



# DOLCE VITA EN PROVENCE

DESTINATION LUBERON COEUR DE PROVENCE  
ISLE SUR LA SORGUE TOURISME

PRESS KIT 2022

**DESTINATION  
LUBERON**  
CŒUR DE PROVENCE

LUSTING FOR  
LUBERON

—  
Nature,  
discovery, gastronomy,  
emotions & well-being

ISLE S/LA SORGUE  
**TOURISME**





Gordes©OTLM

## PROVENÇAL LIFESTYLE AN EXCEPTIONAL DESTINATION

The destination Luberon Coeur de Provence lies within the Luberon Regional Natural Park and is the ideal spot to unwind and enjoy!

A destination of quality tourism full of magic moments spent on site exploring farmers' markets, cycling, enjoying an aperitif in an outdoor café under the shade of centuries-old plane trees, musical concerts under the stars, hiking in breath-taking countryside... As a couple, with friends or family, come and enjoy all the activities Luberon has to offer... Live unforgettable moments at the heart of Provence.

One hour from the Marseille-Provence airport and 45 minutes from the TGV train stations in Avignon and Aix-en-Provence. Easily reachable from the A7 motorway which runs to the west of Luberon Coeur de Provence and from the A51 motorway to Pertuis which borders Luberon Coeur de Provence to the south.

[www.luberontourisme.com](http://www.luberontourisme.com)  
[www.islesurlasorguetourisme.com](http://www.islesurlasorguetourisme.com)



# 'NATURE-FRIENDLY' DESTINATION WITH AN ABUNDANCE OF GASTRONOMY AND CULTURE IN THE MIX!

## OUTSTANDING HISTORICAL HERITAGE

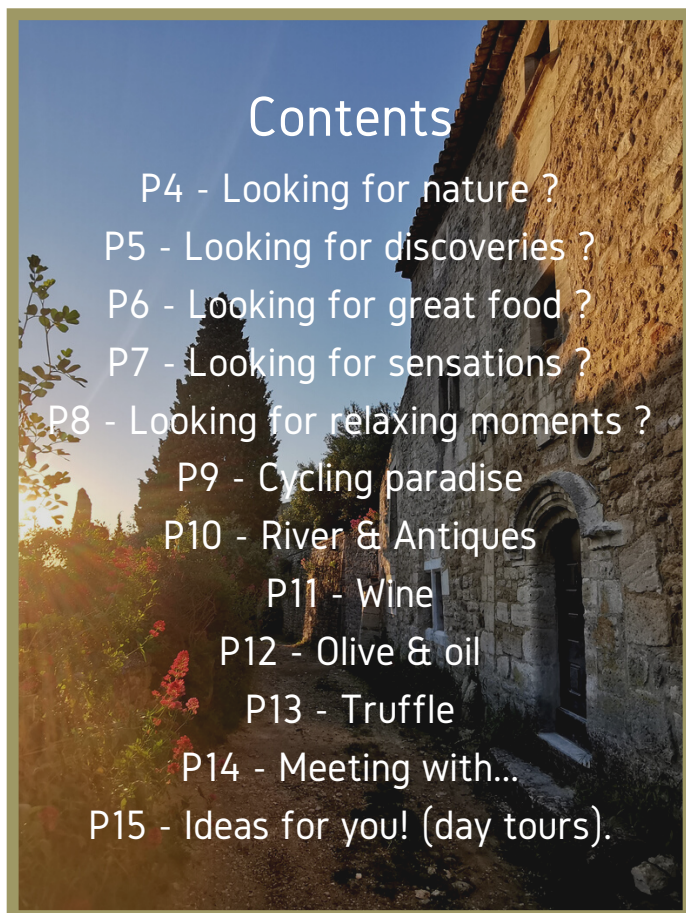
Two of the most beautiful villages in France (Gordes and Lourmarin) and a multitude of living authentic villages strung together by small winding country roads. Villages with a palpable, rich past forged by the presence of the Romans, the history of the Popes and the Comtat Venaissin, the Waldensians in the Luberon, the Jews protected by the Popes, and the long-ago outbreak of the plague in Marseille...

## PARADISE FOR OUTDOOR ACTIVITIES

So many things to do, from mountain biking, climbing and Via Ferrata for experienced athletes to family outings on bicycles, hiking with a donkey or canoeing... Outdoor activities in beautiful countryside are the opportunity for shared emotion and discovery.

## BLISSFUL GOURMET EXPERIENCES

Luberon Coeur de Provence is the land of genuine, fresh foods and flavours! Olive oil. Wine. Fruits and vegetables, sun-gorged and full of flavour, inspiration to local chefs who prepare Provençal dishes with a legendary flair... Meeting people at the markets, during a cooking class, while foraging for wild edibles ...







Gordes © OT LMV

# LOOKING FOR NATURE?

Breathe, walk, run or pedal - you're free to choose!

There is a preserved nature, iconic sceneries, trails, peaceful and revitalising places, sweet fragrances, the blue of lavender and the white of omnipresent stones (walls, bories, cliffs)... and on both sides rivers (Sorgue & Durance).

Inhabited rural territory of outstanding beauty, recognized for the quality of life, heritage and scenery. The park covers 1,850 km<sup>2</sup>; altitude varies from 70 meters to 1,125 meters at the peak of Mourre Nègre in the Greater Luberon range. The Luberon Regional Natural Park is one of 7 natural regional parks in Provence- Alpes-Côte d'Azur.



Gordes © OT LMV

Walking in the Luberon and the Monts de Vaucluse is a great way to experience both nature and history. Hiking paths criss-cross the region in all directions. There are marked hiking trails conducive to challenging hikes, and to walks with the family and among friends. If you are up for a longer hike, you can cross the Luberon/Monts de Vaucluse area from north to south or east to west in two days.



Fontaine de la Sorgue © Isle sur la Sorgue Tourisme

Follow the GR (grande randonnée hiking trails) 6/91/97, the GR for the Monts de Vaucluse area and the "Sentier de la Peste" (trail along the Plague wall) to explore the countryside here. Pilgrims on the Saint James's Trail also follow a path through the plains...

## **A MAGICAL SITE - Fontaine de Vaucluse**

In ancient Roman times, as shown by recent archaeological discoveries which point to a major cult of water here. The Sorgue de Vaucluse, the most beautiful river in Vaucluse, surges forth from the depths of the earth at the bottom of a steep, eroded cliff, which blocks the end of a narrow green canyon. Nearby lies the picturesque village which is named after the closed valley.



# LOOKING FOR DISCOVERIES?

Typical villages and museums

## Villages

One very special feature of the villages in the Luberon range is that they are built on the hilltops or into the slopes of the Luberon and the Monts de Vaucluse. Whatever village you may decide to explore, you will find yourself with a panorama over the valley or amidst olive groves, vineyards and shrub oak. The views from the perched villages are unique. They take your gaze to the most celebrated ranges in the south of France: the Luberon, Mont Ventoux, the Dentelles de Montmirail, Alpilles, and Sainte Victoire mountain...



In its own way, each of our villages has preserved its historical heart and characteristic architecture. Bourgeois houses in the village centre or farmhouses and bastides in the countryside alternate with narrow cobbled streets and floral gardens, moving ruins and hilltop churches, canal and old wells, mullioned windows and old portals...



## Must-sees museums:

- Lavender museum / Château du Bois. [www.museedelalavande.com](http://www.museedelalavande.com)
- La Filaventure ( Brun de Vian Tiran's fabric) [www.lafilaventure.fr](http://www.lafilaventure.fr)
- Museum Pierre Salinger : Located on the property of Pierre Salinger's last home in Provence, the Pierre Salinger Museum retraces the steps in career of this remarkable man. Visit by appointment all year long.
- Musée Campredon : This former city mansion from 1746 is now home to an art centre. Frequent exhibitions of painting and sculpture throughout the year.
- Olive oil Museum : To know all the secrets of the famous Mediterranean oil. <https://www.royere.com/musee-huile-olive-luberon/>

## Castles listed as Historic monuments

- Lourmarin : all year round
- Gordes : Opening during the high season only







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Les Bories & Spa © Cook and shoot

# LOOKING FOR GREAT FOOD ?

Riots of taste & colours

We could explain to you how good our lovingly nurtured products are... or how enthusiastic and friendly our producers are... or how you can spend time on some of our farms... and how you can buy everything you need at our markets to make delicious meals in an ambience worthy of the real Provence. We could... but instead we decided to let you find out for yourselves. Abundant fruits and vegetables, olive oil, honey, flowers and wine (all three colours!): a lot to taste, savour, to lay a beautiful table and remember these simple and magic moments. Cooking with a chef will encourage you to discover colourful flavours and unexpected but delicious combinations!

## Outdoor markets

The flawless sunshine in Provence is one of the reasons behind the flavourful fruits and vegetables you can find on all the markets - evening farmers' markets, the Coustellet market on Sunday morning and Wednesday evening in the summer - directly at the farms, and of course in the restaurants! Fruits and vegetables picked that very morning, or perhaps the evening before, to be ready to for the first shoppers. These are fruits and vegetables with lots of flavour. Velvety juicy peaches, firm bright cherries, lovely picked-when-ripe strawberries. Here, the flavour is on a par with the beauty. The bigger farmers' markets run from April to late December.

## Meet the farmers

The short supply chain and eating local are a permanent feature of Luberon and Pays des Sorgues. Throughout most of the year, you can buy produce from farmers' markets or direct from the farms. Look out for asparagus and strawberries around April time and squash in September or October. But don't expect to find tomatoes in December because that's the season for potatoes, leeks and apples... Here, you can learn about nature all year round!

One star Michelin restaurants :

- Restaurant « Les Bories » à Gordes
- Restaurant Le Champ des Lunes à Lauris
- Restaurant Le Vivier à Isle sur la Sorgue
- Restaurant La Fenière à Cadenet





# LOOKING FOR SENSATIONS?

Landscapes as far as the eye can see. From easy to harder trails. Luberon offers many outdoor activities, some more common such as canoeing, biking, hiking or running and some for the extreme sports addicts like via ferrata, treetop adventure, or mountain biking...

## Hiking

So many hikes you can do! Each trail offers a panoramic sweep of the most famous massifs in southern France: the Luberon, Mont Ventoux, Les Dentelles de Montmirail, the Alpilles, and sometimes Sainte Victoire. Luberon Coeur de Provence is an amazing mix of mountains, valleys, gorges, cultivated terraces, stone walls, limestone cliffs and blue skies.



## Via Ferrata in Cavillon

The Via Ferrata in Cavillon can be reached on foot from the city centre. The Via Ferrata has two separate itineraries - La Via Natura, designed for people who are not subject to dizziness and who are over 1.30 meters tall, and the Via Souterrata, a more athletic itinerary strong on sensations as you go through caves and cliffs in an original way.

## From on high

Fly like a bird over Durance and Luberon in a glider plane... absolutely unforgettable... you can also choose to fly in a hot air balloon! These are two unforgettable experiences.



## A vintage experience in 2CV

The famous Deux-Chevaux is the emblematic French car made by Citroën. With a driver, or on your own - two companies offer the possibility of exploring the area in a colourful 2CV for an unforgettable experience just the two of you, with the family, among friend, or as team-building ... A must! Lots of fun and laughter come along for the ride.





Perme des Callis © S.Russo JustWestCo

# LOOKING FOR RELAXING MOMENTS?

Slow down and take your time!

You need some time off... You are looking for peaceful moments? Luberon can be your haven of rest. Yoga classes, spas, swimming pools, relaxation and nature, here you will find all you need to chill...

Take the time to relax peacefully and recharge your batteries as you make the most of our spa centres, with their facilities dedicated to pure pampering. Spas, massages, relaxation areas are available throughout the Luberon.



Les Bories & Spa © Cook and Shoot

## Coffee time...

Exploring the many small villages that make up our area is a must. Here you absorb the lifestyle and the rhythm of Provence. Visiting the villages is also the opportunity to discover several sweet boutiques and sidewalk cafés and tea shops, to turn your day out into a very special discovery. Visit the villages on market day, or any day of the week, for a real discovery.

## Contemporary design...

Many accommodations have deliberately opted for resolutely contemporary architecture and decoration in the heart of Provence. A great way to experience total immersion in Provence in chic contemporary style.



Piscine Spa Bastide de Gordes © Fabrice Rambert



# A PARADISE FOR CYCLISTS

## BIKE

Cycling along the winding roads and trails in Provence is sheer pleasure to be enjoyed with friends, family or on one's own. Timeless scenery unfolds before your eyes, stunning villages lie close at hand, perfect for a visit or a refreshing drink (along the cycling path villages are at a distance of 3 to 10km maximum). Crystal-clear air and good weather 300 days a year!

## CYCLING THE LUBERON

The 236-km "Luberon à vélo" touring itinerary winds 63km through the Luberon/Monts de Vaucluse area along beautiful country roads that meander from village to village.

## THE CALAVON VELOURUTE

This bike path, known as the "Véloroute du Calavon", is perfect for families. It is an 8-kilometre greenway on the former rail road tracks between Robion and Les Baumettes. The trail continues in the direction of Apt for a total of 36km reserved and secured for bicycles and roller sports.

## MOUNTAIN BIKE

Mountain-biking: the great cross-Vaucluse trail goes through the Gordes area, and the great cross-Luberon trail includes several villages in Luberon Coeur de Provence. These are technical itineraries for those looking for a challenge <https://youtu.be/laBQ0jVz160>

## CYCLING ROUTE AROUND L'ISLE SUR SORGUE

The "From the Source to the Comtadine Venice" cycling route is an easy 20km loop along the water. Setting off from Isle-sur-la-Sorgue and riding to Fontaine-de-Vaucluse by way of the hilltop village of Saumane-de-Vaucluse, take the opportunity to admire the landscapes carved out by the Sorgue, a unique Provençal river. This route intersects with the connection leading to the "Véloroute du Calavon" (Calavon Cycle Route).





# RIVER & ANTIQUES

## ISLE SUR LA SORGUE

### LA SORGUE

L'Isle sur la Sorgue: originally a small fishing village, is called la "Venise Comtadine" (The Comtadine Venice). As of August 8 1467, washing clothes was prohibited in the Sorgue river, under penalty of a fine of 25 sous. The river itself is a vital part of present and past life in L'Isle sur la Sorgue.

The very banks of the river, the crystal clear waters and the history they made possible are all an integral part of L'Isle sur la Sorgue's heritage. The original fishing village grew into a town called Saint Laurent, today the "Ville vieille" neighbourhood. The river contributed to prosperity through the development of countless industrial plants and workshops, and fishing.

### ANTIQUÉ DEALERS

A true paradise for antiques lovers and browsers, L'Isle sur la Sorgue is the biggest centre in all of Provence for professional antiques and collectibles markets. It is a European-scale centre which has continually grown since the creation of the first antique dealers' village in 1978. Today, open from Saturday to Monday, there are 300 dealers offering furnishings, paintings, art objects, fabrics, jewelry, books, records, wrought iron and other wares in the different dealers' villages, and during the major international fairs, over 500 exhibitors fill the city. Furniture professionals, informed collectors or simply browsers with a flair - everyone is sure to find the treasures they are looking for in L'Isle sur la Sorgue....





# WINE

AOP LUBERON, AOP VENTOUX, IGP VAUCLUSE: IN LUBERON COEUR DE PROVENCE, THE VINEYARDS ARE PROLIFIC AND ARE A MEMBER OF THE FAMILY OF RHÔNE VALLEY WINES.

Reds, rosés and whites are all produced on this light, chalky-sandy soil which gives the grapes their very own particular expression.

Also part of our terroir is the gorgeous Mediterranean climate so conducive to ripening, and the slight altitude which cools the air at night... giving precious rest time to the grapes after the intensive sunshine that enhances their daily growth.

Our wines are fleshy, they are supple. Different varietals give rise to different characters. There's lots of lively freshness, and fruity, floral notes in the whites and rosés. Peppery notes, and aromas of spice and liquorice developing notes of truffle and leather distinguish the red wines.

Local Luberon wines, perfect for times of fun and friendship. Luberon winemakers are happy to welcome your visit and have you taste their wines on the estate; they can provide counsel on what wine goes with what dish. Some winemakers propose tasting workshops or classes, providing in-depth information on types of grapes, blends, food and wine pairings, wine and cheese, wine and chocolate...

Winding through the Wine Roads in Luberon Coeur de Provence means discovering gorgeous landscapes along country roads and the surrounding vineyards meeting the professionals who make the wines and sharing in their enthusiasm.

On the estates, wine trails through the vineyards are a great way to take in the beauty and learn about the entire universe of wine-making, on walks that last from 20 minutes to an hour-and-a-half.



Domaine de Fontenille  
© Schapuis

Visite caves La Verrerie  
© OT LMV



# OLIVE & THE OIL

THE OLIVE: GROWING, TASTING AND THE MEDITERRANEAN DIET LEARN ABOUT OLIVE GROWING BY WALKING THROUGH OLIVE GROVES IN SUMMER, TRY OLIVES OUT ALL YEAR

ROUND WITH SPECIAL TASTING COURSES AND VISIT THE OLIVE OIL MUSEUM TO LEARN ABOUT THE DIFFERENT OLIVES AND CULTIVATION METHODS FOUND THROUGHOUT THE MEDITERRANEAN.

Visit the oil mills, drink in the fragrance of freshly-pressed oil, stroll through the olive groves, taste tapenade (the Provençal specialty of ground olives with garlic, anchovies and capers)...

Olives are picked in November and December. They go to the mill to make oil or they are prepared for eating. It takes between 5 and 8 kg of olives to make 1 litre of oil. The olives gathered in early November make oil with a green taste, known as “le fruité vert”.

Olives picked late in the season give oil with a ripe, or black-olive taste, known as the “fruité noir”. The Aglandau variety of olive is the most widely-grown in this area. Olive oil made from the Aglandau is pungent and powerful, yet mild.

Olives also go into making tapenades, brined olives and other delights for apéritif and picnic time. Many different varieties of olives go into making these specialties, including Picholine, Tanche (olives from Nyons), Salonenque (Salon de Provence), Grossane (Baux-de-Provence)...

## AGRITOURISM & OLIVE OIL

In Provence, olive growing is an ancient activity. From cultivation through to the health benefits afforded by these little green gems, our region offers many opportunities to learn about their history, taste and culture.. Seeing at first-hand how the oil is done, it's now possible. La Ferme les Callis, le Mas Honorat offer some new experiences among olive trees.



Domaine de la Royère ©



# TRUFFLE

## WHAT IS THE BLACK DIAMOND OF VAUCLUSE ?

SOME TRUFFLE PRODUCERS OF VAUCLUSE GATHERED AND CREATED A LABEL TO PROMOTE THE BEST TRUFFLES, A "SAVOIR-FAIRE" AND BE A 100% TRANSPARENT. THE TUBER MELANOSPORUM. THE BEST TRUFFLE ONE CAN FIND.

### 3 COMMITMENTS :

#### **Freshness**

A fresh truffle will be way more powerful and full of aroma. To guarantee the freshness of their products these producers decided to date all their products and sell only one week old truffles.

#### **Ripness**

Black truffle isn't black from the start. It's white, grey, dark grey and then turns a little purple before becoming fully black when it reaches ripness. The taste depends on the ripness of the truffle, the riper the stronger. For this reason, the Black diamond collectif will only sell really black truffle, and will show the inside to prove it.

#### **Quality**

Through the « Diamant Noir du Vaucluse » label the producers guarantee the best quality possible.

#### **VAUCLUSE, THE LAND OF TUBER MELANOSPORUM**

Truffle as a production was born in Vaucluse. Still today Vaucluse is the biggest truffle producer. Mediterranean climate, limestone and stony grounds, the soil of Vaucluse is ideal to grow tuber melanosporum. If tuber melanosporum is commonly called « truffe du Périgord », do not be fooled, the truffle as a culture was born in Vaucluse. <https://diamantnoirvaucluse.fr/>



Bastide du Laval Cadenet ©

| P13

© OT LMV



# MEETING WITH...

interviews ideas...

## WINEGROWERS

Take a tour of AOP (Protected Designation of Origin) Luberon or AOP Ventoux estates and find out what goes into our rich and varied wines.

## A CHEF

Discover their vision of Provençal cuisine, favourite food and wine pairings, and inspirations. A moment to savour!

## AN OIL PRODUCER

Stroll through the olive groves, and learn how oil is made, the different olive ripening periods, and more.

## A NATURE GUIDE

Discover the Luberon through the eyes and knowledge of those who have made the region their daily recreation ground.

## A LECTURER-GUIDE

The history of Provence, especially the Luberon, is extraordinary and wide-ranging, and it's a joy to talk to someone with a passion for it...

## AN ART CRAFT PERSON

A craftsman talks about how they make their material speak, working it by drawing their inspiration from the Luberon.







La Ferme Gerbaud ©

## IDEAS FOR YOU! (DAY TOURS)

- Guided tours to the most beautiful villages of Luberon
- Walks and hiking tours at the heart of the National Regional Park of Luberon
- Themed day tour (gastronomy, wine, culture...)
- Many activities, sports, well-being
- So much more on demand!

### **WELL-BEING & NATURE:**

Follow your guide to discover local flora and fauna. You will be amazed by the diversity of landscape, woods, bushes, Garrigue, really dry or really green. Each and every path has its own history, anecdotes and mysteries. You will reload your battery and disconnect for a while. After nature, well-being, enjoy an outdoor yoga class, to relax body & soul... After that you'll be ready for new adventure!

91€/pers.

### **THE BLUE GOLD OF PROVENCE:**

In the morning, only few kilometers from Lourmarin enjoy the visit of a farm growing all the typical flowers and plants of Provence. You will know more about their origins, their uses and how to cook with them. Then you will have a lunch at the farm.

In the afternoon, discover everything you need to know about the most popular flower of Provence: Lavender! Its history, its uses, how to obtain the precious essential oil... The blue gold of Provence will share all its secrets with you!

75€/pers.



Giraut © OT LMV

©P. Giraud



Luberon Yoga Stéphanie Guiard ©



# DESTINATION LUBERON

CŒUR DE PROVENCE



# ISLE S/LA SORGUE TOURISME

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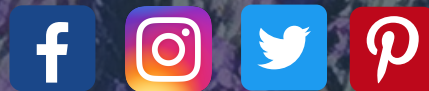
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