

DECLARATION OF VALUES AND MISSIONS

About ONLYLYON Tourism and Conventions

Founded in 1905, ONLYLYON Tourism and Conventions (the Metropole tourist office) is an association governed by the French law of 1901. It is an organisation that has established itself as a leading supporter of responsible, respectful and innovative tourism, among tourism professionals and institutions, as well as visitors to the destination and local residents.

Each year, French and overseas visitors, new arrivals, and inhabitants of Lyon and the surrounding area, use the services provided by ONLYLYON Tourism and Conventions, online, remotely and in person when they come to Greater Lyon.

Our missions

ONLYLYON Tourism and Conventions' main mission is **to promote the destination, including its business and leisure tourism offerings, and stakeholders** in the Lyon metropolitan area, both in France and around the world.

Using its expertise, ONLYLYON Tourism and Conventions aims to pursue **responsible and sustainable growth of visitor numbers**, throughout the metropolitan area and its 59 municipalities.

ONLYLYON Tourism and Conventions works to welcome and advise visitors, **whether they are from the local area, France or overseas**, so they can discover the many tourism and heritage sites to be found in and around the city.

We also assist the Metropole with the operational aspects of tourism and deployment of its Plan for the Development of Responsible Tourism.

ONLYLYON Tourism and Conventions brings together tourism stakeholders from various sectors, including business and leisure tourism, event planning, and local and international media, which act together in the interests of the destination.

By uniting the destination's socio-professional actors around a common identity, we can build a long-lasting and sustainable relationship between these various stakeholders.

Fédérer les socio-professionnels de la destination autour d'une identité commune permet une relation pérenne et durable entre tous ces acteurs.

These missions are underpinned by a shared desire to develop tourism that is more responsible, sustainable and accessible, and which promotes harmonious relations with local residents.



ONLYLYON Tourism and Conventions is committed to respecting and promoting the fundamental values that are defined by all of its employees:

→ **Hospitality and inclusion:** these go hand in hand! Because ONLYLYON Tourism and Conventions cares about the well-being of all, it welcomes and encourages inclusion and diversity at the core of its services.

→ **Solidarity with socio-professional actors:** this solidarity is reflected through assistance, support and promotion of local professionals pursuing improvements, through the use of various tools, including rankings, certifications and membership programmes.

→ **Adaptation and innovation:** ONLYLYON Tourism and Conventions brings a strong ability to adapt to change to all of its teams. It constantly innovates through new tourism products, ideas and processes, which are developed on the basis of expected results and their analysis.

→ **Team cohesion and engagement:** our employees are encouraged to participate together in the organisation's development. This cohesion enables the creation of synergies within our dynamic, close-knit teams, through formal and informal exchanges, as well as at events.

ONLYLYON Tourism and Conventions is also committed to respecting the four following sustainable development principles:

- Duty of **care**
- Duty of **inclusion**
- Duty of **integrity**
- Duty of **transparency**

Based on these values and principles, we would like to achieve ISO 20121 certification, in order to build and promote a responsible management system, internally and externally, applied to our event-planning activities and involving all our stakeholders.

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