



# SUSTAINABLE TOURISM STRATEGY

2021-2025

FOR  
**MORE**  
**SUSTAINABLE**  
**TOURISM**



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# Working hand in hand to create more responsible tourism in Lyon



Greater Lyon, ONLYLYON Tourism and tourism professionals in Lyon have decided to join forces to create more responsible tourism.

In line with the Schéma de Développement du Tourisme Responsable à Lyon (Plan for the Development of Responsible Tourism in Lyon), published by Greater Lyon in autumn 2021, ONLYLYON Tourism presents here its **operational strategy** for the 2021-2025 period.

The priority aim for ONLYLYON Tourism is to help all of the destination's socio-professional actors to move towards more responsible tourism, while pursuing balanced development of its **three main strategic areas** : **business tourism, leisure tourism and local tourism**.

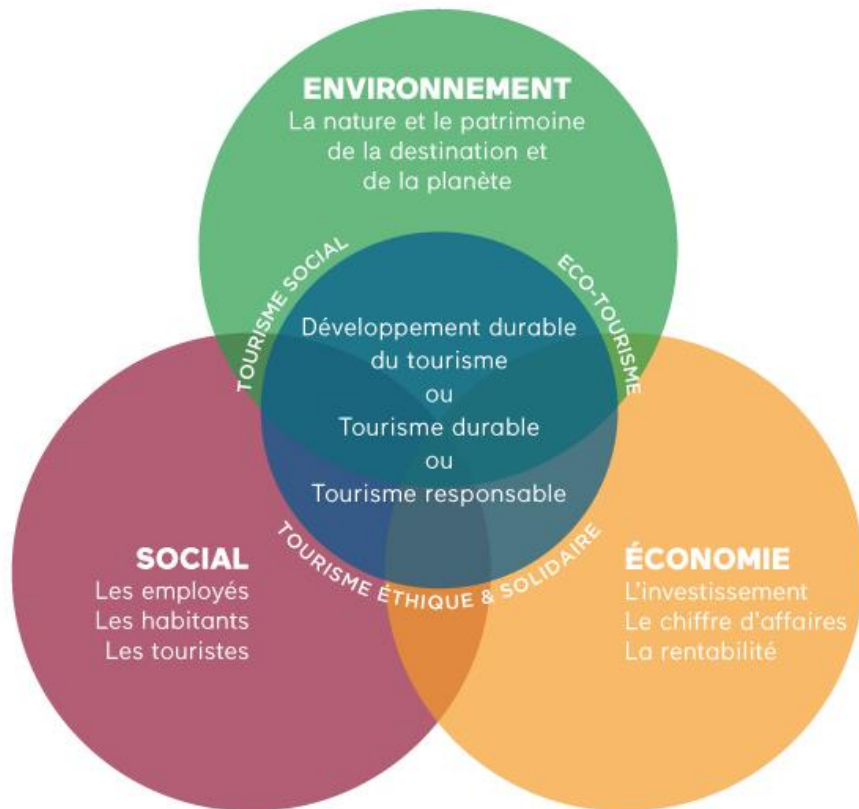
This work takes into account several series of **consultations and working groups carried out in 2020 and the first half of 2021, with all sectors of the tourism industry** in the metropolitan area, alongside Greater Lyon. These led to the inclusion of more than 400 feedback items.

# ⇒ A new page to written



- > There is no longer any doubt about the **climate emergency** that is impacting our everyday lives, including leisure, holidays and business travel
- > We will certainly experience **new crises**. The aim is therefore to plan ahead in order to handle them more effectively
- > Furthermore, **new environmental regulations** for companies and citizens will soon appear and steer us towards new practices  
It is essential to be prepared
- > **Needs for training and support to be provided to employees**, to give more meaning to their work lives, have already been expressed
- > **Visitors' constantly changing expectations and consumption modes** mean that we need to look ahead, innovate and consider new factors
- > It is also essential **to meet the needs of residents** who are anxious to maintain and improve their quality of life

# ⇒ For sustainable **tourisme** development



The World Tourism Organization, the United Nations and France, with its roadmap for the 2030 Agenda, provide the framework for us to invent this tourism.

This **official plan** clearly defines the various components of sustainable tourism development in our territories.

It is not only about committing to a CSR approach individually or highlighting actors that are already taking action.

It is essential to explain and demonstrate the validity of this approach, in order to **bring on board and provide long-term assistance** for the various stakeholders as they navigate this transition.

# ⇒ A robust and favourable local environment



- > **Since 1998** Supported and structured development of tourism in Lyon with the listing of the Vieux-Lyon (Old Lyon) district as UNESCO World Heritage.
- > **Since 2000** Promotion of leisure tourism in Lyon with the aim of bringing economic balance to the destination, which is already performing very well in the business tourism segment.
- > **Since 2010** Local tourism as a strategic priority, in order to help the residents of Greater Lyon's 59 municipalities to (re)discover the metropolitan area and make Lyon a base for exploring the Auvergne-Rhône-Alpes region.
- > **In 2013** Lyon, named 'International City of Gastronomy'.
- > **Since 2019** Lyon, winner of the 'European Capital of Smart Tourism' title in 2019 in recognition of the actions it has carried out in the city over the years, in order to develop responsible, innovative and respectful tourism.
- > **In 2019** Lyon, the second French city to be included in the Global Destination Sustainability Index after Nantes.
- > **In 2021** Publication of Greater Lyon's Plan for the Development of Responsible Tourism and ONLYLYON Tourism's Operational Strategy.

# > The Tourist Office, a highly operational actor for sustainable change



- > A non-profit organisation, created in Lyon in 1905
- > Co-founder of the ONLYLYON brand in 2007
- > Competency for tourism throughout the **59** municipalities of **Greater Lyon** in 2010 and Tourist Office of the city of Lyon since 2015
- > **65% funded** by the territorial authority and 35% self-funded
- > **80 employees** at the peak of activity
- > Nearly **500 tourism professionals** that are members of the association and the convention bureau



Responsible tourism development strategies, with **action plans, recovery plans and budgets** dedicated to supporting, monitoring and promoting initiatives to transition to more responsible tourism.

# ⇒ The power of « working together » in Lyon



As a destination, Lyon has a strong reputation as a city that works together, which is its strength. Assistance provided to socio-professional actors has always been **a central concern** for all of ONLYLYON tourism's teams.

In terms of **business tourism**, a close and regular partnership with Greater Lyon and actors in the sector makes it possible to move forward with the entire industry, with a focus on reception, promotion and adaptation. In 2021, *La Passerelle*, a forum for cooperation and discussion, opened at the Lyon Convention Centre, in partnership with the Tourist Office, in order to make efficient progress towards responsible events. Several actors have already achieved, or are in the process of achieving, ISO 20121 certification for their activities.

The promotion of **leisure tourism** in Lyon is also the focus of joint efforts by the destination's partners, in order to highlight the diversity of products and services, extend the length of stays in Lyon and the surrounding area, spread out tourist flows, promote accessibility and give priority to green and collective mobility.

**Local tourism** has been developed since 2010, throughout the Lyon metropolitan area and its **59 municipalities**, which represent 1.3 million potential customers, for 6000 leisure and event offerings, with new tools specially deployed, such as the LyonCityCard 365 (annual pass), the magazine 'À la lyonnaise' and new guided tours.



# ⇒ Responsible governance



The formation of a **Green Committee** within the ONLYLYON Tourism board has been requested, in order to receive and approve guidelines and actions deployed.

There are **13 representatives** of the business, non-profit and public sectors in the metropolitan area.

**Co-construction** of this strategy has been designed with the involvement of all stakeholders, through regular consultations over a number of years and targeted in 2020-2021.

**Frequent consultations** with elected representatives and technical staff in the metropolitan area ensure total coherence with Greater Lyon's Plan for the Development of Responsible Tourism.



# ⇒ Dedicated human resources



A role dedicated to **Responsible Tourism** within the Executive Committee, reporting directly to the Executive Management team.



A **project team** formed of 6 employees to oversee matters related to the GDS Index and DID quality label, supported by Greater Lyon's teams.



A **project team** for the LUCIE 26000 CSR certification, formed of 7 employees (each department represented).



The **Executive Committee** committed to achieving ISO 20121 certification.



Support from **experts** :

- Guillaume CROMER, ID Tourisme,
- Sabine GUICHARD, ESOE
- Caroline DURAND, Herry CONSEIL



## ⇒ Existing actions and tools

- > **A budget dedicated** to supporting the destination's socio-professional actors.
- > Identification and publication of our **commitments and solutions for environmentally responsible events in Lyon.**
- > **Working groups for each tourism segment**, in order to inform, train and support all tourism actors in Lyon : PCOs/DMCs, event management agencies, accommodation providers, restaurant owners, cultural and leisure facilities, tourism and hotel business schools
- > **Themed working groups alongside Greater Lyon :** Integration through employment, green and collective mobility, waste reduction, local and responsible consumption, accessibility.



# ⇒ Two scopes of action



## 1 ► ONLYLYON Tourism

A **Corporate Social Responsibility policy** with 2 certification processes (**ISO 20121** and **LUCIE 26000**) underway, in order to :

- Improve our impacts as an organisation;
- Bring our internal and external stakeholders on board

## 2 ►► DESTINATION LYON

A commitment to the **GDS Index**, since 2019, as well as to the future French quality label '**Destination Innovante Durable**' (DID – Sustainable Innovative Destination), in order to:

- **Assist, monitor and promote** socio-professional actors as they improve their impacts;
- **Produce a long-term and operational strategy**, in conjunction with the destination's actors.



# ⇒ Internal scope : the engaged Tourist Office



Make a commitment to lead the way and **be exemplary**

The Tourist Office has made a commitment to an Environmental Labelling and ISO 26000 certification approach, based on a business project involving all of ONLYLYON Tourism's teams.

1. **Integrate the CSR approach** in the organisation's global strategy
2. **Protect stakeholders' personal and confidential data**
3. **Promote quality of life at work**
4. **Protect employees' health and security**
5. **Eco-design** products, activities and services
6. **Take action to support suppliers' social responsibility**
7. **Ensure product and service quality**, as well as customer satisfaction
8. **Contribute** to the socio-economic development of territories covered
9. **Take part in general interest initiatives**

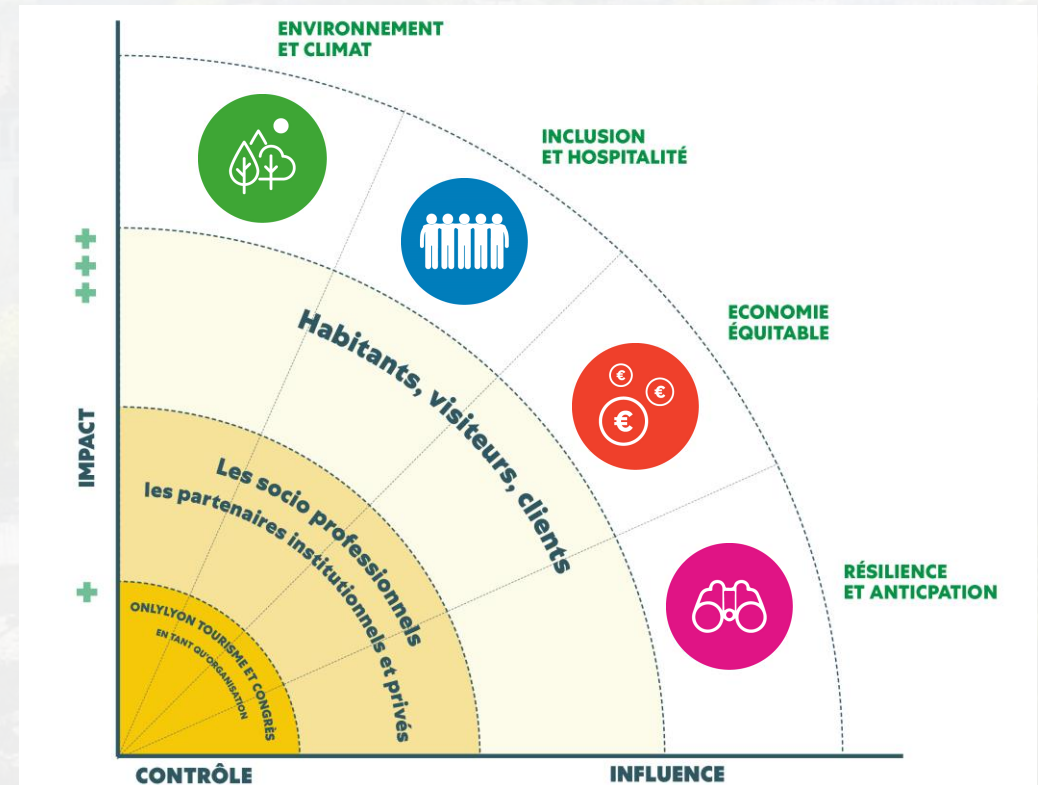
# ⇒ Our ambition for the destination



The major aim of the 2021-2025 operational strategy is to make the Lyon metropolitan area a leader, with an ambitious programme, aligned with the United Nation's Sustainable Development Goals and Europe's commitments to tackling the Climate Emergency.

The 2021-2025 action plan involves all of Lyon's tourism stakeholders, in order to:

- Achieve exemplarity in the area of responsible tourism
- Positively impact tourism and event management professionals, as well as institutional and private partners, residents, visitors and the Tourist Office's employees and customers
- Maintain a sustainable balance between business tourism, leisure tourism and local tourism



# ⇒ Construction of the 2021-2025 strategy



## 1 ▶ Collaboration with Greater Lyon to produce the Plan for the Development of Responsible Tourism :

- // Regular meetings with Greater Lyon's elected representatives and technical staff, in order to make progress together with Greater Lyon's Development Plan and ONLYLYON Tourism's Operational Strategy
- // Participation in the workshops organised by Greater Lyon

## 2 ▶ Consultancy support provided by ID Tourisme Guillaume CROMER :

- // Identification of sustainable development challenges for each professional sector
- // Identification and validation of the main objectives for Lyon
- // Assistance with the planning of ONLYLYON Tourism's actions: consultation, analysis and organization
- // Co-production of the detailed long-term strategy

## 3 ▶ Consultancy support provided by AFDAS-ESOE, Sabine GUICHARD :

- // Training of management teams and the CSR project group on sustainable development challenges
- // Assistance with ONLYLYON Tourism's internal CSR approach

# ⇒ Construction of the 2021-2025 strategy



## 4 ▶ Consultation of stakeholders :

Major consultation of socio-professional actors by Greater Lyon and the Tourist Office in autumn 2020, launch meeting and debriefing

// Consultation of socio-professional actors in each professional sector, as part of ONLYLYON Tourism's Responsible Tourism Meetings

// TCI Research study on the acceptability of tourism among residents

// Consultation of residents, major stakeholders and visitors to the destination on the challenges of creating more responsible tourism in Lyon

## 5 ▶ Taking into account of expectations and integration of results in the strategy

// For institutional actors: ensure coherency with the Plan for the Development of Responsible Tourism, work hand-in-hand with all socio-professional actors

// For professionals: the need for information, training, discussion, assistance and financial support in order to get the transition underway

// For residents, customers and visitors: encourage local and responsible consumption (62%), reduce the negative impacts of tourism on the environment (61%), develop green forms of mobility (68%) and inclusive tourism (61%).

« *Do you expect the Tourist Office to tell you about ways to visit Lyon in a more responsible way?* » : 78% yes

« *Would you be prepared to change your visiting habits?* » : 84% yes

All of the feedback was analyzed and fed into the Tourist Office's operational strategy.

## 6 ▶ Approval at the board meeting of 2 July 2021, attended by the Executive Committee, Green Committee, Bureau and President.



# ⇒ Which major commitments for the destination?



1. **Build** more responsible tourism in Lyon and the metropolitan area together, with all stakeholders involved
2. **Respect** the environment by working to improve our impacts and mitigate the effects of climate change
3. **Contribute** to personal health and well-being
4. **Make** products and services more accessible to all audiences
5. **Guarantee** the authenticity of the experience by promoting friendly interactions
6. **Encourage local and responsible consumption.**
7. **Développer the local economy and employment** within the territory

Commitments defined within the framework of our consultations and working groups with local stakeholders and aligned with Sustainable Development Goals.

# ⇒ Translation into an ambitious action plan



Through the pillars of sustainable development :

Environment and Climat



A fair economy



Inclusion and Hospitality



Resilience et forward-planning

## ⇒ Identifying positive impacts



Our ambition must translate into positive changes to the impacts of tourism on the 3 pillars of sustainable development (economy, society and environment).

8 KPIs related to impacts will be measured each year, in a dashboard, in order to assess progress made on the Tourist Office's and its partners' commitments

The action plan detailed below, through our strategic and operational objectives, includes our roadmap, which is a reflection of our consultations, working groups and the expectations of the various stakeholders listened to.

In short, it sets our direction for 2025!

8 Impact-related KPIs

12 Strategic objectives

24 Operational objectives

55 Actions

# ≡ Beyond commitments, 8 tangible indicators and 12 strategic objectives





1. Reduction of the negative environmental impacts of tourism (water, energy, waste and greenhouse gases)
2. Increase in the number of service providers with the 'Tourisme et Handicap' quality label
3. Improvement of the acceptability of tourism among residents
4. Increase in the average occupancy rate of commercial accommodation providers
5. Increase in direct economic gains
6. Increase in the indirect economic gains of tourism
7. Increase in the number of jobs created/secured in the tourism industry
8. Improvement of Lyon's GDS Index score

1. **Protect** the environment by reducing our impacts
2. **Put tourism professionals on track** to more environmentally friendly tourism
3. **Lead** by example within the Tourist Office
4. **Contribute** to personal health and well-being
5. **Make** products and services more accessible to all audiences
6. **Guarantee** the authenticity of the experience by promoting friendly interactions
7. **Encourage** local and responsible consumption
8. **Develop the local economy**
9. **Develop** quality jobs within the territory
10. **Effectively plan** ahead for societal changes
11. **Know** how to handle crises
12. **Monitor** developments and contribute to general sustainable tourism considerations

# ⇒ Detailed action plan for the operational strategy



THEME		Objectifs de Développement Durable (ODD)	KPI d'impacts
Objectifs Stratégiques			
OBJECTIFS OPERATIONNELS	ACTIONS	OBJECTIFS / OUTPUTS 2025	
<p>↓</p> <p>Développer les outils nécessaires pour mieux résister aux crises</p>	<p>↓</p> <p>Elaboration d'un groupe de travail "cellule de crise" pour création d'outils de « gestion de crise » sur le même modèle que la démarche Charte Sérénité en 2020</p> <hr/> <p>Co construction du tourisme à Lyon avec l'ensemble de l'écosystème par des consultations régulières</p>	<p>↓</p> <p>Création de la cellule "gestion de crise" avec parties prenantes, 1 réunion par an minimum</p>	    

HOW TO READ OUR ACTION PLAN FOR THE DESTINATION ?

## More sustainable tourism :



Work positively



Discover and meet



Sleep "green"



Participate in change



Eat better



Get around / travel cleanly



Welcome differently

# ENVIRONMENT & CLIMAT



## Reduction of the negative environmental impacts of tourism (water, energy, waste and greenhouse gases)



### 1. Protect the environment by reducing our impacts (1/2)

OPERATIONAL OBJECTIVES	ACTIONS	2025 OBJECTIVES / OUTPUTS	
<b>1. Oversee monitoring of the environmental impact of tourism in Lyon</b>	Building of tools to gather consumption data with actors in the metropolitan area	Performed and monitored annually	
	Monitoring of the KPI dashboard	Performed and monitored annually	
	GRI audit	2025 objective	
	2025 results	2025 objective	
<b>2. Bring stakeholders on board to create a zero-waste destination</b>	Organisation of zero-waste workshops for tourism & events professionals	2 per year	
	Operational support for DMCs / PCOs to recover waste during events	1 DMC/ PCO per year	
	Deployment of digital tools and a network of professionals enabling visitors to fill their water flasks or bottles	500 to 1500 professionals in 2025	



# ENVIRONMENT & CLIMAT

## Reduction of the negative environmental impacts of tourism (water, energy, waste and greenhouse gases)



### 1. Protect the environment by reducing our impacts (2/2)

**OPERATIONAL OBJECTIVES      ACTIONS      2025 OBJECTIVES / OUTPUTS**

	Organisation of workshops run by the association La Fresque du Climat for sustainable tourism with the destination's actors	2 workshops each year
	Organisation of Greenhouse Gas Inventory / Carbon Accounting awareness-raising workshops for professionals	2 Greenhouse Gas Inventory workshops per year
	Promote journeys via green and collective mobility	At least 1 communication campaign per year
<b>3. Reduce the carbon impact of tourism in Lyon</b>	Encourage the use of public transport, car-pooling, cycling, etc., by all visitors to the destination (business, events and leisure)	Communication via all our media for the general public and professionals
	Assist actors with deployment of the 'Accueil Vélo' quality label in the territory	100 service providers certified in 2025
	Promote cycling routes in the territory: Viarhônga, Voie Bleue (educational tour / blog trip, etc.)	2 media articles per year
	Organisation of the Leisure tourism / Business tourism workshop 'RDV à Lyon en train'	1 campaign every 2 years



# ENVIRONMENT & CLIMAT

Reduction of the negative environmental impacts of tourism  
(water, energy, waste and greenhouse gases)



## 2. Put tourism professionals on track to more environmentally friendly tourism.

### OPERATIONAL OBJECTIVES

### ACTIONS

### 2025 OBJECTIVES / OUTPUTS

**4. Raise awareness and help tourism and event management actors transition to a more responsible approach**

Assistance and training of **accommodation providers and leisure facilities** to achieve certification or a quality label for their activities: awareness-raising of CSR and Sustainable Tourism challenges, identification of quality labels and certifications, assistance and establishment of a working group

2 to 3 meetings per year  
80 accommodation providers / 40 leisure facilities certified  
2000 employees trained on CSR



'Heritage and Positive Impact' working group with **event organisers** in Lyon and the destination's stakeholders

At least 1 event per year



**5. Raise awareness and bring restaurant owners and caterers on board with sustainable eating**

Helping restaurant owners change to achieve environmental certification for their businesses

50 restaurants certified in 2025



Raising of awareness about solutions for sustainable eating in the sector: Cluster Bio network, supply platform, environmental certification

1 meeting per year



Restaurant Owner working group to develop practices and share good ideas

1 meeting per year



Organisation of an educational tour to meet engaged restaurant owners

10 restaurant owners involved by 2023














# ENVIRONMENT & CLIMAT



## Reduction of the negative environmental impacts of tourism (water, energy, waste and greenhouse gases)



### 3. Leading by example at ONLYLYON Tourism

OPERATIONAL OBJECTIVES	ACTIONS	2025 OBJECTIVES / OUTPUTS
<b>6. Attend training and engage the Tourist Office in a CSR approach</b>	Commitment to providing environmental information and carbon accounting	Publication in 2020, yearly revision, action plan to reduce impacts 
	Training of internal teams at ONLYLYON Tourism	Renewal of training each year and integration process for each new arrival 
	ISO 26000 commitment with LUCIE certification	Certification in 2022  
	Commitment to ISO 20121 certification for environmentally responsible events organised by the Tourist Office	Certification in early 2022  
	Responsible purchasing policy within the Tourist Office	Training of the teams and publication of a Responsible Purchasing guide in 2021 
	Publication of a Responsible Digital Charter within the Tourist Office	Publication in 2021, yearly revision  
	<b>7. Communicate about the destination's commitments in order to change visitor behaviours</b>	Raising of awareness among visitors to the destination in order to encourage them to reduce their impact and travel responsibly

# INCLUSION & HOSPITALITY



Increase in the number of service providers with the 'Tourisme et Handicap' quality label  
Improvement of the acceptability of tourism by residents



## 4. Contribute to individuals' health and well-being

### OPERATIONAL OBJECTIVES

### ACTIONS

### 2025 OBJECTIFS / OUTPUTS

**8. Avoid the feeling of excessive tourism experienced among residents by involving them**

Consultation of the population: investigation of the perception of tourism activity in Lyon with Greater Lyon, investigation of the vision of more responsible tourism in Lyon, creation of a focus group

Increase in the amount of feedback each year



**9. Take personal health into account, for all professionals and visitors**

Action to promote active mobility for visitors (urban treks/visits on foot, bicycle)

1 promotion campaign per year as of 2022



Organisation of CSR workshops and solutions in order to better take into account well-being at work in tourism companies, including ergonomics and food.

2 workshops per year as of 2022



**10. Make tourism a driver of job creation for young people**

Welcome of Civic Services, tourism volunteering as a springboard to employment, as well as tourism student interns

At least 20 young people received for an internship/work-study course + 6 tourism volunteers at the Tourist Office per year



# INCLUSION & HOSPITALITY



Increase in the number of service providers with the 'Tourisme et Handicap' quality label  
Improvement of the acceptability of tourism by residents



## 5. Make products and services more accessible to all audiences.

OPERATIONAL OBJECTIVES	ACTIONS	2025 OBJECTIFS / OUTPUTS					
<b>11. Improve the tourism experience for all people with a disability</b>	Organisation of meetings and workshops for the deployment of the 'Tourisme & Handicap' quality label throughout the Lyon metropolitan area	50 organisations certified by 2025					
	Support to solidarity initiatives in the territory: 1 association per month internally, 1 association per year (Rêves, etc.)	Increase of the participation of internal teams Performance of one action per year					
<b>12. Make Lyon a destination for all by promoting social and solidarity-based tourism offerings</b>	Highlight and support social and solidarity-based tourism offerings in the territory, such as the Secours Populaire's holiday access aid	1 action with 1 social and solidarity-based tourism association per year					
	Visit Lyon Day: Offer a 100% free day for all audiences	Growth in the number of partners involved by 2025					

# INCLUSION & HOSPITALITY



Increase in the number of service providers with the 'Tourisme et Handicap' quality label  
Improvement of the acceptability of tourism by residents



## 6. Guarantee the authenticity of the experience by promoting friendly interactions

### OPERATIONAL OBJECTIVES

### ACTIONS

### 2025 OBJECTIFS / OUTPUTS

Customer satisfaction monitoring: commercial websites, community websites, complaints  
Rating on TripAdvisor, Google, Avis Clients

Measurement, monitoring and improvement of our ratings each year



### 13. Put interactions at the heart of tourism experiences

Promotion and development of authentic experiences: meeting with the Lyon City Greeters, 'Bouchons Lyonnais' quality label

Increase in the number of Greeters at the destination and the number of walks  
2 media articles per year on the Bouchons Lyonnais









# ≡ A FAIR ECONOMY



Increase the average occupancy rate for commercial accommodation  
 Increase direct economic benefits  
 Increase the indirect economic benefits of tourism  
 Increase in the number of jobs created / sustained in tourism



## 7. Encourage local and responsible consumption

OPERATIONAL OBJECTIVES	ACTIONS	2025 OBJECTIFS / OUTPUTS
<p><b>14. Promote the circular economy and local supply chains among the destination's actors</b></p>	<p>Raising of awareness about the circular economy among the destination's restaurant owners and accommodation providers, promotion of the 'Lyon Ville, Equitable et Durable' quality label</p>	<p>1 workshop per year</p> 
<p><b>15. Develop local tourism for residents of Lyon and the surrounding region</b></p>	<p>Dedicated marketing campaign, new magazine 'À la Lyonnaise', promotion on social networks</p> <hr/> <p>Consultation of municipal teams in the 59 municipalities of the Lyon metropolitan area, in order to meet their needs for the promotion of leisure offerings</p> <hr/> <p>Promotion and development of the LyonCityCard 365, a specific product for the territory's residents</p>	<p>Growing share of residents</p>   <hr/> <p>Monitoring of the number of meetings and contacts made per year</p>   <hr/> <p>Increase in the number of passes sold</p> 

# A FAIR ECONOMY



Increase the average occupancy rate for commercial accommodation  
 Increase direct economic benefits  
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## 8. Develop the local economy

### OPERATIONAL OBJECTIVES

### ACTIONS

### 2025 OBJECTIFS / OUTPUTS

#### 16. Promote Lyon, a responsible tourism destination, at national and international level

Campaign for the general public dedicated to engagement towards more responsible tourism in Lyon

1 campaign each year,  
3 media articles per year



Raising of awareness among journalists and influencers during the hosting of media/bloggers with specialised agency

1 campaign each year,  
3 media articles per year



# ≡ A FAIR ECONOMY



Increase the average occupancy rate for commercial accommodation  
 Increase direct economic benefits  
 Increase the indirect economic benefits of tourism  
 Increase in the number of jobs created / sustained in tourism



## 9. Develop quality jobs within the territory

### OPERATIONAL OBJECTIVES

### ACTIONS

### 2025 OBJECTIFS / OUTPUTS

**17. Develop activities and jobs in the territory, integration through employment, reception of interns and civic service volunteers**

Identify tourism professionals' recruitment needs  
 Co-organisation of speed meetings with the Maison Métropolitaine de l'Insertion par l'Emploi and Greater Lyon

At least 1 event per year



Campaign to promote tourism professions

1 conference per year for all tourism and hotel business schools in Lyon



**18. Build strong partnerships with universities and establishments providing qualifications in sustainable tourism and employability in the metropolitan area**

Creation of a working group for the monitoring and development of tutored projects for the Tourist Office and partners

1 meeting per year - 1 new tutored project per year



# RESILIENCE & FORWARD-PLANNING



## Improvement of the GDS Index score



### 10. Effectively plan ahead for societal changes.

#### OPERATIONAL OBJECTIVES

#### ACTIONS

#### 2025 OBJECTIFS / OUTPUTS

#### 19. Keep a watch on new societal challenges

Anticipation of changes, regulations: integration in think tanks at national and international level, member of the association Acteurs du Tourisme Durable

Participation in 3 meetings per year on forward-planning



Sending of a monthly newsletter for professionals and partners in the territory on CSR and sustainable tourism horizon scanning

10 to 12 newsletters per year



#### 20. Set up crisis planning tools

Creation of a tool to prevent excessive tourism and its effects on Lyon via the organisation of a hackathon

1 hackathon in 2023 or 2024



#### 21. Engage in co-competition with other tourist offices

Running of a sustainable tourism working group bringing together urban tourist offices:  
Bordeaux, Lyon, Marseille, Nantes, Nice, Toulouse, Paris

4 to 5 meetings per year via video-conferencing as of summer 2021







## 11. Know how to handle crises

### OPERATIONAL OBJECTIVES

### ACTIONS

### 2025 OBJECTIFS / OUTPUTS

### 22. Develop the tools needed to be more crisis-resilient

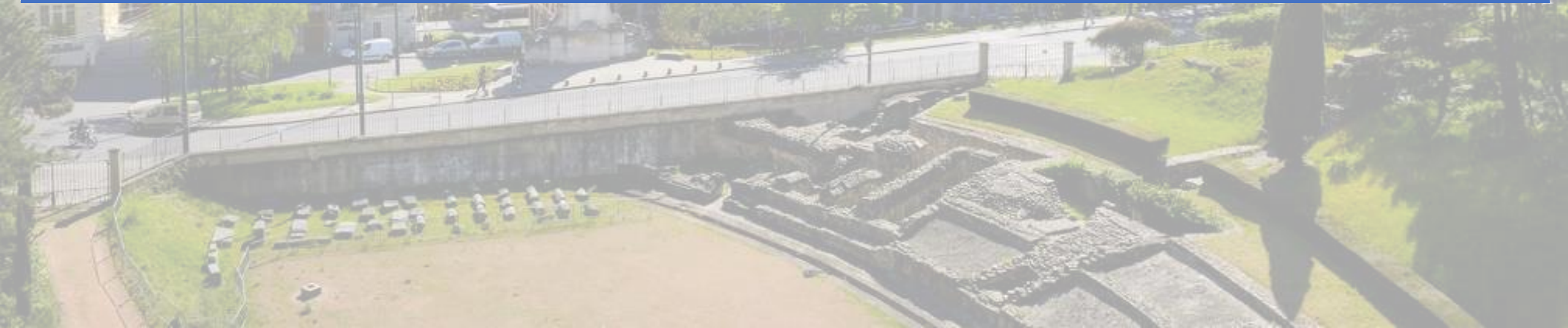
Establishment of a working group with Greater Lyon and the destination's main actors in order to create crisis management tools, based on the same model as the Peace of Mind Charter in 2020

Creation of the working group with stakeholders, at least 1 meeting per year



Co-construction of tourism in Lyon with the entire ecosystem, through regular consultations with stakeholders

Annual consultation





### 12. Monitor developments and contribute to general sustainable tourism considerations

#### OPERATIONAL OBJECTIVES

#### ACTIONS

#### 2025 OBJECTIFS / OUTPUTS

**23. Constantly monitoring initiatives and reflections on sustainable tourism on a national and international scale**

Participation at « Universités du Tourisme Durable »

Active participation each year since 2020



Participation in international sustainable tourism workshops

1 participation per year as of 2022



**24. Support and take part in sustainable tourism initiatives**

Support of initiatives to promote sustainable tourism among dedicated associations

1 support action per year as of 2022



« Our path to a more sustainable type of tourism is being built each day in a drive for continuous improvement intended to be inclusive and to evolve over time.

Your expectations and goals will lead us to new commitments that we can't wait to build with you!

Alone we go faster, together we'll go further... »

