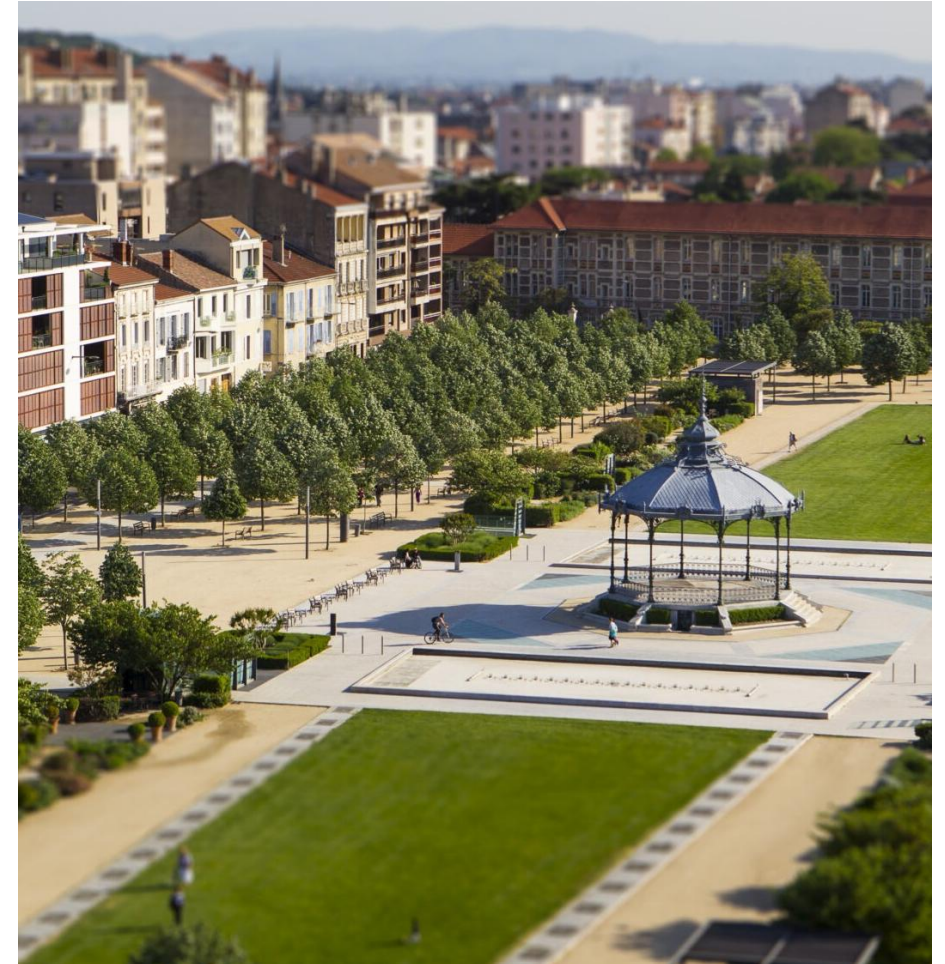
## EXPERT SERVICE FOR MORE THAN 15 YEARS

- **In-depth knowledge** of the region
- **Full support** provided to organisers
- **Partner referral** service
- **Tailor-made** events
- Numerous **areas of expertise**



## HOTEL AVAILABILITY CHECK

- Search of the number of **rooms available**
- **Advice** and **linking** from budget to luxury hotels
- **Summary** of availability over the target period



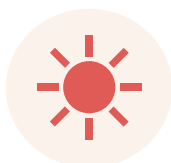


# **VALENCE ROMANS, NUMEROUS SELLING POINTS**



# MANY STRONG POINTS

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**105 days of sunshine** per year, 16 days more than the national average



Easy to access (2 motorways, 2 TGV stations, 1 airport) and just **2 hours from Paris** by TGV.



In the heart of **La Vallée de la Gastronomie France**



Home to **56 business parks**



Urban area with a population of **223,000**



An **ideal location** for organising **your events**



A conveniently located **airport**, between the Ardèche and the Alps

*Valence: ranks in the top 20 visitor destinations according to The Telegraph in 2020*



# UN THRIVING REGION



**3rd**

MOST ATTRACTIVE MEDIUM-SIZED URBAN AREA IN FRANCE\*



**1st**

DECENTRALISED HIGHER EDUCATION CENTRE IN FRANCE



**1st**

INLAND PORT IN FRANCE



**2,000 +**

NEW BUSINESSES CREATED EVERY YEAR



**2nd**

ORGANIC DEPARTEMENT IN FRANCE\*\*



**1,500 +**

NEW JOBS CREATED IN THE FOLLOWING YEARS

\* 2024 Arthur Loyd barometer study

\*\* In terms of the number of organic producers doing business in the region



# AN ATTRACTIVE REGION

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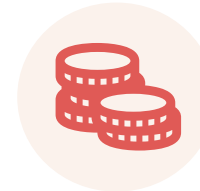
Winner of the **Territoire d'Innovation** award



Valence is ranked 30th\* among the **best French cities to work in**, ahead of Cannes, Toulon and Nice



Located at the heart of the dynamic **European business environment**



**Main economic hub** of the département



Home to **43% of the population of Drôme**

Population of Drôme Ardèche: **844,425**



Provides **51% of the jobs** in Drôme

\* Ranking by *l'Express* magazine, 2018



# 6 OFFICIAL COMPETITIVENESS CLUSTERS



## MOVING IMAGE

- **French Tech**-certified
- Digital Valence-Romans-sur-Isère: **120 local businesses**



## TEXTILES AND LEATHER

- Long-standing **expertise**
- Operates as a département-wide **ecosystem**



## INDUSTRY

- **14%** of the region's jobs
- Major economic drivers: **EDF, Areva, Thalès, Crouzet, Biomet France**



## AGRI-FOOD

- France's **2nd organic département\*** and **1st** in the Auvergne Rhône Alpes region\*\*
- Home to **Michelin-starred chefs**
- **Agribusiness** firmly rooted in the region



## UNIVERSITIES

- **9,500** students in **Drôme**
- **6,500** students in **Valence**
- **15%** increase in 10 years

\* In terms of the number of organic producers doing business in the region

\*\* In terms of the number of organic farms



**VALENCE ROMANS,  
AN ACCESSIBLE  
DESTINATION**



# A PRIME GEOGRAPHICAL LOCATION



In the **south** of the **Auvergne-Rhône-Alpes** region



**Ideal** geographical **position**



**Pleasant, sunny** climate



**Easy to reach**



Crossed by the **Rhône** and **Isère** rivers



**Numerous** **tourism** **activities**



# GETTING HERE BY AIR

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**The city of Valence is:**

**1 hr** from Lyon Saint-Exupéry Airport.  
France's second best-connected airport after Paris

**15 min** from Chabeuil Airport



# GETTING HERE BY HIGH-SPEED TRAIN (TGV)

**Paris** – Valence: 2 hrs 10

**Lyon** – Valence: 25 min

**Marseille** – Valence: 1 hr 00

**Avignon** – Valence: 30 min

## 2 TGV stations :



**15 min on foot** from Valence city center



**15 min by public transport** from Valence city center





# GETTING HERE BY ROAD

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**Lyon** – Valence: 1 hr 00

**Grenoble** – Valence: 1 hr 00

**Marseille** – Valence: 2 hrs 00

**Geneva** – Valence: 2 hrs 15

The area is served by **2 major highways**:

 Les autoroutes **A7** and **A49**





# GETTING AROUND

## Urban transport



Citéa is the city's **bus network**, organised and funded by Valence-Romans Mobilities.

- **33 scheduled routes** on weekdays
- A network operating on **Sundays and public holidays**
- **250** buses and coaches
- **67 communes** served

## Green transport



### Cycleo

A network of 16 secure cycle routes of 200km that connect 28 municipalities.

### ViaRhôna

This greenway will eventually run for 815 km from Lake Geneva to the Mediterranean

### V63 – Isère Valley Greenway

Runs through the département of Isère, starting in Savoie and ending where it joins ViaRhôna in Drôme.

### City bikes hire network

350 bikes present in the agglomeration spread over 61 stations.



# **VALENCE ROMANS, HERITAGE AND EXPERTISE**



# CULTURAL HERITAGE



VALENCE

## Museum of Valence, Art and Archaeology

20,000 items from prehistory to the present day on permanent display



VALENCE

## Armenian Heritage Centre (CPA)

The only site in Auvergne-Rhône-Alpes dedicated to the history, culture and people of Armenia



ROMANS-SUR-ISÈRE

## Shoemaking Museum

16,500 items on permanent display



BOURG-DE-PÉAGE

## Pogne Museum

All about our famous Pogne pastry, with Pogne-making demonstration and tasting



# ARCHITECTURAL HERITAGE

## VALENCE



### Peynet Bandstand

The most famous of Valence's monuments



### Maison des Têtes

Owes its name to the many carved heads decorating its façade.



### Pendentif

One of the first buildings in France to be declared a Historical Monument, in 1840

## ROMANS-SUR-ISÈRE



### Collegiate Church of St Barnard

Built in 837 by St Barnard, Bishop of Vienne



### Tour Jacquemart

Every hour, the bell is struck by a wooden mechanical figure carrying an iron hammer: the Jacquemart



### Grand town houses

Romans is home to a dozen residences built by wealthy merchants

The **Valence Romans Agglo** area is home to many other historical **monuments**



# THE FOOTWEAR INDUSTRY IN ROMANS

## The 11 Giant Shoes

Inspired by real shoe designs, these 11 two-metre-high shoes form a visitor trail around the centre of Romans



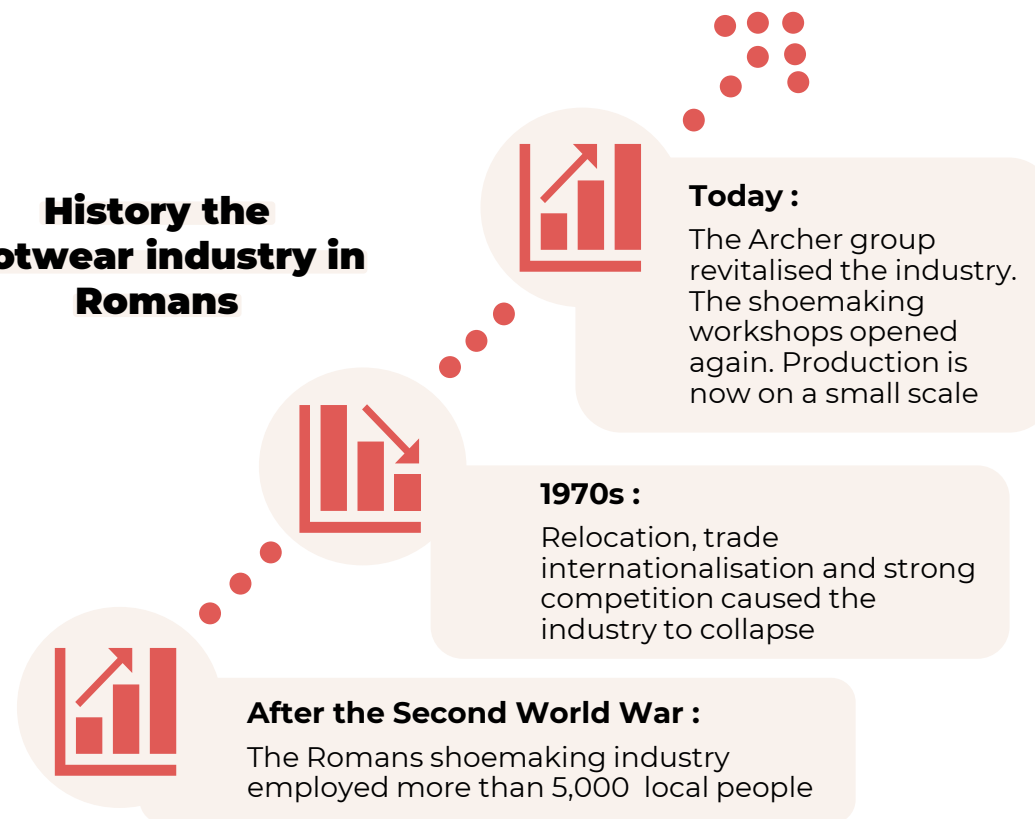
## Sightseeing

## The Cité de la Chaussure

Guided tours recounting the story of shoemaking in Romans and the town's manufacturing workshops



## History the footwear industry in Romans





# CREATIVE FLAIR

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## 1 | IMAGE AND ANIMATION HUB: THE CARTOUCHERIE

- The area's **flagship industry**
- Officially recognised as a **Centre of Excellence** in the Image
- Accounts for **22% of the industry's turnover** region-wide

## 2 | CREATIVE BUSINESSES

- Several activities have an **international reputation**
- The Cartoucherie is home to more than **20 creative enterprises**





# **VALENCE ROMANS, A FLAVOUR OF THE REGION**



# FINE FOOD AND WINE

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## Pioneering organic département

**1,267 farms** certified as organic producers

**2nd organic département** in France\* and **1st** in the Auvergne Rhône Alpes region\*\*

Hosts the biennial **Salon Tech&Bio** (international agricultural fair showcasing new developments in organic and alternative production technology)



## Vallée de la Gastronomie – France ®

Bringing together 3 French regions to create a **new tourist destination**

A response to several needs: creating a **different offer, novelty** and the **quest for authenticity**

Values: **shared experiences, passing on skills, meaningful contact**



## The region's vineyards

Valence Romans is **in the heart of the Rhône Valley**

Home to many of France's most **prestigious vineyards**

Certified **Vignobles & Découvertes**, this destination and the surrounding area are where numerous **famous wines** are produced: Crozes-Hermitage, Côtes du Rhône septentrionales, Saint Joseph, Hermitage, Cornas, etc.

\* In terms of the number of organic producers doing business in the region

\*\* In terms of the number of organic farms

# MANY CULINARY SPECIALITIES

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## The Raviole

Pasta squares stuffed with cheese and parsley, a cousin of ravioli



## Truffles

The Drôme département is France's leading producer of black truffles



## The Suisse

A 'shortbread man' flavoured with confit orange peel and orange blossom



## The Caillette

Small pressed-meat dish of pork and herbs



## The Pogne

Brioche flavoured with orange blossom



## The Pangée

Biscuit containing apricot, honey and almonds that symbolises the ancient continent

# MICHELIN-STARRED RESTAURANTS



## **Maison Pic** ❁❁❁

ANNE-SOPHIE PIC

Chef of the Year 2007 and Best Female Chef in the World in 2011. In 2013 Anne-Sophie Pic became the female chef with the most Michelin stars.



## **Épithèque** ❁

BAPTISTE POINOT

Welcoming diners into its warm embrace, Epithèque offers an original multisensory experience of flavours, textures and sensations that appeal to all the senses and every generation.



## **Les Cèdres** ❁

LES FRÈRES BERTRAND

The appeal of this restaurant lies in the 'gastronomic emotion' generated by this culinary duo who maintain the fine line between balance, precision and service.



## **La Cachette** ❁

MASASHI IJICHI

A must-try dining experience in Valence thanks to the totally fresh ambiance created by the clean lines of the uncluttered décor, offering a blend of European and Asian cuisine.



# **VALENCE ROMANS, SEVERAL EVENTS COMPLEXES**



# DOMAINE DE VALSOYO

## Many strong points



In the **heart** of Drôme, at Upie



**20 minutes** from **Valence TGV** station



**7 ha of unspoilt grounds** with a lake



All types of events from 10 to **more than 1,000 people**



# DOMAINE DE VALSOYO

## Facilities

1

1,000 M<sup>2</sup>  
PERFORM-  
ANCE SPACE

1

PRIVATE  
CAR PARK

53

BEDS

1

1,000-SEAT  
OPEN-AIR  
AMPHITHEATRE

8

FULLY  
EQUIPPED  
ROOMS  
FROM 30 M<sup>2</sup>  
TO 1,100 M<sup>2</sup>

1

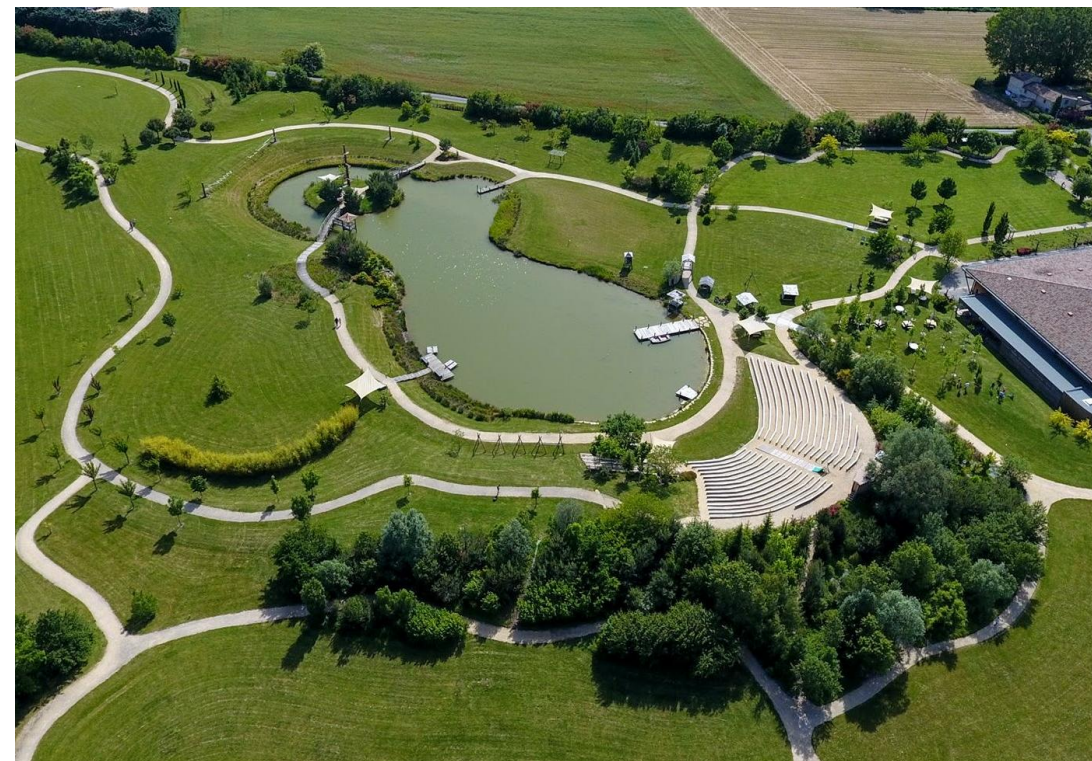
CATERING  
SERVICE ON  
REQUEST

Several

TEAM-  
BUILDING  
ACTIVITIES

Options

CORPORATE  
RECEPTIONS  
AND OTHER  
EVENTS





# Ô LAC

## Geographical location



In the **centre** of the  
**Valence Romans**  
**Agglo** urban area



**10 minutes**  
from **Valence**  
**TGV** station



**Near** the major  
through routes **A49**  
and **A7**



**1 hr** from **Lyon**  
**2 hrs** from **Marseille**



# Ô LAC

## Facilities

1

RECEPTION SPACE

2 000

M<sup>2</sup> MODULAR INTERIOR SPACE

1

FREE INDOOR CAR PARK, 800 SPACES

1

AMPHITHEATRE WITH A MAXIMUM CAPACITY OF 980 SEATS

8

SUB-COMMITTEE ROOMS FOR 15 TO 250 PEOPLE

1

EXTERIOR SPACE WITH OPEN-AIR AUDITORIUM

Options

ROOMS ADAPTABLE TO SUIT THE NATURE OF THE EVENT

2

CATERING SPACES WITH COMMERCIAL KITCHENS





# PALAIS DES CONGRÈS & DES EXPOSITIONS JACQUES CHIRAC-VALENCE

## Geographical location



In the **heart**  
of the city



**15 min** on foot  
from **Valence**  
**central station**



**15 minutes** from **Valence**  
**TGV station**, accessible by  
public transport



**15 minutes** from  
Valence Chabeuil  
**Airport**, accessible by  
car



# PALAIS DES CONGRÈS & DES EXPOSITIONS JACQUES CHIRAC-VALENCE

## Équipements

2

RECEPTION SPACES  
WITH SEPARATE  
ENTRANCES

4

HALLS

1

DEDICATED  
CATERING SPACE

1

500-SEAT  
AUDITORIUM

10

WORKSHOP  
ROOMS FOR 10 TO  
19 PEOPLE

1

PRIVATE GARDEN

6,900 +

M<sup>2</sup> EXHIBITION  
SPACE

1

BREAK-OUT SPACE  
WITH 220M<sup>2</sup> TERRACE

1

FREE CAR PARK (SOLE  
USE AVAILABLE),  
382 SPACES





# **VALENCE ROMANS, A WELCOMING DESTINATION**



# A LARGE HOTEL CAPACITY

## Hotel accommodation in Valence Romans Agglo

**39**

Hotels in the area\*

**5 338**

Beds in the area\*

**11**

High-capacity establishments (70 rooms or more)\*\*

## Hotel accommodation in Valence

**20**

Hotels in Valence\*

**2 910**

Beds in Valence\*

**5**

High-capacity hotels in Valence (70 rooms or more)\*\*

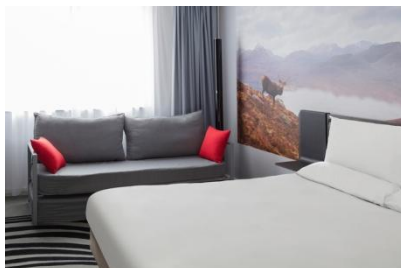


\* Statistics from tourist tax platform analysis | \*\* APIDAE database December 2021



# HIGH-CAPACITY HOTELS

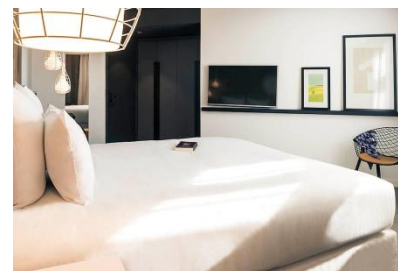
## 4-star



**Novotel Valence Sud** ★★★★★

🛏️ 106 bedrooms

🚗 8 min\*

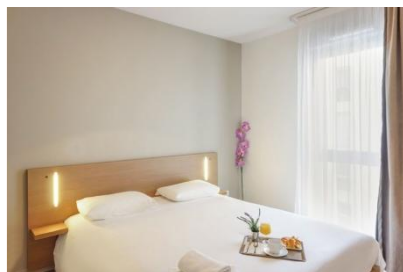


**Mercure Hôtel Valence Sud** ★★★★★

🛏️ 75 bedrooms

🚗 11 min\*

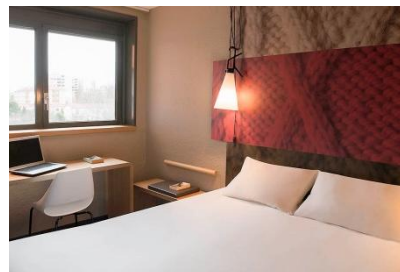
## 3-star



**Appart' City Valence** ★★★

🛏️ 94 bedrooms

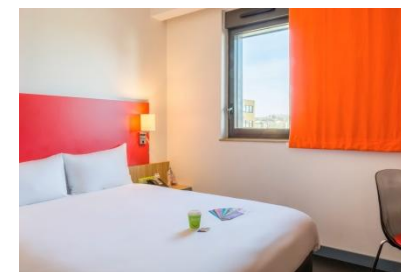
🚗 8 min\*



**Ibis Hôtel Valence Sud** ★★★

🛏️ 98 bedrooms

🚗 11 min\*



**Hôtel Ibis Styles Romans Valence TGV** ★★★

🛏️ 80 bedrooms

🚗 12 min\*

\*From Valence City center



# HOTELS IN THE CENTRE OF VALENCE

## ACCESSIBLE ON FOOT

336 rooms



Hôtel Atrium | 56 bedrooms  
Hôtel de France | 50 bedrooms  
Hôtel Victoria | 12 bedrooms



Appart'hôtel Hevea  
| 46 bedrooms  
Appart'City | 94 bedrooms



Hôtel Saint Jacques  
| 28 bedrooms  
Hôtel de Lyon | 50 bedrooms

## 5 MIN DRIVE\*

337 rooms



Hôtel Campanile Valence Nord | 39 bedrooms  
Hôtel Noemys | 44 bedrooms  
Hôtel Kyriad | 47 bedrooms  
Hôtel Originals Valence Est | 54 bedrooms



Résidence Cerise | 103 bedrooms  
Hôtel de Lyon | 50 bedrooms

\*From Valence City center



# UNUSUAL ACCOMMODATION



**Des Branches & Vous**

📍 CHÂTEAUNEUF-SUR-ISÈRE



**Bed in Shop**

📍 ROMANS-SUR-ISÈRE



**Roulotte le 6 bis (gypsy-style caravan)**

📍 ROMANS-SUR-ISÈRE

Other **unusual accommodation** options are available in the area



# **REGIONAL HIGHLIGHTS**



# MAJOR EVENTS

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## Valence en gastronomie Festival

🔍 CULINARY EVENT

📍 VALENCE

📅 SEPTEMBER



## Festival sur le Champ

🔍 MUSIC FESTIVAL

📍 VALENCE

📅 JULY



## Foire du Dauphiné

🔍 POPULAR EVENT

📍 ROMANS-SUR-ISÈRE

📅 SEPTEMBER

### And Also :

The Romans Carnival, Pogne and Raviole Festival, Truffle Festival, L'étoile du Bien-Être wellbeing fair, Winter Wonderland and Christmas Village, International Writers Festival, Festival of Magic, Monte Carlo Vintage Rally, Pétanque Masters (boules competition)



# SHOPPING IN VALENCE ROMANS



**VICTOR  
HUGO**

📍 VALENCE

- **City-centre** retail business
- **1,034 m<sup>2</sup>** floor space
- Nearly **40 brands**



📍 ROMANS - SUR - ISÈRE

- **100% made in France** brand
- Collections designed **less than 1,083 km** from its customers
- **Workshop visits** available



📍 ROMANS - SUR - ISÈRE

- The **largest** discount-outlet shopping centre in the **South of France**
- **87** shops selling more than **150 brands**



📍 ROMANS - SUR - ISÈRE

- **Shoe superstore** covering nearly **300 m<sup>2</sup>**
- Promoting **Romans' local expertise**
- **Workshop visits** available



# SPORT AND NATURE

## Urban exploration and greenery



### « JARDIN REMARQUABLE » CERTIFICATION

Awarded to Jouvét Park in Valence



### SECOND-LARGEST URBAN PARK IN THE REGION

Le Bois des Naix at Bourg-de-Péage



### UNSPOILT COUNTRYSIDE A STONE'S THROW FROM THE CITY CENTRE

Île-Parc Girodet in Bourg-les-Valence and L'Épervière park and marina in Valence

## Exploring the countryside



### FOOTHILLS OF THE VERCORS

Several footpaths exploring the beautiful countryside



### THE RHÔNE

Valence's River Mooring serves as a base for river cruisers and operates excursions and trips



### PANGÉE STANDING STONE – CENTRE OF THE EARTH

A walking trail from La Baume-Cornillane exploring countryside with a very long history

## Green transport



### VIARHÔNA

This greenway will eventually run for 815 km from Lake Geneva to the Mediterranean



### THE ISÈRE VALLEY GREENWAY

A 230km greenway running from Savoie to Drôme via Isère



### LIBELO

City self-service bike hire scheme, 44 docking stations around the urban area



© Cyril Crespeau, Joël Garnier, Amandelys, Drone Ardeche, Vaisoy, Partenaires de Valence Romans Tourisme

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