



WELCOME !

You're in Charolais-Brionnais country

www.charolais-brionnais.fr



PAYS
Char^Olais
Bri^Onnais
une nouvelle qualité de Ville



- > 2 hours from Paris
- > 4 hours from the Mediterranean
- > An hour and a half from Lyon
- > 2 hrs, 20 min from Geneva

The Charolais-Brionnais country offers an ideal destination, just a short distance away from several major metropolitan areas!



CAN YOU IMAGINE...

Just an hour from Lyon... you've entered a territory **like no other**, a land with scenic "bocage" prairies of exceptional beauty, **pampered** by successive generations intent on preserving a most cherished region.

A landscape shaped by history and the passions of local residents... This territory, which today is sponsored for recognition as a **UNESCO World Heritage** site, has witnessed man's genius at work through accomplishments in industry, architecture, farming and the building trades, amidst a one-of-a-kind collection of Romanesque masterpieces! To all our friends whether they be hiking enthusiasts, gourmets, **nature admirers** or history buffs... Charolais-Brionnais country will stir your passions through its outstanding attention to **architectural preservation**, titillate your taste buds through its **gastronomic temples** and thrill your senses through its **magnificent array of nature walks**!

So lace up your hiking boots and get ready to explore **your dreams** and follow your heart!

Whether with family or among friends, **Welcome** to our corner of the world!

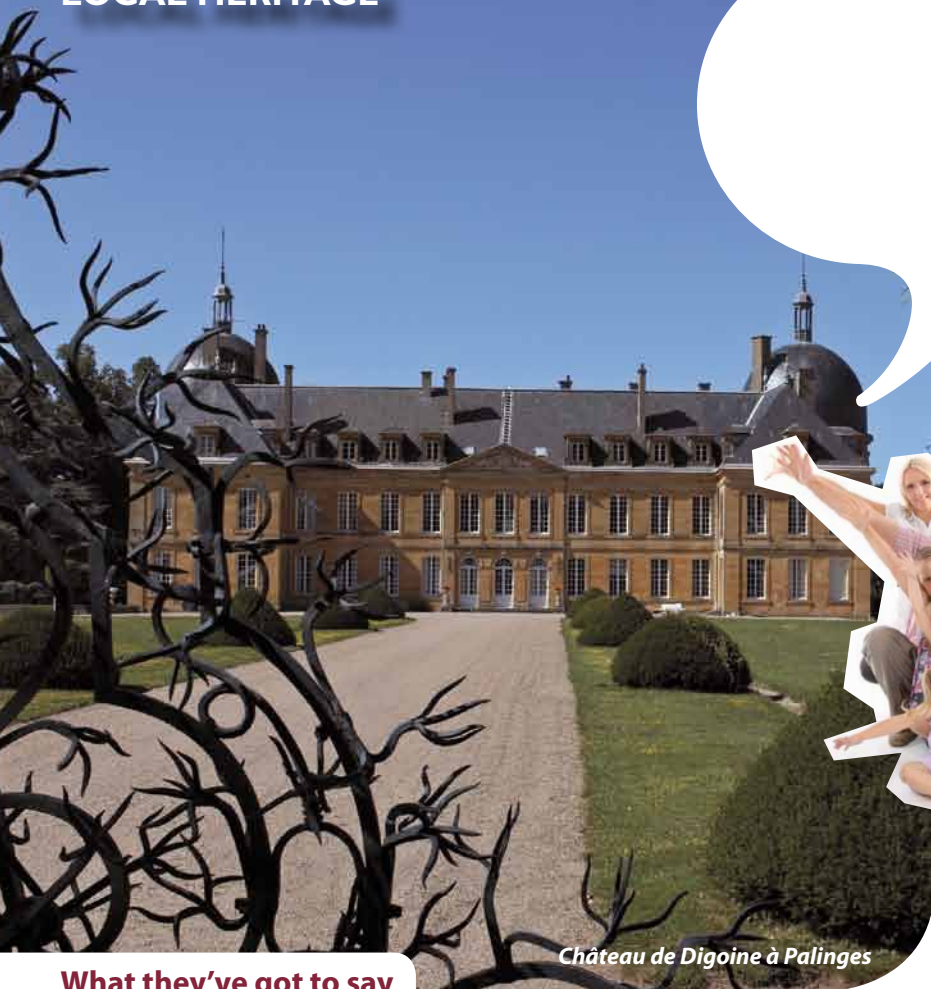


Are you charmed yet ?

>>>> Ask our brand new Touristical Guide, available in the Tourist offices of the Charolais Brionnais region.



LOCAL HERITAGE



Château de Digoine à Palignes

What they've got to say



Pauline Fenaillon
Gueugnon Tourist Office

A close-up of the Charolais-Brionnais reveals this area's resources and diversity, featuring a whole host of marvels built over the centuries, spanning the majestic (castles, gardens), historical (archaeological sites, museums), navigational (network

of canals), religious (Romanesque art), industrial (ceramics, stainless steel) and, last but not least, culinary (cheeses, meats). All interested passers-by will find here their ideal way to spend a fulfilling and delectable holiday!



Dominique Dandrael,
Hiéron Museum Curator

Preserving the intrinsic value of this amazingly pristine territory naturally requires special efforts to ensure collaboration that embraces new ideas and perceptions. Viewing our treasured heritage as a source of creation can be instrumental.

A REGION, ITS RENOWN AND RICHES TO BE DISCOVERED...

Charolais-Brionnais country... **a thousand-year-old garden dotted with steeples...** set within a marvellous and preserved landscape of «bocage» prairieland, finely sculpted by Man! This region is unique for its impressive concentration of Romanesque churches and chapels. Some charming while others splendid, **over one hundred edifices** showcase the intense religious fervour and artistic and architectural flourish during the Middle Ages. The Paray-le-Monial Basilica, a period masterpiece miraculously still standing today, illustrates the phenomenal technique and skill on display in Cluny-style Romanesque art. The history of this territory is also **unveiled** through its museums, craftsmen's workshops and castles. Nearly 100 **classic chateaux, tamed fortresses** and **genteel manor** homes scattered across the landscape! These treasures have earned the Charolais-Brionnais the label as a **“Land of Artistic and Historical Distinction”**, awarded by France's Culture Ministry in 2007.



Were you aware?

BETWEEN HILLS AND... WONDERS!

For the eyes to behold... Charolais-Brionnais offers a number of spectacular vista points.

Appreciate the view from above while keeping your feet firmly planted on the ground!

The Mont Dardon, Butte de Suin, Dun, to name just a few. These peaceful and calming sites also happen to be very spots of the tales and legends of yesteryear.

According to the legends of Dun, a small tribe of benevolent magicians inhabited the area: the Faightes (or good luck fairies) only struck fear into curmudgeons and the miserly. While the fairies did pick a few fruits off local trees, they returned the favour by providing great assistance to farmers: they protected the harvest from would-be scavengers and took care of young children inside the farmhouses...

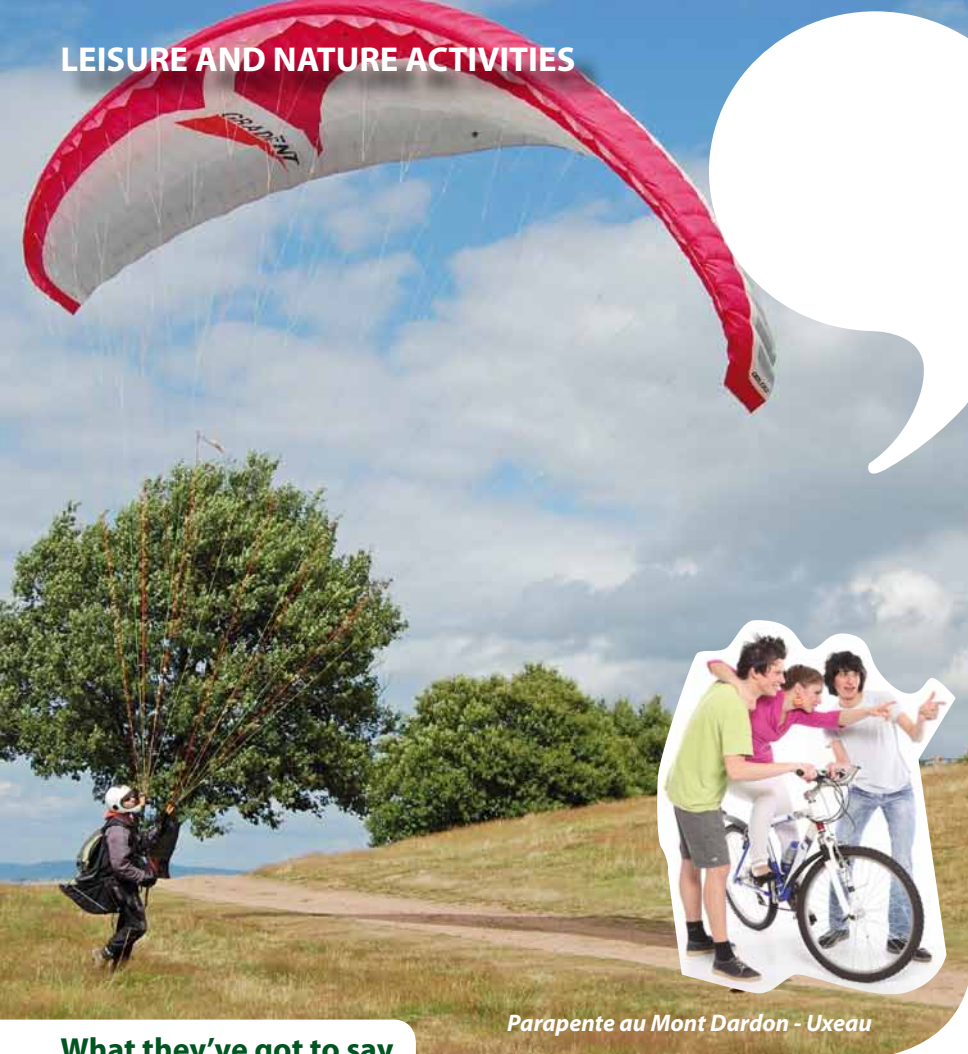


They made it happen

OUR KNIGHTS IN SHORT TROUSERS!

«I saved the princess!
We visited the Semur Castle wearing a knight's outfit and were given a traveller's log!
We found and then defended this fortified castle! At the end of the battle, I was bestowed the Knight's diploma... for my bravery!»
Tom, 8 years old

LEISURE AND NATURE ACTIVITIES



Parapente au Mont Dardon - Uxeau

What they've got to say



Alain Marien,
Technical Director of the Saint-Yan Parasailing Club



Céline Crola,
Bougres D'ânes

READY FOR TAKEOFF? Parasailing is an aeronautical sport. It doesn't involve freefall but instead flying off the ground with a rectangular parachute. You simply need a running start and the upward glide happens gradually. Your feet no longer touch the ground. You're bound to feel the excitement and sensation once you're completely airborne. You'll explore the landscapes all around you before starting your descent. The landing is extremely soft. These few minutes spent flying are memories to last a lifetime. COME JOIN US AND LET YOURSELF GO!

Charolais-Brionnais is an authentic place, with the resources and tranquillity for families to benefit from a real break during their holiday stay, spending quality time and enjoying many memorable encounters with locals.

MAKE THE MOST OF YOUR RELAXATION TIME!

Stretching across grassy knolls crisscrossed by streams, Charolais-Brionnais country is replete with natural and recreational amenities. The inventive assortment of activities available to the public will satisfy all tastes. **In the water, on land, floating in air?** The magic embodied in the Loire River is revealed whether paddling along its course or strolling its banks. On the river, canals and streams, fishermen happily caress the water's surface with their lines.

Taking to the air is interpreted literally here, in a hot air balloon or, for a more sporting adventure, by hang-gliding or parasailing. Back on earth, carriage rides expose the lush countryside and with hiking, horse riding and cycling trails offer more than 150 outings, each with its own distinct appeal.



Straight from the heart

**LET YOUR SENSES RUN
WILD AT CELT'O!**

In Bourbon-Lancy, the spas pamper you while the water rejuvenates... Reinvigorate the pleasure of your senses at this resort dedicated to water therapy, body care and wellness. On your agenda: Turkish bath, sauna, Jacuzzi, a shower massage, special body massages, light therapy sessions... all has been arranged for your complete comfort!

They made it happen

**LOTS OF LAUGHS AND
SOME SERIOUS ROWING**

«To get our weekend started, we decided to paddle down the Loire in a canoe! In Digoin, we rented the canoes and headed out on a 2-hour excursion... Lots of laughs, some swimming and serious rowing, in other words pure bliss!»
Emma, Julie, Ben and Mathieu



CULTURAL EVENTS



Festival Awaranda à Iguerande

What they've got to say



Carole Fath,
Brionnais Cultural Centre Manager and Programme Director

The Brionnais Cultural Centre located in Chauffailles provides a designated venue that hosts live high-quality shows for all audiences, driven by the motivation to fill every moment of our cultural calendar with a poetic and friendly exchange between the public and the artists. For our rural zone, culture can be a strong unifying force.



Verdiano Marzi,
Master Mosaic Artist

For me, the Charolais landscape exudes first and foremost the softness and poetry found in the local colours that always amaze regardless of the season. An incomparable pace and quality of life is infused here, in sync with local cattle breeding and culinary delicacies as well as with the Romanesque architecture in full display. This land inspires spirituality as well as a life philosophy.

A FRESH LOOK AT THE ARTS!

The Charolais-Brionnais country enjoys a varied events calendar, in keeping with its traditions and lifestyle.

Both **dynamic and creative**, these events showcase the area's artistic sensitivity. **Classical music concerts** echo in Romanesque churches throughout the year, along with a slate of live shows paying tribute to **theatre, dance, storytelling and favourite songs** across our towns and villages!



Straight from the heart

TOPS ON THE EVENT CALENDAR!

> Summer portraits in Bourbon-Lancy:

An exhibition that occupies the entire city! Streets become the exhibition hall of photographers from the world over sharing their favourite shots.

> **The Biennial Contemporary Art Event held in Marcigny** as part of the international celebration of monumental sculpture held every other year. You'll walk amidst the latest productions from modern sculptors. Don't miss out on anything as you stroll the town's streets and gardens!

> **Marcynema:** Lights, camera, action... we're rolling with exhibits, entertainment, gatherings and film projections all on the programme in Marcigny!

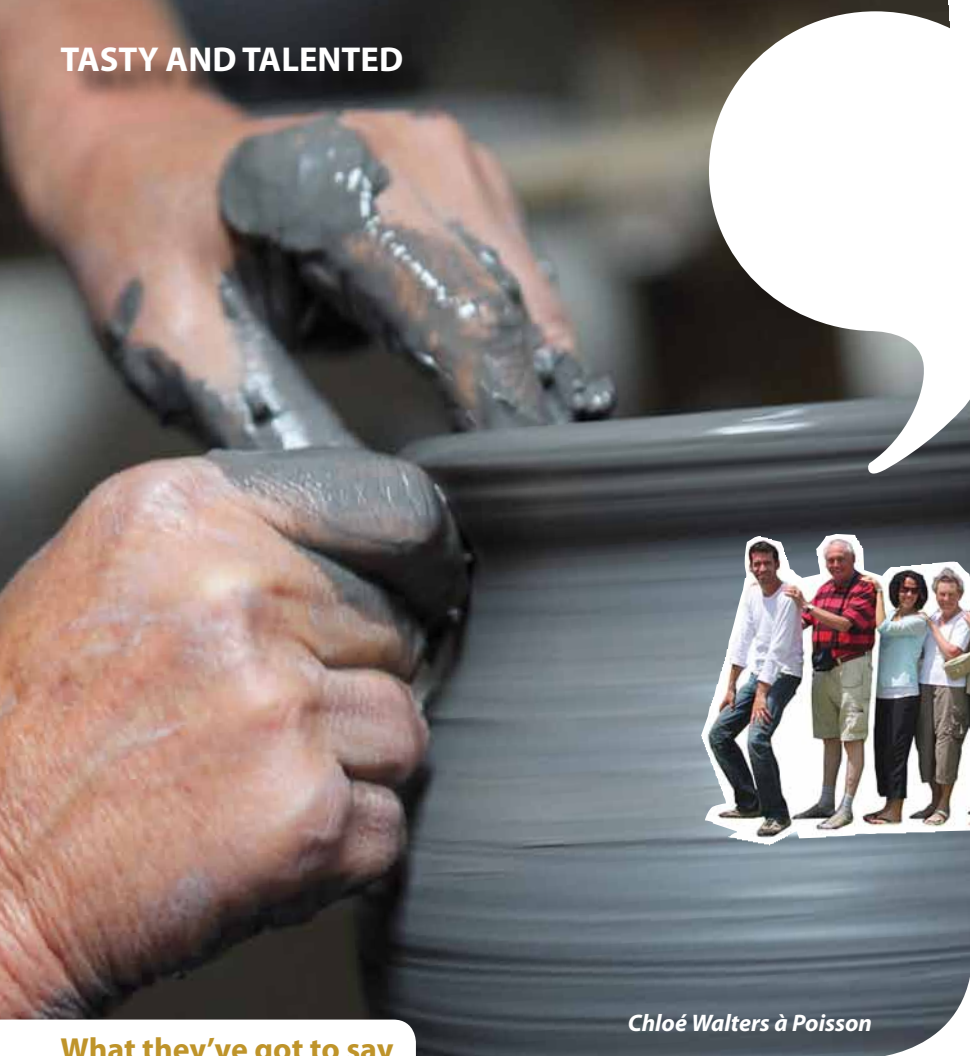
They made it happen

AN AFTERNOON SPENT AT THE KIDS' FESTIVAL!

«Live shows, games with large wooden pieces, tents full of books, a petting farm... everyone found something they liked! An afternoon filled with spectacular performers, funny and warm, ideal for a day spent with our grandchildren!!»
Jeannine, grandmother to Titouan and Zoé



TASTY AND TALENTED



Chloé Walters à Poisson

What they've got to say



Françoise Marteau,
Ceramics artist

A land that's so welcoming and a source of inspiration, Charolais-Brionnais offers the ideal location, off the beaten path, for my ceramics workshop, atop the hill overlooking the free-flowing Loire River and the still water of the canal, a setting definitely worth discovering!



Amélie Rizet,
Goat cheese producer

Stop by and say hi! We're the local Charolais-Brionnais producers and will be glad to host tasting sessions and farm visits specially for you. Our farming sector, recognised by two appellation awards, will win you over by the quality and diversity of its output, which naturally includes famous goat cheeses.



TASTY AND TALENTED, A TREAT FOR THE EYES AND THE PALATE

An authentic rural landscape, cradle of the Charolais meat breeds, this country has expanded the number of **excellent farm products**. Local agriculture and cattle breeding provide the raw material for the area's prized gastronomy. Our zone proudly boasts **two new AOC culinary appellations**: "Charolles Beef" and the "Charolais" goat cheese. Both these distinctions attest to the expertise of our specialised producers. You'll also find plenty of other delicacies: Dufoux **chocolates**, Leblanc **oils**, **honey**... **The talents and creations** of Charolais-Brionnais artists and craftspeople can also be savoured by eye contact. Feel free to knock on the doors of the area's many arts & crafts workshops!

They made it happen

SAVOURING THE CHAROLAIS AS A VISUAL AND GUSTATORY EXPERIENCE



Straight from the heart

A MEETING WITH THE LOCAL STAR

Every Wednesday in St Christophe en Brionnais, the spectacular cattle market brings hustle and bustle to the historic and economic heartland of the breed. Transactions abound. The recently-established circular auction raises the stakes and adds to market excitement.

An event not to be missed!

> Cattle market visits are organised every Wednesday; for more information, contact the St Christophe-en-Brionnais Tourist Desk at: 03 85 25 98 05.

«Visit of the Maison du Charolais Exhibition Centre! Thanks to a fascinating and well-illustrated interactive visit, we discovered what makes Charolais meats so succulent and came away with cooking tips, a sense of the passion that drives local breeders, the characteristics of this Charolais grazing land and the landscapes that make this activity so successful! Following the guided tour came a tasting session! Whether grilled or pan-fried, the various meats sampled were wildly appreciated by all»
Gerard, Member of a company's Works Council



GASTRONOMY AND COMFORT



Manoir de Sornat à Bourbon-Lancy

What they've got to say

Michel Troisgros,
Head Chef at the Colline du Colombier Inn

Meadows: Around the farm, pastureland extends as far as the eye can see, through the valleys and on the hillsides. Bordered by hedgerows, these meadows create a harmonious patchwork.

Inn: I'm imagining the inn run by Marie Pierre and Michel with gourmet treats on the sign for passers-by.

Hospitality: Experiencing so much joy in seeing guests appreciate their food, I feel like thanking them for coming.

Cadole: An alcove fitted like a nest, a sitting room and a balcony overlooking the countryside. They come in threes.

Sleep: Getting ready to doze off with the window wide open.



NICE ACCOMMODATIONS, EXCELLENT DINING AND EXTRAS FOR THE SOUL

Self-catering accommodations, **guest houses**, hotels, campgrounds, **traditional restaurants**... lodging opportunities are plentiful amidst a most relaxing and exceptional environment. A truly **human experience**, accommodation owners greet you with a **warm welcome** and are eager to share with you **their love of this land!** Some of the **most accomplished chefs** have also chosen this region to **delight your taste buds!**

Thirsting for **originality, authenticity** and **a change in scenery?**

In Charolais-Brionnais, you've found the place to stay! **Cabins perched in trees, tepees, caravans, stone cadole huts...** you'll find an amusing assortment of one-of-a-kind lodging in this green setting.

They made it happen

ANCHORS AWEIGH IN CHAROLAIS-BRIONNAIS COUNTRY

«Discovery tour of the local area from the water! After renting a spacious and comfortable houseboat (no licence required), we set sail to better explore the landscape, docking here and there to enjoy the scenery up close, as well as the historical buildings and hiking paths! This high-quality floating cabin known as the «toute cabanée» offers lodging with an unbeatable view, in complete intimacy... ideal for our romantic weekend escape!»
Caro, 28 year-old



Were you aware?

GOOD IDEA FOR SNACK TIME!

Find a nice patch of grass and spread your picnic blanket... Once you're well set up, pull from your knapsack an "AOC" classified goat cheese, along with a dark chocolate bar and fresh baguette. An enjoyable mix of tastes and flavours... this favourite Charolais-Brionnais snack is sure to tantalise your taste buds!

The Charolais-Brionnais Bocage, applicant for the UNESCO's label as World Heritage Site



The Charolais-Brionnais region is composed of 85% pastureland, meticulously delineated by hedgerows and dense tree patches like you'll find nowhere else. This is the unique prairie landscape of Charolais-Brionnais country, preserved thanks to the farming community, responsible in very large part for the preservation of this magnificent territory!

YES! We have every chance to succeed!

BECAUSE our region is the cradle of Charolais' beef cattle and sheep, renowned the world over!

BECAUSE our region is also a thousand-year-old garden dotted with steeples, providing Europe's most attractive concentration of Romanesque churches,

BECAUSE our region is a gastronomic treat, prized by leading chefs and home to two new certified AOC appellations!

BECAUSE our region flows calmly with its abundant water resources, along the banks of the Loire and canals, masterpieces of human engineering,

BECAUSE our mosaic landscape connects a history spanning generations of families (and some legendary individuals !) who have shaped their environment,

BECAUSE our region is an outstanding and fertile ground that has given rise to spectacular successes in industry, architecture, farming and craftsmanship,

BECAUSE our region offers the finest blend of a unique landform and human labour, amidst a beautifully preserved Romanesque garden!

FOR MORE INFORMATION ON THE CANDIDACY:

www.charolais-brionnais.fr

under the heading «candidature UNESCO».



I SUPPORT the UNESCO candidacy of the CHAROLAIS-BRIONNAIS bocage!

YOU, AS WELL, demonstrate your support!

Spread the word - talk to your neighbours - stimulate attention - provide support!

HOW TO USE THIS FORM : IF YOU'RE LOCATED IN FRANCE : you can return this form by post, without envelope, without adding postage ! IF YOU'RE ABROAD : lend us your support on www.charolais-brionnais.fr

Last name* : First Name* :

Postal address* :

Postal code and city* : Country* :

Country* : Organisation/occupation :

☐ I'd like to receive information by mail regarding the UNESCO application.

☐ I'd like to receive by newsletter information on events and things to do in Charolais-Brionnais.

* Required eld

By returning this form, I accept that my name will appear on the official list of candidacy supporters. In accordance with the «Data Protection Act», you have the right to access, correct or delete any information relative to you by correspondence sent to: Syndicat Mixte du Pays Charolais-Brionnais - 14, place de l'Hôtel de Ville - 71600 PARAY-LE MONIAL
Tel.: +33 (0)3 85 25 96 36 - unesco@pays-charolais-brionnais.fr

The Tourist offices of the Charolais Brionnais region

Office de Tourisme** de Bourbon-Lancy

Place d'Aligre 71140 BOURBON-LANCY
(Place de la Mairie à partir de juillet 2012)
Tél. 03 85 89 18 27
Fax 03 85 89 28 38
www.bourbon-lancy.com
Email : bourbon.tourisme@wanadoo.fr

Office de Tourisme** de Charolles

24 rue Baudinot 71120 CHAROLLES
Tél/Fax. 03 85 24 05 95
www.ville-charolles.fr
Email : officedetourisme@ville-charolles.fr

Office de tourisme* cantonal de Chauffailles

1, rue Gambetta 71170 CHAUFFAILLES
Tél. 03 85 26 07 06
Fax 03 85 26 03 92
www.tourisme.chauffailles.org - Email :
office.tourisme.chauffailles@wanadoo.fr

Office de Tourisme intercom- munal de Digoïn Val de Loire

21 rue Nationale 71160 DIGOÏN
Tél. 03 85 53 00 81 / 03 85 53 78 00
www.ccval.fr
Email : officetourisme@ccval.fr

Office de Tourisme* de Gueugnon

1 rue Pasteur – BP 44 - 71130 GUEUGNON
Tél. 03 85 85 56 90 - Fax 03 85 85 35 40
www.ccpaysgueugnon.fr
Email : officedetourisme@ccpaysgueugnon.fr

Office de Tourisme* de La Clayette

3, route de Charolles 71800 LA CLAYETTE
Tél. 03 85 28 16 35 - Fax 03 85 28 24 24
www.pays-clayettois.fr
Email : tourisme@pays-clayettois.fr

Office de Tourisme** de Marcigny-Semur

Place des Halles 71110 MARCIGNY
Tél. 03 85 25 39 06 - Fax 09 70 62 72 15
www.brionnais-tourisme.fr
Email : ot.marcigny-semur@wanadoo.fr

Office de Tourisme** de Paray-le-Monial

25 av. Jean-Paul II 71600 PARAY LE MONIAL
Tél. 03 85 81 10 92 - Fax 03 85 81 36 61
www.paraylemonial.fr
Email : ot.paray@wanadoo.fr

4 Points d'information touristique

• Saint Christophe en Brionnais

Grande Allée de Tenay
71800 SAINT CHRISTOPHE EN BRIONNAIS
Tél. 03 85 25 98 05
Email : antennetouristique@orange.fr

• Semur en Brionnais

Château St Hugues
71110 SEMUR EN BRIONNAIS
www.semur-en-brionnais-vp.fr
Email : chateau.semur@wanadoo.fr

• Issy l'Évêque

8 place de l'Eglise 71760 ISSY-L'ÉVEQUE
(Ouvert en juillet et août)
issy-info.tourisme@neuf.fr
www.issyleveque.fr

• Iguerande

Place de l'église – Espace Jean-Luc Popelin
71340 Iguerande – Ouverture en juin 2012
(de juin à septembre)



This brochure is provided to you by : Syndicat Mixte
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