

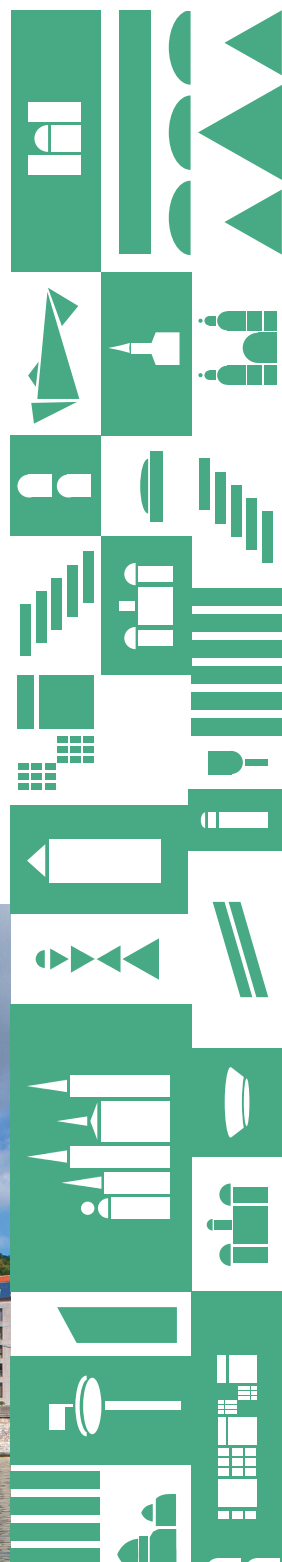
With a record score of 79.5% in the GDS-Index,

LYON IS THE FRENCH LEADER IN RESPONSIBLE TOURISM

The 2021 GDS-Index (Global Destination Sustainability Index), the foremost worldwide ranking for sustainable tourism, has just been published to coincide with the Congress of the International Congress and Convention Association, devoted to the events industry.

Greater Lyon is pleased to announce an increase of 34 percentage points in its score compared to 2020. This excellent performance was noted by the GDS-Index committee, which awarded Lyon **the Most Improved Award 2021**. This record improvement by the second most visited city in France and the first European Capital of Smart Tourism in 2019 puts **Lyon in the lead when it comes to French destinations engaged in strategies, along with concrete actions, towards a more responsible kind of tourism.**

Ranked among the top 10 destinations in the world in the GDS-Index, Lyon is reinforcing its position at the international level and intends to continue with its sustainable development strategy.



ACCELERATION AND ORGANISATION OF AN ETHICAL APPROACH!

With an overall score of 80% and an increase of 34 percentage points, Greater Lyon is positioning itself among the world leaders in the effort towards a more responsible type of tourism. This result is the fruit of a commitment by the Greater Lyon metropolitan authority and ONLYLYON Tourist Office and Convention Bureau over several years to sustainable tourism.

The excellent result is also owed to **collaborative work with the destination's industry suppliers**, who have played a major role by taking part in the many consultations and working groups held in 2020 and the first half of 2021, which were essential to formulating the destination's strategy.

The huge improvement in Greater Lyon's overall score in 2021 was mainly due to **the increased number of initiatives undertaken since 2020**, which have contributed to a **spectacular increase in its scores for individual categories, especially the destination management organisation** (ONLYLYON Tourism Office and Convention Bureau), **where it went from 17% to 85%, and industry supplier support, where it jumped from 35% to 75%.**

Joining the GDS-Index is an opportunity for Lyon to promote all of its initiatives and provide concrete evidence of the transition of its industries and tourism activity. What's more, besides the ranking, joining this index enables Greater Lyon to challenge itself against other tourism destinations around the world, organise itself and measure its development over time. This ranking is more than just a score, establishing ONLYLYON Tourism Office and Convention Bureau's actions as part of an ethical approach in support of a type of tourism that is more responsible in the long term. **A type of tourism that works in the interests of the environment, industry players, tourists and locals.**

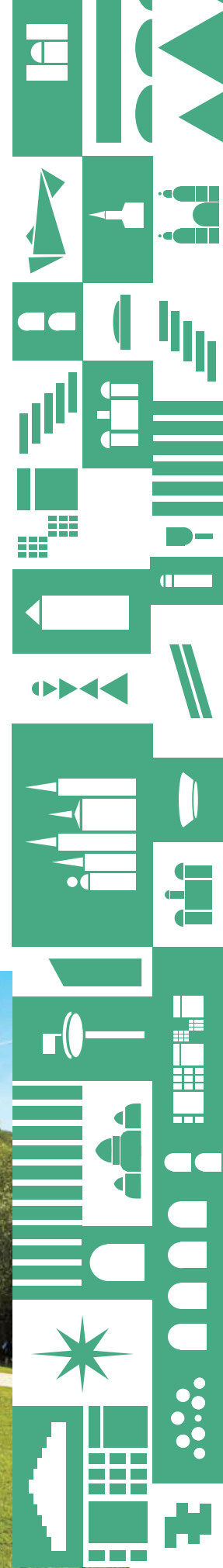


Created by the business tourism sector in 2016, **the GDS-Index is the foremost worldwide annual index for responsible tourism**. It brings together more than 80 destinations with the desire to offer sustainable business and leisure tourism. The GDS-Index **provides a concrete assessment of the sum of the actions taken by a destination**. Scores (out of 100) are decided based on the responses to 150 questions on **four different topics (environment, society, destination suppliers and destination management organisation) which evolve and become ever more demanding each year**. Some of these criteria are directly and inherently dependent on the country. Others, however, are down to the initiatives carried out by the destinations.



This major improvement, the fruit of the hard work and commitment of all the players in the tourism industry, is excellent news for Greater Lyon, its visitors and its residents. Lyon's ranking as the top French city in the GDS-Index provides evidence of the ambitious drive underway to make Greater Lyon an example to follow in terms of responsible tourism! This will be reinforced even further with the Responsible Tourism Development Plan set to be approved in December.

Bruno Bernard,
President of the Métropole de Lyon
(the Greater Lyon metropolitan authority)



LYON: CONCRETE ACTIONS FOR A MORE RESPONSIBLE DESTINATION

SUPPORTING INDUSTRY SUPPLIERS

Awareness-raising and upskilling programme for professionals, **sustainability certification** for the metropolitan area's two main event venues: Eurexpo (France's biggest exhibition centre outside of Paris) and the Centre de Congrès de Lyon (Lyon Convention Centre), expansion of the **Lyon Ville Durable et Équitable (Lyon Sustainable and Ethical City) certification** which currently brings together over 240 responsible organisations, promotion of the **Cluster Bio** (a network of certified organic companies) and the **Rendez-vous de la Cuisine Éco-Responsable - eco-friendly cooking events**.

PROTECTING THE ENVIRONMENT

Promotion and development of **green modes of transport** (electric buses, cycle lanes, the Vélo'V bicycle sharing scheme, river bus services, the Accueil Vélo (Cyclists Welcome) certification, the launch of the **Nature Plan** (creation of urban forests, planting of 600,000 trees by 2030).

The huge improvement in Lyon's score (up by 34%) in 2021 has only strengthened ONLYLYON Greater Lyon Tourist Office & Convention Bureau's resolve to continue in this direction, with a 'Responsible Tourism Development Plan' and an operational strategy for supporting all of the destination's industry players through this transition set to be published in early 2022.

CONTRIBUTING TO INCLUSION AND HOSPITALITY

Creation of the **Lyon City Card 365** for residents of the metropolitan area, coordination of the **Lyon City Greeters** network, promotion of the **Bouchons Lyonnais certification**.

INTERNAL ENGAGEMENT

ONLYLYON Tourist Office and Convention Bureau was the **first tourist office** to set out to obtain the Étiquette Environnementale environmental certification and also entered into the process of obtaining the **LUCIE (CSR) certification** and the **ISO 20121 standard** on responsible event management.

We are pleased to have received this score, which is an acknowledgement of all the hard work by the Greater Lyon metropolitan authority and the team at the ONLYLYON Tourist Office and Convention Bureau over the past years towards a more responsible kind of tourism. We are in a transition period and are aware that we still have some way to go.

That's why we are continuing our efforts to have Greater Lyon recognised in France and internationally as an example to follow when it comes to responsible tourism.

Robert Revat,
President of ONLYLYON Tourist Office and Convention Bureau

About ONLYLYON Tourist Office and Convention Bureau

ONLYLYON Tourist Office and Convention Bureau - the Greater Lyon tourist office - is the organisation responsible for developing Lyon's leisure and business tourism offerings. The Greater Lyon metropolitan authority has been working on more responsible tourism development for several years, alongside ONLYLYON Tourist Office and Convention Bureau, which is currently undertaking a number of large-scale projects: LUCIE26000 CSR certification, ISO 20121 certification, membership of the GDS-Index and participation in the national benchmarking programme Destination Innovante Durable (Innovative Sustainable Destination). Lyon was also crowned the first European Capital of Smart Tourism in 2019. With over 4,000 restaurants, 270 hotels and 7,000 cultural sites, Lyon comes second in France for culture and for trade fairs and conventions in the ICCA and UAI rankings. ONLYLYON Tourist Office and Convention Bureau is one of thirteen institutional partners that have come together to develop Lyon's image and appeal on the international scene through the ONLYLYON brand.

