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European Union
European Regional
Development Fund

REGIONAL ASSESSMENT

Val-de-Marne Tourism Board

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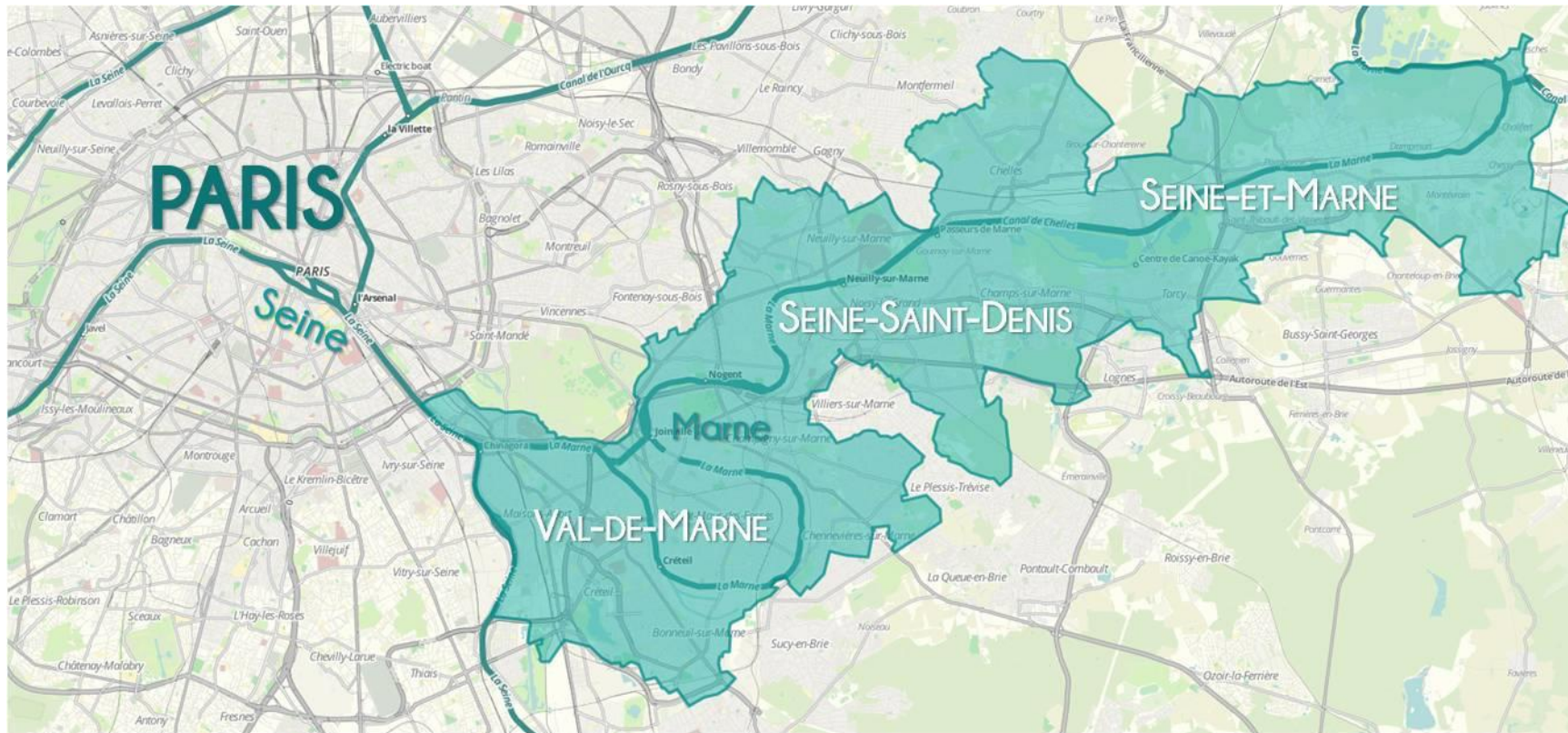
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INTRODUCTION

REGIONAL CONTEXT

Study area



In the framework of this regional assessment, the study area is **50 kilometers long**, following the Marne river. This territory is composed of **30 towns** within 3 « departments » (Val-de-Marne, Seine-Saint-Denis and Seine-et-Marne).

This study area is relevant regarding:

- History : this part of Marne riversides was very popular for Parisians between the end of 19th century and the middle of the 20th century.
- Landscapes : the territory is characterized by its « peri-urban » landscape, mixed of natural and urban landscapes
- Tourism : corresponds to « one-day » cruise from Paris center

History of the river and relationship to water

Rivers have played an essential role in the development of leisure in Europe since the 19th century. Near Paris, London or Hamburg, areas designed for relaxation and celebration have become leisure destinations for city dwellers in search of nature.

Marne river was one of these places and its current identity is still related to this history. From the 16th century, the aristocracy had built castles and mansions. During the 19th century, Marne riversides became a vacation spot for the Paris middle-class. Paris bourgeoisie built secondary residences to enjoy nature and fresh air. This is link to their support for the social hygiene movement, their interest for Romanticism, their renewed relation with nature and the new trend for travel and sports.

When working classes also got more spare time and thanks to the development of transport facilities (railways), they began to frequent the banks of the rivers too. Between the end of the 19th century and middle of the 20th century, the Marne river became a very popular place for the Capital urban poor. A new form of leisure was thus born.

People used to come to swim in the river, enjoy cultural activities, play sports, or just to have some fun in the so called *guinguettes*. Situated near the river, the guinguettes are at the same time dancing and concert halls, restaurants, pubs and boat rental places.

This relaxed atmosphere gave inspiration to some great filmmakers (Renoir, Carné...) and photographers (Doisneau, Ronis...). This image of « the Sunday El Dorado » is still linked to the banks of the Marne.

Marne river has played a crucial role in several social activities, sports and cultural but also working class leisure activities. These activities such as swimming, canoeing, fishing and more

recreational activities like listening to music, dancing and having fun have spread all along the river. It was a place where people from different age groups and backgrounds came together. With more and more spare time, these areas were visited a lot on Sundays and during the summer.

The situation changes after the Second World War :

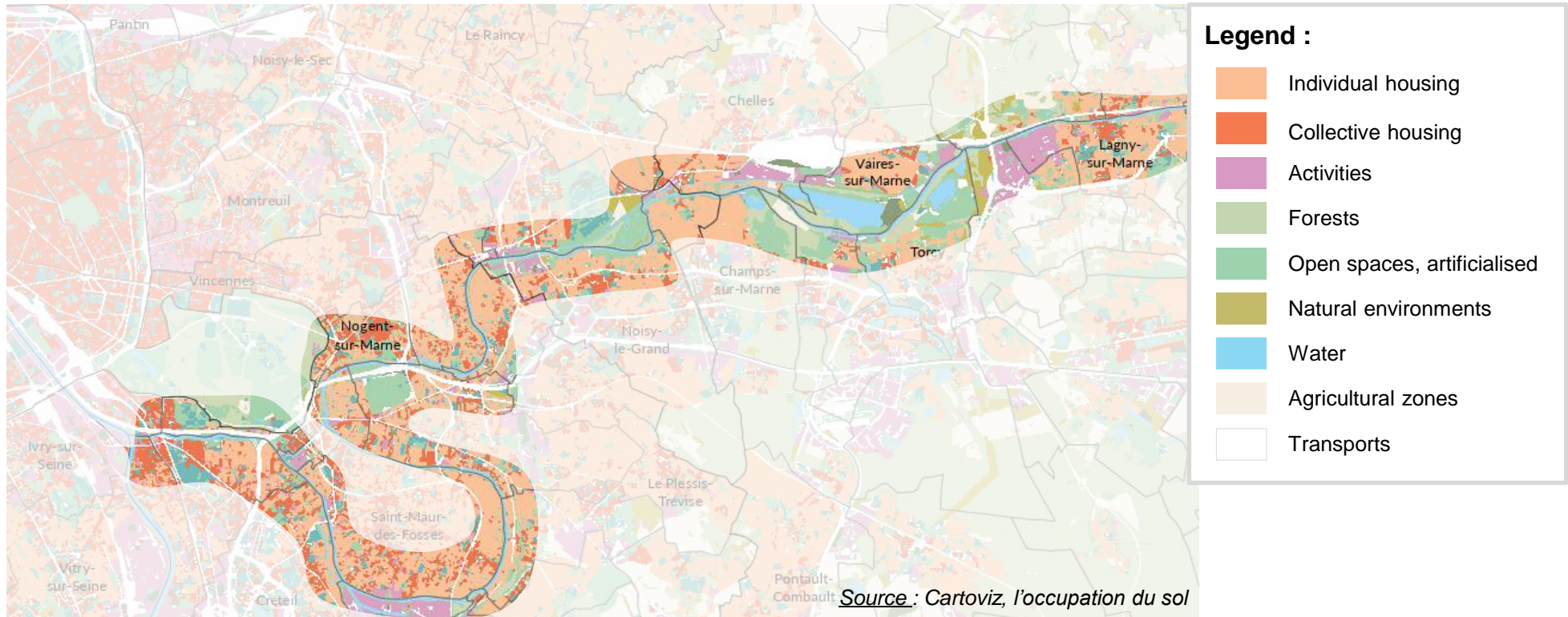
- Because of the development of private cars, Parisians used to go farther for their weekend and summer holidays
- From 1970 swimming in Marne river had been forbidden
- Rivers were canalized through locks and riverbanks concreting

Also, the economic activity, which has always been very strong, becomes the priority and prevents recreational activities.

The situation evolved again at the beginning of the 21st Century when town planning policies were applied to banks of rivers. Restructuring and revitalisation projects were set up to recapture riverbanks and turned them again into leisure spaces.

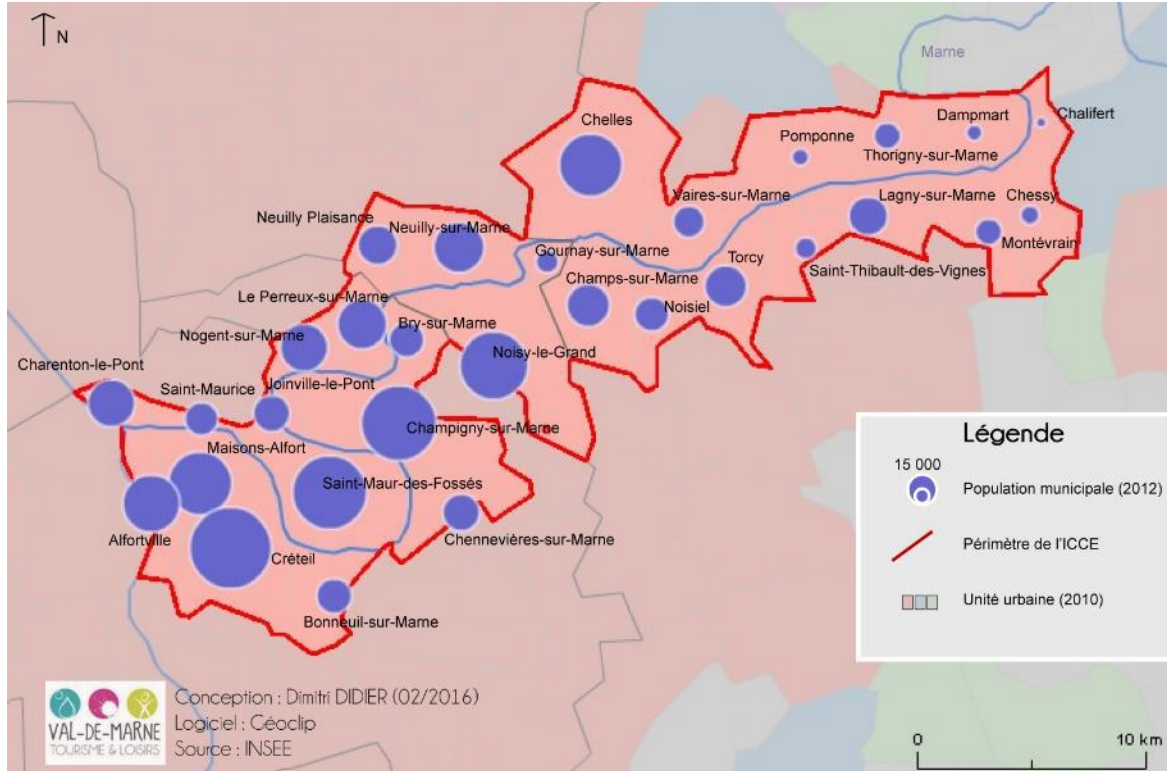


Socio-economic context : land-use



- The occupancy of the territory is essentially residential. Individual housing considerably marks the landscape of the banks of the Marne. The urbanization of this area began in the 19th century with the construction of holiday houses. The building also consists of collective housing.
- Natural areas are quite present with the Bois de Vincennes, and the green spaces of Neuilly-sur-Marne, Champs-sur-Marne, Noisiel, Torcy and Vaires-sur-Marne.
- Activity zones along the river are infrequent and are mainly located in the municipalities of Bonneuil-sur-Marne, Saint-Thibault-des-Vignes and Lagny-sur-Marne.

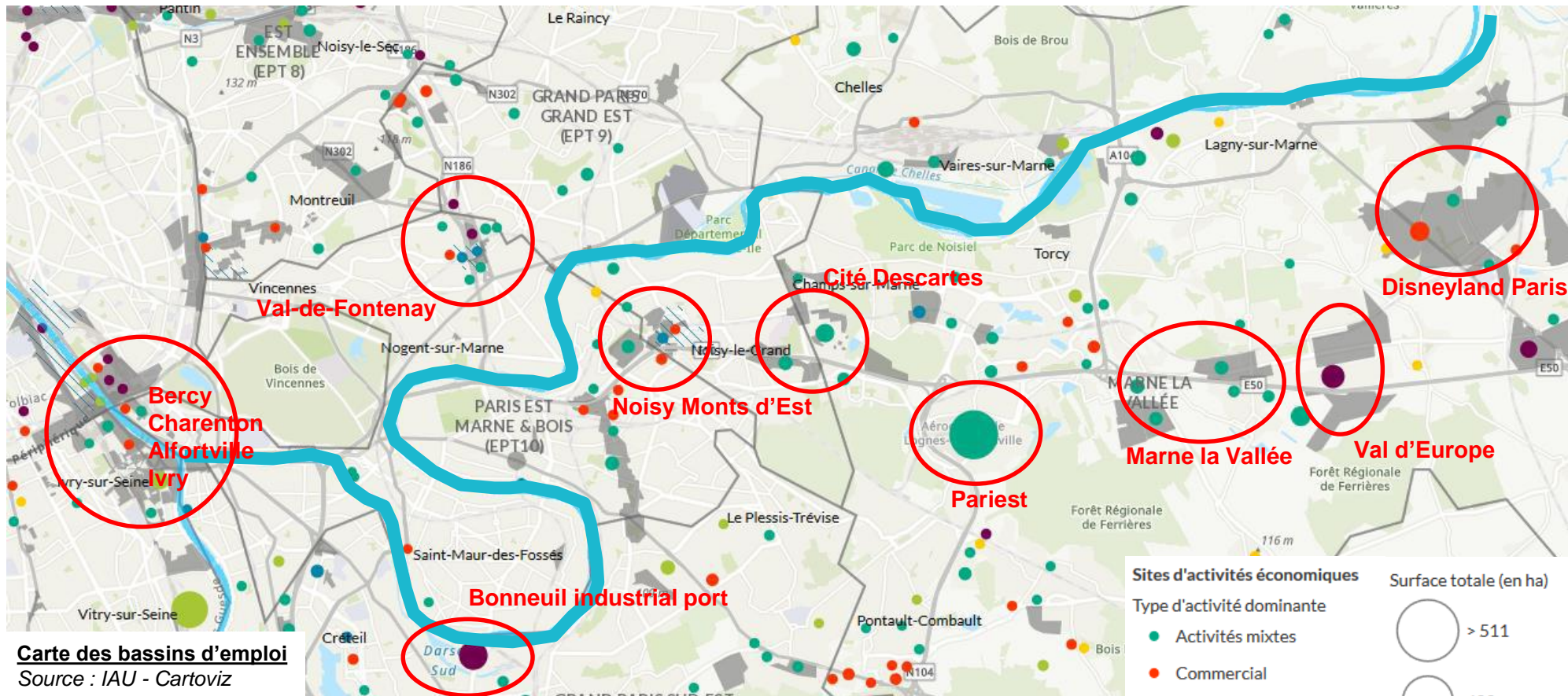
Socio-economic context : population



The thirty municipalities of the studied area belong to the urban unit Paris metropolis. The population density of the studied area is one of the highest in France, with 5,263 inhabitants/km². The average density in metropolitan France is 120 persons/km² and 990 persons/km² in Ile-de-France.

The city of Créteil is the most populated municipality with 90,052 inhabitants. Chalifert, on the other hand, is the least populated with 1,278 inhabitants. Due to the proximity of Paris, the western cities are more densely populated.

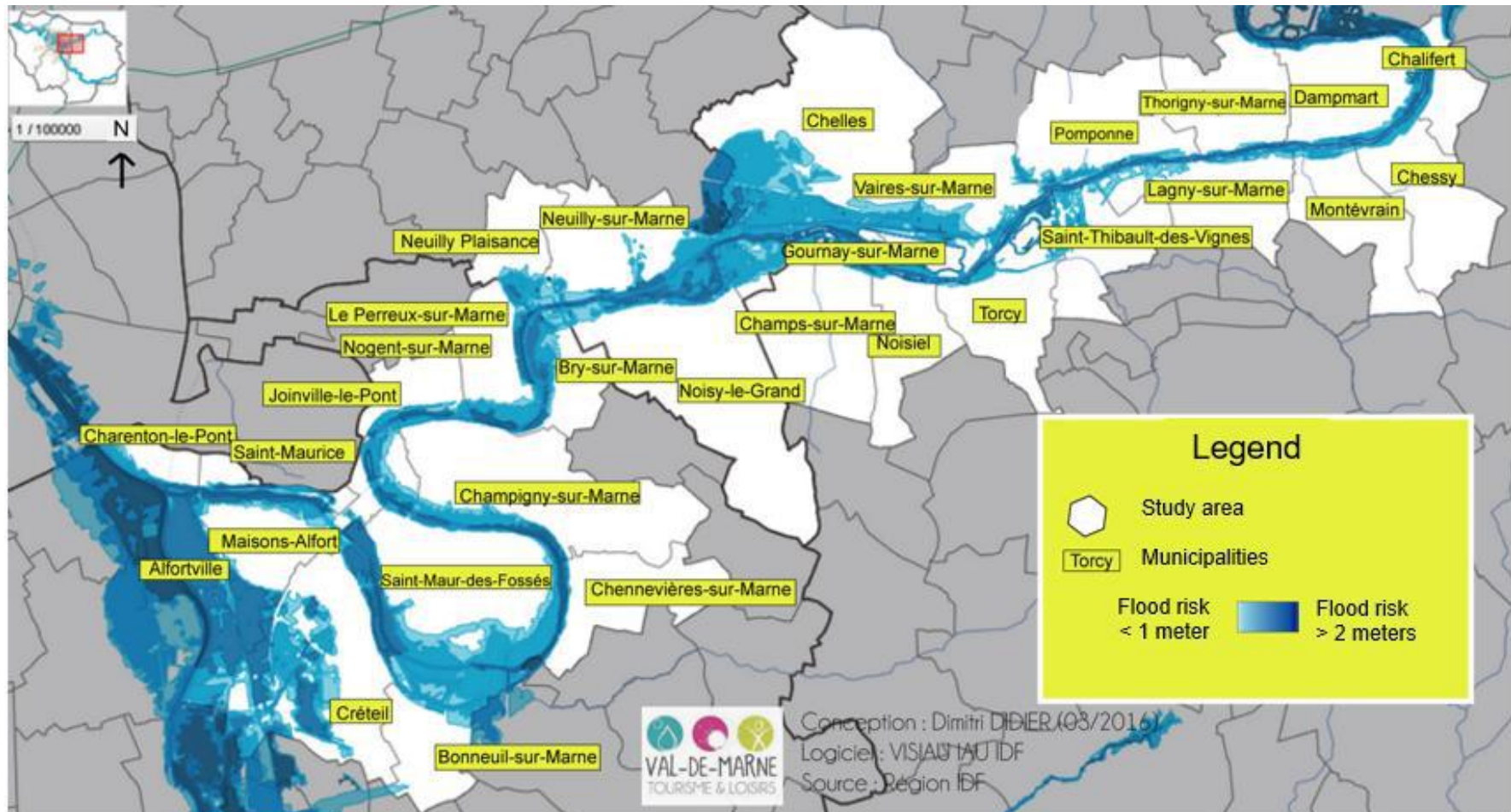
Socio-economic context: activity/employment areas



Different areas of activity and employment are situated in the study area but they are not really close to the river. Their situation is rather linked to the A4 highway.

Except Bonneuil industrial port, the other areas are mainly commercial or business areas.

Environmental context : flood risk areas



As the main natural risk in Ile-de-France due to human concentration and socio-economic activities, the flood risk for the study area is very high. Urbanization and artificialization of the riverbanks have increased the vulnerability of the territory to flooding.

In 2016 and 2018, the Seine basin flood caused considerable damages in several places. Public authorities at regional and local levels have been mobilised for years to fight against this risk and prevent from new rising floods.

River landscapes

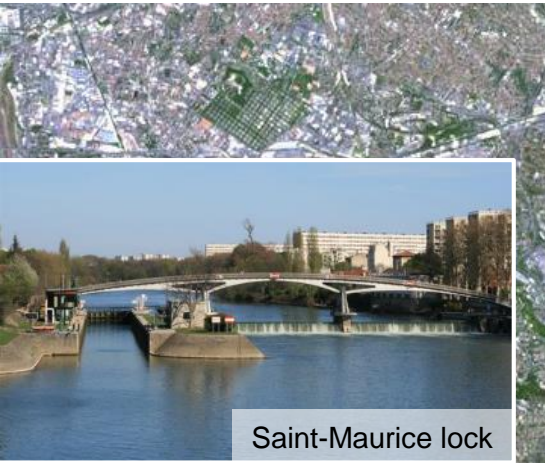
The **landscape of plateaus, hills and valleys** of the Marne territory has been shaped by the river and its tributaries, now masked by urbanisation. The Marne valley forms a narrow plain, where several reliefs meet. These reliefs are not very visible when travelling through the territory, except for the hills that emerge in the visual perspectives and generate points of view. The most spectacular and also characteristic reliefs are the **slopes of the Marne**, sometimes wooded, more or less readable according to urbanization.

River landscapes are a **mix of urban and nature**. The river is a **green corridor** through a very urbanized area. The Marne valley was preserved from industrialization and has remained a residential area. The architecture is a mix of **small and picturesque houses** situated directly on the riverbank and **apartment buildings** near city centers.

Despite the river canalisation at the end of the 19th century, several **islands** have been preserved, in particular in the river loop. Some of them are uninhabited and sometimes only accessible by boat. They are all natural spots in the middle of the city, like several **green parks** situated in the eastern part of the study area.

Near Paris, the landscape is characterized by the presence of major **motorway infrastructures** along and across the river. The study area included also **2 industrial ports**, 1 power plant and 1 water plant,

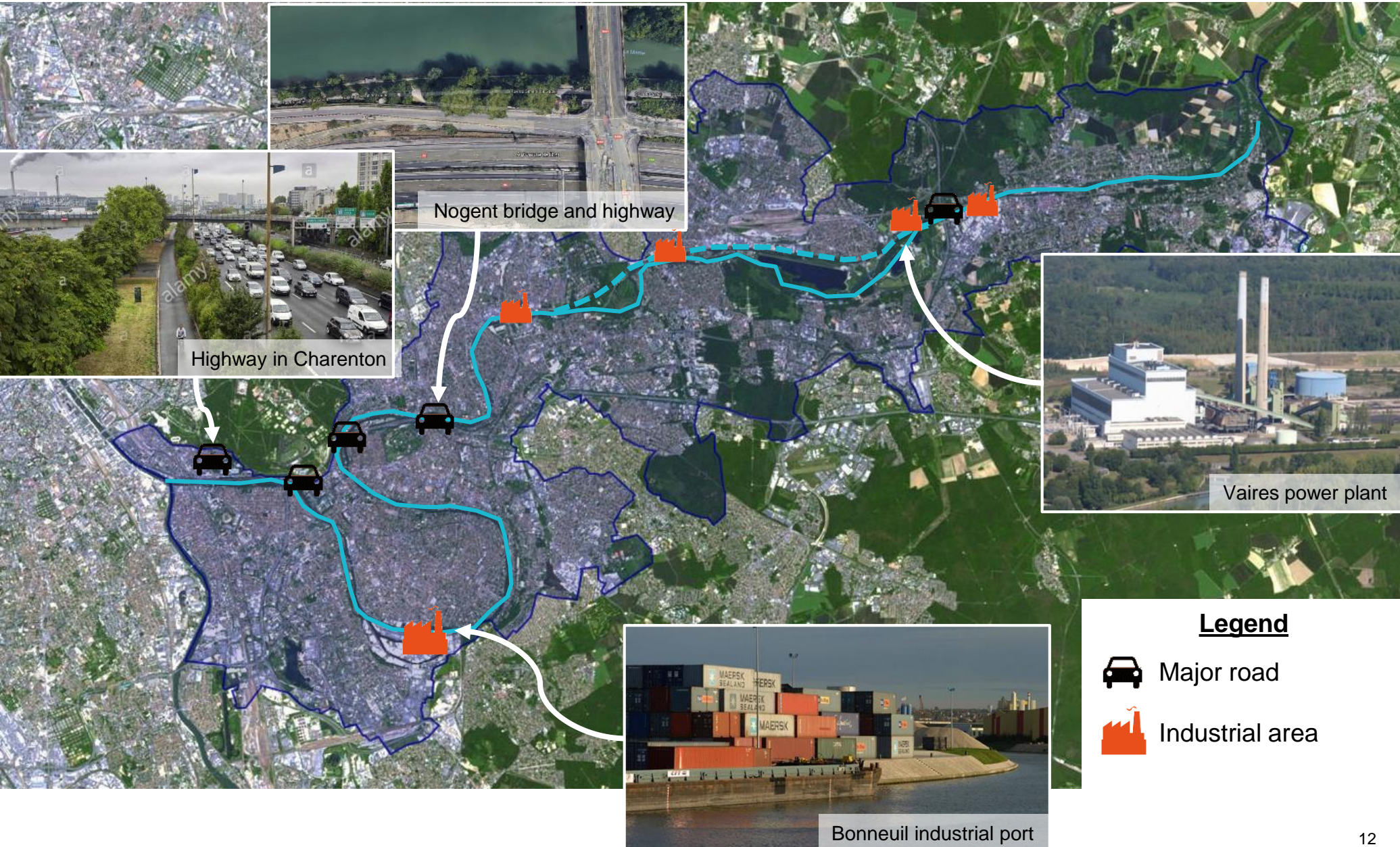
River landscapes – Nature & Architecture



Legend

-  Architecture
-  Green area
-  Island

River landscapes - Industry & Infrastructures





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TERRITORIAL ANALYSIS

1. GOVERNANCE AND STRATEGIES

Governance - Territorial organisation

The study area includes 4 different levels of public administration :

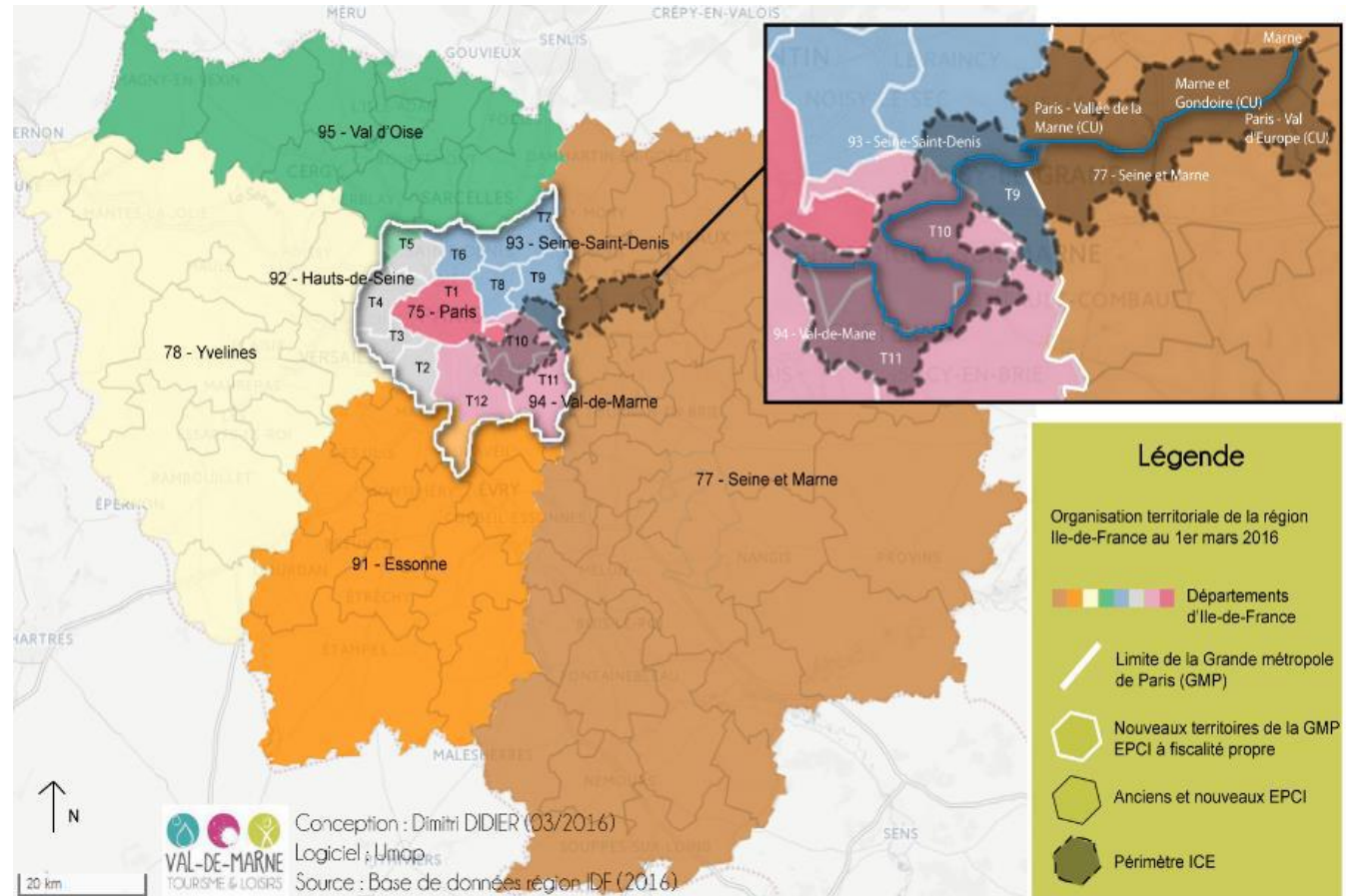
- Region (Ile-de-France)
- 3 Departments
- 5 urban communities
- 30 municipalities

France is a unitary State organised on a decentralised basis. There are three sub-levels of governance in France: the Regions (Régions), the Departments (Départements), the Municipalities (Communes) and intermunicipalities (urban or rural communities). They have not legislative powers. They exercise their functions by means of regulations for some fields and through the execution of their budget.

Local, intermediate and regional authorities have general competence for the exercise of their functions and there is no hierarchy between regional, intermediate and local government. Besides, the division of competences changed in 2015 and shared competences will become the exception (sport, culture, tourism).

Most of STAR Cities topics are addressed by all the different levels of governance, in a complementary way : tourism, culture, sport, environment, economic development, urban planning and transport.

→ More about [France division of power](#).



Tourism, cultural and leisure strategies

As explained above, tourism is a “shared competence” and several public authorities are implementing tourism strategies.

Regional Tourism and Leisure Development Plan in Ile-de-France - 2017 - 2021

This policy instrument is addressed by STAR Cities project. More information and analysis below in part 3.

The development of tourism in high-potential areas through:

- The emergence of "thematic paths".
 - Regional destination contracts : strengthen the quality of Paris' offer by acting on major and existing destinations. Among the 15 destinations identified, there is the destination "Vincennes - Boucles de la Marne". The objective will be to enhance the value of river activities along the Marne.
- The river tourism sector is mentioned in relation to the Oise, Marne and Seine Aval rivers.

Enhance the quality of the existing offer to make Paris Region a unique experience:

- Tourism volunteers
- Safety devices
- Transports : city pass

The inhabitants at the heart of the strategy.

Val-de-Marne Plan for tourism and leisure - 2013 - 2018

3 operational axes :

1. Positioning the Val-de-Marne in Paris Ile-de-France destination, in particular :

- Affirm the position of Val-de-Marne as “entrance door” to the capital destination and as a link between the capital and the green territories of nature tourism.
- Facilitate the continuity of routes by multimodality and interconnection of modes of transport (public transport, cycling, walking, by boat, etc.)

2. Develop a tourism strategy adapted to the diversity of targets, in particular :

- Strengthen a reference nautical and leisure water offer right next to Paris
- Improve the equipment of river ports and departure points of natural activities
- Make inhabitants the first "ambassadors" and tourist actors of their territory

3. Optimize partnerships and resources.

Destination contract “Paris, the augmented city”

The destination contract "Paris, the augmented city" **was signed in spring 2015**, for a period of three years, and renew in 2018 for three years more.

The tourist office of Paris, the tourism boards of Val-de-Marne, Hauts-de-Seine and Seine-Saint-Denis, RATP (Paris public transport system), Welcome City Lab (tourism start-up platform), and IREST (University of Paris I) have decided to join forces and the many assets of their territories to boost the destination Paris and enhance its urban dimension.

The objectives of the destination contract are as follows:

- **Renew the aging image of the destination** of Paris by promoting the city's dynamism and creativity.
- **Expand the tourism offer in “Greater Paris”**
- **Contribute to spread** flows outside the capital
- **Follow the new trends of European tourism:** authenticity, “off the beaten tracks” and meeting the inhabitants (“like a local”).
- **Main targets:** young people aged 20-35 and city-breakers of European markets.

This collective project is based on 5 thematics :

- contemporary art,
- art in the city,
- cosmopolitan city,
- Paris by night
- and nature in the city.

Tourism strategy of the city of Paris, 2022

Rethinking river transport (by adapting facilities to the development of the cruise industry)

Redevelop the banks of the Seine and develop swimming and water sports

Develop the tourism offer at the scale of “Greater Paris” around river tourism, night tourism, major events or business tourism.

Renew and enhance the diversity of the tourism offer to promote Paris “off the beaten tracks”

Diversify the types of hotels in order to allow the development of youth and family tourism

1- Governance and strategies - ANALYSIS

STRENGTHS

- Bords de Marne et thématique fluviale identifiés dans les stratégies touristiques.
- Bon fonctionnement de la gouvernance autour du projet ICE qui permet d'associer tous les niveaux du millefeuille.
- Evolution en cours au sein des instances en charge de la gestion de la rivière (VNF et Haropa) avec une meilleure prise en compte des enjeux touristiques.

WEAKNESSES

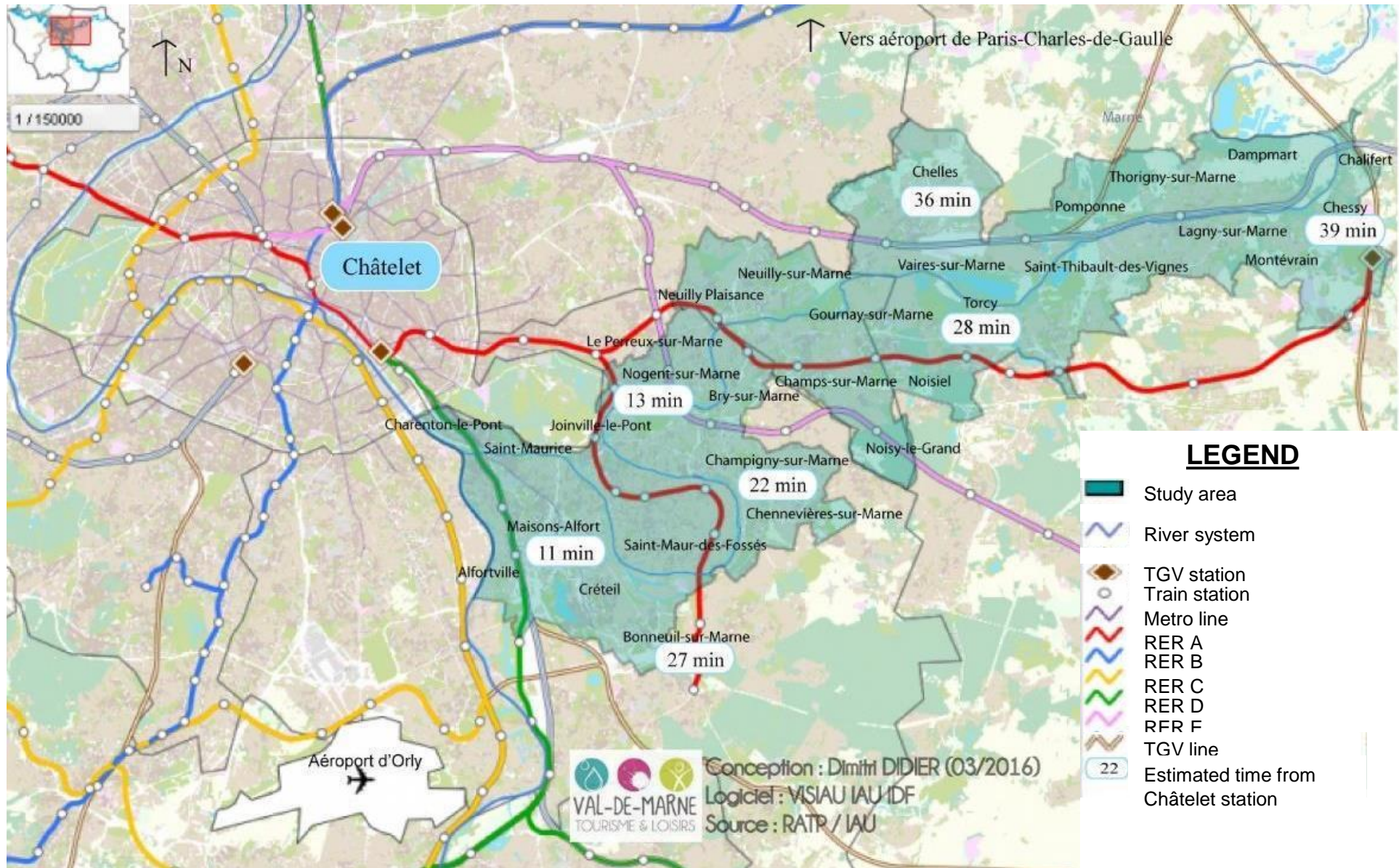
- Multiplicité des interlocuteurs
- Instabilité du contexte institutionnel suite à la loi NOTRe
- Complexité de la gouvernance des berges avec les propriétaires / gestionnaires (VNF, Haropa)
- Tourisme fluvial intégré dans les stratégies touristiques mais rarement priorisé, y compris au niveau régional

GOOD PRACTICES

- Gouvernance mise en place autour du projet d'ICE : connaissance des acteurs locaux et travail quotidien d'accompagnement et de communication mené par le CDT
- Etudes et schéma directeur de VNF sur le tourisme fluvial

2. MOBILITY AND TRANSPORTS

Existing public transport network



Existing public transport network

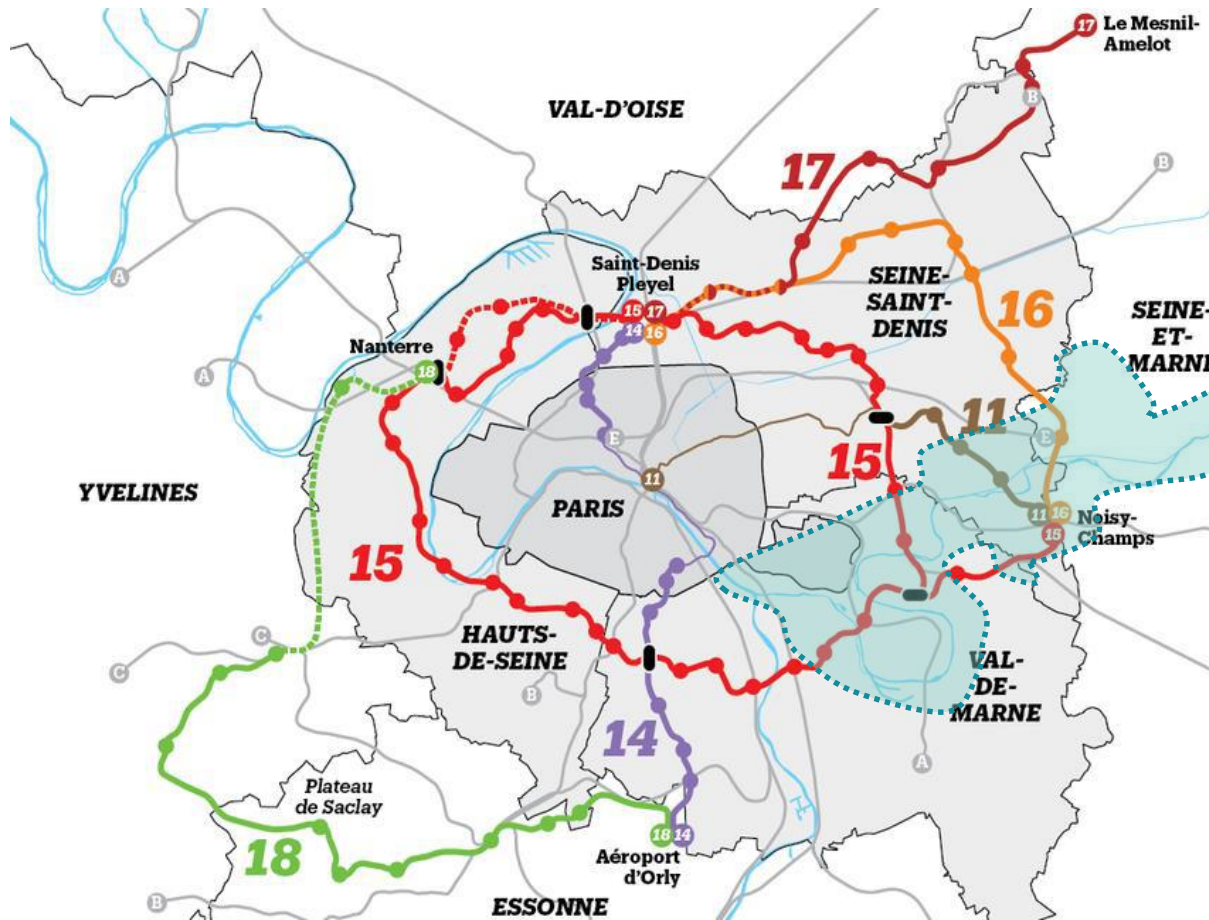
- The transport network in the inner city area of Paris is highly meshed. Beyond the ring road, the network is structured in a star structure and the density decreases as one moves away from the heart of Paris.
- On the western area, the municipalities of Charenton-le-Pont, Saint-Maurice, Maisons-Alfort and Créteil are served by both the **RER D and the metro (line 8)**. For example, it will only take about 11 minutes from Paris center to Maisons-Alfort. In the centre of the perimeter, the municipalities are no longer served by the metro but by the RER. Finally, only two municipalities to the east are not served by **train** : Dampmart and Chalifert. The travel time is therefore longer (50 and 70 minutes respectively).
- Public transit service in the territory is relatively good, with **a lot of bus lines** crossing the study area.
- **From Paris Airports** (Charles de Gaulle and Orly), tourists can reach Marne riverside through RER B, by changing in Chatelet – Les Halles.



RATP, the state-owned public transport operator, provides a wide range of services and tools for tourists : website with all timetables in different languages, mobile app, paper maps, traffic information, etc.

“Paris Visite” travel pass : the pass allows tourists to use all of the public transport networks (metro, tramway, bus, RER and train) in Paris and the Île-de-France region. It is available for 1 to 5 days and costs between 25€ and 65€ per adult.

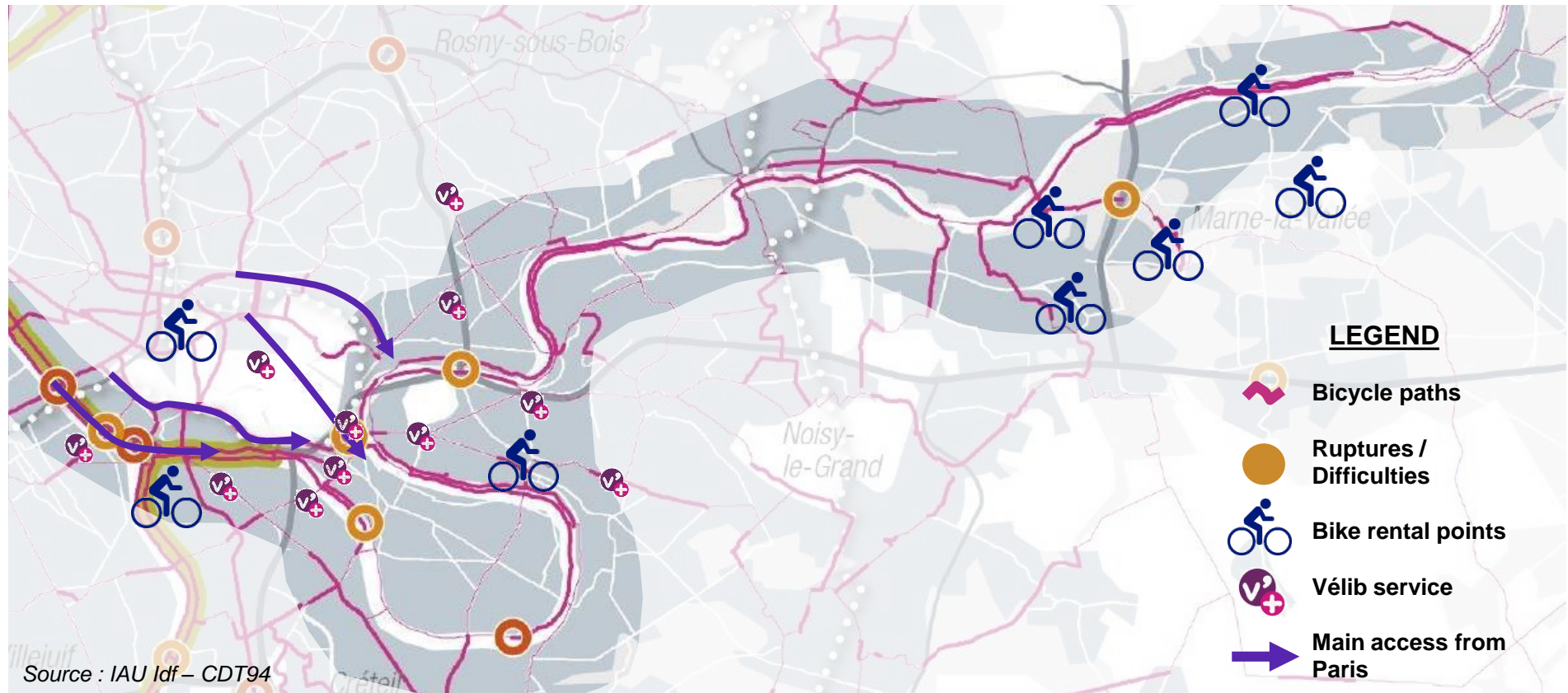
Planned transport network by 2030



Source : Grand Paris Express Society

- **Grand Paris Express** aims to link the peripheries together. In 2030, there will no longer be any need to use the centre of Paris to change connections, an opportunity for the territory. For example, it will take 11 minutes to connect Champigny-sur-Marne from Vitry-sur-Seine, against 1h20 today.
- Our perimeter includes 2 projects of creation of public transport line (**line 15 and 16**). It also includes a project of extension of the **metro line 11**.
- The objective of these projects is to adapt the network to the needs of the inhabitants (increase in population and employment in the suburbs).

Bicycle facilities and bike rental points



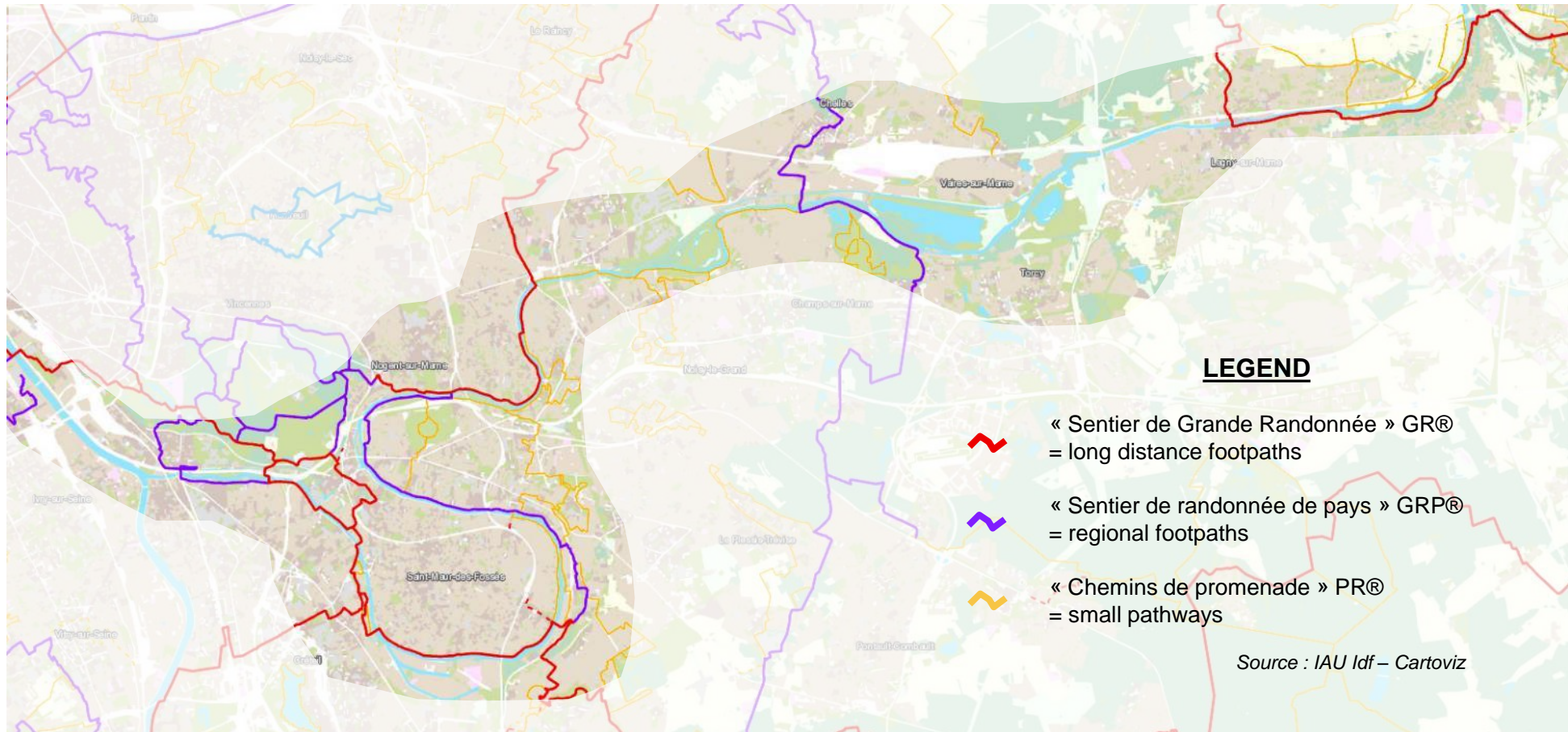
Bicycle paths

Marne riverside is well accessible by bike from Paris and following the whole study area. Bicycle routes are developed along the river in one or two sides of the riverbanks. Most of these bike paths are situated directly in the riverbanks, near small streets which are not crowded with cars. Inhabitants and visitors can enjoy this network which is really quiet and safe. However, part of this routes are shared with walkers, strollers, etc. and this can lead to some use conflicts during sunny weekends.

Bike rental points

There is a few bike rental points near the river but it is not possible to rent a bike and return it in another point, you have to go back to the same one. Several bicycle hire companies propose a wide range of bikes (electric or not, for children, baby seat, etc.). Vélib Métropole is a self-service bicycle scheme, with mechanical and electric bicycles available in the Greater Paris area. On average of 20 stations are located within the study area.

Hiking trails



Marked footpaths covers most of Marne's riversides.

Only two parts are accessible by foot but not included in existing marked trails:

- From Noisiel to Lagny-sur-Marne (8km)
- Channel of Chelles (10km)

Hiking trails along Marne river are easily accessible from Paris center through the Vincennes Woods.

The study area is crossed by 3 major footpaths:

- GR14 that connects Paris to the Ardennes in Belgium
- GR14A is a branch of GR14 but more focused on Marne's riverside
- GRP « Ceinture verte » is a trail connecting all the main green spaces of Ile-de-France Region

In addition, several small looped hiking trails are also marked and a lot of not-marked footways are available online in tourism websites.

Access to riversides : riverbanks typologies



Source : IAU IDF – [Riverbanks scheme 2016](#)

LEGEND :



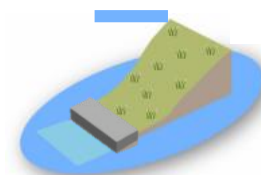
Artificial riverbank –
non-vegetated



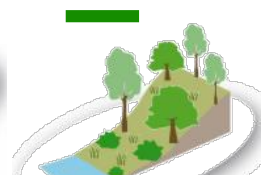
Artificial riverbank –
vegetated



Bottom : artificial -
Top : vegetated



Bottom : artificial -
Top : natural



Natural
riverbank

100% artificial 100% natural

Access to riversides : riverbanks typologies

There is a wide variety of riverbanks typologies with the study area.

The main points conclusions are :

- 100% artificial riverbanks are quite rare, most riverbanks are at least vegetated,
- In the western part of Marne river (from Charenton to Neuilly), riverbanks are mostly artificial but with a vegetated top.
- In the eastern part of Marne river (from Neuilly to Chalifert, except in Lagny), natural riverbanks are more frequent.

For some years now, municipalities have done some renaturation works on their riverbanks. However, part of the study area riverbanks remains under pressure of traffic, navigation or high frequentation.

Riverbanks are most of the time accessible to walkers. Here are several examples of facilities :



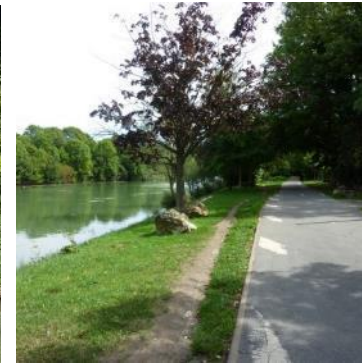
Dirt path
on the water's edge



Asphalted path
on the water's edge



Wooden pontoon



Street and natural
riverbank



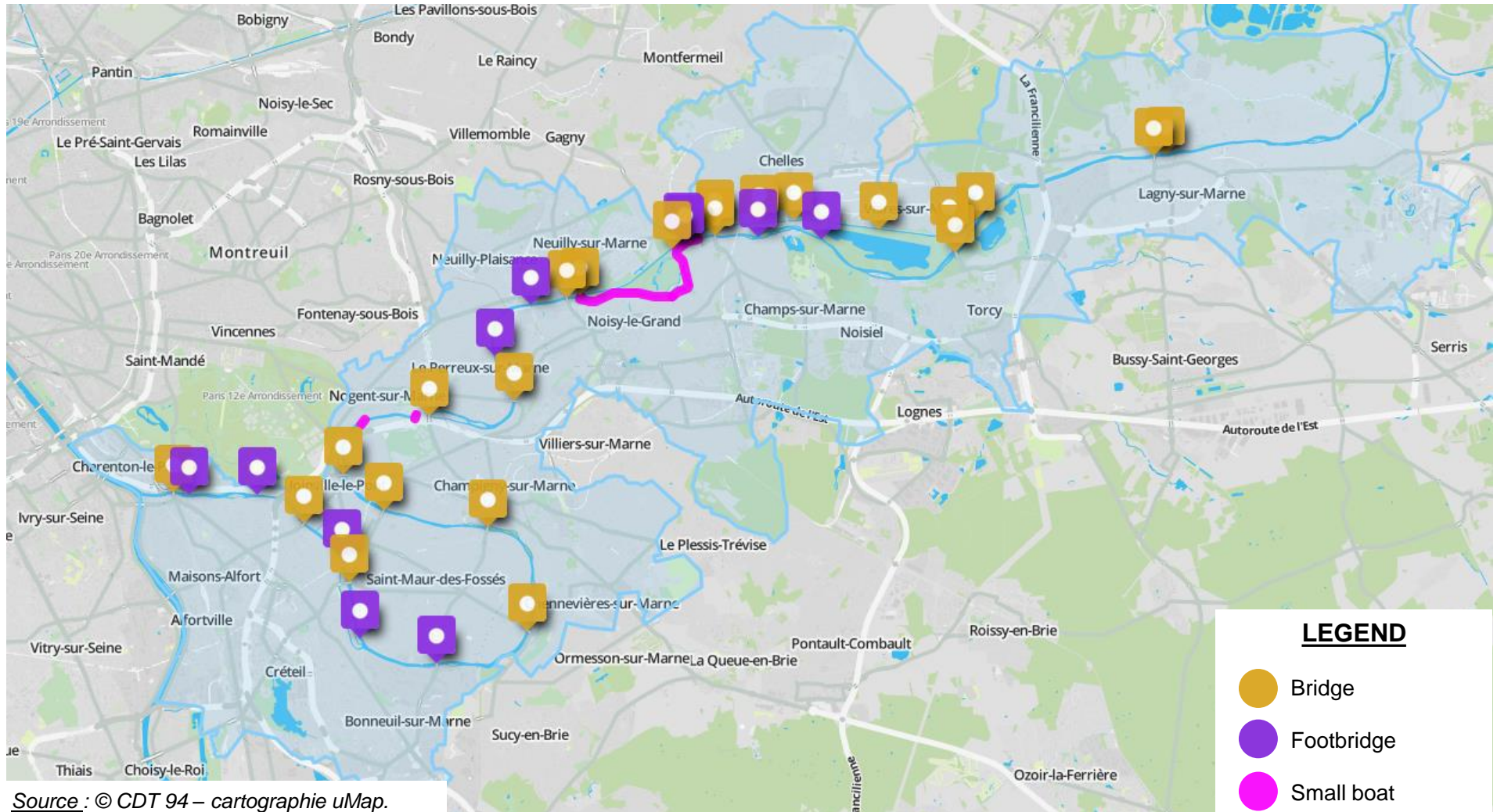
Concrete path below the
street

Privatisation of riverbanks

As stated in the French law, homeowners in riverbanks have to provide a right of way (easement) to walkers in the riverbank. But some homeowners are breaking the law and walkers can't access the riverbanks.

This issues is currently addressed by public authorities and the situation is improving.

Access to riversides : ways to cross the river



Source : © CDT 94 – cartographie uMap.

Crossing the river Marne is quite easy within the study area, thanks to the numbers of bridges and footbridges. Only the eastern part, from Vaires-sur-Marne to Chalifert, has only 2 bridges within 20 kilometers.

River transport services also provide an additional option to cross the river.

PASSEURS DE RIVES – PASSEURS DE MARNE



From May to the end of September, small boats provides a shuttle service on Marne river. This service is available each week-end during the afternoon. The boats called “catalantes” are very environmental friendly. They can accommodate 10 passengers and some bikes.

- Between Nogent and Joinville (5 min, free)
- From Nogent and Champigny (5 min, free)
- From Neuilly to Noisy (5 min, free)
- From Noisy to Gournay (30 min, 4€ /adult, 2€ /children)

Figures:

- Attendance : on average of 15 000 passengers each year
- Cost : 48 000€ /year for provide 2 boats (2 different passages)

This service is provided by Au fil de l'eau (NGO).

« VOGUÉO » EXPERIMENT



An experiment was conducted by Voguéo from 2008 to 2011. A river shuttle served Austerlitz Station (Paris) to Maisons-Alfort (Marne river). The project was abandoned due to a lack of attractiveness to public transport users, due in part to longer travel times on the river.

BATOBUS SERVICE IN PARIS



The Batobus service was created in 1989 in Paris. The shuttles serve 9 ports of call located in close proximity to Paris' flagship sites (Tour Eiffel, Champs Elysées, Musée d'Orsay, etc.). In 2013, 14,000 passengers/day were transported.

2- Mobility & transports - ANALYSIS

STRENGTHS

- Bonne accessibilité en transport en commun depuis Paris
- Bon réseau cyclo, y compris l'accès depuis Paris
- Bonne accessibilité à pied pour des randonnées
- Nombreux projets (réalisés ou en cours) d'aménagement et renaturation des berges
- Passeurs de rives et de Marne permettent de faciliter les déplacements et traversées sur l'itinéraire

WEAKNESSES

- Certaines zones sont mal desservies ou loin des gares à pied
- Accessibilité en transport en commun compliquée d'un point à l'autre du linéaire
- Gestion des conflits d'usages entre piétons, vélos, voitures, à améliorer sur certaines zones
- Peu de points de location de vélos + pas de possibilité de prendre un vélo à un endroit et de le rendre ailleurs
- Signalétique vélo à améliorer ?
- Communication à améliorer sur les possibilités de balades à pied ou à vélo ?

GOOD PRACTICES

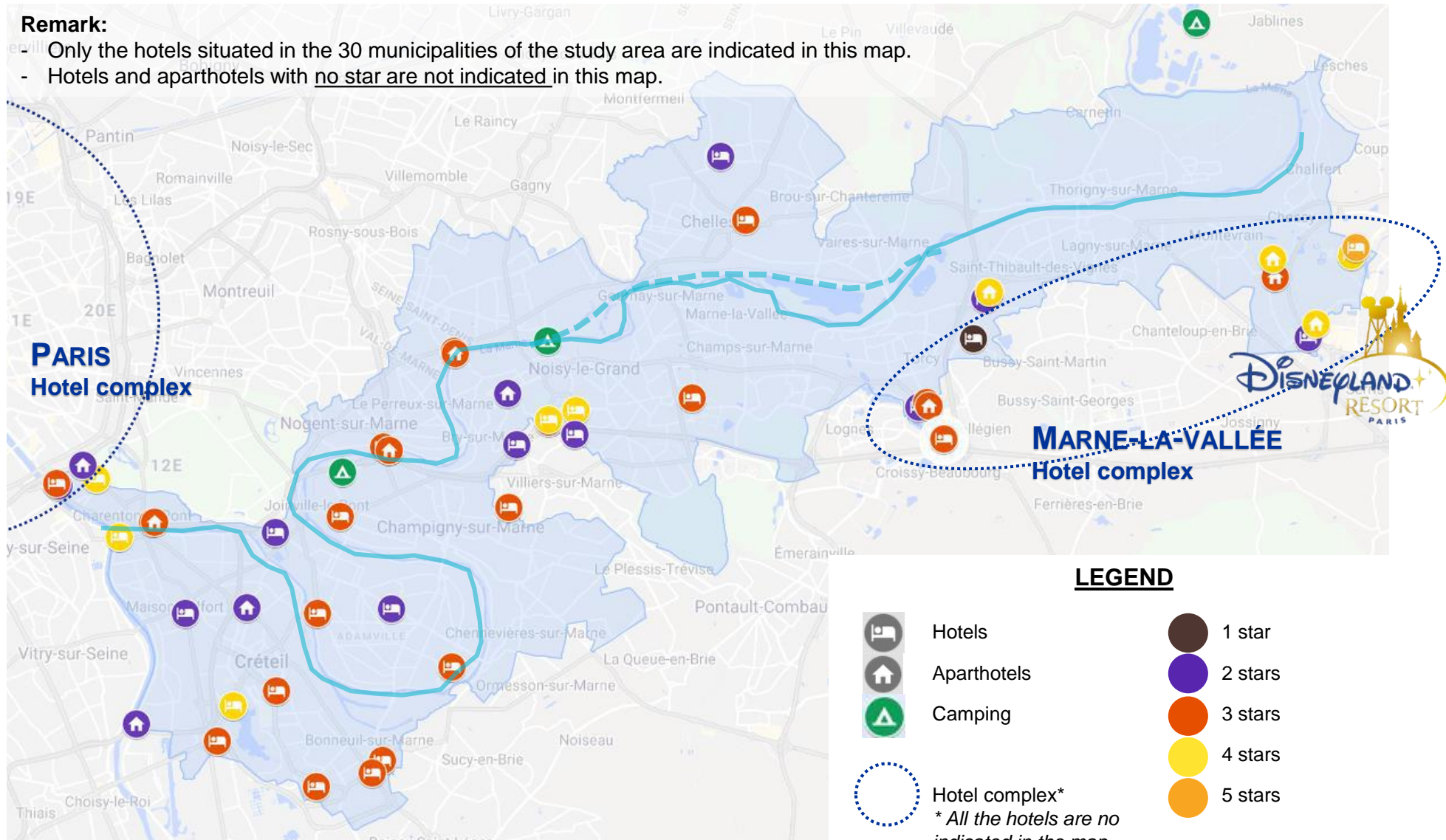
- Passeurs de rives
- Réaménagement des berges et opération « Bords de Marne apaisés » à Saint-Maur
- Prêt gratuit de vélos par la communauté d'agglomération Marne & Gondoire

3. ACCOMMODATIONS & RESTAURANTS

Accommodations – Hôtels, Aparthotels and Campings

Remark:

- Only the hotels situated in the 30 municipalities of the study area are indicated in this map.
- Hotels and aparthotels with no star are not indicated in this map.



LEGEND

- Hotels
- Aparthotels
- Camping
- Hotel complex*
* All the hotels are no indicated in the map.
- 1 star
- 2 stars
- 3 stars
- 4 stars
- 5 stars

Accommodation offer - Analysis

As we can see in the map and datas, the accommodation offer within the study area is quite good.

Nevertheless, we can underline the following points :

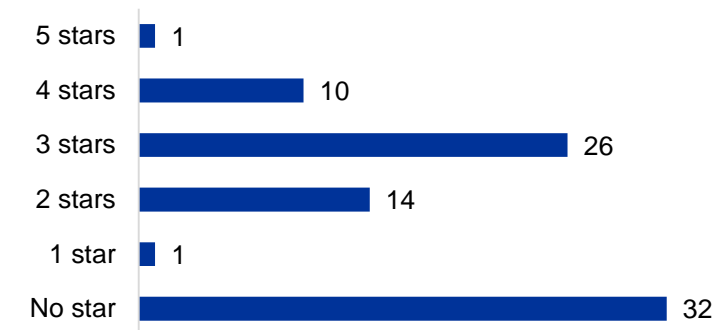
Geographic distribution is not homogeneous. The offer is diversified near Paris and within the hotel complex of Marne-la-Vallée / Disneyland. But in the second part of the study area, from Gournay to Chalifert, cities have a very poor accommodation offer or none :

The accommodation offer is varied in terms of quality, with a **lot of 2-3-4 stars** accommodations. However, there is a **lack of luxury or high-standard hotels** or aparthotels. Also, there is no youth hotel within the study area.

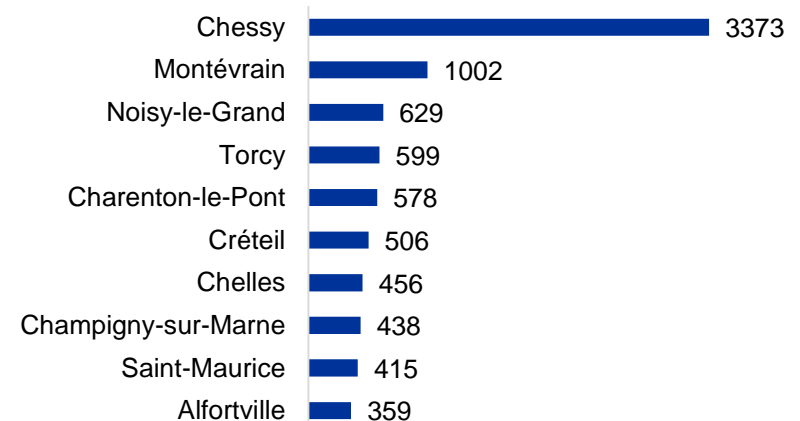
Finally, it is important to note that the study area is connected to Paris and its hundreds of accommodations.

	Accommodations	Capacity*
Hotels	64	7631
Aparthotels	16	2153
Campings	3	722

*number of rooms, apartments and campsites



10 first municipalities in terms of accommodation capacity



Accommodations – Performances

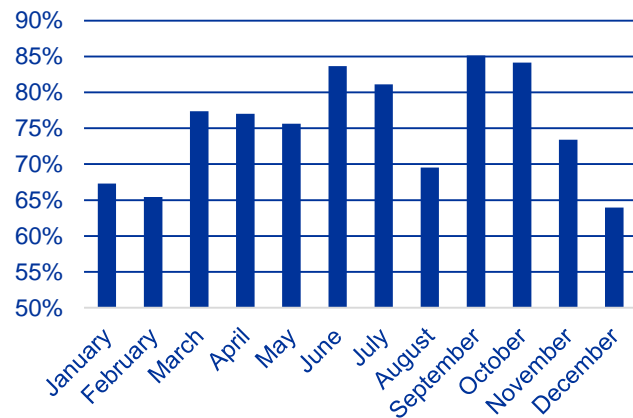


KEY FIGURES

MARNE RIVERSIDE'S HOTELS OCCUPANCY

- Annual average 2018 : 75% occupancy
- Evolution as compared to the previous year : +10%
- Average daily rates : 73€ per room

Hotel occupancy in 2018



Source : Datas from 11 of the 30 municipalities of the study area

→ More datas in the « Profiles of inhabitants and visitors » section.

CAMPINGS



3 campsites are included in the study area. It is important because campings are very rare inside Paris metropolis.

Also, they are very close to the river and their customers should be targeted by river tourism promotion actions.



FLOATING ACCOMMODATIONS

Floating hotels or guest houses would be an interesting offer to develop in the context of river tourism.

Today, only 2-3 guest houses or holiday vacations on boats already exists along Marne river.

In Paris, the first floating hotel in the Seine river ([website](#)) opened in 2016.



3- Accommodations & Restaurants - ANALYSIS

STRENGTHS

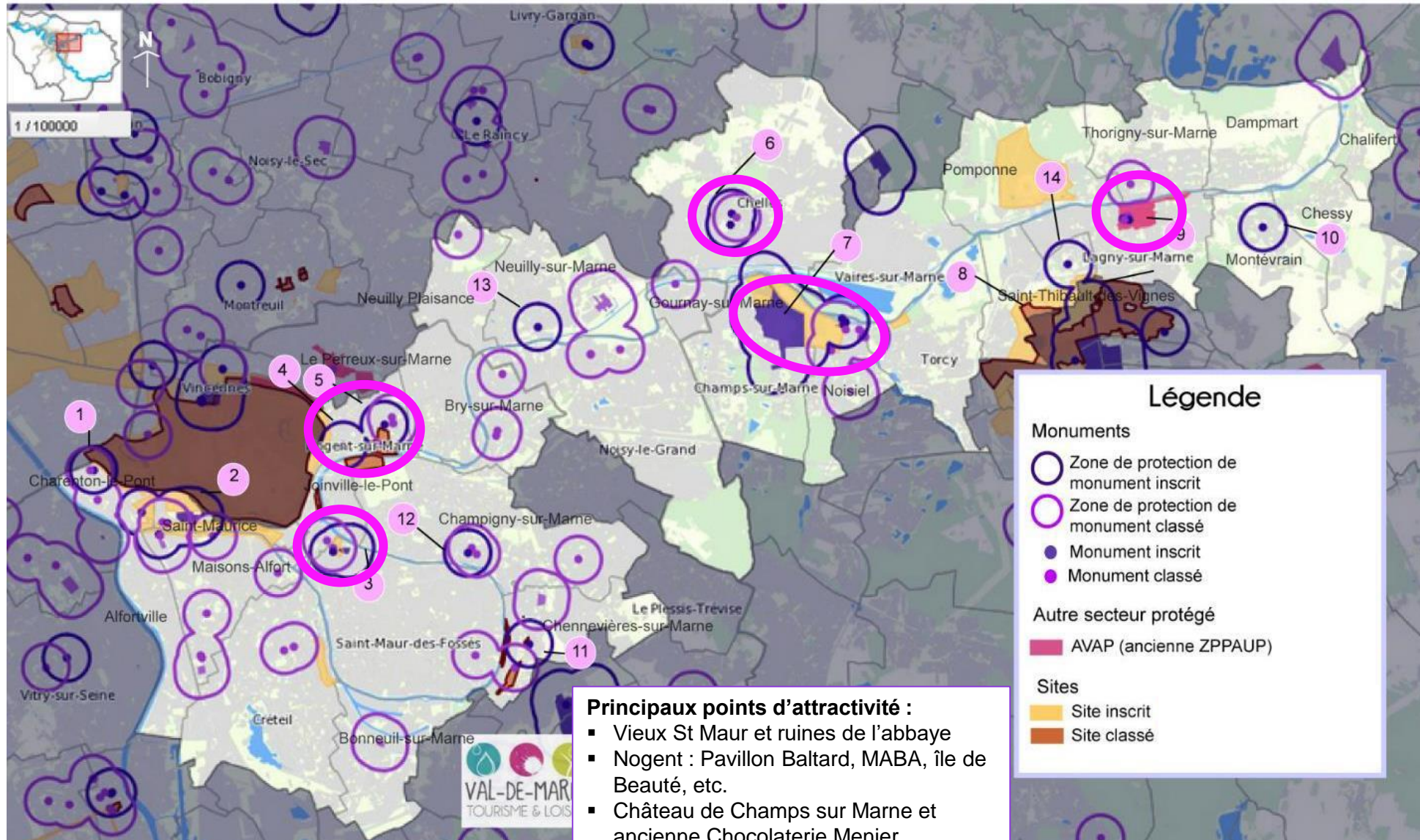
- Offre diversifiée d'hébergements, le plus souvent connectée au réseau de transport (RER et métro)
- Présence de 3 campings
- Offre diversifiée de restaurants

WEAKNESSES

- Peu d'offre hôtelière dans certaines parties du périmètre
- Très peu d'hébergements insolites « sur l'eau » = opportunité de développement ?
- Il ne reste que 3 guinguettes
- Lien à améliorer entre les hébergements (notamment campings) et restaurant et l'offre proposée sur la Marne ?

GOOD PRACTICES

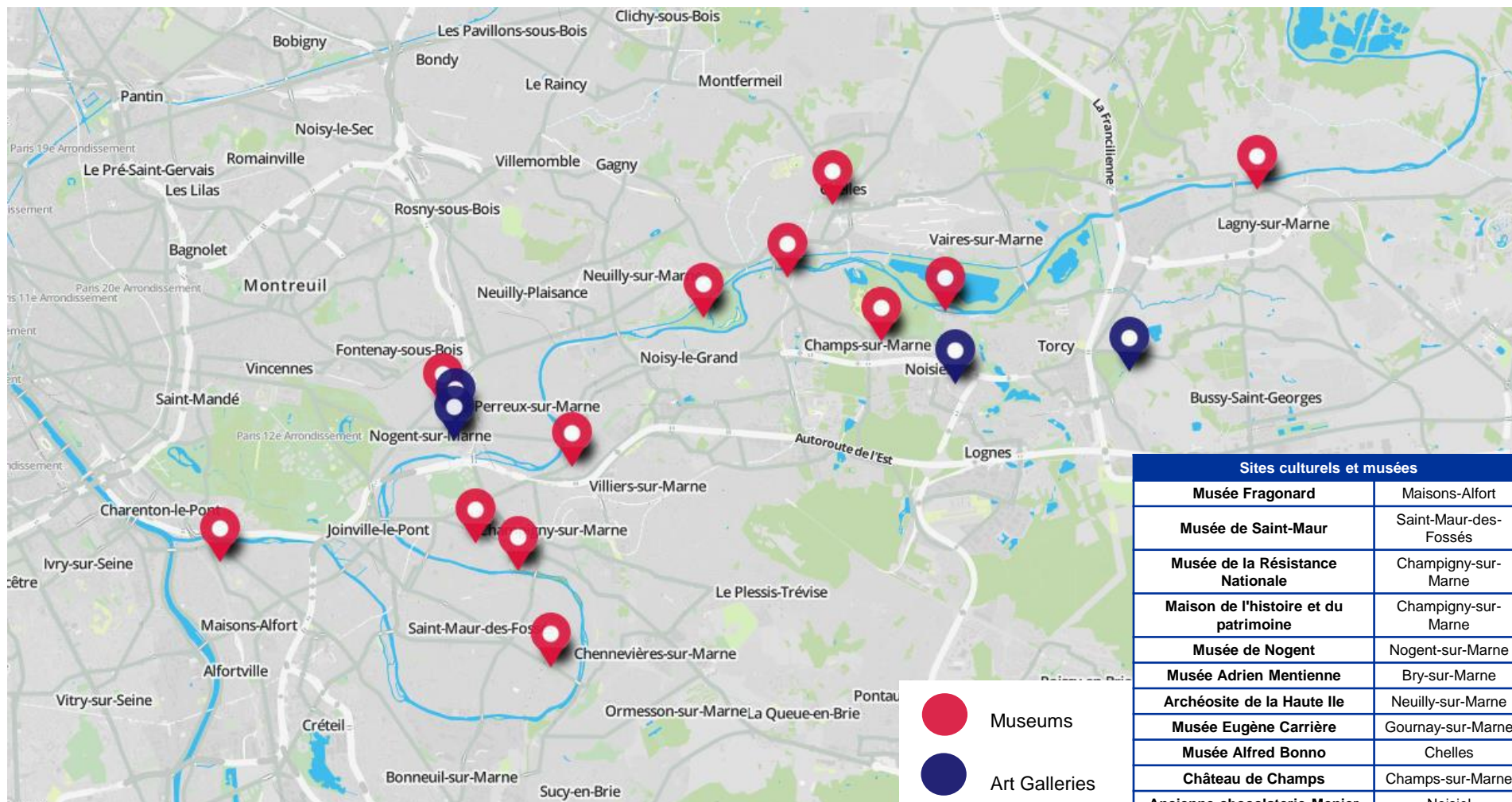
4. CULTURAL SITES AND HERITAGE



Principaux points d'attractivité :

- Vieux St Maur et ruines de l'abbaye
- Nogent : Pavillon Baltard, MABA, île de Beauté, etc.
- Château de Champs sur Marne et ancienne Chocolaterie Menier
- Abbaye de Chelles
- Centre-ville de Lagny

Museums & Art galleries



- Museums
- Art Galleries

Sites culturels et musées	
Musée Fragonard	Maisons-Alfort
Musée de Saint-Maur	Saint-Maur-des-Fossés
Musée de la Résistance Nationale	Champigny-sur-Marne
Maison de l'histoire et du patrimoine	Champigny-sur-Marne
Musée de Nogent	Nogent-sur-Marne
Musée Adrien Mentienne	Bry-sur-Marne
Archéosite de la Haute Ile	Neuilly-sur-Marne
Musée Eugène Carrière	Gournay-sur-Marne
Musée Alfred Bonno	Chelles
Château de Champs	Champs-sur-Marne
Ancienne chocolaterie Menier	Noisiel
Musée Gatien Bonnet	Lagny-sur-Marne
Centres d'art contemporain	
Maison d'Art Bernard Anthonioz (MABA)	Nogent-sur-Marne
Carré des Coignard	Nogent-sur-Marne
Ferme du Buisson	Noisiel
Domaine de Rentilly	Bussy-Saint-Georges

4- Cultural sites & heritage – ANALYSIS

STRENGTHS

- Patrimoine très diversifié avec des thématiques variées et une présence sur l'ensemble du linéaire
- Patrimoine relativement bien protégé
- Une identité « Marne » forte auprès des habitants et un patrimoine immatériel riche
- Les activités nautiques sont à la fois un patrimoine immatériel et un bon moyen de faire découvrir le territoire
- Quelques musées d'envergure régionale
- Ouverture en 2020 du Musée de la Résistance nationale sur les bords de Marne
- Présence de plusieurs centres d'art contemporain qui bénéficient d'une certaine renommée pour les amateurs

WEAKNESSES

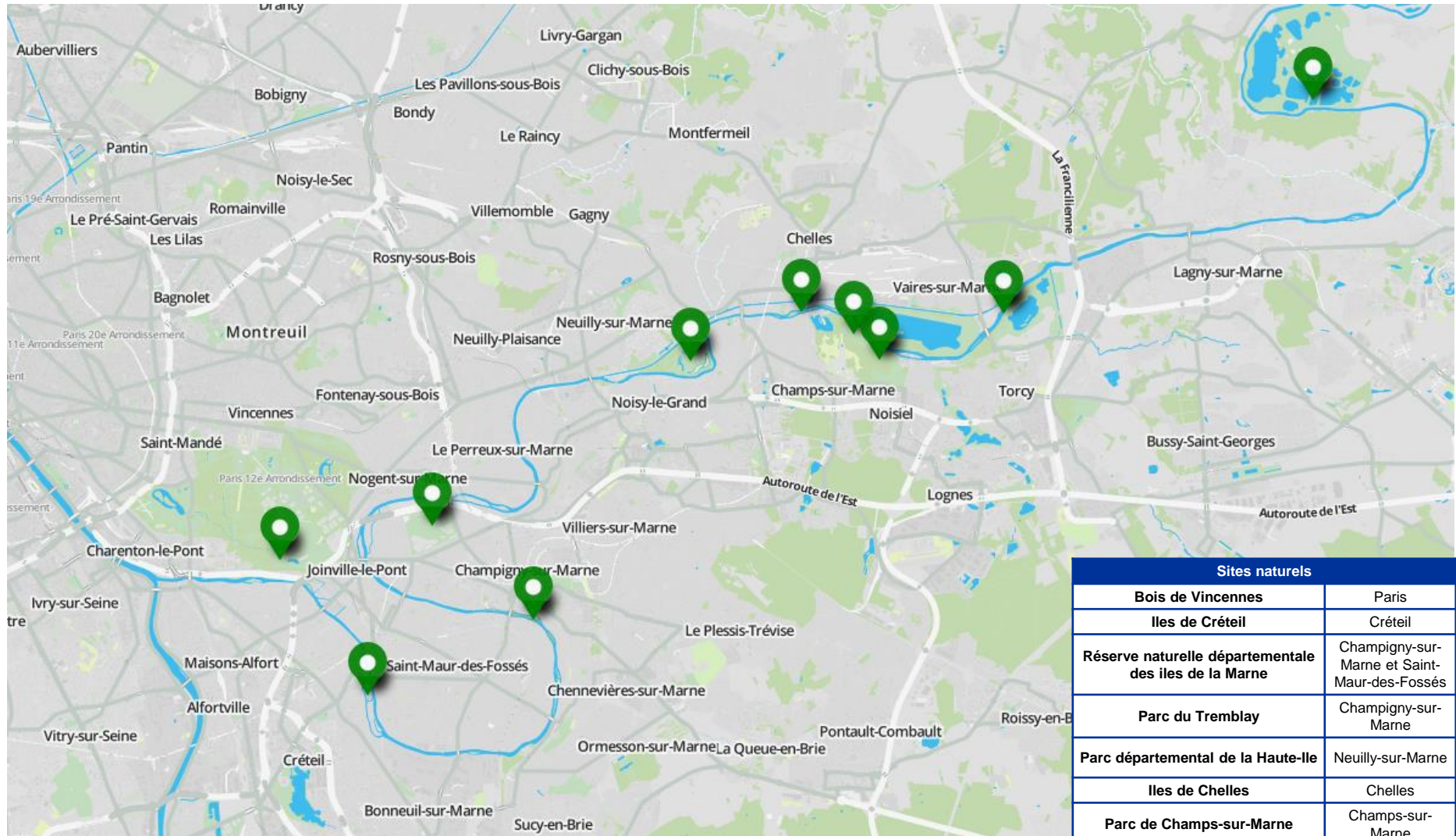
- Peu de sites patrimoniaux d'envergure régionale ouverts aux visiteurs = manque d'un « point de départ » pour une visite ou un séjour
- Assez peu d'outils de valorisation du patrimoine, notamment du petit patrimoine
- Le patrimoine immatériel lié au cinéma et aux arts en général est peu valorisé
- Musées ayant peu de moyens de présentation de leurs collections et de programmation événementielle
- Peu de coopération entre les différents musées
- Peu de liens sont développés entre les centres d'art contemporain et le territoire
- Très peu de « péniches activités »

GOOD PRACTICES

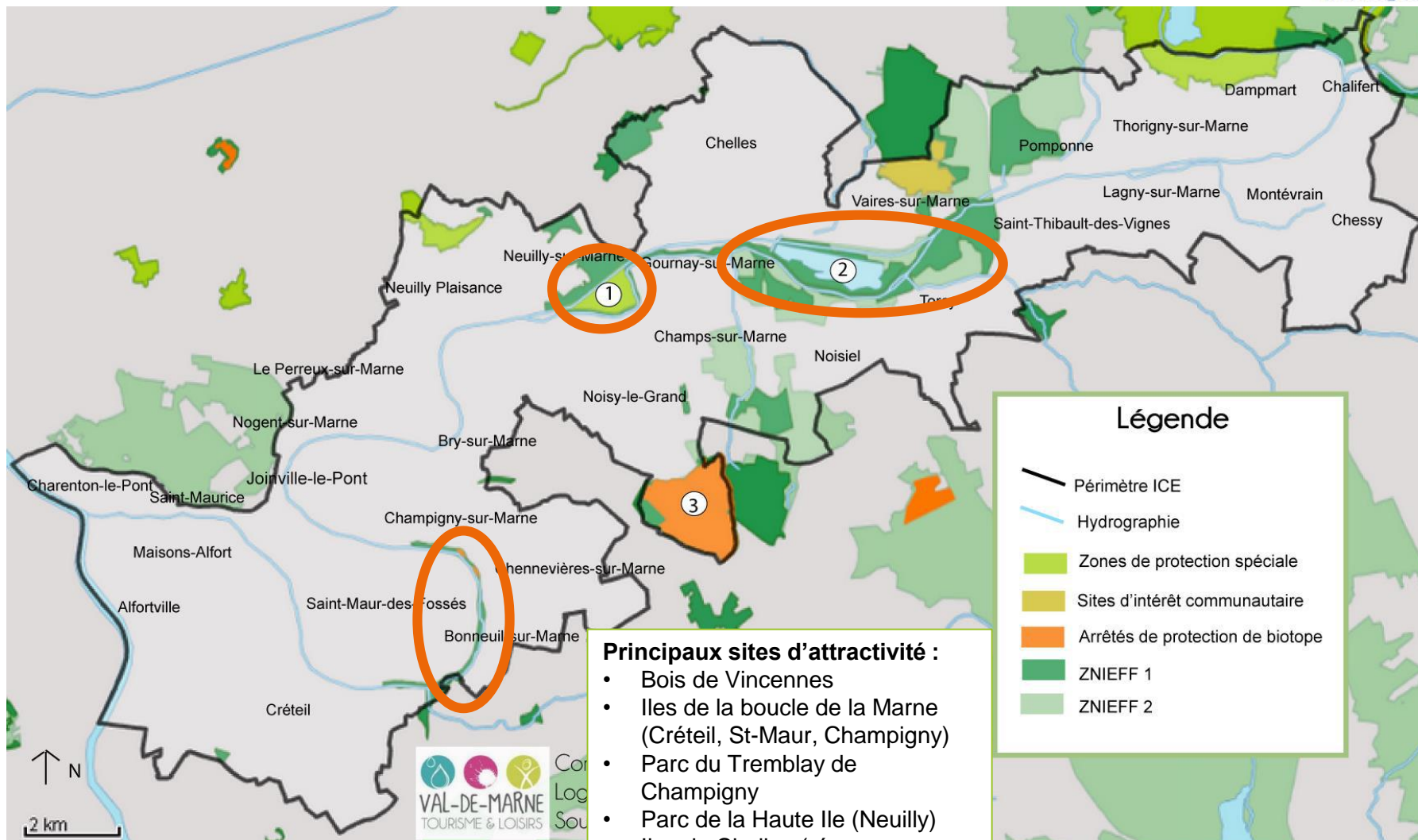
- Audioguide des bords de Marne (Val-de-Marne) ?

5. GREEN SPACES AND NATURAL HERITAGE

Parks and green spaces



Sites naturels	
Bois de Vincennes	Paris
Iles de Créteil	Créteil
Réserve naturelle départementale des îles de la Marne	Champigny-sur-Marne et Saint-Maur-des-Fossés
Parc du Tremblay	Champigny-sur-Marne
Parc départemental de la Haute-Ile	Neuilly-sur-Marne
Iles de Chelles	Chelles
Parc de Champs-sur-Marne	Champs-sur-Marne
Parc de Noisiel	Noisiel
Ile de loisirs de Vaires-Torcy	Vaires - Torcy
Ile de loisirs de Jablines-Annet	Jablines



- Principaux sites d'attractivité :**
- Bois de Vincennes
 - Iles de la boucle de la Marne (Créteil, St-Maur, Champigny)
 - Parc du Tremblay de Champigny
 - Parc de la Haute Ile (Neuilly)
 - Iles de Chelles (réserve naturelle régionale)
 - Parc de Champs-sur-Marne et de Noisiel
 - Ile de loisirs de Vaires-Torcy
 - Jablines = hors périmètre

Légende

- Périmètre ICE
- Hydrographie
- Zones de protection spéciale
- Sites d'intérêt communautaire
- Arrêtés de protection de biotope
- ZNIEFF 1
- ZNIEFF 2

6- Green spaces & natural heritage

STRENGTHS

- Présence de 4 grands parcs à proximité de la Marne
- Patrimoine naturel très riche et assez bien préservé (y compris de la fréquentation du public)
- Végétalisation des berges de la Marne, qui permet des balades « nature » très agréables

WEAKNESSES

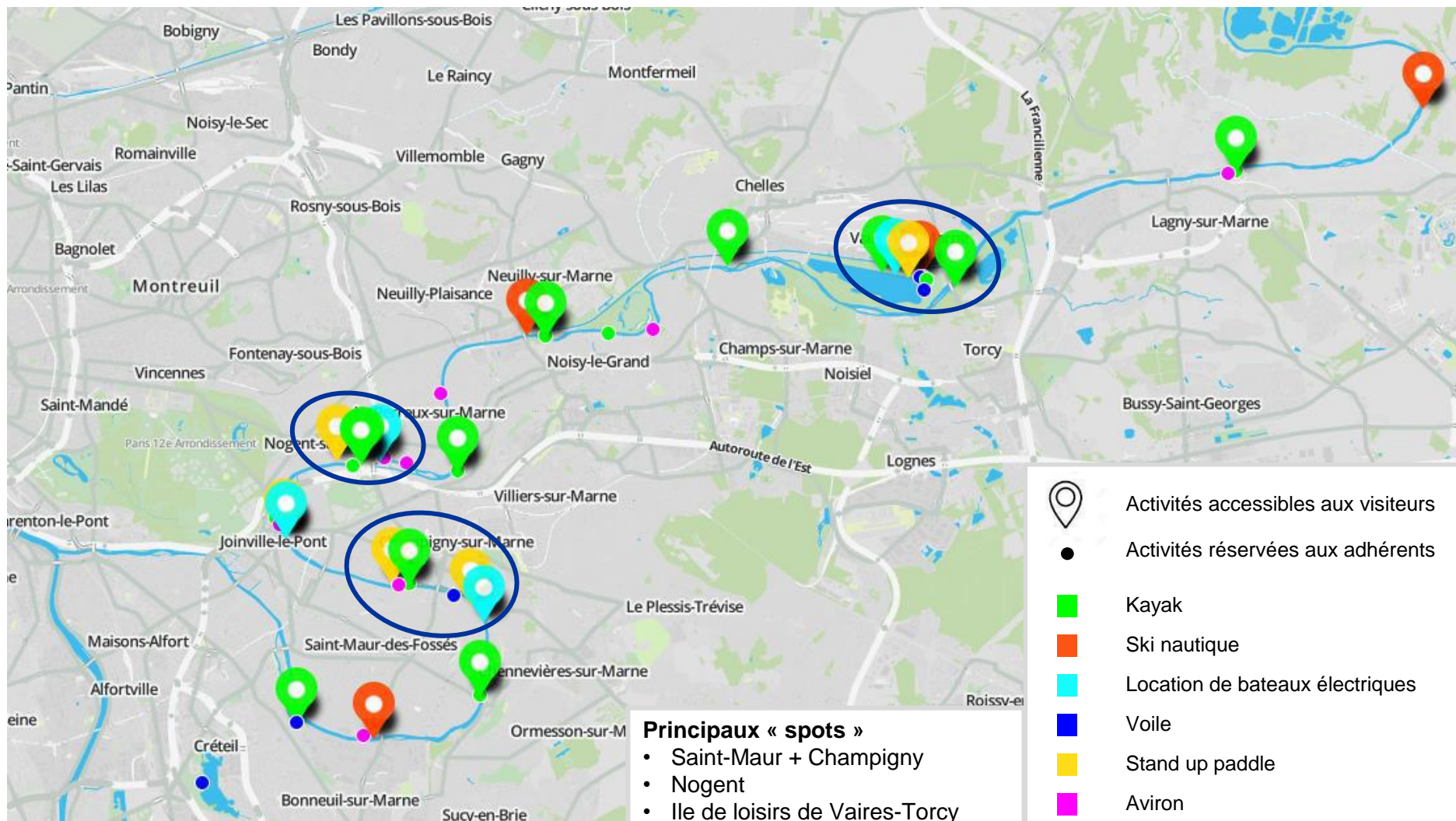
- Peu d'outils de valorisation du patrimoine naturel
- Approche « touristique » très peu prise en compte par les acteurs du patrimoine naturel

GOOD PRACTICES

- Classement ENS des Îles de la Boucle de la Marne et valorisation de ce patrimoine au travers des balades en canoë ou en catalanes
- Aménagement de sites d'observation sur la Haute-Ile

6. SPORTS AND LEISURE ACTIVITIES

Water sports activities






Petits bateaux (12 passagers maximum)

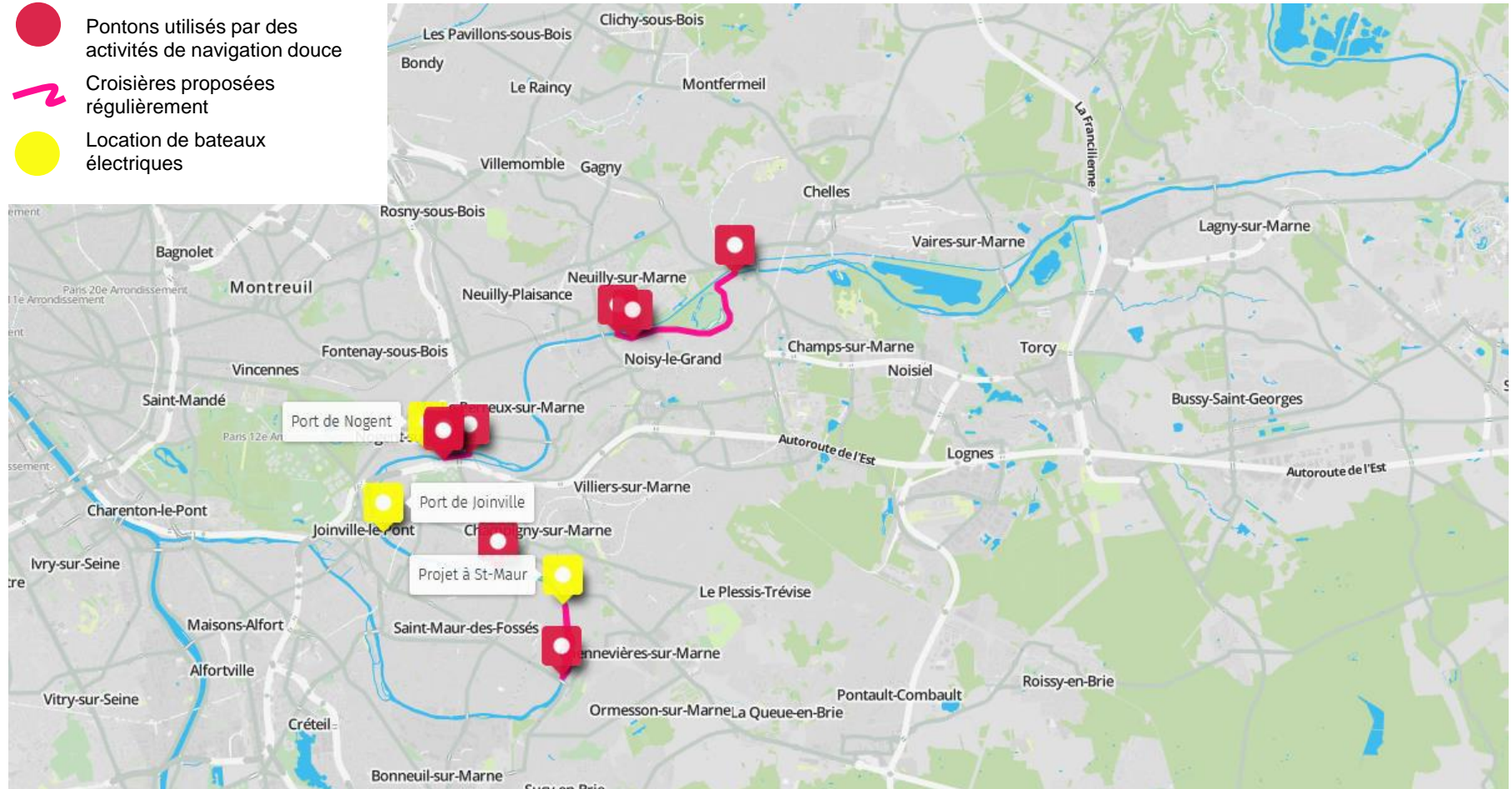
East River – Jour de Fête	Petites croisières de 1h à 3h, privatisation. Au départ de Lagny-sur-Marne surtout.
La Maline – Paris Boating	Petites croisières de 1h à 3h, privatisation. Au départ de Nogent-sur-Marne notamment.
Green River Cruises	Croisières privatives ou pour les individuels depuis Nogent. Démarrage en 2018.
Au fil de l'eau	Croisières en catalanes à Saint-Maur, Champigny, Nogent, Neuilly-sur-Marne et Chelles. Passeur de Marne entre Gournay, Noisy-le-Grand et Neuilly-sur-Marne.

Bateaux-promenades

Canauxrama	Croisières à la journée sur la Marne, avec arrêt à Joinville à la guinguette Chez Gégène (mais le repas n'est pas obligatoire). Au départ du centre de Paris (Port de l'Arsenal). 38€ sans déjeuner, 64€ avec déjeuner.
Paris Canal	<ul style="list-style-type: none"> > Boucle de la Marne avec déjeuner à bord : 67 € > Boucle de la Marne avec déjeuner à l'Écu de France : 78 € > Croisière jusqu'à Neuilly sur Marne avec déjeuner à la guinguette « Le Martin Pêcheur » et après-midi dansant : 71€ > Croisière jusqu'à Nogent sur Marne avec déjeuner au restaurant « Le Matelot » et après-midi dansant : 83€ Départ du centre de Paris (Port de Solférino).
Au fil de l'eau	Croisières à bord du Francilien (45 places).

NAVIGATION DOUCE

-  Pontons utilisés par des activités de navigation douce
-  Croisières proposées régulièrement
-  Location de bateaux électriques



6. Sports & leisure activities - ANALYSIS

STRENGTHS

- Identité du territoire liée à l'émergence des sports nautiques en France
- Grand nombre de clubs et de pratiquants
- Patrimoine des clubs nautiques : architecture des boat house et collections de bateaux anciens
- Biefs faciles d'accès pour des débutants
- Offre de navigation douce bien structurée et accessible grâce au soutien des collectivités
- Projet de retour à la baignade en Marne

WEAKNESSES

- Peu de clubs accueillent des non-adhérents
- Peu de possibilités de location « sèche » d'embarcations
- Offre d'activités nautiques pour le grand public peu structurée et ayant peu de visibilité
- Absence de bateaux de croisières de grande capacité sur le territoire (problématique du modèle économique)
- Offre très réduite de croisières avec beaucoup de départs de Paris pour la journée
- Produits de croisières très difficiles à rentabiliser sans l'aide des acteurs publics

GOOD PRACTICES

- Développement de sorties encadrées commentées par les clubs de Canoë-Kayak
- Passeur de Marne d'Au fil de l'eau entre Gournay, Noisy et Neuilly
- Projets de retour à la baignade
- Organisation du Big Jump chaque année

7. EVENTS AND ANIMATIONS

Events and animations

Nom de l'événement	Commune	Dates
Festi'Marne	Nogent-sur-Marne	Juin
Fête du Bras du Chapitre	Créteil	Juin
Fête de la Marne	Lagny-sur-Marne	Juin
Fête de l'été	Joinville-le-Pont	Juin
Happy Saint-Maur	Saint-Maur	Juin-Août
Champigny Plage	Champigny-sur-Marne	Juillet
Tous au Club	Charenton-le-Pont	Juillet
Neuilly plage	Neuilly-sur-Marne	Juillet
Big Jump	Saint-Maur	Juillet
Noisy Plage	Noisy-le-Grand	Juillet

Evénements sportifs – courses :

- **L'Eau Vive** (paddle) à Joinville en mai
- **Régate Internationale du Perreux**
- **Oxy'Trail** (course) – Juin
- Randonnée d'Aviron : **La Joinvillaise**

7- Events and animations - ANALYSIS

STRENGTHS

- Plusieurs événements attractifs basés sur la Marne en mode « plage » pendant plusieurs semaines l'été
- Événements accessibles à tous car le plus souvent gratuits

WEAKNESSES

- Peu d'activités valorisant le territoire sont incluses dans les programmations. Activités très « loisirs ».
- Les événements sont peu utilisés comme une opportunités pour communiquer sur les attraits de la Marne et les possibilité de visites et activités
- Peu de liens et de cohérence entre les événements municipaux

GOOD PRACTICES

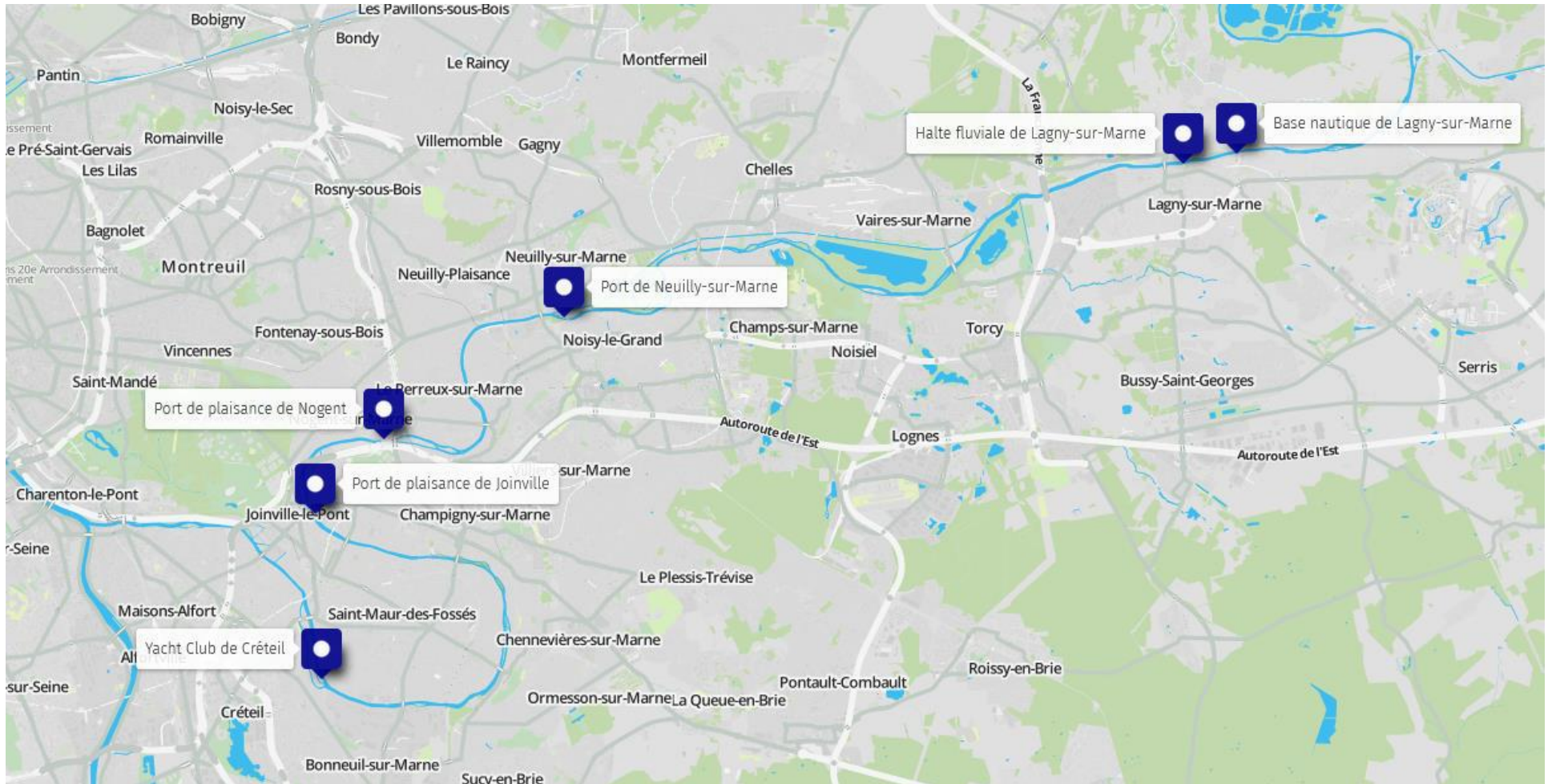
- Événements « Plages »
- Big Jump

8. PORT INSTALLATIONS AND RIVER NAVIGATION

River infrastructures

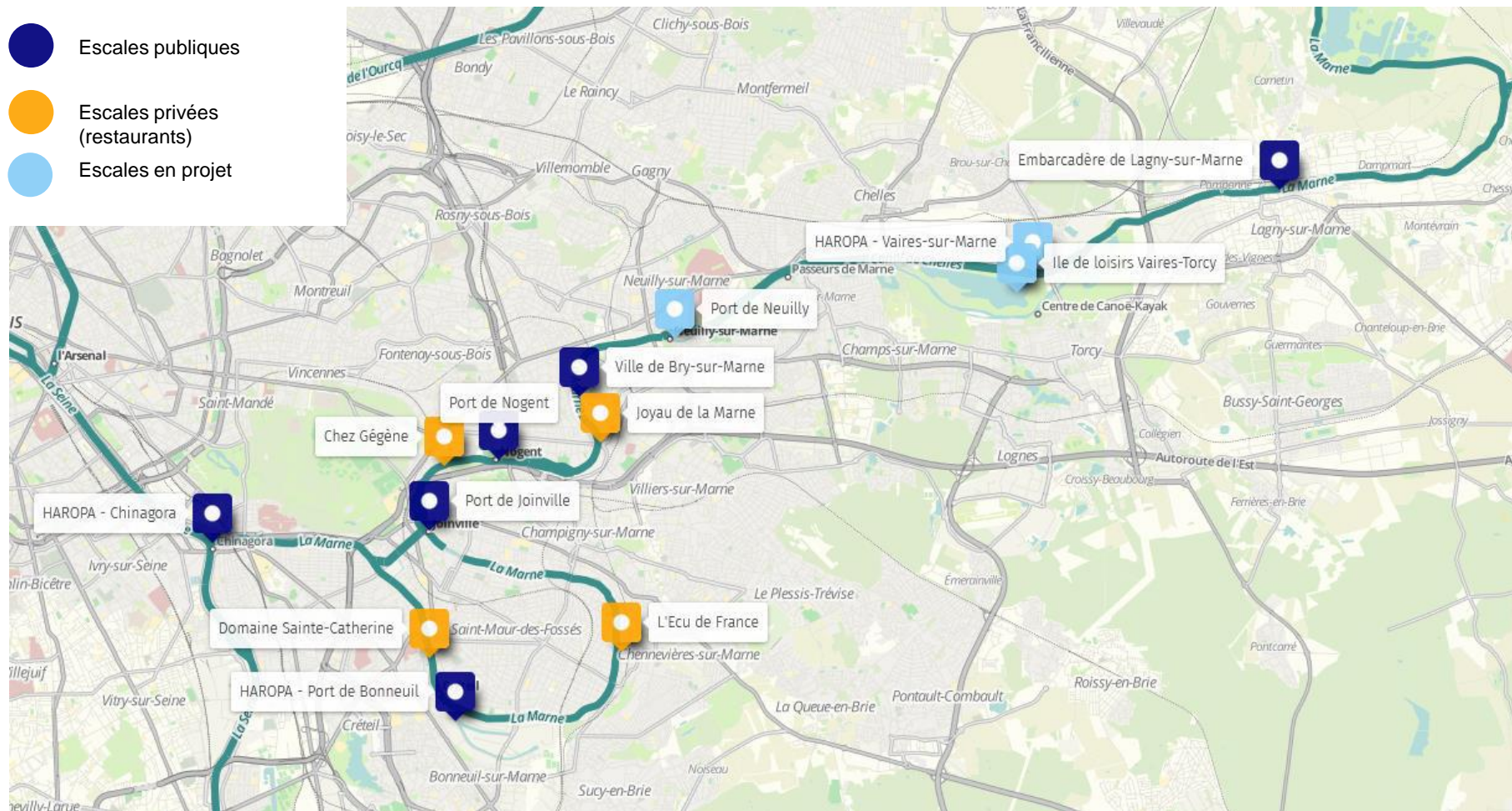


Leisure ports - Marinas



CARTE DES ESCALES POUR BATEAUX À PASSAGERS

- Escales publiques
- Escales privées (restaurants)
- Escales en projet



Escale HAROPA – Port de Bonneuil : Cette escale n'est pas proposée aux croisiéristes pour l'instant, elle est utilisée pour le Port de Bonneuil.

Escale de la Ville de Bry-sur-Marne : le ponton est aujourd'hui endommagé et ne peut pas accueillir de bateaux.

8 - Port installation & river navigation - ANALYSIS

STRENGTHS

- Présence de plusieurs ports de plaisance sur l'ensemble du linéaire
- Projets d'extension des ports de Nogent et Neuilly

WEAKNESSES

- Peu d'anneaux de passage dans les ports de plaisance
- Les ports ne sont pas utilisés pour diffuser de l'information touristique sur le territoire
- Peu d'escales pour les bateaux à passagers
- De nombreux passages d'écluses qui augmentent la durée de navigation

GOOD PRACTICES

- Halte fluviale de Lagny-sur-Marne
- Service spécial d'éclusage mis en place par VNF
- Travaux entrepris par le port de Bonneuil pour une meilleure intégration dans le territoire (IPC)



STAR Cities
Interreg Europe



CONCLUSION

Thématiques prioritaires :

- Développement et structuration de l'offre
- Valorisation des patrimoines culturels et naturels en bord de rivière
- Commercialisation des activités et visites
- Quel modèle économique pour un développement pérenne (notamment les activités de croisières) ? Développement de partenariats public-privé
- Saisonnalité de l'offre
- Transition entre l'accueil des pratiquants réguliers (licenciés) et de visiteurs (sports nautiques notamment)
- Participation des habitants comme « ambassadeurs » et « patrimoine vivant » du territoire
- Les événements comme véritables vecteurs de valorisation du territoire
- Communication et promotion sur l'identité et l'offre du territoire
- Aménagement de baignades fluviales
- Innovation : guinguette du 21^e siècle, hébergements sur l'eau, etc.
- Gestion des conflits d'usages entre activités économiques et récréatives, mais aussi entre les différentes activités de loisirs