



2012

Destination Calvados

Press Kit



www.calvados-tourisme.com

Destination Calvados

2012 Press Kit

What's new, leisure, appealing addresses, 2012 calendar of events

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NOT TO BE MISSED IN 2012

Three very different dates for three different worlds: Marcel Proust's musical world, the very popular world of Henri Verneuil, whose world-famous and hilarious film, "*Singe en hiver*" was filmed in Villerville, and the highly contemporary world of pop-rock, via a new and increasingly successful event in Normandy.

Fiftieth anniversary of the making of *Singe en Hiver*

June to late October in Villerville



The filming of Henri Verneuil's cult film, "UN SINGE EN HIVER" featuring Jean Gabin and Jean-Paul Belmondo in the leading roles, was completed in 1962.

Essentially filmed in Villerville, the film's key shooting sites were preserved in the original footage: the beach, Rue des Bains, Rue Daubigny, the Cabaret Normand, the Hôtel des Bains (alias "Hôtel Stella"), the corner of Rue Abel Mahu, where the "Au Chic Parisien" shop was located, the high street where the bullfighting scene was filmed, the gendarmerie, the shopping street...

From June to October, the town is organising a number of exhibitions, projections of the film, guided tours... for visitors to relive the outlandish adventure of two heroes from Tigreville.

www.villerville.fr/tourisme

Beauregard Music Festival (4th edition)

6th, 7th and 8th July in Hérouville Saint-Clair.

Normandy's pop-rock festival has met with ever-increasing success since its creation in 2009, last year's edition reuniting 50,000 spectators (compared to 20,000 in 2009). held within the Beauregard estate which boasts a splendid château, this "pop-rock" festival, in true garden party style, strives to offer a programme and a welcome that are as original as they are exceptional.

New facilities promise to offer the 2012 edition improved fluidity, more leisure areas, more catering and new services specifically for families.

www.festivalbeauregard.com/



Marcel Proust "Musical Days" in Cabourg (1st edition)

21st, 22nd and 23rd September 2012

For the first time in France, this festival devoted to Marcel Proust includes a pluridisciplinary programme for visitors from all horizons.

Music, painting, comic strip and theatre-cabaret will be the cultural festival's key ingredients. Eight events focusing on Proust, 9 classical music concerts by internationally-renowned musicians and original performing arts shows. The first edition will include a painting exhibition, a comic strip improvisation show and musical theatre.

Concurrently to these *Journées Musicales* (Musical Days), a book-CD entitled "*Marcel Proust, une vie en musique*" (Marcel Proust, a musical life), an unprecedented work, will offer a hitherto unpublished musical and literary insight into Marcel Proust and his complex and multifaceted relationship with music.



Press Contact: Les Amis de Vinteuil – 01 45 26 14 67 – jmproust@voila.fr

*Consult the detailed calendar of events for 2012
at the end of the press kit.*



COSY NIGHTS



Tourist accommodation - new addresses: hotels, residential apartments, bed & breakfast, holiday rentals...

1 – Hotels

La Villa Lara in Bayeux

due to open in March 2012



Developed adjacent to the Hôtel Churchill on the banks of the River Aure, in Bayeux's historic centre, La Villa Lara is due to open next March.

The future hotel is targeting a 4**** grading. It will offer 23 rooms and 5 suites with views over Bayeux. Sophistication, elegance, comfort... the hotel's owners have called upon the best

in skills and know-how.

Created by the famous French cabinetmakers, Moissonnier (www.moissonnier.com/), the hotel's bedrooms offer the utmost in elegance. Spacious (from 35 to 60 sq. yards), they all have their own private bathroom with marble features, shower and bath. The hotel also boasts a cosy bar lounge offering direct access to a library/reading lounge.

Leisure facilities are also open to residents free of charge.



Information: Hôtel Villa Lara, Bayeux, www.hotel-villalara.com, Tel: 0033 (0)2 31 21 30 80.



Le Saint-Pierre in Mézidon Canon

open since 2011

Located in the vicinity of the Château de Canon, the former "Le Saint-

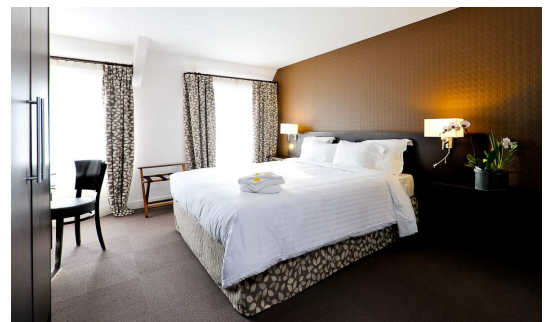
Pierre" restaurant has been taken over by Benjamin Trémauville, a young Norman chef, originally from Le Havre and whose professional experience includes Daniel's in New York and the Malraux Museum in Le Havre.

The establishment has been totally renovated and refurbished to offer 14 spacious bedrooms in a decidedly contemporary style with a relaxing blend of chocolate, ivory and beige.

The hotel's reception area, with its vividly coloured pouffes are just a foretaste of the cheerful and velvety welcome extended in the restaurant.

And the good news is that both the hurried and the gourmet diner are sure to appreciate the wide range of menu options available.

Information: Hôtel le Saint-Pierre, Mézidon Canon, www.lesaint-pierre.fr/





Adagio Residential Apartments in Caen

Open since September 2011

A brand new residence has opened in the centre of Caen. Just a stone's throw from the railway station and the public transport network, Adagio (Accord group) offers 120 fully equipped and brand new residential apartments, ranging from studios to two-roomed apartments. Unpretentiously yet cosily decorated, these apartments are the ideal destination for both business and leisure travellers. Hotel services include, among others, an exercise room, breakfast service and outdoor car park. The Aparthotel is also equipped with free Internet access.

Information – Adagio Caen - www.adagio-city.com/Caen



2 - Guest houses / bed & breakfast

The Hôtel Poppa, a historic home

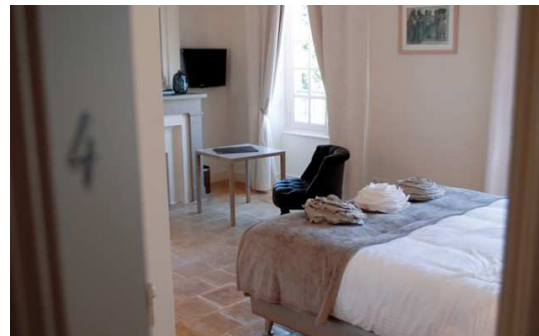
open since 2011



In the very heart of old Bayeux, Villa Poppa has been transformed into a charming guest house since the summer of 2011. This magnificent building, a former 18th century private town house, offers four spacious bedrooms with high period windows, all offering fine views over Bayeux Cathedral. The

bathrooms, boasting impressive chandeliers, are also surprisingly spacious.

Poppa's statue: the Hôtel Poppa was home to Louis-Eugène Niobey, mayor of Bayeux, from 1875 to 1892. In homage to Bayeux-born Poppa Bérenger - who gave birth to a son, whose father, Normandy's founder Rollo, was the first in a lineage of Dukes of Normandy, then Kings of England - he had a fountain and a statue of Poppa erected opposite the town house... The mayor's own daughter is said to have served as a model for the statue.



Information - Hôtel Particulier Poppa, Bayeux, Tel: 0033 (0)2 31 22 41 90 - www.hotel-poppa.com/

Enjoy the gentle way of life on the Côte de Nacre

open since June 2010



The Côte de Nacre now has a brand new and charming address: the Vivier, a guest house located in the heart of the family seaside resort of Lion-sur-Mer. This former 19th century mansion has been entirely restored and refurbished by its new owners.

It now offers two cosy and welcoming rooms (including one suite) with whitewashed wooden flooring: the "Côte de Nacre" guest room is decorated in grey and blue tones and the "Côte Fleurie" suite in deep red and grey for the master bedroom and a floral note for the children's bedroom.

The property's vast enclosed garden is an invitation to relax and take it easy. Located just a short walk from the beach, the "Vivier" is the ideal address for the seafront break of your dreams.

Information: Demeure Le Vivier, Lion sur Mer, Tel: 0033 (0)2 31 23 98 66 / <http://demeurelevivier.com/>



The Banc des Oiseaux - on the water's edge

open since June 2011.



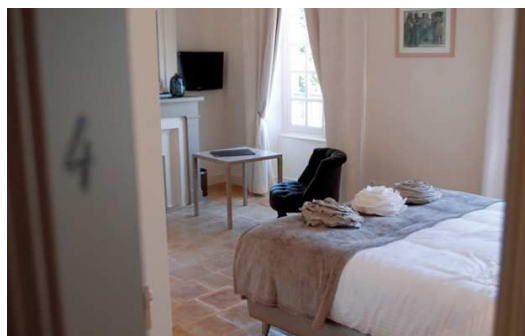
The property's owner, Monique Derré, literally fell in love with this rather wild seafront location where residents can regularly admire sea birds, whilst contemplating the many passing ships out in the high seas.

And in this fine Norman-style home, she has created 5 guest rooms, each of them an initiation to travel the globe: to Malasia via the Kuala Lumpur suite, to

Indonesia via the Jakarta room, to Kenya via the brightly coloured and inviting Nairobi room (see picture) and to the American continent via the New York and Sao Polo rooms.

The garden, the patio, the nearby beach, just in front of the "bancs d'oiseaux" (bird sandbanks) are among the essential ingredients here to ensure you a relaxing break amidst nature's best. You can also take advantage of the tennis court and small exercise room.

Information: Le banc des oiseaux, Merville-Franceville, www.bancdesoiseaux.com/Tel: 0033 (0)2 50 01 32 37



3 - Holiday rentals



La Maison Matelot in Port en Bessin

open since December 2011/January 2012



The Maison Matelot is a pretty traditional house built with Caen stone, in a paved street, typical of old Port-en-Bessin. Just a stone's throw from the harbour town's lively streets, the Maison Matelot offers three charming and characterful holiday apartments, with antique or old family furnishings, in retro, vintage or designer style, but always with a hint of maritime inspiration. Old construction materials have been preserved (indoor stonework, colourful cement tile flooring, wood features...).
Information: La Maison Matelot, Port en Bessin, www.lamaisonmatelot.net/

La Vie de Cocagne Nature Spa

new jacuzzi since November 2011

La Vie de Cocagne is a charming holiday rental in the heart of the Pays



d'Auge - succumb to its cosy atmosphere, elegant decor and inimitable comfort.

And since November, a brand new nature spa has come to complement this relaxing environment amidst the meadows.

The jacuzzi snugly nestles in a corner of the wood patio. And, needless to say, it is heated all year round. The spa can welcome 4 to 5 people... sheer decadence on your doorstep!

Information: La Vie de Cocagne, Bonnebosq, Tel: 0033 (0)6 12 90 67 82 or 0033 (0)6 26 48 22 52

www.laviedecocagne.com/

Mobile homes adopt the zen attitude

Due to open in April 2012



Campers in quest of the "zen attitude" are sure to appreciate the new arrivals at the Port-Land campsite in Port en Bessin. From the spring of 2012, eleven new mobile homes to sleep 4 to 5 will be installed around the pond.

Each of them will offer direct access to the pond, landscaped in minimalist style.

Inside the mobile homes, top quality equipment and furnishings, together with stylish and modern decor await you...

Information: Camping PortLand, Port en Bessin, Tel: 0033 (0)2 31 51 07 06 , www.camping-portland.com



CALVADOS - OUTDOORS



New cycle route between the D-Day Landing beaches and the Mont Saint-Michel

Route due to open in June 2012

A new 140-mile cycle route will be available as from next June and will link the historic D-Day Landing sites with the Mont Saint-Michel: Port en Bessin, Arromanches, Utah Beach, the Cotentin marshlands, the Souleuvre Viaduct... This new route offers cyclists the opportunity to visit major historic and natural sites and to delve into Normandy's history, from the Vikings to the D-Day Landings on the 6th of June 1944.



Created with support from the Manche and Calvados Councils, together with the Lower Normandy Regional Council, the "D-Day Landing beaches - Mont Saint-Michel" route can be joined at two access points:



Utah Beach, in Manche (departing from Sainte-Marie du Mont and travelling through Carentan, Saint-Lô and Pont-Farcy)

Or departing from Port en Bessin or Arromanches and passing through Bayeux and Villers Bocage.

The two access routes connect at the Souleuvre Viaduct, a highly popular site among those in search of thrills and spills (the bridge is a bungee jumping base), to continue towards the Mont Saint-Michel via Vire, Sourdeval, Mortain, Saint-Hilaire and Ducey.

You can download the route before your departure. To best prepare your trip, simply consult the future website at <http://francevelotourisme.com/> which will integrate the latest in mapping technology. Internauts can even save their chosen itinerary: mapped out in detail from your chosen access point with stage-by-stage information on sites not to be missed, excellent addresses ... not forgetting, accommodation.

Information is also available in the www.calvados-tourisme.com/ website, via the cycling pages, or at www.normandie-cote-nature.com/

Cycling in Calvados

Calvados boasts a total of **170km (105 miles) of marked and specifically developed cycling routes**: green ways, quiet country roads and cycle paths.

These routes pass through:

- the Côte de Nacre and Sallenelles bay (from Caen to the coast),
- the Côte Fleurie and the Dives marshlands (from Cabourg to Mézidon),
- the Pays d'Auge (from Mézidon to Lisores),
- and the Vire valley, from Pont Farcy to Mortain.

Routes comprised exclusively of green ways have also been developed between Falaise and Morteaux-Coulboeuf, between Pont l'Évêque and Saint-André d'Hébertot, between Vire and Mortain (Manche), and along the canal linking Caen and Ouistreham.

Information: www.calvados-tourisme.com

Walking weekend in Suisse Normande

May 2012



The springtime in Suisse Normande will be offering us a great breath of fresh air during the Walking Weekend. The Suisse Normande Tourist Office has decided to present its many outdoor activities and leisure pursuits via the "Week-end de la randonnée et des sports" (Sport and walking weekend), to be held next May and including two highlights:

- o the NATURE RAID, open to athletic participants (aged 16 years upwards) in quest of thrills and spills. The raid will be divided into two specific trails: an Adventure Trail and an Extreme Trail.
- o the ADVENTURE RANDO open to all. No athletic skills are necessary for you to embark on the ADVENTURE RANDO which offers the perfect initiation to walking raids, without actually competing, and an opportunity to enjoy a great weekend with family or friends, from 8 years up, over invigorating and recreational activities and, of course, a breath fresh air!

Information: www.ot-suisse-normande.com - Tel:0033 (0)2 31 79 70 45

Stand-Up Paddle



Next October, board sport enthusiasts are invited to paddle their way along the canal that links Ouistreham and Caen, the regional capital, for the Normandie Transpaddle, a 7.5-mile flat water race.

This Stand-Up Paddle race is the second edition of the event which met with great success in 2011, with over 50 competitors. The event is open to all and includes both individual and team competitions.

Information: www.osmooz.com/

Scattered across the coastal resorts of Blonville sur Mer, Colleville Montgomery, Houlgate, Luc sur Mer, Merville Franceville, Ouistreham and Trouville sur Mer, a total of 8 Calvados sailing clubs propose stand-up paddle.

Further information at the Calvados Nautisme website – www.calvados-nautisme.com

Paddle sea walks along the Calvados coast

Developed in France's Nord region, paddle sea walking was first to reach the Calvados coast. This new form of "walking on water" can be enjoyed under an instructor's supervision: paddlers take to the water up to waist level, then walk, sometimes with the help of a paddle. Protected by a thick wetsuit and shoes, beginners are quick to take a liking to this invigorating activity which offers many advantages: reinforced muscles, improved circulation, balance...

>> 3 paddle sea walking locations:

❶ On the beach in
<http://cvpf2010.voile->



Merville-Franceville via the resort's sailing club.
franceville.asso.fr

❷ on the beaches
NACRE association -

along the Côte de Nacre via the LONGE COTE DE
<http://cotedenacre.longecote.fr/>

❸ On Omaha Beach with the EOLIA NORMANDIE water sports centre. www.eolia-normandie.com/

An initiation costs in the region of €10 (around 1.5 to 2.5 hours depending on the club) wetsuit included.

Bungee jumping platform in the Bocage



Bungee jumping involves jumping from a height, attached to a large elastic cord. It is a thrilling activity that can be enjoyed on the site of the former Souleuvre Viaduct, in the Normandy Bocage.

This new activity, launched in 1990, has offered a new lease of life to the viaduct, the plans of which were drawn up by Gustave Eiffel... Today, this otherwise peaceful location is, from time to time, stirred by the elated cries of enthusiasts of, not only bungee jumping, but also the giant zip-line or the Swing (one of the most recent additions involving a pendular jump alongside the viaduct pillars, at a breathtaking speed of 75 mph and with remarkable acceleration).

Information: www.ajhackett.fr / Press contact - Christian FERRIER, Tel: 0033(0)6 80 60 67 00.



Marathons decked in pink

exclusively for ladies in June and September 2012



> The ROCHAMBELLE in Caen



Caen's "courants de la liberté" (freedom runners) attracts a vast number of athletes and enthusiasts. One of the event's races is exclusively reserved for ladies: the Rochambelle - a ladies walk-race for charity, over a 3-mile route through the streets of Caen (10,000 participants in 2010, 14,000 in 2011!!!).

The keys to its success: the race is organised to help breast cancer research. 50% of registration fees are donated to two regional associations: Mathilde, whose aim is to promote, organise and monitor cancer screening in Calvados, and Etincelle, which provides physical and psychological support to women suffering from breast cancer.

The Calvados Council, one of the event's partners, sent a delegation of around 1,400 female employees, i.e. one in ten of the race's total participants.

Information: Les courants de la Liberté - www.lescourantsdelaliberte.com/

> The TROUVILLAISE in Trouville sur Mer

Every September, Trouville-sur-Mer offers ladies an opportunity to get together for the Trouvillaise, a seafront race in favour of a charity association. The race, which involves routes from around 2 to 4 miles, is open to girls aged 14 upwards.

For added fun, participants can form teams and run with friends or mum-daughter(s), which entitles them to preferential registration rates: a great opportunity to take to your running shoes and have a great time - just with the girls!

Information: La Trouvillaise - www.latrouvillaise.com



NEW FACILITIES



An entire horse riding world at Deauville's Pôle international du Cheval

inaugurated in September 2010 – open all year round



Inaugurated in September 2010, the Pôle international du Cheval is a direct response to the extensive development of equine activities in Calvados and, more generally, throughout Normandy.

Designed to act both as a centre of sporting excellence and a site for the general public, the Pôle operates all year round and offers a stand with a capacity of 800 spectators. This unique facility also boasts two further indoor schools and two outdoor schools. The site serves all year round as a venue for competitions, demonstrations, courses, shows... for sport and training purposes, offering the utmost in technical support.

The Pôle's offer focuses on four key services:

- Teaching via its FFE-certified Riding School, including pony and horse riding lessons for children and adults, be they private individuals or groups, and not forgetting school parties.
- A horse and pony livery service, via a range of options and offering facilities that are unique in Normandy.
- The organisation of official competitions and training for all levels and all disciplines (show jumping, dressage, driving, horse-ball, paddock polo, etc.).
- The organisation of company events: inter/intra seminars, incentive events, dinner shows, product launches, etc.

Furthermore, the Riding School offers training by expert instructors for demanding professional or amateur horsemen and women looking to perfect their riding skills.

In the preparatory period prior to the 2012 Olympics in London, and the 2014 WEG - World Equestrian Games in Normandy, the Pôle is the ideal destination for French and foreign teams to train and prepare for their forthcoming competitions.



World Equestrian Games (24th August > 7th September 2014)

The Pôle International du Cheval will be hosting the Polo competition.

For further information on the World Equestrian Games:

www.jemfeialltech2014-normandie.fr/

► on site, the "Grand Manège" restaurant



Whether you are a rider or not, the Pôle International du Cheval's restaurant is open to all and offers splendid views over the centre's various schools and tracks. The "Grand Manège" is appropriately named after the immense indoor school (in French "*manège*") this unique Deauville restaurant is proud to overlook.

All useful information on the Pôle International de Deauville can be found at - www.pole-international-cheval.com/

Let your swing go "green" at the Golf Compact in Louvigny

inaugurated in April 2011



A new and original golfing concept on the outskirts of Caen. For, indeed, this is the very first synthetic green 6-hole golf course in France. Louvigny's golf course is quite unique; its environmentally friendly tees and greens enable maintenance to be kept to a minimum and avoid the use of pesticides...

Located on the outskirts of the regional capital, in the small town of Louvigny, the Golf Compact also offers very competitive prices... an enticing prospect for new clients.

The site is ideal both for initiation or for perfecting your golfing skills. Its pleasant driving range and enjoyable course, covered with synthetic greens, offer quality and playability all year round. The 980-foot practice also has synthetic colourful targets, which make training a genuine pleasure.

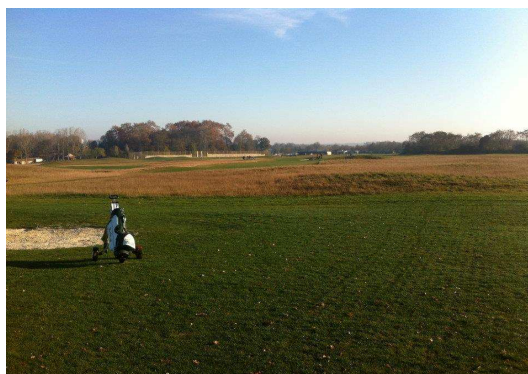
Designed by the architect Stuart Hallet, this course, although compact, is no less exciting. Its reasonable lengths are accessible to beginners, but it also offers appeal for experienced golfers.

And to top it all, busy players are offered the added advantage of a 6-hole Par 20 (4 par 3 holes and 2 par 4 holes) round that can be played in less than an hour!

The club house is open for lunch every day with a choice of affordable menus.

Practice open to all - Round from €9. Discovery package, including a 1-hour lesson per day for a month, €99. Kids' golf school.

Information: Golf de Louvigny - www.golfcompactlouvigny.com/



► Calvados boasts a total of 13 golf courses

Following the launch of its latest "new arrival" in Louvigny (April 2011), the *département* of Calvados now boasts 13 courses, including one 36-hole courses (Omaha Beach Golf Course), five 27-hole courses, five 18-hole courses, one 9-hole course and one 6-hole course.

You can consult an array of useful information on golfing in Calvados on the Calvados Tourist Board's website at - www.calvados-tourisme.com.



HERITAGE & CULTURE



Trouville's newfound fish market

Re-opened in July 2011



Trouville is not only one of the Côte Fleurie's finest seaside resorts, it is, first and foremost, a reputed fishing port, the leading one in the Bay of Seine for its mackerel catch with around 1,200 tonnes every year.

Every day of the year, 27 trawlers unload the sea's treasures that then go on to adorn the fish merchants' stalls. Following a fire in 2006, the market was rebuilt identical to the original and re-opened in July 2011 over a grand popular fair.

Fish markets are among Trouville's traditions, and the first of them was built back in 1840. The original wood construction was far smaller than later markets. The second, a metallic structure, was built in 1880. Then in 1937, Fernand Moureaux, at the time the town's mayor, decided to offer Trouville a fish market in typical Neo-Norman style. The Trouville-born architect Maurice Vincent was entrusted with its construction, with help from 2 other local architects, Davy and Halley. In 1991, the market was added to the Historic Monuments complementary list, which was to offer the fishing harbour quarter added protection. The fish market is open every day of the year. All year round, its 11 resident fish merchants offer fresh goods direct from the trawler:



scallops, mackerel, sole, shrimps and a wide selection of seafood...

Further information is available from the Trouville Tourist Office - www.trouillesurmer.org/

Maisons Satie, Maison des Illustres

quality label launched in September 2011



Launched in September 2011 by the French Minister for Culture and Communication, the new "Maison des Illustres" quality label has been awarded to over 110 buildings throughout France, which preserve and disseminate the memory of the men and women who have left their mark on the country's social and cultural history.

The Maisons Satie museum in Honfleur is among the illustrious award winners. Erik Satie, a French composer and pianist, lived in this house which, today, is home to a municipal museum whose originality pays a fine tribute to the artist's exceptional character.

The composer of the "Gymnopédies", "Gnossiennes", "Parade" and "Morceaux en forme de poire" was born in this house in 1866. Famous for some, unfamiliar to others, Erik Satie was one of the 20th century's most accomplished artists, his talent extending also to literature and painting. He worked with the most illustrious names: Picasso, Picabia, Derain, Braque, Cocteau, René Clair, influencing prestigious artists such as Debussy, Ravel and Stravinsky.

In 1998, the town decided to transform his birthplace into a museum, hence offering an enlightening insight into Erik Satie's musical world.

Information: Maisons Satie - www.musees-honfleur.fr/



Ornavik, Normandy's experimental site

*A retrospective look at season 1
the site's inaugural opening: April 2011.*



Built on the same model as the Château de Guédelon in Yonne, the Ornavik site in Hérouville Saint Clair near Caen, offers visitors an educational tour of Normandy at the time of its very origins, from 911 to 1066. The adventure began with the installation of a Viking camp late May 2011, on the occasion of Normandy's 11th centenary.

The experimental site concluded its first season last October, with a total of 5,500 visitors (the site was open exclusively on Sunday afternoons).

Ornavik is already preparing for its second season. > Season 2012: open from 5th May to 30th September. Information: www.ornavik.fr - el: 0033 (0)2 31 52 40 90

Questions for Christian Sébire, President of the "Les Vikings, an 911" association which is behind the project

How would you sum up your first year?

We are extremely satisfied. First of all, with the commitment of our 50 volunteers who enabled the Viking camp to be launched and actively presented thanks to the restoration craftsmen from France and Europe who kindly accepted to transmit their skills and know-how. But also thanks to our curious visitors who appear keen to return to the site to follow Ornavik's development. We have also aroused interest among sponsors and public authorities, and that's very promising for the future.

What were your visitors' expectations?

The public offers us encouragement and support. They have totally adopted our adventure and their enthusiasm is tangible. Our story, which aims at being both educational and vibrant, appeals to our visitors, as do our sculpture, weaving, costume and tent making workshops... They are particularly keen on our period recipes, for we have learned - for our own consumption - how to roast meat, smoke fish, prepare dishes with herbs and other ingredients in use during the Middle Ages. The forge is also very popular; we make our own tools, nails, chest hinges...

What's new on the agenda for 2012?

We will be completing the camp with Scandinavian underground houses, together with other crafts and agricultural activities. Viking restoration specialists will pay regular visits and transmit their skills. They consider Ornavik as an ideal site for attracting visitors - a perfect natural environment, yet in the heart of the conurbation. We will also be starting preparations for our Carolingian village, based on an site, excavated just a few miles from here, with farms, a church, a graveyard, animals and crops all round. This will all be done, of course, with advice from historians and archaeologists. And to prepare the forthcoming season, we will be associating integration and training projects as from the spring. We are greatly committed to sharing this experience and to offering adolescents and adults a genuine springboard. For this is a fascinating and generous adventure, which we want to live to the full, and together!



► a tree for the Calvados Tourist Board

In the autumn of 2011, the Les Vikings, An 911 offered the Calvados Tourist Board a tree, which it planted in its "13 moons" arboretum.

The Vikings were accustomed to planting a tutelary tree for each new born, and trees were also used as a timeline.

Normandy's Odyssee at the Paléospace museum

open since April 2011



To avoid any misunderstandings - no, Normandy was not overrun with dinosaurs 160 million years ago! However, the region, which was totally submerged in water, was indeed swarming with ferocious marine reptiles. The closest dinosaurs could be found in the neighbouring region of Brittany. But it was in Villers-sur-Mer that their existence was proven thanks to discoveries on the site of the "Black Cow" cliffs.

In the Jurassic period, Normandy was covered by a warm sea... The Black Cow cliffs - famous among palaeontology enthusiasts across the globe - date from the same period and stretch from Villers-sur-Mer to Houlgate. The site harbours a wealth of fossils of animals that lived here over 160 million years ago: 30 feet-long pliosaurus, sharp-toothed ichthyosaurs, saltwater crocodiles, ammonites... it has even borne the remains of dinosaurs!!!

This new museum, inaugurated in April 2011, forges a link between the Black Cow cliffs, located to the west of Villers-sur-Mer, the seafront and the coastal marshes.

Located on the Côte Fleurie, Paléospace is a unique scientific cultural centre, ideal for families and offering educational workshops, guided tours, scientific walks and a spectacular temporary exhibition! A 10-hectare park is also waiting to be discovered: treasure hunt, geological hopscotch, excavation pits for budding archaeologists to try their hand at the delicate operation of unearthing fossils...

Information: L'Odyssee, Paléospace - Villers-sur-mer - Tel: 0033 (0)2 31 81 77 60 – www.paleospace-villers.fr

► Le Marais, the museum restaurant

It's the Côte Fleurie's newest and most fashionable address, with its vast panoramic window overlooking the surrounding marshes. The restaurant's young chef, Yann Tedone, invites you to relish in his creative version of regional cuisine. Open all day, evening included.

Information: www.restaurant-lemarais.com/



WILLIAM THE CONQUEROR, A 2.0 HERO

"The Epic Adventure, William the Conqueror" - is the emblematic signature chosen by the Calvados Tourist Board to launch its promotion of the historic sites associated with William the Conqueror.

And to tell the story of William the Conqueror in an unexpected, original and interactive manner, The Epic Adventure has recently added new Internet and mobile tools: website, mobile site, social networks... William has become a modern-day 2.0 hero, capable of exchanging on line, sharing his adventures, broadcasting contents, chatting...

We are all already familiar with the Norman hero's legendary popularity. Today, it is being confirmed and endorsed via social networks. **Barely two months after its creation on the worldwide network, Facebook, on the 31st of March 2011, William the Conqueror's profile has generated over 7,500 fans.** (By the 20th of June 2011, 7,550 fans had liked the "*Guillaume le Conquérant*" page in the *Voyages/Loisirs* (Travel/Leisure) category.

Over 7,500 Facebook fans

fan page opened in March 2011

Facebook page, mobile site, geolocated riddles, flash codes... after having invaded the web with his www.lafabuleuseepopee.com website, William the Conqueror is now setting out to conquer Web 2.0 in 2011.

William the Conqueror's Facebook page met with immediate success thanks, in particular, to the addition of a viral interactive game application: "The Battle of Hastings - Normans vs. Saxons".



Mobile site: www.lafabuleuseepopee.mobi

available since May 2011

You can download information using the QR code on the website, the epic adventure brochures, the Facebook fan page, etc...

Launched in May 2011, the new www.lafabuleuseepopee.mobi site offers the same contents as the website:

- ▶ a presentation of the 18 key sites throughout Calvados associated with the story of William the Conqueror
- ▶ available videos
- ▶ a kid's corner



This mobile site also enables you to download the "Quêtes secrètes" (secret quests), 3 riddled trails for the whole family in Bayeux, Caen and Falaise.

"Quêtes secrètes" - secret quests

A series of riddles to discover on the mobile site www.lafabuleuseepopee.mobi, or to download on your smartphone - departures from the Bayeux, Caen and Falaise tourist offices for a fascinating and fun family stroll in our most illustrious Norman hero's footsteps: these "secret quests" are in the form of scripted trails (video, information and questionnaire) focusing on the historic sites and monuments that can be admired in these three emblematic cities associated with William the Conqueror: Bayeux, Caen and Falaise.

Here is an extract from each riddle:



The Bayeux Triumph

Step one: the medieval city enclosure

"Our quest starts here! In the heart of the antique and medieval enclosure... Founded in the Gallo-Roman period, the town adopted a fortified enclosure in the 3rd century, to protect it from barbarian attacks. May our fellow horsemen take full advantage of this ancestral site, it was designed for you!"

The Caen mysteries

Step one: The Hôtel d'Escoville

«Horsemen, our quest starts here! Here is a truly typical example of a 16th century town house! Its interior courtyard pays a fine tribute to the rich ornamentation adopted in the early Renaissance period and of Italian influence. You can even see two splendid Tubulcains, biblical figures believed to have invented strength.»

The Falaise treasure:

Step one: the church of Saint Laurent

"Horsemen, our quest starts here! This is where you must solve the first riddle! It is also the place my own adventure began, for this building is among those that saw me grow up."

► All useful information and "William the Conqueror, The Epic Adventure" applications can be found on the website: www.lafabuleuseepopee.com.



2012 CALENDAR OF EVENTS



January

27th > 29th January – Every year the **International Human Rights Competition** is held at the Mémorial de Caen – and includes 3 competition categories: the 15th high-school pupils' competition, the 2nd law students' competition and the 23rd lawyers' competition.

March

7th > 11th March – **Asian Film Festival in Deauville** - cultural event devoted to the 7th art in the East. The festival also welcomes an array of Asian film stars. www.deauvilleasia.com/

April

14th > 28th April - **Deauville Easter Music Festival in Deauville** – Chamber music and orchestra. <http://www.musiqueadeauville.com/>

28th > 29th April - At the **Rencontres de Cambremer** (Cambremer encounters), there is always something going on around our AOC* produce (*controlled designation of origin): round tables, AOC markets, information workshops, tasting or cookery and gourmet tours. www.lesrencontresdecambremer.fr/

May

12th > 13th May – **Walking weekend in Suisse Normande** – including two highlights:
* the "Rando Nature" (nature hike), for the whole family, offering a genuine cocktail of activities available in Suisse Normande: walking, orienteering, mountain biking, vélorail and canoeing...
* the Raid de la Suisse Normande (Suisse Normande trek), a more demanding event offering two options: a 40km (25 miles) trail on Saturday or an 80km (50 miles) trail on Sunday. www.ot-suisse-normande.com

18th > 20th May - **Houlgate Plein Vent**: the Côte Fleurie resort has become the preferred venue for kiting enthusiasts and wind lovers, offering activities and demonstrations on the theme of kites and sliding sports. www.plein-vent.fr/

Pentecost weekend (27th-28th May) **Fête des Marins à Honfleur** (Honfleur Sailor's Fair) – Since 1861, seafarers have been gathering in Honfleur on Pentecost weekend for a benediction of the sea on Sunday and the Notre Dame de Grâce pilgrimage on Monday. The procession is the weekend's highlight; scale-model boats are carried to the Côte de Grâce chapel by fishermen and children. For the occasion, the entire town is decked with flags and boats with flowers. www.ot-honfleur.fr/

26th > 28th May - The "Carnival of Venice" will be stopping over at Dives-sur-Mer during the **Mascarades de Dives-sur-Mer** featuring members of the "Les Masqués Vénitiens de France" (Venetian masks of France) association, who design and produce their own magnificent, flamboyant and majestic costumes. www.dives-sur-mer.com/

June

4th > 7th June: **D-Day Festival** – Normans and tourists alike are invited to celebrate our newfound freedom over a picnic, a vintage car rally, a fireworks display... www.bessin-normandie.com/

6th June - **Ceremonies to commemorate the 6th of June 1944** on the D-Day Landing beaches - www.normandie-memoire.com/

8th > 10th June – Acknowledged as one of the most important regional sporting events with over 20,000 participants in 2010, the **Courants de la Liberté** is a walking, jogging and running festival for all, with over 5 races to choose from, including the Marathon de la Liberté (Liberty marathon) and the Rochambelle, a ladies 5km (3 miles) walking-running "race" through Caen for charity (10,000 participants in 2010, 14,000 in 2011!)

13th > 17th June - **Cabourg Film Festival, Romantic Days** - the Côte Fleurie's most romantic resort awards the most romantic films with the "Swanns d'Or" – the public can enjoy indoor or open-air projections of films whose central theme is love and its many great passions www.festival-cabourg.com/

14th > 17th June: **Festival Rire & Pop** in Courseulles sur Mer: four days, two venues and a total of fifteen artists - for everyone to share two passions common to all - music and laughter. The first edition of the festival's humoristic programme will be featuring the French actor and comedian Max Boublil on Saturday 16th June. Other artists will be announced shortly.

17th June – **Normandie Trans-Paddle**: a major Stand-Up paddle race on the canal between Caen and Ouistreham - open to all. www.osmooz.com/

July

6th, 7th and 8th July - **Beauregard Festival** in Hérouville Saint-Clair. Beauregard castle and gardens, the setting for this pop & rock festival, is reminiscent of the perfect garden party venue. <http://festivalbeauregard.com/>

7th > 8th July - **Medieval Fair and Medieval Book Fair** in Bayeux - www.bayeux-tourisme.com/

Sunday 8th July - **Les Randonnées de la Paix (Peace Walks)** - Walking tours will begin on the famous beaches, to converge at the end of the day at the Mémorial de Caen visitor centre. www.randonnees-normandes.com/

August

August - **Fête des Jeux (Games Fair)** in Falaise www.falaise-tourisme.com/

4th > 5th August: **Livarot Cheese Fair** – the traditional Cheese Fair reunites the best in French PDO* cheeses and offers a range of events and demonstrations such as the costumed parade by the Confrérie du Livarot, or the greatest Livarot eater competition. *Protected Designation of Origin. www.paysdelivarot.fr/tourisme/accueil

5th > 12th August - **Crèvecoeur Medieval Fair**: throughout the week, plunge into the heart of a new medieval intrigue via a performing arts show within the enclosure of the Château de Crèvecoeur. A new episode is unveiled every day. www.chateau-de-crevecoeur.com/

9th > 15th August – In honour of the Canadian Acadian soldiers who landed on the Côte de Nacre coast, the **Semaine Acadienne (Acadian Week)** in Saint-Aubin sur Mer will be focusing on the descendents of the French immigrants who settled in Canada in the early 17th century.

September

1st > 9 September - **Deauville American Film Festival** – On the agenda: Preview projections, competition, documentaries, tributes, TV series and many encounters with your favourite stars... www.deauville.org/fr/

1st > 9 September – Specialising particularly in French-Canadian short films, the **Trouville Off-courts Festival**, born in a wine bar is now moving to a marquis. On the agenda - several projections and Kino Kabarets (Canadian speciality: short films which are very quickly produced, edited and viewed) will be contributing to the festival's friendly atmosphere. www.off-courts.com/

2nd > 9th September: Caen will be the departure and arrival point for the **Normandy Channel Race**, a major English Channel boating event for Class 40s. www.normandy-race.com/

13th > 23th September in Honfleur – The now highly successful **Estuaire d'en Rire humour festival** will also be organising evening shows and introducing new talent. www.estuairedenrire.com

21st, 22nd and 23rd September - **Marcel Proust Musical Days** in Cabourg. <http://journées-musicales-marcel-proust.fr/>

22nd > 23th September - Exclusively for ladies! **The Trouvillaise** - two exclusively feminine races, respectively covering 4 and 6kms (2.4 and 3.7 miles) on the Côte Fleurie beach in Trouville. www.latrouvillaise.com/

29th September > 7th October: **Pays d'Auge Apple Festival** - Several events are scheduled throughout the Pays d'Auge: learn about apple trees, trades, products, gastronomy, culture... www.festivalpomme.sitew.com

29th > 30th Septembre - **Fête de la Crevette (Prawn Fair)** on the Honfleur docks. Shrimps, referred to here as "little greys" will be celebrated to the sound of songs of the sea. www.ot-honfleur.fr/

October

5th > 7th October: **Boat-Expo**, Normandy's boating trade fair will be held in Ouistreham.

14th > 28th October - **Equi'Days**, the equestrian event - throughout Calvados: stud farm tours, demonstrations, horse racing, sporting events... <http://equidays-calvados.com/>

October: **Nördik Impakt** in Caen, electronic music festival - www.nordik.org/

November

November - **Les Boréales de Normandie** in Caen – A festival devoted to the culture of a Scandinavian country - www.crl.basse-normandie.com/

10th > 11th November - **Festival Goût du Large (Taste of the Sea Festival)** in Port-en-Bessin: a scallop fair in a typical harbour town (sale of scallops at the fish market, tasting sessions, visits...) and a truly maritime atmosphere including songs of the sea – www.bessin-normandie.com

November - **Russian Film Festival in Honfleur** - www.ot-honfleur.fr

December

Hivernales de Falaise throughout December **Christmas markets and fairs** throughout Calvados



2012 INDICATORS



Calvados – key figures

- Surface area: 5,548km² (2,142 sq. miles)
- 120km (75 miles) of coastline
- Population: 671,351 inhabitants
- County town: Caen - 706 towns and villages

Tourism

- 4,900km (3,045 miles) of walking routes
- 13 marinas
- 8 casinos
- 13 golf courses
- 8 racecourses, 3 thalassotherapy centres
- Beuvron en Auge, certified one of France's most beautiful villages
- Maisons Satie in Honfleur, awarded with the "Maison des Illustres" label
- 3 "Famille Plus" resorts: Cabourg, Villers sur Mer and Merville Franceville
- 8 "remarkable gardens"

Clientele

- Calvados ranked in 12th position among France's most visited départements in 2010.
- And in 9th position for short stays in 2008.
- 3.7 million stays in 2010
- 4,6 million bednights sold in 2010
- 14,900 direct or indirect jobs
- 4.7 million visitors to sites with an admission charge in 2010
- 24 paying sites also welcomed over 50,000 visitors in 2010

New!!!
 ON-LINE BOOKING AND PAYMENT
 SERVICE FOR ACCOMMODATION AND
 ACTIVITIES IN CALVADOS
 on the Calvados Tourist Board website:
www.calvados-tourisme.com

How to get to Calvados

By boat: Caen/Ouistreham – Portsmouth: Daily links with Brittany Ferries. Crossing time: 6 to 8 hours – www.brittanyferries.com

By train: Several daily rail links. www.voyages-sncf.com

- Paris – Caen: 2h
- Paris – Vire: 3h
- Paris – Trouville-sur-Mer/Deauville: 2h15

By road:

- A 13 motorway: Caen – Paris: 240km (150 miles)
- A 13 motorway: Deauville/Trouville - Paris: 206km (128 miles)
- RN 13 trunk road: Caen - Cherbourg: 119km (74 miles)
- A 84 motorway/RN 175 trunk road: Caen – Rennes: 180km (112 miles)

Air links: Deauville/London: Cityjet (launched in 2009)

► Calvados on the web

- www.calvados-tourisme.com: public website translated into English, Dutch and German
- www.espacepro-calvados.com/: Professional website (Observatory, Partner pages, Group Travel organisers, Business Travel, Press, Photo library) www.espacepro-calvados.com/
- www.lafabuleuseepopee.com/ - William the Conqueror
- www.calvados-nautisme.com: Water sports in Calvados (marinas, nautical activities).

► Calvados in your mobile

- www.calvados-tourisme.mobi: public mobile site (created in November 2011)
- www.lafabuleuseepopee.mobi: public mobile site - William the Conqueror (created in May 2011)