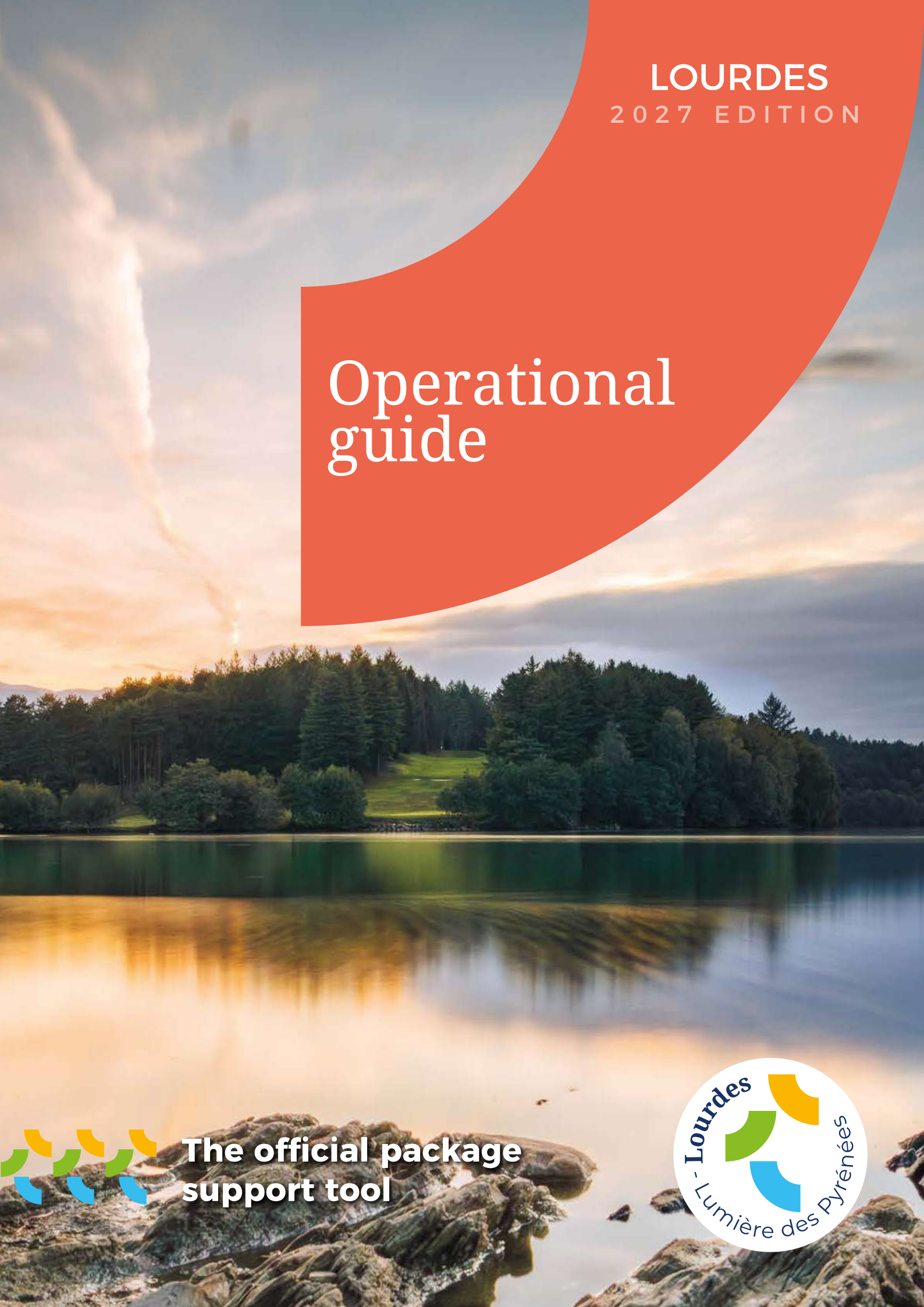
LOURDES

2027 EDITION

Operational guide



The official package support tool

Lourdes - Lumière des Pyrénées

LOURDES, A DESTINATION TO PACKAGE DIFFERENTLY

For a long time, Lourdes was associated with a single image. Things are changing. It's now seen as a destination with so much more to offer, as spirituality, heritage, nature, lifestyle and legendary landscapes fulfil the needs of a wide variety of clients in the midst of the Pyrenees.

Lourdes is your ticket to designing balanced itineraries of all kinds, from a city break to a multi-site tour. Its experience in hospitality, accommodation capacity and geographical location make it a destination which is easy to slot into a package. This guide has all the information you need to create irresistible schedules, save time putting them together and give your clients a destination that never fails to impress.



« Everything you need to give your clients an experience that elevates body and mind. »

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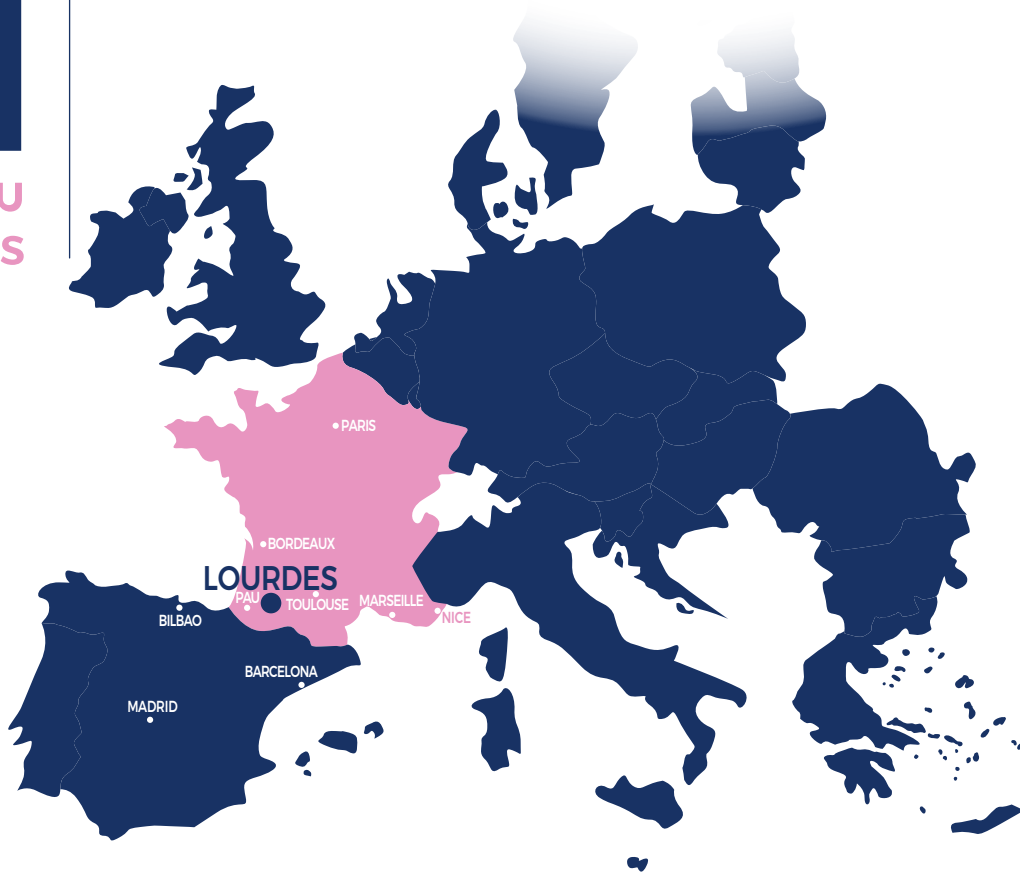
Key

Tour duration
Small group
Large group
Wheelchair-friendly

01 LOURDES IN A NUTSHELL

Get to know Lourdes





AN INTERNATIONAL DESTINATION DEEP IN THE PYRENEES

Lourdes has the perfect blend of world renown, outstanding heritage and incredible nature. It stands in the Pyrenean foothills, making it a destination where you can enjoy culture, rest & relaxation and excursions to the mountain range's biggest sites.

DESTINATION FRAMING

Lourdes is all this and more:

- A world-renowned attraction
- A town with the infrastructure to welcome groups and individuals
- A natural gateway to the Pyrenees
- A place that inspires emotions and experiences
- A base camp for cyclists and hikers
- A destination tailor-made for multi-site itineraries and holidays

KEY FIGURES

3-4Million visitors	**2,5Million** overnight stays	**130** nationalities
250-300 Million d'€ / year in turnover from tourism	**27,000** beds	**80+ star-rated hotels** and a variety of accommodation options



IDEAL DURATION

- **2 days/2 nights:**
  first time in Lourdes
- **3 days/2 nights:**
  the best of both worlds
  in Lourdes and the Pyrenees
- **4 days/3 nights:**
  a deep dive into the local history,
  nature and day trips
- **7 days/6 nights:**
  specific themed packages
  (culture, wellness, adventure)

OUR VALUES AND PLEDGES

- **Everyone is welcome**
  Open mindset, respect,
  community and kindness.
- **Accessible to all**
  An inclusive destination
  to suit visitors of all kinds.
- **Protect our environment**
  Safeguard landscapes, biodiversity and resources.
- **Supporting local products**
  Producers, artisans, expertise
  and local sales channels.

01

Get to know Lourdes

WHY SCHEDULE LOURDES NOW?

LOURDES COMBINES THREE KEY ASSETS FOR TOURISM PROFESSIONALS

It's world famous, which makes it easy to sell.

It's experienced in hospitality, which makes it easy to plan.

It has lots of things to do, which makes it easy to create a variety of packages, from 2 to 7 days, and cater for a wide range of clients.

LOURDES MAKES FOR THE PERFECT

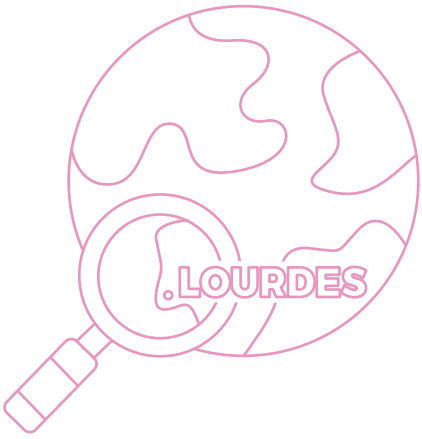
- City break
- Multi-destination trip using the town as a base
- Addition to a tour in the South West
- Stage on a cycling or hiking stay
- Wellness destination



01

Get to know Lourdes

10 ASSETS



1 A world-renowned destination

Everyone around the world has heard of Lourdes. That makes it a safe bet for clients and makes it easy for you to sell.

2 A unique destination surrounded by spirituality and the Pyrenees

There are not many destinations that can say they are a spirituality hotspot with incredible heritage and outstanding nature.

3 The perfect base for a break exploring the Pyrenees

Lourdes puts your clients within easy reach of the major sites, valleys, views and legendary mountain passes without having to change hotel.

4 A versatile and diverse destination

Whether it be two days or one week, there is a whole host of things to experience in Lourdes: heritage, spirituality, nature, food & drink, outdoor pursuits, rest and relaxation and trips to the Pyrenees. That means you can build the perfect packages to suit the seasons and your clients.

5 An unforgettable visitor experience

The Sanctuary, torchlight procession, views, light and atmosphere in town make lasting memories and prove there is more to Lourdes than its spiritual side.

6 A destination that caters to all kinds of clients

Groups, individuals, older adults, families, culture vultures, cyclists, hikers and travellers seeking some rest and relaxation: Lourdes has something for everyone.

7 Unforgettable South Western food & drink

Garbure soup, duck stew, sheep's cheese, Madiran wine: the joy of feasting on local food is one that elevates the experience and stays with visitors long after they have left.

8 Easy to schedule

Lots of accommodation options, hospitality experience, smooth group planning, easy excursions and countless services make your life as a tour operator easier.

9 Easy to reach

It could not be easier to get to Lourdes from anywhere in France or Europe: take the train straight into town, drive in on the motorway or fly into the nearby airport on one of many flights.

10 A gateway to Southwestern Europe

Lourdes fits into multi-city trips with ease: Bordeaux, Basque Country, Bilbao, Toulouse, Carcassonne, Andorra and Barcelona.

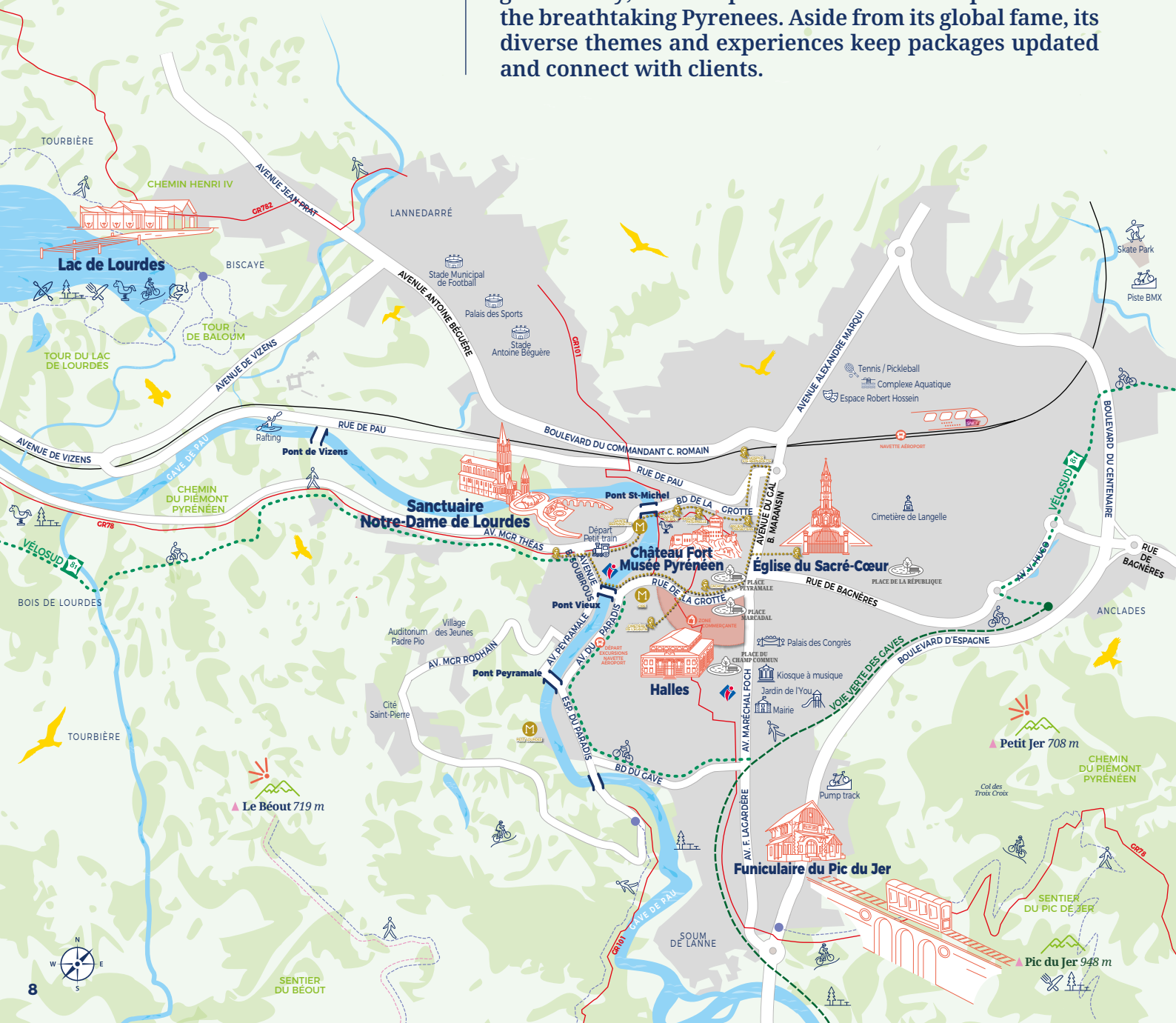
› RELIABLE PRODUCT **› STRESS-FREE PLANNING** **› UPDATED CONTENT**

02 LOURDES, A DESTINATION IN ITSELF

Lourdes, the Pyrenees base camp

A DESTINATION THAT STAYS ON TREND WITHOUT SACRIFICING ITS IDENTITY

Lourdes has untapped potential as a visitor destination. It's a destination in itself, with its own heritage, culture, gastronomy, outdoor pursuits and nature experiences in the breathtaking Pyrenees. Aside from its global fame, its diverse themes and experiences keep packages updated and connect with clients.



02

Lourdes, the Pyrenees base camp

LOURDES, THE NATURAL GATEWAY TO THE PYRENEES

LOURDES IS A PRIME LOCATION IN THE HAUTES-PYRÉNÉES

Lourdes is the perfect base for exploring the best-known Pyrenean sites without having to change accommodation. Its accommodation capacity, convenient access and prime location near legendary mountain passes, valleys and nature sites make it easy to design a variety of packages, no matter the season.

› PROS FOR YOUR PACKAGES

- A single hotel to cover several day trips
- Easy-to-plan excursions
- Fantastic logistics for groups
- Flexibility based on weather conditions
- A blend of culture, nature and gastronomy
- Improved operating cost management



FROM LOURDES

- PONT D'ESPAGNE 38 km, 50 min
- PIC DU MIDI (La Mongie car park) 48 km, 1 hr
- GAVARNIE 49 km, 1 hr

03 Destination themes

Embrace

CULTURE, HISTORY & HERITAGE



FAVORITE

Fortified Castle Pyreneean Museum

A thousand years of history watching over Lourdes: a keep, ramparts and 360° views of the town, mountains and Sanctuary plus a museum that captures the spirit of the Pyrenees.

1.5 hr

Easy access, botanical garden for extra R&R

- 25 rue du Fort, 65100 Lourdes chateaufort-lourdes.fr
- €8* per person - €7* per person for groups (free group leader/guide)

CLASSICS

Pont Léon XIV

The new gateway over the Gave de Pau, links the town centre to the Sanctuary area and features the sculpture « Fraternity Between Peoples » in Arudy stone.
A perfect photo spot.



Inaugurated on 26 September 2026 by Pope Leo XIV.



Bernadette's Path

A connected 4 km route marked out by brass studs with a bonus immersive smartphone experience for visitors to relive Lourdes during the time of the apparitions.

1.5 hr — Self-guided, unlimited capacity

- Town centre start point, 65100 Lourdes
- Free



Pic du Midi

It took decades to build the impressive site and legendary observatory at an altitude of 2877m: a classic excursion from Lourdes.

2 hr

- Cable car station, La Mongie - picdumidi.com
- €44*- €59* per person (subject to time/booking)



MUST-SEE

Sanctuary of Our Lady of Lourdes

The architectural heritage behind an extraordinary site: 3 basilicas and the esplanade, a place that you will not find anywhere else and has made Lourdes world famous.

2 hr/3 hr (full tour) — Suitable for all, Unlimited capacity

- Domaine du Sanctuaire, 65100 Lourdes
  lourdes-france.org
- Free admission (guided tour/ask for a quotation)



VENTURE FURTHER

Petit Lourdes

A floral garden home to the miniature village as it was in 1858: a small slice of Bernadette's life.

- 68 avenue Peyramale, 65100 Lourdes
  musee-lourdes.fr
- €9* per person.



45 min.

Tourist Train

The perfect introduction to the destination on a 45-minute ride with commentary through Lourdes and its old town.

- Boarding at Place Mgr Laurence, 65100 Lourdes
  lourdespass.fr
- €9* per person
  €7.50* per person for groups



45 min.
7,5 km — Suitable for all

Prices are subject to change

03

Destination themes

Connect

SPIRITUALITY, EMOTION & HOSPITALITY



FAVORITE

Torchlight procession

Every night, thousands of candles illuminate the Esplanade in a Marian procession that you won't find anywhere else in the world: Lourdes at its most moving.

Every night at 9pm, approx. 1 hr (April-October)

Suitable for all Unlimited capacity, ideal for an evening activity

- Esplanade du Rosaire, Sanctuary of Our Lady of Lourdes lourdes-france.org
- Free

CLASSICS

Chapels of Light

Thousands of candles burn day and night on the opposite side of the Gave: the most photographed site in spiritual Lourdes.

10-15 min · Suitable for all

- Opposite bank of the Gave, across from the Grotto, Sanctuary
  lourdes-france.org
- Free



Fountains

The power of water: water from the Grotto's spring flows from the taps so visitors can take home some of Lourdes's water.

5-10 min · Suitable for all

- On the right of the Grotto, Sanctuary Our Lady of Lourdes
  lourdes-france.org
- Free



Parish Church

The church where Bernadette was baptised: impressive doorway and recently renovated church square, a haven of peace in the middle of the old town.

20-30 min

- Place de l'Église,
  65100 Lourdes
- Free



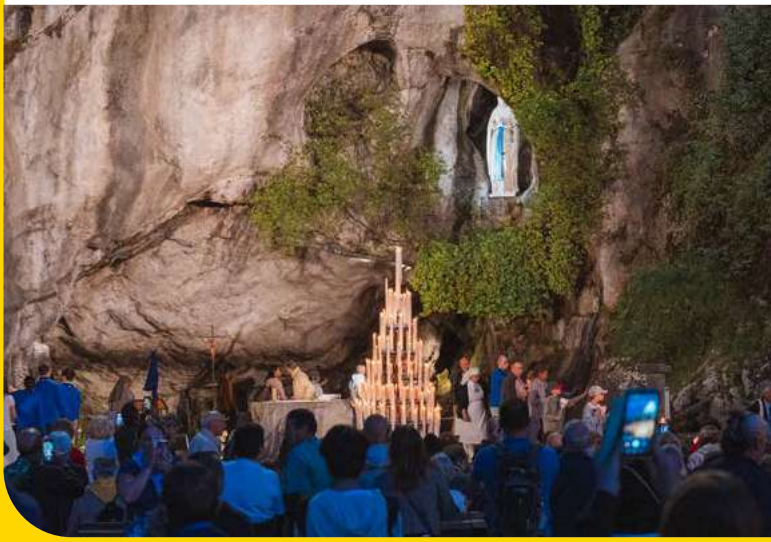
MUST-SEE

Grotto

The very site of the apparitions in 1858: a natural spring and a moment of reflection at one of the most visited sites in the world, with 3-4 million pilgrims every year.

Free admission · 15-30 min · Suitable for all, FITs to very large groups

- Avenue Mgr Théas, Sanctuary
  of Our Lady of Lourdes, 65100 Lourdes
  lourdes-france.org
- Free



VENTURE FURTHER

Ukrainian Church

Five gold domes and Byzantine frescoes by Nowosielski: the only Eastern Catholic church in Europe, a change of scenery and something different.

- 8 rue de l'Ukraine,
  65100 Lourdes
  lourdes.ugcc.fr
- Free



20-30 min

03

Destination themes

Taste

FOOD & DRINK



FAVORITE

Maison du Jambon

A celebration of the Noir de Bigorre pig breed: tasting at the master butcher Pierre Sajous's workshop, a deep dive into the world of Pyrenean cured meat.

1 hr Tasting

For FITs and small groups
Available for private hire

- 2 rue de la Grotte, 65100 Lourdes
  pierre-sajous.com
- €20* per person

CLASSICS

Food Tour

This tour is a celebration of local gastronomy: a 3-4 hr stroll around Lourdes sampling sweet and savoury delights with the people that made them.

2-4 hr · Capacity: 3-15 ppl · Book 24-28 hr in advance



- Meet at Tourist Office, 65100 Lourdes
  cohezion.fr
- €45*- €65* per person subject to package (2 hr-4 hr)

Torréfaction Lourdaise

The aroma of freshly roasted coffee fills the air on the church square: an invigorating barista break in the old town.

20-30 min



- 5 place de l'Église, 65100 Lourdes
- Dine in (retail price)

Pailhasson

The oldest chocolate shop in France (1729): it used to keep Pope Leon XIII and Empress Eugénie stocked up with chocolate and now sells the best-selling foodie souvenir in Lourdes.

15-20 min



- 6 place Peyramale, 65100 Lourdes
  chocolat-pailhasson1729.com
- Shop (no admission fee)

Vignobles Brumont

A global icon that puts the Madiran designation centre stage: vineyard, ancient wine cellars, landscaped grounds and lunch with Alain Brumont wine tasting, between the Hautes-Pyrénées and Gers.

3 hr · Group tours available to book



- Château Bouscassé, 32400 Maumusson-Laguian (45 min from Lourdes)
  brumont.fr
- €60* per person tour and lunch

**Prices are subject to change*

MUST-SEE

Halles de Lourdes

The town's market hall: a whole host of stalls, Pyrenean produce, cheese and spit cake inside a Baltard-style metallic structure built in the 19th century.

30-45 min · Suitable for all Morning activity (closes at 1pm-2pm)

- 11 place du Champ Commun, 65100 Lourdes
  lourdes-infotourisme.com
- Free time (customisable tastings at stalls)



VENTURE FURTHER

Jurançon Vineyards

The iconic sweet wine of the Pyrenean foothills: a semi underground cellar, Gallo-Roman mosaics, and a guided tasting at the Cave de Gan, just 1 hour from Lourdes.

- 53 avenue Henri IV, 64290 Gan
  cavedejurancon.com
- Free visit and tasting (group booking recommended)



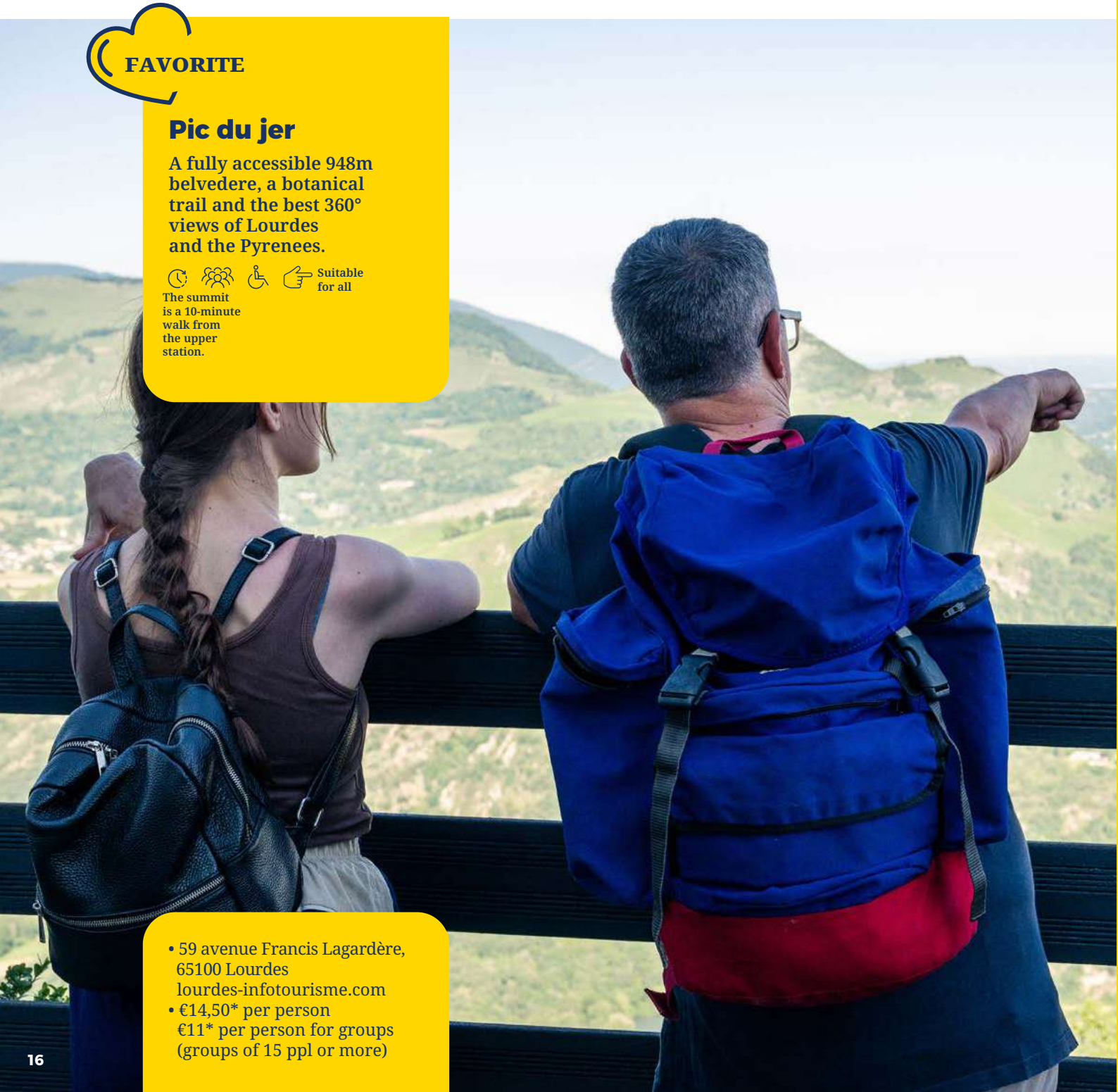
45 min. (tourist train + cellar) · Béarn's top tourist attraction, high-capacity venue

03

Destination themes

Breathe

NATURE & THE GREAT OUTDOORS



FAVORITE

Pic du jer

A fully accessible 948m belvedere, a botanical trail and the best 360° views of Lourdes and the Pyrenees.

Suitable for all

The summit is a 10-minute walk from the upper station.

- 59 avenue Francis Lagardère, 65100 Lourdes
  lourdes-infotourisme.com
- €14,50* per person
  €11* per person for groups (groups of 15 ppl or more)

CLASSICS

Grottes de Bétharram

Five floors carved out by water to explore on foot, by boat or on the tourist train: the ultimate caves experience in the Pyrenees, a show-stopper 12 km from Lourdes.

1 hr 20 · Group bookings recommended

- Chemin Léon Ross, 65270 Saint-Pé-de-Bigorre - betharram.com
- €17* per person - €14.50* per person for groups (groups of 10 ppl or more)



Gavarnie

The UNESCO site is the biggest glacial cirque in the Pyrenees and home to the highest waterfall in Europe (422m): a classic outdoor excursion, 1 hr drive from Lourdes.

Half day or full day · Hiking terrain, good fitness required

- Gavarnie village, 65120 Gavarnie-Gèdre - lourdes-infotourisme.com
- Free admission (car park approx. €5*)
  3 hr-6 hr hike subject to ruite



Pont d'Espagne

Waterfalls, streams and views at an altitude of 1500m, the gateway to the Pyrenees National Park: Pyrenean nature at its most unspoilt, 45 minutes from Lourdes. Stop and sightseeing recommended in Cauterets town centre.

Half day (waterfall hike 1.5 hr-2 hr) · Mandatory shuttle bus in high season

- 65110 Cauterets, (shuttle bus or road access) - cauterets.com
- Car park/admission €8* - Lac de Gaube pass €14* per person



MUST-SEE

Lake of Lourdes

The only low mountain glacial lake in the region: hiking, paddleboarding, kayaking and over 3 miles of lake shores to explore on foot or by bike in unspoilt nature.

Free admission 1 hr-half day · Suitable for all L2 bus from the town centre

- Route du Lac, 65100 Lourdes (2 miles from the centre) lourdes-infotourisme.com
- Free admission - water sports available to book (pedalo, kayaking, paddleboarding)



VENTURE FURTHER

Hautacam

All-season resort with toboggan, cable bike and e-scooter rides: an outdoor playground for all the family in the Hautes-Pyrénées. Hike start point and valley views.

- Hautacam resort, 65400 Beaucens hautacam.com



Half day-full day · Suitable for all · Available for private hire (min. 20 ppl)

*Prices are subject to change

03

Destination themes

Escape

CYCLING & HIKING



FAVORITE

Gaves greenway

A safe, flat greenway from Lourdes to Pierrefitte-Nestalas on a former railway track: the most accessible bike path in the Pyrenees, approved by Tourisme et Handicap.

Suitable for all

18 km (2.5 hr bike ride, full day walk)

- Chemin de Tydos start point, 65100 Lourdes
  lourdes-infotourisme.com
- Free to use (bike hire available from Bike & Py)

CLASSICS

Vélosud

The bike path from Lourdes to Béarn and Bigorre through the Pyrenean foothills: the Pyrenees version of the long-distance cycling trek.

Flexible stages — Cycling holiday, good ability

- Lourdes start point - francevelotourisme.com
- Bikes available to hire (Bike & Py)



GR78

The Pyrenean Piedmont Way to Santiago de Compostela, with Lourdes as a crossroads stage: the spiritual and historical side of the long-distance hike.

Flexible, up to 520 km in total, customisable stops — Good ability, pilgrims and ramblers

- Start point Lourdes, 65100 - lourdes-infotourisme.com
- Free



GR101

The new Way of Lourdes bridges the gap between the Gers and Pyrenees up to the Col de Saucède mountain pass: a recent game-changing route ready for promotion. The Azereix-Lourdes stage has stunning mountain views.

Flexible, 140 km in total, 30 km Lourdes-Col de Saucède (10 hr 25, medium difficulty) — Hiking/pilgrimage niche, recent product (2024-2025)

- Start point Lourdes, 65100 - lourdes-infotourisme.com
- Free



MUST-SEE

Pic du Jer hike

The classic ascent up to the most iconic views in Lourdes along the GR78 hiking trail or from the town centre.

3 hr round trip 8 km — Suitable for all, good hiking ability

- Town centre start point, 65100 Lourdes lourdes-infotourisme.com
- Free (exc. optional return trip on the funicular)



VENTURE FURTHER

Béout hike

360° views of Lourdes from the top of the small mountain (791m) with the awe-inspiring Gouffre du Béout cave as a highlight: the nearest family-friendly hike to the town centre.

- Start point Parking Esplanade du Paradis, 65100 Lourdes lourdes-infotourisme.com
- Free



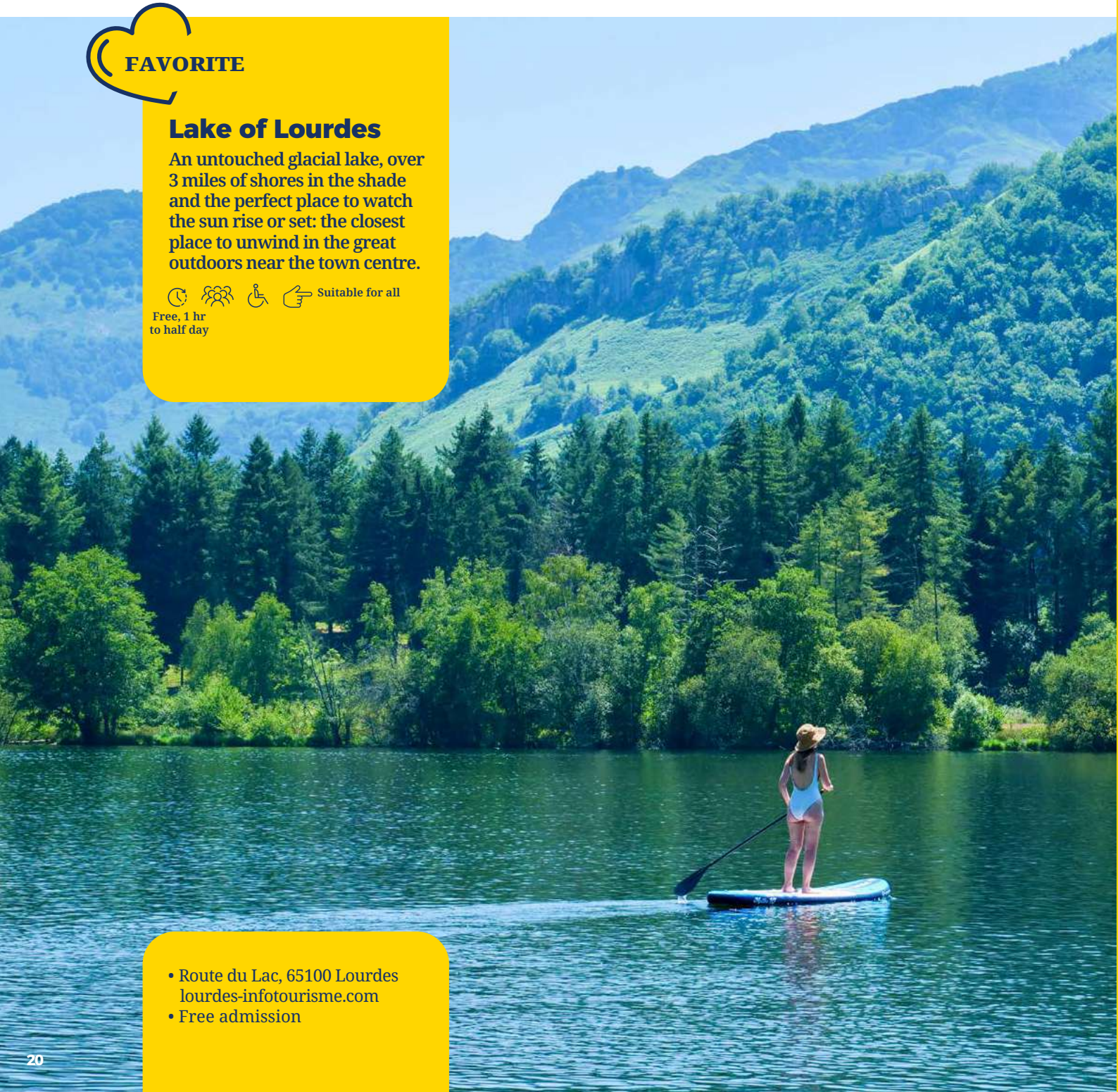
2.5 hr-3 hr round trip, 6 à 10 km subject to option — Suitable for children aged 8 and over, hiking shoes required

03

Destination themes

Reset

WELLNESS, SLOW TOURISM & RELAXATION



FAVORITE

Lake of Lourdes

An untouched glacial lake, over 3 miles of shores in the shade and the perfect place to watch the sun rise or set: the closest place to unwind in the great outdoors near the town centre.

Free, 1 hr to half day

Suitable for all

- Route du Lac, 65100 Lourdes
  lourdes-infotourisme.com
- Free admission

CLASSICS

Yoga

Yoga and mountain experiences in scenic Lourdes: a unique way to blend relaxation and the Pyrenees with no prerequisites.

1.5 hr · Custom package subject to ability

- Outdoor or indoor class, in and around Lourdes
  www.yogalourdesmontagne65.fr/
- €15* per person (1.5 hr group lesson)



Lunch on Pic du Jer

Lunch on the panoramic terrace at an altitude of 900m, inc. funicular: a meal to remember with regional dishes and breathtaking views.

1.5 hr-2 hr · Group rates for groups of 15 ppl or more

- Pic du Jer, 65100 Lourdes - picdujer.com
- Funicular + lunch package: €26* per person



Jardin des Bains

Thermal baths in a tropical setting (Forêt d'Émeraude, Ziggourat, aromatic baths) 9 miles from Lourdes: the number 1 wellness destination on the spa route.

2 hr-half day · No under 10s allowed in certain areas

- 65400 Argelès-Gazost (15 km from Lourdes)
  lejardindesbains.com
- 2 hr pass - €17.50* per person



Prices are subject to change

MUST-SEE

Pool complex

Swimming pool, relaxation area and spa area (hammam, saunas, jacuzzis) in central Lourdes: the affordable wellness destination.

1 hr-2 hr · Spa area for over 18s

- Avenue Alexandre Marqui, 65100 Lourdes
  www.agglo-tlp.fr/page/centre-nautique-de-lourdes
- Pool €5* per person - Spa area from €10* per person



VENTURE FURTHER

Empreinte de Joy

Warm and welcoming spa in a mountain chalet providing massages, facials and waxing. Outdoor area (hot tub, sauna, relaxation with views of the Pyrenees). Individuals, couples. Massage bookings include spa access.



- 13 allée des 3 Villas, 65100 Lourdes
  +33 6 13 59 82 67

1-3 hr

Bains du Rocher

Cauterets' naturally warm spring water in the indoor and outdoor pools with stunning views of the peaks: the most spectacular wellness experience in the area, 45 minutes from Lourdes.



- Avenue du Dr Domer, 65110 Cauterets
  bains-rocher.fr
- 2 hr pass - €22* per person (group quotation on request)

2 hr (pass) half day · Group works council packages available

04 UNDERSTAND WHAT YOUR CLIENTS ARE LOOKING FOR

Clients



DIFFERENT WISHLISTS

No two visitors have the same experience of Lourdes. However, a 2024 survey found that there is some overlap in terms of how they plan their trip and what they want from their break. Understanding what they want to get out of their time helps design more consistent itineraries, hone your marketing to suit your target market and elevate the experience.

LOURDES IS A PLANNED DESTINATION

First things first: Lourdes isn't a place people visit on a whim. **72% of visitors staying on-site** say Lourdes is their main destination, not just a stop on the way. Even as part of a multi-site trip, time in Lourdes is usually set in stone during the planning stages.

SHORT ON TIME... BIG ON ACTION

Most visitors stay for **1-3 nights** with an average stay of **2.7 nights** in paid accommodation.
That means you can:

- Reduce transfer time
- Suggest a logical satellite trip in the package
- Alternate between non-negotiable sightseeing, free time and new experiences

VERY DIVERSE INTERNATIONAL CLIENTS

Visitors flock to Lourdes from several different countries (over 130), but they all want to:

- Experience the real Lourdes
- Connect with the area's history
- Make memories together
- Enjoy an easy-to-plan stay



04

Clients

FOUR MARKETS FUELLING DEMAND

Spiritual visitors (30-40%)

They form the core of the destination, and have done for a long time. They want to make the most of their time with a stay based around the Sanctuary with time to reflect, experience something new and meet people.

YOUR LEVERAGE

- **2-4 night stays**
- **Comfortable pace**
- **Nearby accommodation**
- **A few carefully-chosen experiences that tie into the theme**

OUR ADVICE

The château, Pic du Jer or a classic local lunch elevate the trip without going off-theme.

First-timers

They either haven't been to Lourdes before or have only had a flying visit here. They want to delve deeper and lift the lid on the destination. They like places that celebrate Lourdes, its history and surroundings.

YOUR LEVERAGE

Design a trip that covers:

- **Heritage**
- **Atmosphere in town**
- **Views**
- **Food & drink**
- **The Pyrenees**

Visitors on multi-city tours

They visit Lourdes as part of a road trip, group tour or a stop on the way to another destination. They are looking for something that's easy but exciting enough to justify spending one or more nights.

YOUR LEVERAGE

- **Turn a port of call into a highlight of the trip**
- **Explain that one day doesn't scratch the surface of the destination**

Mountain lovers

They see Lourdes as a convenient base camp to explore the mountains as part of a leisure or active holiday. They enjoy scenery, valleys, outdoor pursuits, local crafts and food & drink. They want a trip that's simple to plan with unique accommodation.

YOUR LEVERAGE

- **Provide a base camp with lots to see and do**
- **Be close to the action**
- **Lourdes, the natural gateway to the Pyrenees**



04

Clients

WHAT VISITORS REALLY LOVE

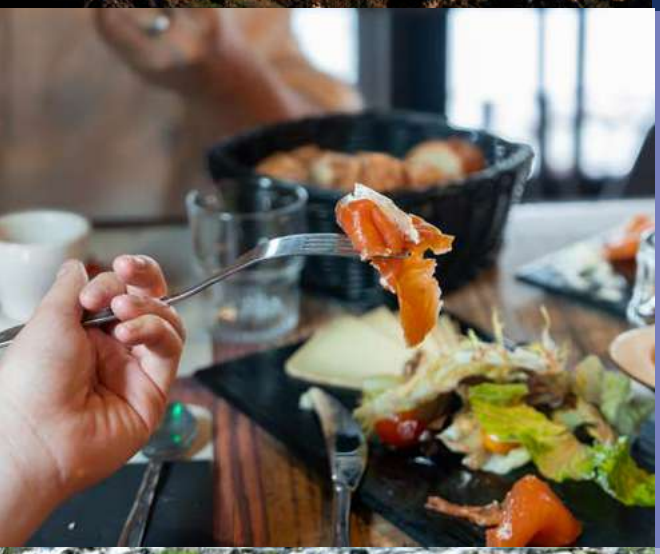


THE SANCTUARY IS JUST THE BEGINNING OF THE JOURNEY

Contrary to popular belief, visitors pack a lot of experiences into their time in Lourdes.

Their favourite places to visit after the Sanctuary are:
- Restaurants, cafés and terraces
- The Château
- The Halles market
- Pic du Jer
- The Lake of Lourdes

These are more than just add-ons; they are what make a good trip great.



LOURDES IS A FOODIE DESTINATION TOO

The survey shows that food & drink are integral to the experience. 76% of visitors go to restaurants during their stay, making it the second most popular thing to do after visiting the Sanctuary. Every client enjoys meal times, markets and local specialities here. They should be seen as experiences worth making time in your schedule for, rather than just acting as buffers.



GO OFF THE BEATEN TRACK

One in two visitors also takes part in an outdoor pursuit or alternative activity during their stay. Proof that Lourdes fulfils requirements in terms of fitness, adventure and mindfulness.

04

Clients

OPPORTUNITIES FOR GROWTH

Promote the Pyrenees more

Just 42% of visitors staying in Lourdes currently visit at least one site outside town during their stay.

t's an area with a great deal of potential:

- Day trips
- Multi-site trips using Lourdes as a base
- 3-5 day packages



Give them a reason to stay an extra night

Visitors choose Lourdes because of its powerful image, but there's so much more to the destination. If you add an excursion, foodie experience or outdoor pursuit, it's much easier to justify staying an extra night and increasing the value of the trip.



Design balanced packages

The best packages alternate between

- Time to connect
- Time to explore
- Time together
- Time out in the Pyrenees

It's a recipe for success that satisfies what visitors actually want and helps you update the destination's image to suit your market.









05

Ready-to-use itineraries to drop into your packages

Highlights

48 HOURS IN LOURDES

48 HOURS

Lourdes can host simple, achievable and ready-to-use stays to help agencies, tour operators, coach tours and incoming agencies to plan their trips. These suggestions aren't set in stone: they are the building blocks for packages that can be adjusted to suit the client type, season, duration and level of comfort. The idea is to show that in Lourdes, you can design fulfilling holiday packages covering the destination's themes, experiences and nearby Pyrenees.



SUGGESTED PROGRAM

DAY 1
Arrive in Lourdes and settle into accommodation at the end of the day.

DAY 2
Sightseeing in town, trip to the Château Fort and Musée Pyrénéen. Lunch or gourmet break (Maison du Jambon), heritage tour of the Sanctuary, digital Bernadette's Path (optional), dinner in Lourdes. Torchlight procession.

DAY 3
Ride up to Pic du Jer, scenic sequence, on-site lunch with views, afternoon Lake of Lourdes walk (optional) then departure or extra night.

WHAT THIS PACKAGE SAYS

- Lourdes is an iconic place
- Lourdes is a town with heritage
- Lourdes is a gateway to the Pyrenees

WHY IT WORKS

- Simple and reassuring package
- Good balance between non negotiable sites,culture and great views
- Ideal introduction to the destination

TARGET MARKETS

- Couples, older adults, FITs, groups on stopovers

05

Ready-to-use itineraries to drop into your packages

Culture

LOURDES, PYRENEES HERITAGE

The most versatile package to explore Lourdes and give it real touristic depth.



SUGGESTED PROGRAM

DAY 1
Arrival, settle into accommodation, sightseeing on the tourist train, trip to the Château Fort and Musée Pyrénéen then the digital Bernadette's Path. Dinner.

DAY 2
Sanctuary tour, architectural basilica trail. Lunch at a local restaurant. Panoramic ride up Pic du Jer or similar experience in Lourdes. Dinner. Torchlight procession.

DAY 3
Trip to the Halles de Lourdes market then Pyrenees excursion to Pic du Midi or Gavarnie, or half-day tour of the Grottes de Bétharram, then departure.

WHAT MAKES IT A GOOD PRODUCT

- Very clear for agencies and tour operators
- A great combination of town + heritage + mountain
- Suitable for a wide variety of clients

TARGET MARKETS

- 50+ couples, older adult cultural groups, FITs who enjoy history/heritage, multi-day coach tour groups

05

Ready-to-use itineraries to drop into your packages

Nature

LOURDES, MOUNTAIN BASE CAMP

The perfect product to make Lourdes an anchor for satellite excursions.



SUGGESTED PROGRAM

DAY 1
Arrival in Lourdes, settle into accommodation and sightseeing in Lourdes (optional tourist train), dinner, torchlight procession (optional).

DAY 2
Lourdes heritage: Halles market, Porc Noir cured meat tasting (Maison du Jambon), Fortified Castle-Pyrenean Museum tour, the Lake of Lourdes (nature walk) and wine tasting, dinner.

DAY 3
Day trip to Pic du Midi and Col du Tourmalet pass, free time back in Lourdes. Dinner.

DAY 4
Second sequence to Pont d'Espagne or Gavarnie, optional spa stop, then departure.

SELLING POINTS

- A single place to stay
- A comfortable and rewarding schedule
- A stress-free trip to Lourdes and the Pyrenees.

TARGET MARKETS

- Outdoorsy couples and families, relatively active older adults, FITs who enjoy nature/mountain heritage, coach tour groups on a Pyrenees excursion, clients from nearby areas and outside the EU on a trip exploring mountain landscapes and villages.

05

Ready-to-use itineraries to drop into your packages

Terroir

LOURDES FOOD & DRINK, SOUTH WESTERN FLAVOURS

A more social and indulgent stay, ideal for adult groups, couples, clubs and nearby markets.



SUGGESTED PROGRAM

DAY 1
Arrival, settle into accommodation, tourist train ride around the city, dinner celebrating Pyrenean specialities.

DAY 2
Halles de Lourdes market tour, optional food tour or lunch break (Porc Noir cured meat tastings, Maison du Jambon), Fortified Castle-Pyrenean Museum tour, late afternoon wine & chocolate or wine & cheese workshop, dinner, torchlight procession (optional).

DAY 3
Vignobles Brumont excursion: tour of vineyard plots, wine cellars, gourmet lunch with wine pairings, free time in the afternoon.

DAY 4
Cultural tour of the Sanctuary, sightseeing, free time and departure.

WHY IT WORKS

- Comfortable pace
- Strong social aspect
- Great showcase of local food & drink
- Lourdes feels more social, modern and alive.

TARGET AUDIENCES

- Food-loving couples, senior groups, wine-tourism specialist agencies, clients drawn to authentic French terroir, groups stopping over on Southwest France circuits.

05

Ready-to-use itineraries to drop into your packages

Sport

LOURDES: E-BIKE ESCAPADES IN THE VALLEYS

A package designed for clubs, cycling groups, specialist agencies and keen cyclists.



SUGGESTED PROGRAM

DAY 1
Arrival, settle into accommodation, leisurely ride on the Vélosud bike path (to Saint Pé de Bigorre) and sightseeing in Lourdes.

DAY 2
Day trip to Batsurguère and Castelloubon Valleys from Lourdes. Late afternoon: Porc Noir cured meat tasting.

DAY 3
Bike ride on the Gaves greenway, optional spa (Jardin des Bains) or Château-Fort tour in the afternoon.

DAY 4
Quick trip to the Lake of Lourdes and Bartrès, lunch and departure.

WHAT MAKES THE PACKAGE STAND OUT

- Lourdes is a popular cycling and trekking base
- The destination has lots for tour leaders to work with too
- It can work as an introductory, elite, leisurely or premium cycling trip
- Fantastic potential for spring and off-season.

TARGET MARKETS

- Couples or pairs, small groups of friends, slow tourism FITs, small groups seeking moderate activity, cycling or trekking market.

05

Ready-to-use itineraries to drop into your packages

Serenity

LOURDES, MINDFULNESS & LIGHT

A more contemporary option based on the atmosphere in Lourdes, its market, heritage, light and scenery.



SUGGESTED PROGRAM

DAY 1
Arrival, settle into accommodation, leisurely walk in town, free time, yoga at the Lake of Lourdes, casual dinner. Torchlight procession.

DAY 2
Halles de Lourdes market then trip to the Sanctuary to pause and reset, lunch break, walk (Béout, Pic du Jer or e-bike ride on greenway), fresh air, spa trip to Jardin des Bains, free time in the evening.

DAY 3
Heritage outing (Château-Fort) or nature experience (the Lake of Lourdes), then departure.

WHY IT WORKS

- A very current package
- Ideal for couples, small groups, nearby markets and the interseason period
- Rebrands Lourdes as a more experiential and mindful destination.

TARGET MARKETS

- Older adult couples and individuals seeking rest and relaxation, wellness/spirituality FITs, international clients as part of the sanctuary break.

06 READY-TO-USE MODULE

Design your product



BUILD YOUR LOURDES PACKAGE TO SUIT YOUR CLIENTS

Lourdes can be broken down into simple and interchangeable modules to help design a package. There's a module to suit every sales angle, duration, target and theme.

READY-TO-USE MODULE	TARGET	OPERATIONAL CONTENT	SPECIFICATIONS & LOGISTICS	ROI AND TRADE BENEFITS
MODULE 1 **LOURDES HERITAGE & PYRENEAN HISTORY** Half day (3.5 hr)	• Older adult groups • Cultural packages • FITs • Individuals, school groups	**Château Fort & Musée Pyrénéen guided tour** Visit the 1000-year-old fortress and explore the museum's collections about Pyreneism, the history of the valleys and local architecture. **Old town & Uptown** Walking tour visiting the old town lanes, Tour de Gavarnie, parish church and rampart ruins. **Multimedia experience** **Bernadette's Path,** an immersive digital sequence to get to grips with how the town became world famous.	**Accessibility** Lift from downtown to the Château Fort (disabled/ wheelchair access). **Coach drop-off** Place du Champ Commun or Quai Saint-Jean. **Capacity** Groups of 25-30 people per guide for an enjoyable visitor experience.	**Margin** Low admission fees/high inbound commissions. **Seasonality** Year-round module, no impact from moderately bad weather.
MODULE 2 **LOURDES, CONNECTION & SPIRITUALITY** Half day or full day (3 hr-6 hr)	• Pilgrims • Cultural visitors • Groups with similar hobbies • Visitors with an interest in religious heritage	**Sanctuary** Guided tour of the architecture and history of the three basilicas (Immaculate Conception, Our Lady of the Rosary, Saint Pius X). **Bernadette's Path** Sightseeing walking tour visiting the likes of Le Cachot, the house Bernadette grew up in (Moulin de Boly) and the former Hospice. **Signature experience (Evening option)** Participation in the Torchlight Procession (9pm), an unforgettable moment of community, connection and candlelight.	**Code of conduct** Respect designated areas for silence and traffic at the Sanctuary. **Accessibility** Completely flat site, wheelchair-friendly experience. **Coach drop-off** Parking de la Merlasse parking bays or Porte Saint-Joseph drop-off.	**Marketing** An absolute non-negotiable to fulfil the end client's hopes for the destination. **Incentives** Free admission to the Sanctuary site (cost optimisation).
MODULE 3 **PANORAMIC & PHOTOGENIC LOURDES** Half day (2.5 hr -3 hr)	• General public (FITs) • Families • Adult groups • Photographers • Short stays	**100-year-old Pic du Jer funicular** Retro ride up to the summit (altitude of 950m). **Belvedere & Observatory** 360° views of Lourdes, the Pyrenees mountains and the Plaine de Tarbes. **Scenic satellites** Short botanical trail at the top and tour of the highest grotto in France.	**Seasonality** March-November. **Parking** Coach and car park bays at the bottom of the funicular. **Rotation** Departures every 20-30 minutes (capacity: 80 passengers per car).	**Efficiency** Great balance between time spent and visual impact. **Marketing** Instagrammable product, ideal for providing visual content to customers.
MODULE 4 **LOURDES LIFESTYLE, FOOD & DRINK** Gourmet half-day or Lunch Module (3 hr)	• Foodies • Adult/older adult groups • Clubs • Nearby visitors (France/Spain)	**Halles de Lourdes market** Stop to meet local producers (sheep's cheese, spit cake, cured meat). **A taste of Bigorre** Tasting at an independent business (e.g. Maison Sajous for Porc Noir de Bigorre cured meat or chocolate/South West wine tasting). **Traditional lunch** Regional menu showcasing PDO/AOC produce (Garbure soup, Barèges-Gavarnie lamb, Madiran/Jurançon wine).	**Key times** Working market in the mornings (Tuesday-Sunday, daily in season). **Radius** Very short walking distance within the town centre.	**Anchor** Significantly increases overall client satisfaction and the sense of experiencing the real Lourdes. **Margins** Partnerships with restaurants/producers make it easier to negotiate set menu prices for groups.



READY-TO-USE MODULE	TARGET	OPERATIONAL CONTENT	SPECIFICATIONS & LOGISTICS	ROI AND TRADE BENEFITS
MODULE 5 **LOURDES & PYRENEES: SATELLITE TRIP (GRANDS SITES)** Day trip (6-8 hours)	• TO tours • 3-5 day coach breaks • Nature lovers	**3 options to choose from** **Option A** **Cirque de Gavarnie** Excursion to the UNESCO site, tour of the village and walk to the glacial cirque. **Option B** **Pic du Midi & Tourmalet** Cable car ride up to the top of the Pic du Midi (2877m), tour of the Planetarium, walk on the legendary mountain pass. **Option C** **Cauterets / Pont d'Espagne** Deep dive into the National Park, its waterfalls and Lake Gaube.	**Transfer time** < 45 min-1 hr 15 from Lourdes (ideal logistical base). **Wet Weather Option** Enables you to swap the excursion day subject to weather conditions without having to change hotel.	**Main benefit** Avoids having to change hotels for the night. Clients can stay in the same Lourdes hotel (discounted rates for 3 or 4 nights may be available).
MODULE 6 **ACTIVE LOURDES: CYCLING, RUNNING & HIKING** Sporty half day or full day	• Cycling clubs • Groups with similar hobbies • Cycle tourists • Trail runners • Hikers	**3 options to choose from** **Option A** **Road bike - "Legendary Peaks"** route starting in Lourdes (Tourmalet, Hautacam, Soulor/Aubisque, Luz-Ardiden). **Option B** **Greenway/E-bike** Safe path on the banks of the Gave de Pau on the Gaves greenway (suitable for all abilities). **Option C** **Hiking option** Access to GR hiking trails (GR101, GR78) or loops from the Lak of Lourdes and Mount Béout.	**B2B infrastructures** Accueil Vélo-approved hotels (secure bike storage, bike repairs, cleaning, appropriate meals). **Support** Option to hire premium e-bike/road bikes and support vehicles from local suppliers (e.g. Bike&Py).	**Seasonal spread** A great way to fill the destination in spring (April-June) and autumn (September-October). **Clients with high spending power** Higher than average daily expenditure.
MODULE 7 **LOURDES: SLOW TOURISM, SERENITY & REFLECTION** Full day or half day (4 hr-6 hr)	• People who live in the city • Couples • Wellness breaks • Off-season clients	**Mindful walk & nature** Leisurely walk around the Lake of Lourdes (protected nature site) or on the banks of the Gave. **Wellness sequence** Wellness at a renowned partner spa or baths in the valley (Argelès-Gazost, Cauterets or Bagnères-de-Bigorre). **Reflection** Guided free time in the Sanctuary to soak up the silence, light and peaceful atmosphere that reigns over the site.	**Pace** Relaxed schedule, no time constraints. **Period** Ideal between September and May (interseason and winter).	**Modern image** Rebrands Lourdes for the current slow tourism and mindfulness/unplug-ging trend. **Loyalty** Very high repurchase rate in regional and cross-border markets.



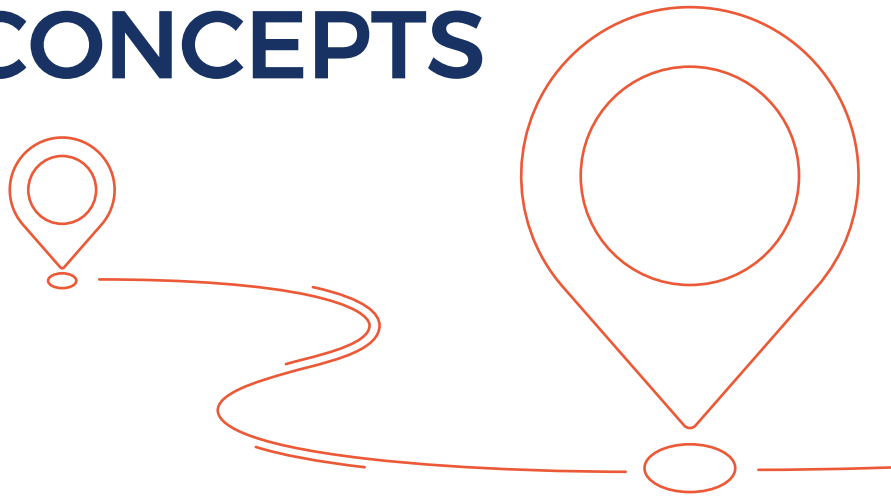




06

Design your product

4 PACKAGE CONCEPTS



HOW TO INCLUDE LOURDES IN A MULTI-SITE TRIP

Lourdes can be sold as a holiday destination, but it's also a fantastic place to stop as part of a multi-site trip. It has two key selling points: it's an instantly recognisable, famous name and it provides a unique experience to a broader itinerary.
You need to give it body for it to work as part of a multi-site trip. Don't think of Lourdes as just a convenient overnight stay. Think of it as a short and sweet highlight of the trip: Sanctuary tour, fortress, views, gourmet breaks, insight into Lourdes as a gateway to the Pyrenees.

STAGE 1
SOUTH-WEST

- Bordeaux
- 205 km
- Biarritz
- 140 km
- **Lourdes**
- 260 km
- Cahors
- 60 km
- Sarlat-la-Canéda
- 180 km
- Bordeaux

STAGE 2
OCCITANIE

- **Lourdes**
- 175 km
- Toulouse
- 95 km
- Carcassonne
- 150 km
- Montpellier
- 55 km
- Nîmes

STAGE 3
FRANCE

- Paris
- 240 km
- Tours (Loire Valley)
- 350 km
- Bordeaux
- 205 km
- Biarritz
- 140 km
- **Lourdes**

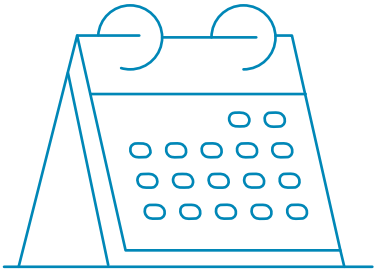
STAGE 4
FRANCE-SPAIN

- Barcelona
- 305 km
- Carcassonne
- 260 km
- **Lourdes**
- 200 km
- San Sebastián
- 100 km
- Bilbao


Paris
Tours
STAGE 3
FRANCE
Bordeaux
Sarlat-la-Canéda
Cahors
ATLANTIC OCEAN
STAGE 1
Biarritz
LOURDES
Nimes
Toulouse
Montpellier
Bilbao
San Sebastián
STAGE 4
STAGE 2
Carcassonne
MEDITERRANEAN SEA
SPAIN
Barcelona

07 CALENDAR, SEASONALITY AND SCHEDULING ADVICE

Plan your sales



GUIDE, CALENDAR

You can sell Lourdes for most of the year, as long as you adapt its potential to suit the season, pace and client base. The destination changes with the seasons: Lourdes is a place for reflection in spring, activity in summer, indulgence and leisure in autumn, and slow tourism and heritage in winter.

SPRING
April- May

GREAT
for culture & Pyrenees itineraries, groups, romantic breaks and hiking packages.

SUMMER
June-August

IDEAL
for combining Lourdes + legendary landscapes + the destination's atmosphere. Soft cycling & hiking.

AUTUMN
September-November

FANTASTIC
period for adult groups, older adult groups, food & drink, culture, leisurely breaks, cycling & trekking.

WINTER
December-March

MADE FOR
slow tourism, heritage and lifestyle subject to seasonal opening periods.

DATES FOR YOUR DIARY:ORDER OF MALTA PILGRIMAGE IN EARLY MAY, MILITARY PILGRIMAGE IN MID-MAY, AUGUST 15TH, ROSARY PILGRIMAGE IN LATE SEPTEMBER/EARLY OCTOBER, TOUR DE FRANCE.

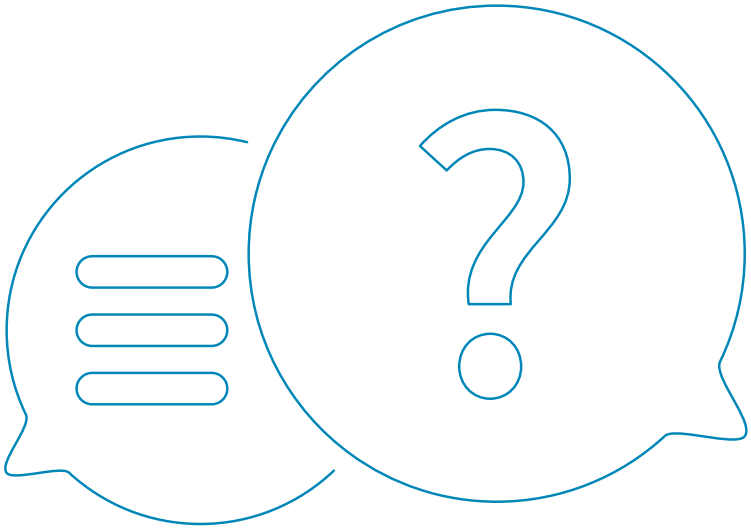
› SCHEDULING ADVICE

- Don't pack too much into each day, keep some free time.
- Combine Lourdes with at least one key theme: heritage, Pyrenees, food & drink, cycling or slow tourism.
- Sell Lourdes as a base camp rather than just a place to sightsee.

07

Plan your sales

FAQS FROM TOUR OPERATORS



Is there anything for non-religious visitors in Lourdes?

✔ **Yes.** Aside from the Sanctuary, the destination has a great mix of culture, food & drink, nature and direct access to the Pyrenees.

How long do you need in Lourdes?

✔ One day is enough to take in some of the non-negotiable attractions, but 2 or 3 nights means you can cover both Lourdes and the surrounding Pyrenees.

Is Lourdes just for tour groups and older adults?

✔ **No.** There's a package to suit everyone, be they families, couples, fitness fans, day trippers or globetrotters.

Is Lourdes a year-round destination to add to the schedule?

✔ **Yes.** Every season has something to offer: spring and autumn for exploring nature sites, summer for visiting Pyrenean landmarks.

Is Lourdes suitable for disabled visitors?

✔ Accessibility is sacred to the destination, with support available for groups with different specific needs and tailor-made packages.

Are there any rainy day activities in Lourdes?

✔ There are lots of indoor alternatives (Sanctuary, château, museums, gastronomy) to keep your schedule on track and your clients happy.

Can the Tourist Office sell activities and breaks?

✔ **No,** but the B2B team can help you design your packages and put you in touch with the destination's service providers.

07

Plan your sales

B2B TOOL KIT

HOW TO GET HERE

Plane - Airports near Lourdes

AIRPORT	IATA CODE	TRANSFER TIME TO LOURDES	WEBSITE
Tarbes-Lourdes-Pyrénées	LDE	15 min (city centre)	tlp.aeroport.fr
Pau-Pyrénées	PUF	45 min	pau.aeroport.fr
Toulouse-Blagnac	TLS	1 hr 45 (road/highway)	toulouse.aeroport.fr
Bordeaux-Mérignac	BOD	2 hr 30 (road/highway)	bordeaux.aeroport.fr
Paris (Orly / Roissy-CDG)	ORY / CDG	Direct flights LDE (1 hr 20) or French high-speed train	parisaeroport.fr
Bilbao / Barcelone	BIO / BCN	Bilbao (3 hr) · Barcelone (4 hr 30)	aena.es

Bus - Journey time

› **Toulouse :** 1 hr 45 › **Bordeaux :** 2.5 hr › **San Sebastián :** 2 hr (Next door to Spain)

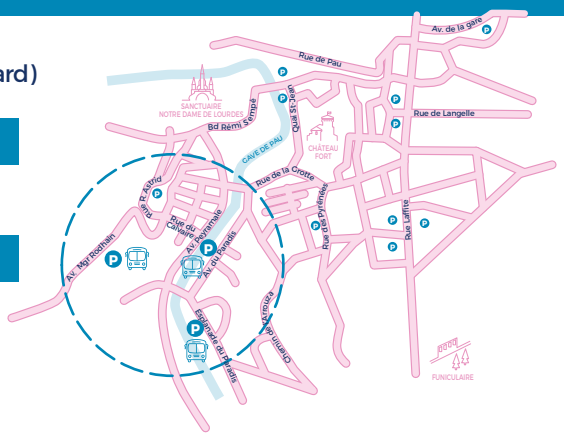
Train - Lourdes station

› **Toulouse :** 2 hr › **Bordeaux :** 2 hr 45 › **Paris :** 4 hr 45 (Direct connections to European services)

COACH LOGISTICS

Day trip drop-offs

› **Avenue du Paradis** (opposite l'Hôtel d'Espagne)
› **Boulevard Rémi Sempé** (on the right at the end of the boulevard)



Coach bays (April-October)

› **Parc de l'Arrouza** (Avenue Mgr Rodhain) **80 coach bays**

Off-season (November-March)

› **Avenue du Paradis** parking, smooth and practical

Transfers, taxis & tour operators

› **Visit the following website for full information**
lourdes-infotourisme.com/espace-pro

ACCOMMODATION

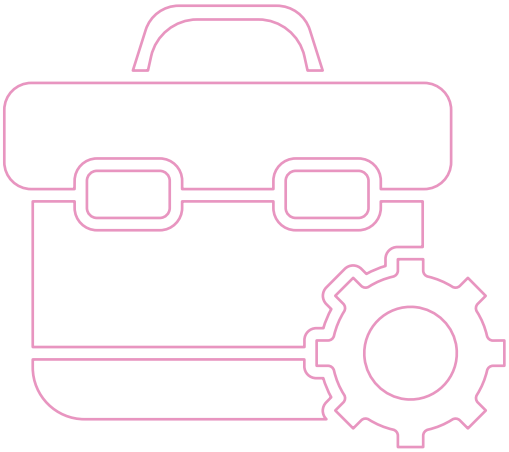
Accommodation capacity

27,000 beds

over 80 hotels
(2*- 5*)

› **Group-friendly infrastructure:** high-volume capacity, accessible rooms, international catering, and special dietary options.

› **Pro Accommodation Guide** available on request from the Tourist Office.



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SUPPORT & SCHEDULE

Local tour guides & inbound agencies

› **List of approved partners and booking contacts:**
lourdes-infotourisme.com/espace-pro

Tourist Office Operational Support

› **Custom advice, itinerary engineering and support for product managers**

› **Bespoke training about the destination:**
Webinars and training sessions available to buy for your team (in French, English and Spanish)

MEDIA LIBRARY & TRADE TOOLS

› **High-def photo library:** lourdes-infotourisme.com/phototheque

› **Brochures & Sales manuals:** available to download from our trade area

› **Branding kit & Media:** HD videos, logos, charters, vector maps and presentations on demand

YOUR CONTACTS



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@Tourisme to Lourdes - https://www.facebook.com/lourdes.tourisme/?locale=fr_FR

Trade Newsletter & News

› **Subscribe to our Trade Newsletter to receive our latest news,**
seasonal openings, B2B opportunities and fam trip/webinar invitations in your inbox



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