

Beat: Travel

## **LYON (FRANCE) was voted - EUROPE s Leading City Break Destination -**

**By 2016 World Travel Awards**

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**USPA NEWS** - As recognised by UNESCO. Lyon is a vibrant metropolis which makes the most out of its unique architectural, cultural and gastronomic heritage, its dynamic demographics and economy and its strategic location between Northern and Southern Europe. Lyon is shaped by its two rivers, the Rhône River...

As recognised by UNESCO. Lyon is a vibrant metropolis which makes the most out of its unique architectural, cultural and gastronomic heritage, its dynamic demographics and economy and its strategic location between Northern and Southern Europe. Lyon is shaped by its two rivers, the Rhône River and the Saône.

- The main areas of interest are :

- \* Fourvière hill ('the hill that prays')
- \* Vieux Lyon (Old Lyon)
- \* Presqu'île (the real heart of the city)
- \* Croix-Rousse (it was home to the silk workers - 'canuts')
- \* Confluence (great contemporary architecture in a former industrial area)
- \* Part-Dieu (main business district and home to the main train station of Lyon)
- \* Brotteaux (The wealthiest district)
- \* Guillotière
- \* Etats-Unis
- \* Vaise

Fourvière, Vieux Lyon, Croix-Rousse and a large part of Presqu'île are classified as a UNESCO World Heritage site. Lyon has nine administrative subdivisions called arrondissements, which are designated by numbers. All periods of Lyon's 2000-year history have left visible traces in the city's architectural and cultural heritage, from Roman ruins to Renaissance palaces to contemporary skyscrapers.

- Few facts to keep in mind :

\* By 2030, natural areas will make up to 50% of the land in the Lyon urban area. 16,000 trees were planted over the space of 10 years in order to make the city more attractive.

\* Lyon Part-Dieu was chosen as the pilot site for the European Transform Program, which aims to encourage large European cities to switch to renewable sources of energy. 34 million represents the number of people who visit the Part Dieu shopping center each year. With 130,000 sq. meters, Part Dieu is the largest urban shopping center in Western Europe.

\* Lyon-Saint-Exupéry Airport handled over 8,5 million passengers in 2014.

\* 40,000 Tons of CO<sub>2</sub> have been spared since the Vélo'v city bike system was launched. 4% is the percentage by which car use has been falling each year since 2008. Car-sharing once a week allows a 10% reduction in road traffic.

\* 70,000 people walk along the banks of the Rhone each day since they were renovated in 2006.

\* Lyon is home to France's second-largest public transportation network, behind Paris. Traffic rose from 304 million passengers in 2001 to 440 million ten years later. Over 1 billion euros will be invested between now and 2020.

\* The city itself has about 480,000 inhabitants. However, the direct influence of the city extends well over its administrative borders. The Greater Lyon (which includes 57 towns or communes) is about 2.1 million. Lyon and its metropolitan area are rapidly growing and

getting younger, because of their economic attractiveness.

\* Lyon is the capital of the Rhone-Alpes region and the Rhône département. It is known as a gastronomic and historical city with a vibrant cultural scene. It is also the birthplace of cinema.

\* Lyon is ranked 19th among the most attractive cities in the world for international investment (IBM Top global location trends survey)

(...)

Source : Press Trip on December 8-10, 2016

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