

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

- **32 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 115,000 tourists assisted** in 2019
- **80% domestic customers / 20% international**
- **240 groups hosted** in 2019
- **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



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 221,000



An ideal location for organising your events



A conveniently located airport, between the Ardèche and the Alps



A 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

* 2023 Arthur Loyd barometer study

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



AN ATTRACTIVE REGION



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



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 central station



15 min by public transport from Valence TGV station





GETTING HERE BY ROAD

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**:



Autoroutes **A7 and A49**





GETTING AROUND

Urban transport



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

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

Green transport



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 north of Lac du Bourget and ending where it joins ViaRhôna south of Pont-de-l'Isère, Drôme.

City bikes hire network

300 bikes, 85 of them e-bikes, available around the wider Valence area.
44 docking stations within the urban area



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



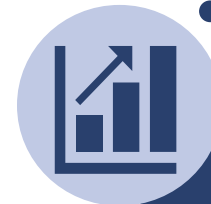
Sightseeing

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



After the Second World War:

The Romans shoemaking industry employed more than 5,000 local people



1970s:

Relocation, trade internationalisation and strong competition caused the industry to collapse



Today:

The Archer group revitalised the industry. The shoemaking workshops opened again. Production is now on a small scale



CREATIVE FLAIR

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



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



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



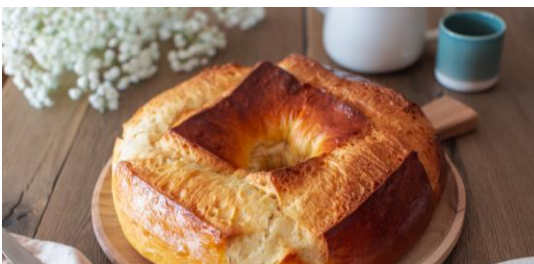
The Suisse

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.



Flaveurs ❁

BAPTISTE POINOT

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



Les Cèdres ❁

THE BERTRAND BROTHERS

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



Facilities

1

1,000 M²
PERFORM-
ANCE SPACE

1

PRIVATE
CAR PARK

53

BEDS

1

1,000-SEAT
OPEN-AIR
AMPHITHEATRE

8

FULLY
EQUIPPED
ROOMS
FROM 30 M²
TO 1,100 M²

1

CATERING
SERVICE ON
REQUEST

Several

TEAM-
BUILDING
ACTIVITIES

Options

CORPORATE
RECEPTIONS
AND OTHER
EVENTS





Ô LAC

VALENCE ROMANS, SEVERAL EVENTS COMPLEXES



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

VALENCE ROMANS, SEVERAL EVENTS COMPLEXES



Facilities

1

RECEPTION
SPACE

2,000

M² 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
ADAPTABE 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



Facilities

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 +

M² EXHIBITION
SPACE

1

BREAK-OUT SPACE
WITH 220M²
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)**

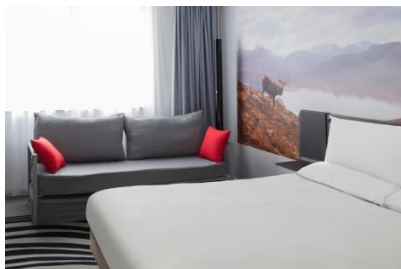


* Statistics from tourist tax platform analysis | ** APIDAE database December 2021



HIGH-CAPACITY HOTELS

4-star



Novotel Valence Sud ★★★★★

🛏 106 bedrooms

🚗 8 min*

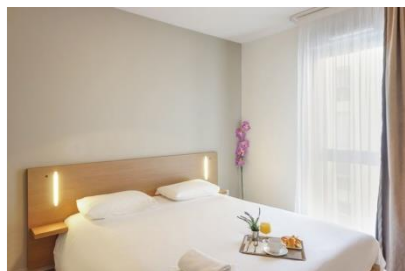


Mercure Hôtel Valence Sud ★★★★★

🛏 75 bedrooms

🚗 11 min*

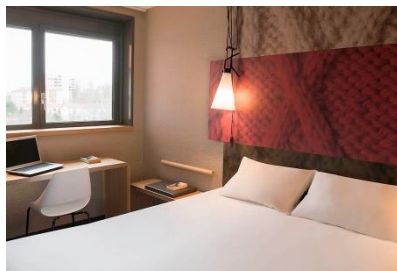
3-star



Appart' City Valence ★★★

🛏 94 bedrooms

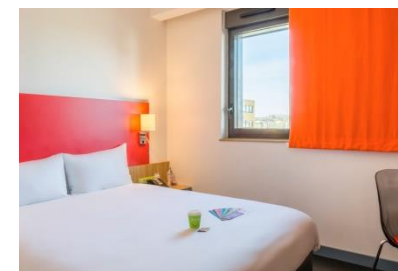
🚗 8 min*



Ibis Hôtel Valence Sud ★★★

🛏 98 bedrooms

🚗 11 min*



Hôtel Ibis Styles Romans Valence TGV ★★★

🛏 80 bedrooms

🚗 12 min*

*From Valence city centre



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 centre



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



Valence en Gastronomie Festival

🔍 CULINARY EVENT

📍 VALENCE

📅 SEPTEMBER



Festival sur le Champ

🔍 MUSIC FESTIVAL

📍 VALENCE

📅 JULY



Romans Carnival

🔍 POPULAR EVENT

📍 ROMANS-SUR-ISÈRE

📅 MARCH

And also:

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 m²** 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 m²**
- Promoting **Romans' local expertise**
- **Workshop visits** available



SPORT AND NATURE

Urban exploration and greenery



"JARDIN REMARQUABLE" CERTIFICATION

Awarded to Jouvot 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



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