Moutain as the City’s Hinterland
Destination development as a symbiosis of nature and urban space
A gateway to Europe and the world

One of the main city of the alpine arc

82 summits over 4,000m high

(France/Switzerland/Italy/Austria/Slovenia)
Driving distances to major European cities
- Munich / 740 kilometres
- Barcelona / 630 kilometres
- Paris / 575 kilometres
- Geneva / 145 kilometres
- Turin / 240 kilometres

Rail access
- London / 7h
- Brussels / 6h
- Paris / 3h

Convenient access to 3 international airports
- Grenoble - Isère Airport
  (22 destinations - 340,000 passengers)
- Lyon - Saint Exupéry Airport
  (115 destinations - 8,45 M passengers)
- Geneva Int’l Airport
  (134 destinations - 14 M passengers)
Grenoble key figures

- 450,000 inhabitants in the Grenoble metro area (49 administrative districts)
- Part of France’s Rhône Alpes Region (Europe’s second-leading region for economic activity and tourism)
- The world’s 5th most inventive city (Forbes ranking - July 2013) and in the top 3 of the most innovative cities in Europe
- 2nd French regional research centre after Ile de France (Paris)
- 8 national research organizations
  - 25,000 public and private researchers
- 63,500 students
  - (10.6% of the student population is international)
Grenoble key figures

- **3 mountain ranges at the gates of the city**
  - Vercors Regional Natural Park
  - Chartreuse Regional Natural Park
  - Belledonne range

- **1st european urban cable-car**
  created to connect Grenoble downtown to the mountain

- **30 minutes from the nearest ski resort**

- **Metro area visitor demographics**
  67% French, 33% international (summer 2015)
  (Netherlands, Spain, United Kingdom, Germany, Italy)
Mountain and Tourism: a part of Grenoble history

- **1889**: creation of the 1\(^{st}\) French Tourist Office, in Grenoble

- **1925**: International Exhibition of Hydropower and Tourism

- **1934**: inauguration of the Grenoble-Bastille cable-car,
  1\(^{st}\) urban cable-car created in Europe,
  the 3\(^{rd}\) in the world (after Rio and Cap Town)

- **1968**: February 6-18,
  X\(^{th}\) Olympic Winter Games
The impacts of Tourism on the quality of life

- From Grenoble an easy access to mountains
  - In the heart of Nature
    - The city is surrounded by 3 mountain ranges
  - connected to the Hinterland
    - Grenoble-Bastille cable-car
    - Bus lines from city centre to the beginning of hike paths, natural touristic sites or mountain bike itineraries ...
- To a quality of life and a natural environment that attract
  - 63 500 students (10.6% are international)
  - A location of choice for French and foreign investors (Schneider Electric, EDF, Capgemini, Caterpillar, Hewlett Packard, Siemens, Rolls-Royce, etc.) and subcontractors
  - International high-tech clusters (digital technologies, new energy technologies, chemicals & cleantech, medtech & healthcare)
Mountain, Tourism, Universities and Industries

- Special link between Grenoble, Mountain and Tourism

A location of choice for specialized industries
- In the 19th century, hydropower industries,
- In the 20th century, leisure & sport and technical industries (Petzl, Rossignol, Poma) & subcontractors
- In the 21st century, industries specialized in green energy

From natural resources to natural resources

A location of choice for universities and trainings
- Mountain & Tourism Institute (IFMT)
- CNPC = trainings for mountain professionals
- Grenoble Ecole de Management (GEM) = business school with a special program for Mountain Tourism & Sustainable Development

A perfect place for local initiatives
- Grenoble Montagne, Jeunes en Montagne, Rencontres du Cinéma de Montagne (20 000 visitors / 5 days)
Tourism & Mountain: our new projects

- From January 2015
  Tourism skill is extended to the metro area

- In 2016 new territory and new strategy
  To raise Grenoble in its international positioning
Tourism in urban development: the Bastille’s example
Tourism in urban development: the Bastille’s example

- **Context / the Bastille is**
  - located on the Chartreuse range, on the heights of the city
  - a military heritage (fortress) dating back from the 19th century
  - a perfect combination for tourism development

- **1934 / creation of a urban cable-car**
  - connection between Grenoble city centre and the Bastille summit
  - opportunity to breathe fresh air, to discover the fortress and enjoy an amazing panorama
  - technical achievement, innovation

- **Today: Total development of the site** (restaurants, museums, outdoor activities) and its accessibility (for families, disables, professionals,...)

- The Bastille is the first touristic site of Isère region, both frequented by tourists and inhabitants (310 000 visitors took at the Bastille cable-car in 2014)