



# OUR ECO initiatives



Nîmes Tourist Office



## COMMITTING OUR STRUCTURES

Working within an environmentally friendly establishment is one of our priorities. As such, in 2019, we redesigned our main welcome office to meet the requirements of current standards and regulations, prioritising energy-saving equipment.

- Exclusively LED indoor and outdoor lighting
- Toilets with automatic lighting
- Outdoor lighting programmed to turn off at midnight
- Installation of water-saving tanks for toilets
- Bathroom fittings equipped with timed mixers for the various washbasins
- For the comfort of our visitors and teams, ventilation is provided via CMV and heating and air conditioning through dual-flow systems
- Selective sorting of waste by staff
- Recycling of ink and photocopier cartridges
- Dedicated Sustainable Tourism section on our site
- Document management with responsible use of printing to limit waste
- Tricycle to travel into the city centre and provide tourist-welcome services on the go
- We are members of the ATD Association (Sustainable Tourism Actors)
- Brochures printed on environmentally friendly paper from sustainable or recycled forests (FSC - PEFC)
- Digital and downloadable versions available for all our tourist documents
- Professional brochures for groups, press or business customers mainly provided in digital format
- A marketing process that favours online service bookings
- Digital screens for advertising events/festivities instead of paper (posters)
- Most of our videos are hosted on our YouTube channel rather than on our site
- Staff business cards made from recycled seed paper, produced in France with non-GMO seeds
- Use of wooden pebble USB sticks
- Training and education scheduled for staff each year



## OUR LABELS



Saint-Gilles Office



Office de Tourisme Bureau des Congrès



## LOCAL SHOP



- We rely on local artisans and producers from the surrounding area in order to promote short supply chains
- We mainly sell products from France, Nîmes, Gard or the wider region
- Certain French products are certified organic (lavender sachets, olive oil)
- 100% French textile accessories (sports bags, towels, tea towels, cushions, etc.)
- Demonstrations/tastings led by the producers themselves to support the development of their business
- For our denim products: only recycled jeans are used (pouches, organisers, bags, etc.)
- All our Roman toys are made of wood
- Our flamingo soft toys are 100% eco-responsible
- We limit the use of plastic in our promotional items
- Use of kraft paper bags
- We keep packaging to a minimum



## RAISING AWARENESS AMONG VISITORS

Nîmes welcomes many visitors from across the globe, all year round. To limit the impact of traffic in the city centre, Nîmes offers:

- Several park-and-ride facilities at the entrances to the city
- Tram buses
- Carpool parking

We encourage our visitors to come and discover our destinations through more environmentally friendly means of transport, using gentle modes of travel:

- New in 2022! Electric little tourist train
- Special page in our Tourist Guide dedicated to Sustainable Tourism and good practices on holiday
- Cycle paths in the city
- Cycle-discovery routes in the area

We encourage our visitors to:

- Sort their waste in their holiday accommodation
- Eat at restaurants that work with local producers and seasonal products
- Use regional TER trains to visit the surroundings of Nîmes (very attractive prices and reduced carbon footprint)
- Use local and regional TANGO and LIO buses (very attractive prices and reduced carbon footprint)
- Buy seasonal fruits and vegetables (that haven't had to travel thousands of miles before they end up on your plate!)



**MODE D'EMPLOI**  
du tourisme durable...  
Charte du voyageur à l'attention des visiteurs

**CHARTRE DU VOYAGEUR RESPONSABLE EN OCCITANIE**

**L'OCCITANIE INVITE SES VOYAGEURS À ADOPTER LA BONNE ATTITUDE**

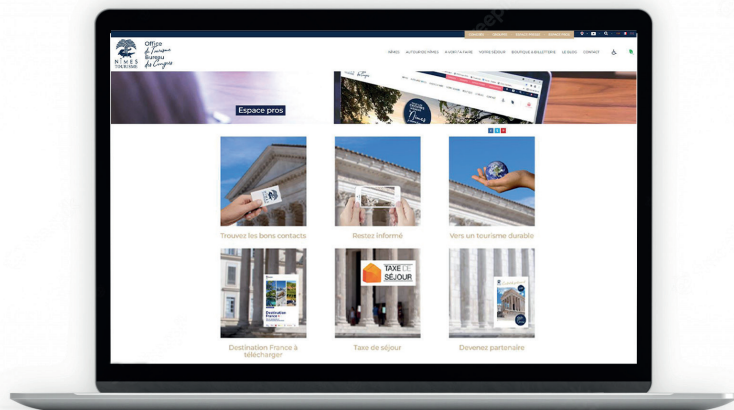




## SUPPORTING SERVICE PROVIDERS



Socio-Professional Committee - November 2021



World Tourism Fair - Paris, March 2022



Oliveraie Jeanjean tasting at the Nîmes Tourist Office



- We offer a **dedicated section** on [www.nimes-tourisme.com](http://www.nimes-tourisme.com)
- **Information regarding the pandemic** and grants available, as well as the information required to run their businesses will be made available and regularly updated
- **List of useful contacts** online (institutional organisations)
- **Regular newsletter** for partners
- **Delivery of tourist documentation** to our partners via **electric vehicle**
- Raising awareness among partners of the **steps required to become labelled** (Green Key, Qualité Tourisme Occitanie Sud de France, Tourisme&Handicap accessible tourism certification, etc.)
- **One or two annual meetings** are devoted to assessing the season and our plans for the coming year
- We support our partners in **welcoming customers** and providing them with documentation in various languages
- Actions carried out with **French and foreign press** (press releases/familiarisation trips)
- **Representation of "Destination Nîmes"** and our **professional partners** at trade fairs in France and internationally
- **Increase in professional workshops held via videoconferencing** (TOs, bus operators, both French and foreign): reduced carbon emissions
- We share updates from our partners on our **social media**



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Bureau  
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