



POST

# GOOD PRACTICE

## LA ROCHELLE OCEAN PASS

Atlantic Cities / PETR Ouest Charente

### 1 - Project / Site / Practice

The initiative's name is  
**La Rochelle Océan Pass**

**DÉCOUVREZ  
SANS COMPTER**

**NOUVEAU**  
**INCLUS LE TER\***  
VERS ROCHEFORT - SAINTES - NIORT

LA ROCHELLE  
océan pass

à partir de  
**44€**  
adulte & pérorateur

**LA ROCHELLE  
& AU-DELÀ**

**Un city pass de 2, 3 ou 7 jours**  
Plus de 40 sites, croisières, activités  
et transports inclus !

[www.larochelleoceanpass.com](http://www.larochelleoceanpass.com)



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### 1 - Project / Site / Practice

The initiative's name is **La Rochelle Océan Pass**.

It has been **created by the Destination Management Organization of the city of La Rochelle**.

La Rochelle is **one of the main destinations of the Atlantic Coast** with 8 million of overnight stays in 2023. The city is very famous for its Old Harbor, its Aquarium and its Old City.

### 2 - Objectives of the practice

**Increase the number of nights that tourists spend in the city of La Rochelle** by encouraging them to discover the main destinations of the surrounding countryside as far as 100 km away from La Rochelle





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## LA ROCHELLE OCEAN PASS

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### 3 – Summary / Brief description

La Rochelle Ocean Pass is **a tourist digital pass** granting access to more than 40 **sites and activities in La Rochelle and several towns located in a 100 km radius.**

The pass also makes getting around easier and provides free, **unlimited use of public transport in La Rochelle area and on the Nouvelle-Aquitaine regional express trains (TER) between the towns of La Rochelle, Rochefort, Saintes and Niort, as well as all the stations in between.**





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The pass also makes getting around easier and provides free, **unlimited use of public transport in La Rochelle area and also Nouvelle-Aquitaine regional express trains (TER)** between the towns of La Rochelle, Rochefort, Saintes and Niort, as well as all the stations in between.

Three options of La Rochelle Océan Pass are available: **48h Pass - 72h Pass - 7 day Pass.**

 <b>2j</b> 44€		 <b>3j</b> 57€		 <b>7j</b> 75€	
<b>48-HOUR</b>	<b>72-HOUR</b>	<b>7-DAY</b>	<b>72-HOUR WINTER</b>		
<b>44 €</b>	<b>57 €</b>	<b>75 €</b>	<b>34 €</b>		
Ados de 12 à 17 ans / Teenagers from 12 to 17 years old					
<b>23 €</b>	<b>32 €</b>	<b>40 €</b>	<b>16 €</b>		
Enfants de 6 à 11 ans / Children from 6 to 11 years old					
<b>20 €</b>	<b>26 €</b>	<b>34 €</b>	<b>14 €</b>		
* Disponible à la vente uniquement du 11 novembre au 9 février. Liste des sites inclus pass 72h Hiver sur <a href="http://larochelleoceanpass.com">larochelleoceanpass.com</a>					
* Available on sale only from 11 November to 9 February. List of sites included in the 72h Winter pass on <a href="http://larochelleoceanpass.com">larochelleoceanpass.com</a>					



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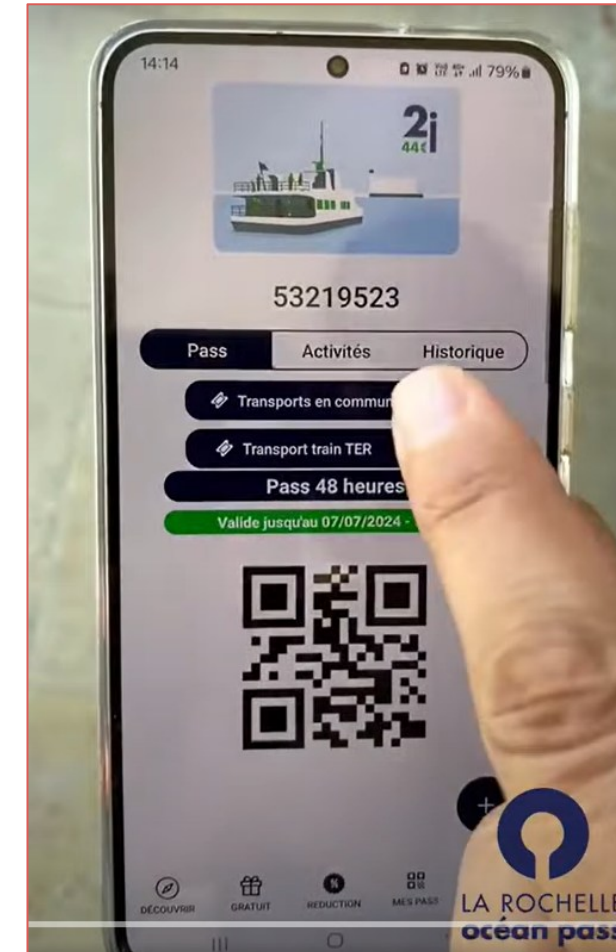
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Three options of La Rochelle Océan Pass are available: **48h Pass - 72h Pass - 7 days Pass.**

If tourists come to La Rochelle by public transport or bike, they get **a 20% reduction on the price of the pass.**

To be admitted on a site or to get around using public transport, tourists just have to **present the pass's QR code from the app.**





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## 4 – Indicators concerning the practice

### Numbers of Passes sold

- In 2023: 3226 (2867 at the end of August 2023)
- In 2024: 2780 at the end of August 2024

### Numbers of trips taken by train from La Rochelle to other cities

- To Rochefort: 354
- To Saintes: 272
- To Niort: 80
- To small cities between La Rochelle and Rochefort: 337

- Numbers of tourists who had the discounts for having come to La Rochelle by public transport or bike
- 421 in 2024

The collage features several key elements:

- Smartphone Display:** Shows the 'La Rochelle océan pass' app interface with a QR code and the text 'DÉCOUVREZ SANS COMPTEUR'.
- Map:** A map titled 'Laissez-vous guider' showing the coastal region around La Rochelle.
- Informational Cards:**
  - How to use your La Rochelle Ocean Pass, a pass on your smartphone:** A card with two steps: 1. Téléchargez l'application mobile (Download the application) and 2. Téléchargez l'application mobile (Download the application).
  - Programme à prix océan pass:** A table listing various passes and their prices.
  - Tarifs / Prices:** A table showing prices for different pass durations and categories.
  - How to use your La Rochelle Ocean Pass, a pass on your smartphone:** A card with two steps: 1. Téléchargez l'application mobile (Download the application) and 2. Téléchargez l'application mobile (Download the application).

Flyers about the La Rochelle Ocean Pass in both English and French



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## LA ROCHELLE OCEAN PASS

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### 4 – Indicators concerning the practice

#### Numbers of Passes sold

- In 2023: 3226
- In 2024: 3299

#### Numbers of trips taken by train from La Rochelle to other cities

- To Rochefort: 354
- To Saintes: 272
- To Niort: 80
- To small cities between La Rochelle and Rochefort: 337

#### Numbers of tourists who had the discounts for having come to La Rochelle by public transport or bike

- 421 in 2024 (16% of the sales)

### 5 – Budget & Funding

The project has **a balanced budget** with very little profit.

#### Sales revenue

- 152 933 € in 2023
- 158 794 € in 2024

#### The costs include:

- annual fees to use the app
- communication campaign
- paybacks for activities and sites
- paybacks for transport companies
- the salary of the person in charge of the project – a half-time position



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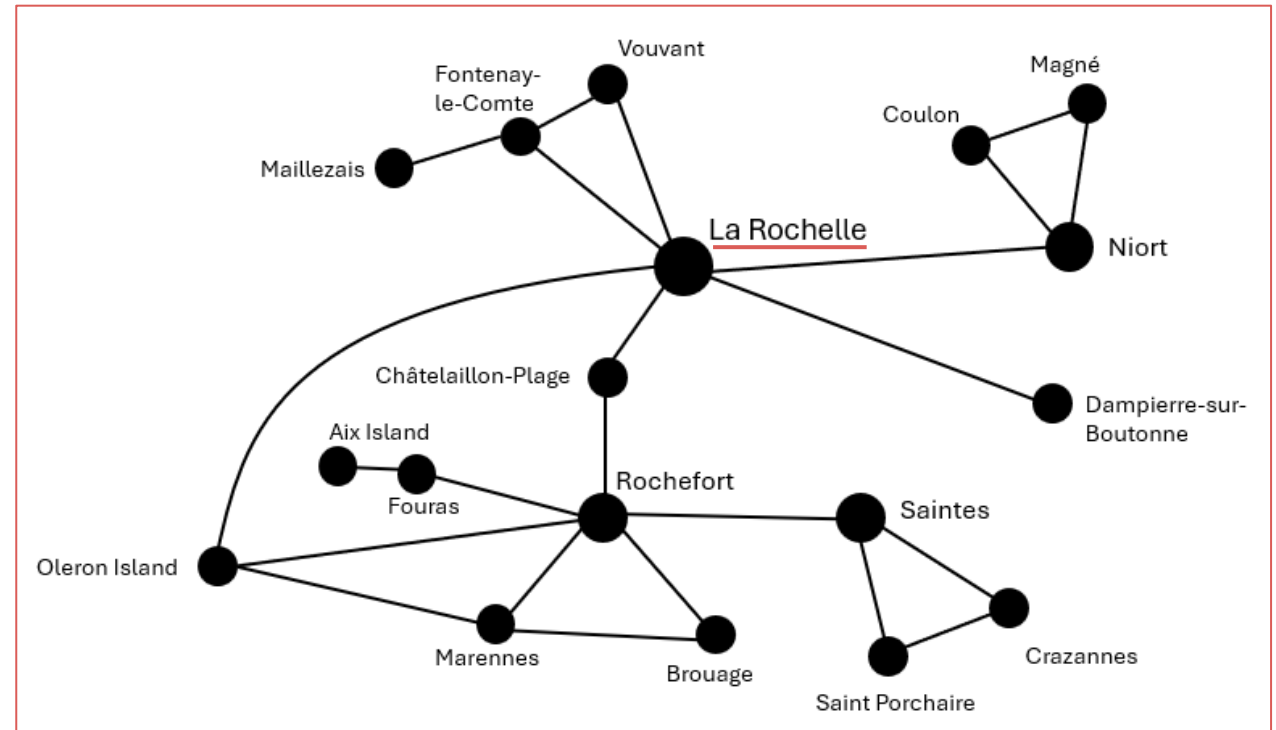
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### 6 – Relevance for polycentric tourism

This good practice is particularly relevant for polycentric tourism as **it encourages people who spend time in a first-class destination – La Rochelle - to discover second-class touristic places as far as 100 km away.**

However, to achieve this, different Destination Management Organisation (DMOs) of neighbouring touristic centres had to **work together** to offer an attractive spatial network with transport facilities.

This good practice allows people to leave their cars behind and use public transport to **discover the surrounding countryside in a sustainable way.**







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### 7 – Transferability potential

The idea of this Pass can be **easily transferred to other destinations**.

There are two main difficulties to be attractive:

- the Pass **must include tickets for public transportation** in different cities and even for regional trains et buses.
- **the app** you create must **be very easy to use**.

### 8 - More information available at

Web site: <https://larochelleoceanpass.com/>

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Tourisme & Evénements : [n.martin@larochelle-tourisme-evenements.com](mailto:n.martin@larochelle-tourisme-evenements.com)

LA ROCHELLE océan pass

DISCOVER THE ACTIVITIES INCLUDED IN LA ROCHELLE Océan Pass

- Towers of La Rochelle [Read more](#)
- The Royal Rope Making Factory - International Maritime Centre [Read more](#)
- Embarcadere des écluses de Bazoin [Read more](#)
- Sea tour with commentary of Fort Boyard - Croisières Inter-îles [Read more](#)
- Maritime Museum of La Rochelle [Read more](#)
- Guided tour - Hôtel de ville [Read more](#)