

PRESS KIT 2025–2026



DESTINATION
LUBERON



➤ www.destinationluberon.com

➤ <https://press.destinationluberon.com/>

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EDITORIAL

Destination Luberon is an exceptional land located near all the major tourist sites of the Luberon, the Vaucluse Mountains and the Pays des Sorgues.

Discover the Luberon's great wealth through villages listed as some of the 'Most Beautiful Villages of France', alongside a host of other charming sites and towns. Perched on the mountain ranges or nestled in the hollow of a valley, they offer magnificent views over vineyards, oak forests and olive groves. Not forgetting major towns like Cavaillon or L'Isle-sur-la-Sorgue, where you'll discover a whole range of exciting activities.



©Judith Voyage



©lescheminsdetraverse



©La Bastide de Gordes



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FIND YOUR BEARINGS

Between the Luberon, the Vaucluse Mountains and the Pays des Sorgues

Located an hour from Marseille Provence Airport and 45 minutes from the high-speed train stations of Avignon and Aix-en-Provence, our destination borders the A7 highway to the west and the A51 towards Pertuis to the south. Destination Luberon is located within the Luberon Regional Nature Park; not far away, the Pays des Sorgues connects the region to Avignon.

Ours is a quality tourist destination where we encourage visitors to slow down and soak up each and every moment: a bike ride, a little farmers' market, a drink with friends on a village square, an evening under the stars during an outdoor concert, a walk in a breathtaking landscape and much more.

- 1 hour from Lyon (arriving at the Avignon high-speed train station)
- 2 hours 30 from Paris (arriving at the Avignon high-speed train station)
- Regional train stations at Cavaillon and L'Isle-sur-la-Sorgue

- 45 minutes from Marseille Provence Airport
- 2 hours 30 from Nice Airport

- A7/A51
- 35 minutes from Avignon
- 40 minutes from Aix-en-Provence



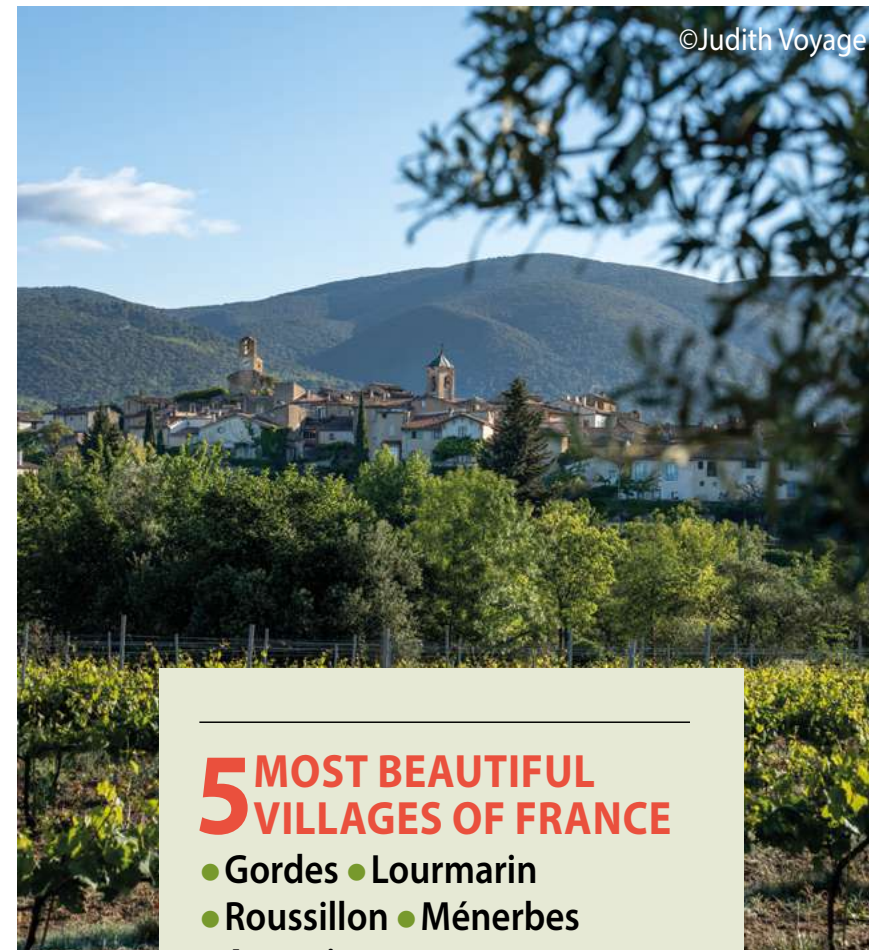
KEY INFORMATION

Everything you need to know about the destination!



1 REGIONAL NATURE PARK

listed as a UNESCO Biosphere Reserve and Global Geopark



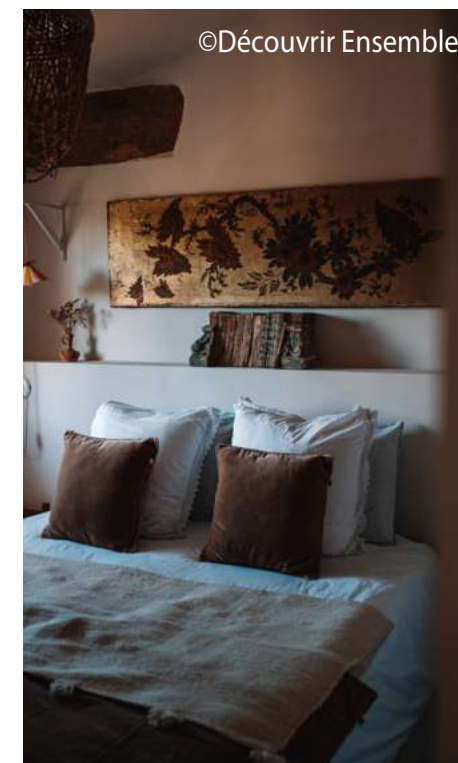
5 MOST BEAUTIFUL VILLAGES OF FRANCE

- Gordes ● Lourmarin
- Roussillon ● Ménerbes
- Ansouis



CUISINE

- **OVER 400 RESTAURANTS:**
11 featured in the Michelin Guide
including 7 awarded stars
- **A HUNDRED WINERIES AND WINE CELLARS:**
AOC Luberon, Ventoux and Côtes du Rhône Villages Gadagne
- **A DOZEN OIL MILLS:**
AOP Provence olive oil



ACCOMMODATION

- **1 LUXURY 'PALACE' HOTEL**
- **6 FIVE-STAR HOTELS**
including 3 Relais & Châteaux
- **12 FOUR-STAR HOTELS**
including 1 Relais & Château

New for 2026:

- Reopening of the Mas de Guilles – Lourmarin
- Hotel La Fontaine – Lourmarin
- L'Isle de Léos – L'Isle-sur-la-Sorgue

MOBILITY

- **8 GRS**
long-distance hiking routes
- **Over 50 HIKING TRAILS**
- **Over 30 CYCLE ROUTES**

THE VILLAGES



©La Poze

The villages of the Luberon stand out for their unique location – either perched on the hilltops or nestled against the slopes of the Luberon and the Vaucluse Mountains.

No matter which village you choose to explore, you'll find yourself looking down over a valley or surrounded by olive groves and Kermes-oak trees. Each offers a unique perspective and a panoramic view over the most famous mountains of southern France: the **LUBERON**, **MONT VENTOUX**, the **DENTELLES DE MONTMIRAIL**, the **ALPILLES** and sometimes even **SAINTE VICTOIRE** ... Meanwhile, every village has retained its historic heart and its architecture. Discover charming, cobbled lanes and flower-filled gardens, historic gardens and churches up in the hills, marking the landscape.



©Julien Audigier



©Découvrir Ensemble



©Julien Audigier

DID YOU KNOW?

In France, 182 villages have been labelled among the '*Most Beautiful Villages of France*' (2025 figure). Seven of them are located within the Vaucluse, of which six can be found in the Luberon!



THE MOST BEAUTIFUL VILLAGES OF FRANCE TO DISCOVER IN THE LUBERON

To become a member of the '*Most Beautiful Villages of France*' association, various selection criteria must be met. The three main criteria include the **village's rural setting** (with a population of under 2,000 inhabitants), the existence of at least **two national-heritage sites** (listed Historic Monuments) and **local support** in the form of a council approval.

➤ www.les-plus-beaux-villages-de-france.org

GORDES

Listed among the 'Most Beautiful Villages of France', Gordes stands out for its castle, its light-coloured stone houses and its little lanes, arranged to form a belvedere looking down across the valley. This hilltop village – now a must-visit cultural and tourist site – enchants both through its architectural heritage and the creative energy it expresses.

LOURMARIN

Lourmarin is located at the foot of the Luberon's southern slopes. Its Renaissance castle, lively lanes and many art galleries make it a destination recognised just as much for its heritage as for its cultural vitality. This village, with its timeless charm, has inspired many writers and artists over the years and remains an unmissable stop on any journey to discover the Luberon.

Alongside Gordes and Lourmarin, three other villages of the Luberon have also earned this recognition: MÉNERBES, ANSOUIS and ROUSSILLON.





©Isle sur la Sorgue Tourisme

THE TOWNS OF THE LUBERON

CAVAILLON

Geographically, Cavaillon is ideally located. A little town nestled at the foot of Saint-Jacques hill and bathed in the waters of Durance. Take the opportunity to discover it as you stroll among its historic buildings.

Thanks to its location, Cavaillon has enjoyed the political, cultural and economic influence of Marseille. The Roman arch, dating from the 1st century CE, still bears witness to this era today. Between the Middle Ages and the 19th century, the town changed very little in appearance, tucked away inside its ramparts – lined with plane trees over the years, hinting at the famous shaded courtyards of Provence. These ramparts, once made up of six gates through which to enter the city, were gradually dismantled after the Revolution, and only the Avignon gate (built in 1740) remains today, to the north-east of the town.

📅 *On the calendar: every July, the CAVAILLON JAZZ FESTIVAL brings the town to life!*

THE CATHEDRAL

After four years of works, Cavaillon's Notre-Dame-et-Saint-Véran Cathedral reopened its doors in December 2024. This full restoration, including the inside and outside of the building, has returned the iconic monument to its former glory, highlighting its painted decorations and gilded wood carvings.

THE TOWNS OF THE LUBERON

L'ISLE-SUR-LA-SORGUE

Between rivers, water wheels, age-old expertise, a host of restaurants and shops (including the famous antique dealers), a unique atmosphere reigns supreme in L'Isle-sur-la-Sorgue, at the heart of the most authentic Provence.

From the medieval town to the age of industry – as paper mills, silk mills, woollen mills, flour mills, sawmills and plaster makers began to thrive – L'Isle-sur-la-Sorgue has never stopped reinventing itself. The 20th century saw the birth of the famous Antique and Second-Hand Markets that contributed to developing the town and its reputation.

Today, L'Isle-sur-la-Sorgue enjoys a rich architectural, cultural, artistic, natural and culinary heritage and has become a must-visit site, no matter the season.

THE ANTIQUE DEALERS

A real paradise for antique lovers, L'Isle-sur-la-Sorgue is the biggest hub in all of Provence for antique markets. In fact, it has gained a reputation across Europe, continuing to grow since the creation of the first antique village in 1978.

These shops are open all year round from Friday to Monday and on public holidays, with a few dealers open from Thursday onwards. A second-hand market takes place all day long on Sundays.

📅 *On the calendar: don't miss the ANTIQUES & SECOND-HAND MARKET on the weekends of Easter and 15 August.*



©La Poze



©Découvrir Ensemble



FONTAINE-DE-VAUCLUSE

Located in the hollow of a lush valley, Fontaine-de-Vaucluse enchants with its natural charm and rich historic heritage. The village extends along the **SORGUE**, a river of emerald-green waters that has inspired poets and writers over the years, including **PETRARCH**. By strolling through its picturesque lanes, you'll discover the Roman Notre-Dame-et-Saint-Véran church, the Petrarch Museum and Library or the mills that call back to the importance of the paper industry and craftsmanship in the town's local history.

This village takes its name from the famous source of the Sorgue, one of the most powerful resurgences in all of Europe, which can be admired from the trail that runs along the river.

direct access to the chasm is now prohibited for safety and environmental reasons.



OTHER TOWNS AND VILLAGES

DON'T MISS ...

The villages of the Luberon all have a unique identity of their very own. Whether perched on the hilltops or surrounded by vineyards or olive groves, discover a host of other remarkable villages, like **OPPÈDE-LE-VIEUX**, **BONNIEUX**, **LACOSTE** or **FONTAINE-DE-VAUCLUSE**.

OPPÈDE-LE-VIEUX

Oppède-le-Vieux is one of the most picturesque and wild villages in the Luberon. Built upon a rocky spur, it lies in an undulating setting dotted with forests, valleys and rocks.

The old village offers up the perfect balance of buildings, greenery and light. This is a timeless village, dominated by the **CASTLE** and the **COLLEGIATE CHURCH** that transport visitors straight to the Middle Ages.

📅 *On the calendar: every August, a series of SUNSET CONCERTS cast their magic over the village.*

BONNIEUX

This hilltop village enjoys an exceptional panoramic view, extending from the Petit Luberon to Mont Ventoux. Overlooked by its old church, the little town offers visitors a host of natural and historic sites to explore.

It's only by venturing through its steep and sloping lanes that its **REMARKABLE RESIDENCES** or the remains of its old **RAMPARTS**, **FOUNTAINS** and **WASHHOUSES** reveal themselves.

LACOSTE

Lacoste enchants with its cobbled lanes, stone houses and timeless atmosphere. Looking down over the village, the **CASTLE OF THE MARQUIS OF SADE** has rediscovered all its majesty thanks to the fashion designer and patron **PIERRE CARDIN**.

Driven by his efforts, Lacoste has become a real cultural hub. Still today, this approach lives on – with the presence of studios, galleries and the SCAD American art school – making Lacoste a real capital of heritage and artistic creation in the Luberon.



CULTURE & HERITAGE



©Mairie de Cavaillon

History has left its mark on these villages and their surroundings. The vineyards and olive groves, that still shape the landscapes of the Luberon today, were originally planted by the Greeks and Romans (Cavaillon, Via Domitia).

Since antiquity, this region has lived under various influences, including the arrival of the **POPES OF AVIGNON**, the settlement of the **VAUDOIS**, originally from Piedmont, and the presence of **JEWISH** populations protected in four Vaucluse cities.

And of course, who could forget the powerful **DURANCE** river, once known as the 'plague of Provence'. Limestone quarrying and the Durance canal used for crop irrigation have also shaped the region's landscapes, with many traces of this heritage remaining today.



©Judith Voyage

THE MUST-SEES REMARKABLE HISTORIC HERITAGE

From the Renaissance **Château de Lourmarin**, built in the 15th century, to the ruins of **Château d'Oppède-le-Vieux**, follow the 'Provence Castles Route' to discover the history of the region through the ages ...

THE CHÂTEAU DE LOURMARIN

Originally built in the 15th century, the first Château de Lourmarin was a medieval fortress designed to protect the village. In the 16th century, it was transformed and extended to become **THE FIRST RENAISSANCE CASTLE IN PROVENCE**, demonstrating a remarkable new art de vivre in France. Saved from ruin in the 20th century by Robert Laurent-Vibert, today, the castle is a **LISTED HISTORIC MONUMENT**. Open to the public, it hosts exhibitions, concerts and cultural events, combining heritage, art and music at the heart of the Luberon.

OTHER CASTLES TO VISIT

- **GORDES**, dedicated to exhibitions today.
- **LACOSTE**, recognised thanks to the Marquis of Sade.
- **ANSOUI**s and its incredible French-style gardens.



©Judith Voyage

LISTED HISTORIC MONUMENTS

● SÉNANQUE ABBEY

A Cistercian abbey built in the 12th century in the Sénanque valley, located 4 km from Gordes. This site is a veritable sanctuary, with no phone coverage, just peace and quiet and plenty of history. Five monks still live and work in the abbey today. A real must-visit in the Luberon!

The abbey remains a place of worship today: please respect the site and its occupants. Take a look at the good practices to follow:



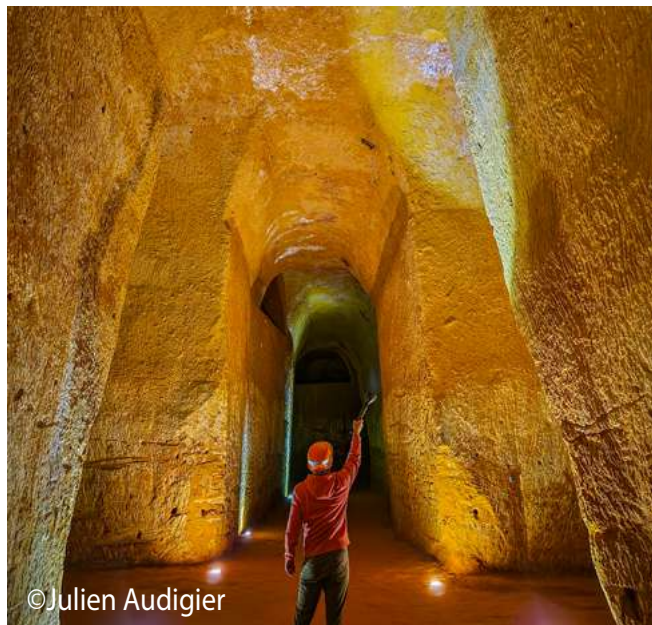
● PALAIS SAINT-FIRMIN CELLARS

Underground cellars dug out from the rock and used during the Middle Ages for various artisanal activities in Gordes. An unusual and mysterious site just waiting to be discovered. Tour with audio guide (available in 10 foreign languages): open from April to October.

● VILLAGE DES BORIES

This village was restored in the 1970s and is made up of several 'bories' – houses belonging to the shepherds who accompanied their animals to the countryside during the grazing season. Discover these typical dry-stone houses and how people once lived in them.

📅 On the calendar: from 19 to 21 September 2025, the **HERITAGE DAYS** return!



©Julien Audigier

THE MUSEUMS

● THE LAVENDER MUSEUM Coustellet

Tucked away in a dry-stone Provençal farmhouse in Gordes, this picturesque museum is surrounded by a field of lavender, lined with olive trees and stone pines. This gem is home to a conservatory dedicated to English lavender, an emblem of our region's heritage and expertise.

● THE CAVAILLON SYNAGOGUE Cavaillon

At the heart of an old Jewish street in Cavaillon, known as a 'carriera', stands the synagogue which was rebuilt between 1772 and 1774. Much more than a place of worship, it also served as a school and meeting place, reflecting the everyday lives and communal organisation of the 'Jews of the Comtat'.

● LA FILAVENTURE L'Isle-sur-la-Sorgue

This immersive museum retraces the close ties between the history of textiles and the town itself. Through a fun and sensory exhibition, it welcomes visitors into the world of these top-quality materials as they discover both the origin and secrets of some of the finest fibres in the world, from their transformation to their use in artistic creation.

● THE MINES OF BRUOX Gargas

Treat yourself to a spectacular dive into the very heart of the earth, in an impressive labyrinth of galleries dug out many years ago to quarry ochre. This guided tour will allow you to understand the history and techniques of this iconic Luberon industry, while discovering a unique underground heritage.

ART & GALLERIES

The Luberon is a land of art and creation, home to a host of galleries and studios. Lourmarin, an iconic village, stands out for its artistic vitality and the wealth of its exhibitions.

THE FOUNDATIONS

● BLACHÈRE FOUNDATION Apt

Located in Apt, the Blachère Foundation is an essential space dedicated to African contemporary art. Through temporary exhibitions, artists' residences and a varied cultural agenda, it highlights the diversity and vitality of African creation today. Much more than just an exhibition space, the foundation aims to serve as a real laboratory for meetings and exchanges, where artists, visitors and enthusiasts can discover works that question our world and open up new horizons.

● ROBERT LAURENT VIBERT FOUNDATION LOURMARIN

Established within the Château de Lourmarin, the Robert Laurent-Vibert Foundation has been working for over a century to highlight our heritage and support artistic creation. Every year, it welcomes young artists in residence, promoting the emergence of new talents and a dialogue between disciplines. Through this cultural and educational mission, the foundation perpetuates the humanist spirit of its founder, transforming the castle into a real social hub where art and youth come together with the present.

Dive into the world of art and craftsmanship in the Luberon: venture into our galleries, meet the creators and be inspired by their expertise.



©Julien Audigier

A LAND OF HISTORY

The Luberon has been marked by centuries of human presence, traditions and events that have shaped its identity. Here, hilltop villages, religious heritage and key historic episodes like that of the Vaudois all bear witness to a rich and sometimes tumultuous past, which continues to leave its mark on the region's landscapes and memory.

THE VAUDOIS IN THE LUBERON

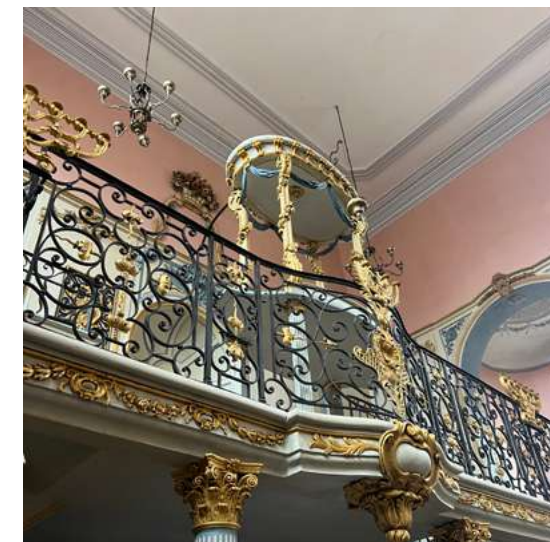
The Vaudois first settled in the Luberon in 1399, with the arrival of over a thousand families coming from the Alps. Bringing their culture and faith with them, inherited from the preacher Pierre Valdo, they came to permanently establish themselves in the region.

However, in 1528, the bishop of Apt began to initiate heresy trials, followed by the Mérindol Edict (1540) which condemned the Vaudois. These persecutions culminated in April 1545 with the pillaging of villages, confiscation of lands and massacre of over 3,000 people.

Later, after the Nantes Edict was revoked in 1685, 400 Vaudois survivors left the Luberon to live in South Africa, fleeing persecution once more.

DID YOU KNOW?

The **MÉRINDOL CASTRUM**, built in the 13th century, was a fortified village overlooking the Durance valley. Mérindol is particularly well-known for its link with the Vaudois. The castrum, though it lies in ruins today, remains a symbol of the Luberon's resistance and cultural identity.



THE PAPAL JEWS

From the 14th century onwards, the Popes of Avignon granted Jewish communities the right to reside in certain towns in the **COMTAT VENAISIN**, including Cavaillon, L'Isle-sur-la-Sorgue and Carpentras. Brought together in neighbourhoods known as 'carrières', the Papal Jews developed an intense religious and cultural life there, despite significant constraints. Their heritage can still be seen today in some remarkable synagogues, like that of Cavaillon, and traditions that call back to this unique piece of Luberon history.

MEMORY OF THE RESISTANCE IN THE LUBERON

Here in Luberon, the history of **THE RESISTANCE** can be discovered through some truly iconic locations.

In Gordes, a hiking circuit follows in the footsteps of the Maquisards, between unspoilt landscapes and living memory.

In Fontaine-de-Vaucluse, the **JEAN GARCIN – 39–45: THE CALL OF LIBERTY HISTORY MUSEUM**, offers a unique dive into everyday life under the Occupation and the resistance fighters' commitment. Two complementary experiences to understand and understand the spirit of liberty that marked these lands.





CHRISTMAS IN THE LUBERON

TRADITIONS AND MAGIC

Every year, the towns and villages of the Luberon come to life in a unique atmosphere as Christmas draws nearer: farandole dances, santon figures, illuminations, Christmas markets and traditional song ...

THE CHRISTMAS MARKETS

In December, Christmas markets burst into life across the region.

Many towns and villages organise their own market, all magnificently decorated and infused with warmth and community. There, you'll find a range of seasonal products, as well as the chance to savour a hot drink and a few sweet treats.

Whether you're looking for original Christmas presents or some local products for New Year's Eve, these markets are simply unmissable.



THE 13 DESSERTS

This delicious ritual is loaded with symbolism: it represents the Last Supper, as Jesus dined surrounded by his 12 apostles – the number 13 corresponding to the total number of guests.

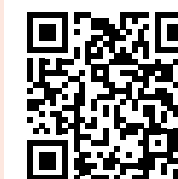
According to tradition, the desserts must be placed on a table covered with three white cloths. Served at the end of the Christmas Eve dinner, they should be left on the table for three days. In politeness to their hosts, guests must try each dessert.

The traditional list of 13 desserts includes: *nuts or hazelnuts, dried figs, raisins, almonds, pompe à l'huile (a brioche with olive oil), white nougat, dates, black nougat, red nougat, Aix calissons (Aix marzipan), oranges or clementines, watermelon and an exotic fruit.*

THE PROVENCE SANTONS

The first few days of December are also the perfect chance to set up your **NATIVITY**. In Provence, these scenes traditionally represent local life, with a few essential elements such as the well, the watermill, the communal oven or the pine trees. And of course, no nativity would be complete without the figurines known as 'santons' (from the Provençal word 'santoun', which means 'little saint'), handmade from clay.

To consult the calendar of Christmas festivities, along with all the other events taking place in Destination Luberon, visit the website!



RELAX



©want2becity

The Luberon invites you to slow down and savour the present. Between lavender-scented hills and villages in the heights, everything comes together to help you discover a gentler pace of life.

A stay here is the chance to savour a uniquely sweet lifestyle. Our charming accommodation options throw open their doors in an invitation to relaxation: spas, personalised treatments and soothing atmospheres. In this authentic setting, time slows down to the rhythm of nature, in an experience where wellness and the Provençal art de vivre perfectly intertwine.

DID YOU KNOW?

Make the most of everyday life à la Provence by renting a villa in the heart of the Luberon. Have a chef come directly to you for some authentic meals. And the cherry on top? A pétanque court to fully immerse yourself in local culture.



©AirFit Provence

WELLNESS IN THE HEART OF THE LUBERON

A YOGA CLASS IN THE GREAT OUTDOORS

With its picturesque landscapes, the Luberon is the perfect place to practise yoga in harmony with nature. Surrounded by vineyards, fields of lavender and lush hills, the outdoor yoga sessions on offer in our region present a unique experience of wellness and peace.

Just picture it: stretching out in your favourite poses at sunrise, surrounded by the soothing scent of lavender or under the shade of hundred-year-old trees. These sessions are about much more than just physical exercise; they also include meditation and breathing, enhancing the connection between body and mind.

Our partners:

- AIRFIT PROVENCE
- CORALIE IMHOFF
- ÉMILIE SANTI
- FANNY FLOW

CHARMING ACCOMMODATION

Tucked away in the Luberon, every stay becomes a unique and memorable experience. These sites invite you to an exclusively intimate setting, just perfect for relaxation and switching off from the world. Among these gems, a handful of boutique hotels stand out in particular. Every room and every little corner has been designed to create a soothing atmosphere conducive to rest and contemplation.



©Domaine de Capelongue

A WELLNESS STAY

● CAPELONGUE – BONNIEUX

Nestled in the heart of an exceptional estate, this charming spot offers an idyllic setting in which to fully relax. The Capelongue Spa offers treatments inspired by the surrounding nature, with local products like lavender and Luberon honey.

● DOMAINE DE FONTENILLE – LAURIS

The Domaine de Fontenille embodies a Provençal elegance in an 18th-century, elegantly restored bastide. This luxury hotel, with a warm and family-friendly atmosphere, opens out onto a vast park, vineyard and permaculture garden – all oozing with tranquillity.

Bespoke treatments and relaxation:

This estate's spa offers personalised treatments in a natural, soothing atmosphere, following the Susanne Kaufmann brand's protocols for a unique sensory experience. Thanks to a partnership with Nooance, you can also enjoy 10-minute LED-mask sessions, at the spa or in your room.

Activities for both body and mind

Beyond the spa treatments, your relaxation continues in a heated pool, a fitness room and hammam – perfect for discovering revitalisation in the most tranquil setting. In summer, the estate invites its guests to take part in Hatha yoga sessions every Saturday morning in its landscaped park: a perfect way to gently welcome in the day, looking out over the surrounding nature.

Active wellness & a Provençal immersion:

There's a host of options for those who love to stay active: horse rides to the heart of the Luberon's valleys, walks in the vines or hikes along the estate's marked trails.

As you'll soon see, the Luberon is also the place to go to rest and slow down. Make the most of these cosy cocoons: places to pamper yourself as time seems to stand still ...



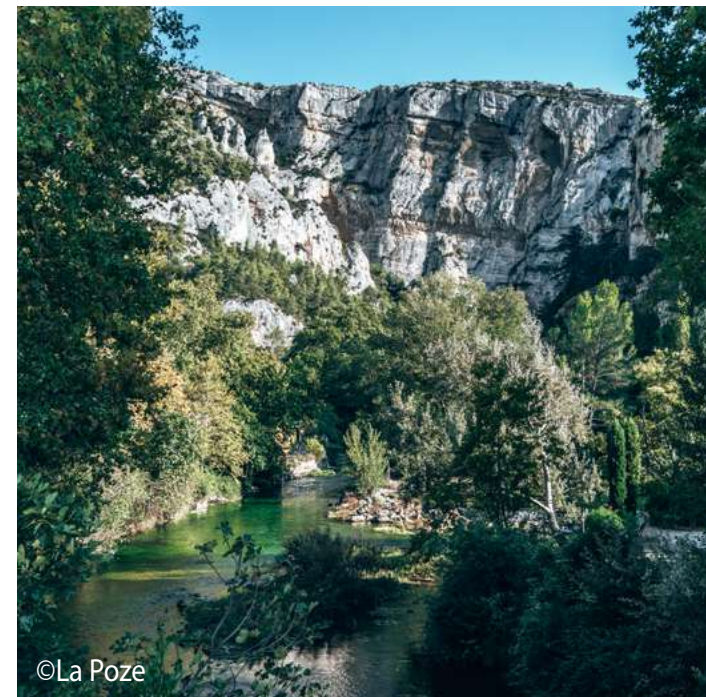


©David Genestal

Our destination is located in the heart of the Luberon Regional Nature Park, added to the network of biosphere reserves in 1997. This is a rural land, recognised for its quality of life, heritage and landscapes.

The park extends over 1,850 km², with an altitude that varies between 70 and 1,125 metres at the peak of the Mourre Nègre in the Grand Luberon mountains. The Luberon Regional Nature Park is one of seven regional nature parks in Provence-Alpes-Côte d'Azur.

In summer, local authorities may decide to prohibit access to hiking trails due to fire risks.



©La Poze

'GRAND SITE DE FRANCE' PROJECT

The 'Grand Site de France' project is a national label recognising the iconic landscapes of our country's heritage. It guarantees exemplary management, combining environmental preservation, cultural promotion and a quality welcome for visitors. This is a commitment to excellence, in which residents, local government and regional stakeholders come together to protect and showcase these unique locations.

FONTAINE-DE-VAUCLUSE

Officially launched on 18 March 2021, this ambitious project aims to preserve and promote a major natural landscape in Provence. Though access to the chasm is prohibited in order to protect this fragile site, the entire project seeks to highlight the wealth of its surrounding landscapes and the quality of our cultural and natural heritage, as well as a respectful discovery of this unique region.

OCHRES OF THE LUBERON

Launched in 2009, this operation is intended to protect and highlight the unique ochre-quarrying landscapes of the Luberon. This project safeguards our natural and cultural ochre heritage, while promoting sustainable tourism that respects our environment and exceptional heritage.



©Judith Voyage

RECOGNISED BY UNESCO BIOSPHERE RESERVE & GLOBAL GEOPARK

BIOSPHERE RESERVE

Biosphere reserves promote solutions that bring together biodiversity conservation with sustainable use. These are places of learning, encouraging sustainable development in various ecological, social and economic contexts which affects the lives of over 250 million people.

DID YOU KNOW?

The global biosphere-reserve network is made up of 759 sites today, spread across 136 countries, with 22 reserves reaching across borders. The Luberon-Lure is one of them: adopted in December 1997, it covers a vast zone governed by protective measures, between the Vaucluse and Alpes-de-Haute-Provence and underlining its exemplary role in conservation and sustainable development.

GLOBAL GEOPARK

A Global Geopark is a region recognised by UNESCO for the wealth of its geological, natural and cultural heritage. It aims to protect these resources, while promoting local sustainable development, raising public awareness and supporting responsible tourism. The Luberon Global Geopark is an exceptional land with a rich geological history. Within it, lie some spectacular landscapes, rare fossils and hilltop villages, offering visitors a unique immersion in the history of our lands.





OUTDOOR ACTIVITIES

CALLING ALL THRILLSEEKERS

There are so many things to do here, whether you're a seasoned mountain biker, a keen climber or a Via Ferrata fan, or a family looking to set off on a bike ride or hike. The range of outdoor activities on offer in our magnificent countryside are the perfect opportunity to share some unforgettable experiences and discoveries.

THE CAVAILLON VIA FERRATA

The Cavaillon Via Ferrata was created in 2013 and can be accessed on foot from the town centre. Two routes are available:

- The **VIA NATURA**, a little two-hour loop offering a fantastic overview of the course.
- The **VIA SOUTERRATA**, a more athletic route, packed full of thrills as you cross caves and cliffs.

TAKE TO THE HEIGHTS

Flying like a bird above the Durance and the Luberon in a **GLIDER** ... absolutely unforgettable! Or you could even opt for a **HOT-AIR BALLOON** or **MICROLIGHT FLIGHT**! Take to the heights for an unbeatable view of our destination's landscapes!

📅 *On the calendar: two unmissable sporting events!*
TRAIL VITIS & CASTELLUM on 21 September 2025
RUN LAGNES in late March 2026



HIKING

Exploring the Luberon and the Monts de Vaucluse means immersing yourself in both nature and history. Our local area is criss-crossed with signposted routes adapted to all levels: from more strenuous routes for those in search of the most athletic hikes, to gentler walks for family outings.

And if you're looking for a real adventure, you can even cross the region in two days, from north to south or east to west, following the long-distance hiking routes: **The GR 6, GR 91, GR 97, the GR Monts de Vaucluse or the Sentier de la Peste (The Plague Trail)**, each revealing some remarkable landscapes and heritage.

Walks with animals

Animal lovers will find loyal travel companions in the Luberon. Hikes with a donkey, walks accompanied by llamas or horse rides through the forests, scrubland or along the Durance: an original, lively way to discover the landscapes of our local area.



CYCLING IN THE LUBERON

Peddalling along winding roads and trails is a pure delight to be savoured with friends, family or simply by yourself. The **LUBERON À VÉLO** 236 km tourist route snakes through the Luberon/Monts de Vaucluse for 63 km.

● THE CALAVON CYCLE ROUTE

This cycle path is perfect for families. You'll discover a 45-kilometre greenway, developed along the former railway between Cavaillon and Les Beaufettes. The path continues towards Apt, offering up a total of 36 km of safe trails for bikes and skating.

● MOUNTAIN BIKING

THE PROVENCE LUBERON LURE MTB SPACE: for all levels and accessible all year round – discover 63 signposted mountain-biking routes across more than 1,000 km!

The **GRAND TRAVERSÉE DU VAUCLUSE** makes its way around Gordes, while the **GRANDE TRAVERSÉE DU LUBERON** joins up several villages in the destination. These are technical routes intended for real thrillseekers.

A host of 'ready to ride' routes to explore a historic and iconic mountain-biking territory.

A LAND OF CUISINE



©want2becity

Meet some lovely, enthusiastic producers, explore picturesque farms and wander through local markets to find all the ingredients you need to whip up your own delicious meals in an authentic Provençal atmosphere.

In the Luberon, it's all about short supply chains and local produce. Throughout most of the year, you can purchase products directly from the farms themselves.

Hunt out the asparagus and strawberries in April, and squashes in September and October. But don't expect to find tomatoes in December – this is the season of potatoes, pears and apples ...



©la baptistine de gordes

THE ICONIC MARKETS OF PROVENCE

Every day is an invitation to stroll through the markets: real showcases of our local art de vivre. These weekly meetings punctuate life in the villages and bring together a great variety of flavours, colours and scents.

On Fridays, head to Lourmarin, where the alleys come to life around the generous stalls of local produce and craftsmanship, all in a friendly atmosphere.

On Sundays, it's time for the big L'Isle-sur-la-Sorgue market, known for its unique atmosphere and food halls that sometimes extend out onto the quays.

On Tuesdays, we're in Gordes – recognised as one of the most beautiful villages of France, whose market unfolds at the foot of the castle in a real picture-postcard scene.

THE FARMERS' MARKETS

And don't miss the farmers' markets, like that of Coustellet on Sunday mornings and Wednesday evenings in summer. There, you'll find fruits and vegetables harvested that morning, or the night before, ready to be scooped up by the first buyers at the market. Juicy, velvety peaches, firm and glossy cherries, strawberries and more ... Here, they're just as delicious as they are beautiful. The biggest farmers' markets take place from April to the end of December.

Discover the markets of the Luberon, along with their timetables and locations, all year round!



OLIVE OIL

THE GREEN GOLD OF THE LUBERON

Discover olive growing as you venture into the olive groves. Taste olives all year round and visit the **OLIVE-OIL MUSEUM** in Oppède.

Breathe in the delicious aroma of freshly pressed oil and savour a good **TAPENADE** (a Provençal speciality made from minced olives).

OLIVE-OIL TOURISM EXPERIENCES

● LA BASTIDE DU LAVAL – Cadenet

La Bastide du Laval, a certified AOP Provence olive oil, is a real leader in terms of quality and excellence. The estate offers an educational immersion for all the senses:

- Tour of the mill and olive grove to understand the production cycle, from harvesting to extraction.
- Guided tasting workshops, in which the aromas of fresh almonds, artichoke and cut grass reveal the great wealth of olive oil.
- Shop packed with exceptional products to extend the experience and take home a little piece of Provence.

● LHOVE – L'Isle-sur-la-Sorgue

Born from the coming together of Provençal tradition and contemporary elegance, Lhove offers an innovative, refined approach to olive-oil tourism.

- A premium tasting experience, highlighting olive oils with subtle aromatic profiles.
- Discover an elegant, designer world, in which each and every detail celebrates the modernity of this age-old product.

DID YOU KNOW?

Olives are harvested in November and December. It takes between 5 and 8 kg of olives to make 1 litre of oil.

The olives harvested in early November produce a 'green' taste, and are known as **GREEN FRUIT** oils. The olives collected later in the season produce an oil with a riper flavour, known as **BLACK FRUIT** oils. The **AGLANDAU** olive variety is the most commonly grown in this region.





THE TRUFFLE

BLACK DIAMOND OF THE VAUCLUSE

Vaucluse truffle producers have come together to create the **LE DIAMANT NOIR DU VAUCLUSE** (Black Diamond of the Vaucluse) label to promote the very best of truffles in total transparency.

THE TUBER MELANOSPORUM

Truffles, and their production, were born in the Vaucluse. Still today, Vaucluse is the leading producer of truffles. With its Mediterranean climate, chalky and stony soils, the Vaucluse area is ideal for growing this fungi. It is often known as 'Périgord Truffle' – but don't be deceived, truffle-growing was born in the Vaucluse.

DID YOU KNOW?

In season, truffle producers welcome you to their farms for a unique experience: **TRUFFLE HUNTING**. Explore the alleys of oak trees accompanied by a truffle dog and take part in harvesting this precious mushroom.

CAVAILLON MELON

RECOGNISED BY THE PGI

With its juicy, perfumed and sweet flesh, the Cavaillon melon is much more than just a summer fruit: it's a real ambassador of a Provençal art de vivre. Found on local markets, in our restaurants and in the baskets of both locals and holidaymakers alike, it alone embodies the warmth and generosity of Provence.

THE ORIGINS OF A RECOGNITION

For decades, local producers have been committed to growing melon with passion, perpetuating an expertise passed down over generations. But faced with its growing success and in order to preserve its authenticity, collective efforts were launched to protect this iconic fruit from imitations and guarantee its origin.

And so, a local movement began to obtain a **PROTECTED GEOGRAPHIC INDICATION** (PGI), guaranteeing both excellence and traceability. This European recognition is the result of many years of work:

- Identifying a unique terroir, around Cavaillon and the Vaucluse,
- Defining strict specifications, governing cultural methods, harvest and a quality taste,
- Mobilising producers and local stakeholders, all brought together around a single ambition: to promote a flagship product from their local area.

THE PGI: A LONG, COLLECTIVE WORK

THE 'CAVAILLON MELON' PGI was recently obtained, officially consecrating this fruit as a unique product of the local terroir on the European scale. This distinction marks a historic step for the sector!

📅 *On the calendar: in early July, head along to the traditional **MELON FESTIVAL** in Cavaillon! Here, melons reign supreme as the flavours of our local lands step into the spotlight.*

©Judith Voyage



WINE

LUBERON & VENTOUX

Explore a winegrowing region bathed in light and packed full of thrilling experiences. The wines of the Luberon and Ventoux, in the southern Rhône Valley, offer up a selection of reds, whites and rosés blessed with a complex and enchanting aromatic palette.

This typicity comes from the grape varieties, the soil, the climate and, of course, the expertise of local winegrowers. Our reds, rosés and whites are all produced on this light, chalky and sandy soil.

APPELLATION D'ORIGINE CONTRÔLÉE (AOC)

● **THE AOC LUBERON** designation was officially recognised in 1988. This controlled designation benefits a unique terroir, with vines planted between 200 and 450 metres above sea level and enjoying a Mediterranean climate with an Alpine influence, resulting in well-balanced and expressive wines. A vast selection of grape varieties are used, reflecting the wealth of our terroir.

● **AOC VENTOUX** refers to wines made on the slopes of Mont Ventoux. Created in 1973, this designation covers a vast zone made up of varied soils and producing red, rosé and white wines – all with an expressive character. Its red wines are rich and spicy, while the rosés are fresh and fruity and whites are elegant and aromatic.

📅 *On the calendar: discover and experience wines all year round with a host of events! **LUBERON EN TOUS SENS** on the 3rd Sunday in May – The **SUNSETS VIGNERONS EN LUBERON**, from June to September – **WINE & DINE** on the 3rd Thursday in July – The **PASSIONS EN LUBERON FESTIVAL** returns every year in July – And **VIGNOBLES EN SCÈNE**, a national event that celebrates Vignobles & Découvertes labelled destinations, taking place from 17 to 19 October 2025.*



©Judith Voyage

VIGNOBLES & DÉCOUVERTES

This label is a national distinction created in 2009 and awarded to tourist and winegrowing destinations for a duration of three years.

It helps promote the quality of wine tourism in the area, highlighting vineyards, restaurants, service providers and more, all committed to showcasing local wines. It's a mark of quality, inviting visitors to explore an exceptional winegrowing area.

V&D 'VIGNOBLE DU LUBERON' LABEL

Destination Luberon has held the V&D **'VIGNOBLE DU LUBERON'** label since 14 March 2022. This network is made up of over a hundred labelled businesses, committed to enhancing and promoting Luberon wines.

V&D 'AUTOUR DU VENTOUX' LABEL

Part of the region also falls under the V&D **'AUTOUR DU VENTOUX'** label, with both destinations working together every year to showcase the wines of the southern Rhône Valley.

Find all the information on Luberon and Ventoux wines in our wine-tourism press kit!



OUR TIPS

FOR FOODIES

- Chef for a day – take part in a cooking class;
- Taste olive oil and visit the Olive-Oil Museum;
- Over 60 wineries to discover;
- Take part in a truffle hunt;
- Enjoy candied fruits;
- Learn to cook with flowers and wild plants;
- Discover wine and olive-oil blending;
- Stroll through the Provençal markets, hosted all year round.

FOR ATHLETES

- Cavaillon Via Ferrata;
- La Madeleine hill climbing;
- The Calavon cycle path;
- Horseriding;
- Trail-running routes.

FOR NATURE LOVERS

- Spa and tea break in a luxury hotel;
- Yoga classes among the vineyards;
- Hiking for all;
- The Colorado Provençal in Rustrel and the Sentier des Ocres in Roussillon;
- The Cedar Forest in Bonnieux;
- The Lavender Museum;
- A hot-air balloon or microlight flight.

FOR CULTURE LOVERS

- Château de Lourmarin;
- Cavaillon Synagogue;
- Cavaillon Notre-Dame-et-Saint-Véran Cathedral;
- Hôtel d'Agar;
- Sénanque Abbey – Gordes;
- Silvacane Abbey – La Roque d'Anthéron;
- Lustrerie Mathieu;
- Mines of Bruoux;
- Okhrâ Factory – Roussillon;
- Village des Bories;
- Palais Saint-Firmin Caves;
- Campredon;
- Villa Datri;
- La Filaventure ...

EXAMPLE PRESS TRIP



DAY 1

- *Arrive in the morning:* activities begin in the afternoon.
- *After lunch:* tour of **GORDES**
Discover the hilltop village of Gordes, recognised as one of the 'Most Beautiful Villages of France'. Explore its hundred-year-old cobbled alleys and enjoy jaw-dropping views over the Luberon landscape.
- Tour of the **SÉNANQUE ABBEY**
This masterpiece of Cistercian art is a 12th-century abbey, surrounded by an exceptional landscape of stone and lavender – the perfect place to lose all concept of time.
- *Check-in at the hotel and rest.*



DAY 2

An experience around one of the Luberon's flagship products (truffle, olive, etc.).

- Start with an experience all about **TRUFFLES**. You'll meet with a truffle farmer who will show you how to harvest this precious fungi.

● *Lunch in Lourmarin:*

Also listed as one of the 'Most Beautiful Villages of France', this town was the final home of **ALBERT CAMUS**. You'll have the chance to explore its flower-filled streets, various art galleries and craft shops – not forgetting a visit to its majestic **CASTLE**.

- Finally, you'll round off the day with a visit to an olive-growing estate with an **OLIVE-OIL** tasting to learn more about how this iconic Luberon product is made.



DAY 3

- *In the morning:* tour of the **LAVENDER MUSEUM**

Discover the history and secrets of fine Provence lavender through a rich collection of stills and antique objects.

- Share a friendly moment around a **WINE TASTING** and let us guide you through the flavours and aromas of our lands. Step inside the world of grape varieties, the expertise of the winegrowers and a real pleasure for the senses.

- *Lunch break:* continue your day with a visit to the hilltop villages.

OPPÈDE-LE-VIEUX or **MÉNERBES**: you're sure to be charmed by their picturesque lanes, unique panoramic views and rich heritage. A tour that combines authenticity, history and the gentle Provençal way of life.

ACCOMMODATION

1 LUXURY 'PALACE' HOTEL

La Bastide du Gordes

THE FIVE-STAR HOTELS

Les Bories & Spa
Le Phébus
La Coquillade
Les Andéols
Capelongue
Le Mas des Herbes Blanches
L'Isle de Léos
L'Hôtel de Fontaine

THE FOUR-STAR HOTELS

Moulin de Lourmarin
Domaine de Fontenille
Grand Hôtel Henri
Jas de Gordes
Bastide du Mourre
Ferme de la Huppe
Mas de Guilles

...

BOUTIQUE HOTELS

Mas des Grès
Carcarille
Hôtel du Parc
Mas de la Sénancole
Le Galinier

...

Dozens of guesthouses where you'll feel right at home. And a host of rentals and villas to make the most of the Luberon.

PRACTICAL INFORMATION

2–3 night stay, including:

- 1 meal/day,
- tours and activities,
- transport around the destination.

press trips may be organised from April to June and from September to November



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