



Press Release

With over 60,000 festival-goers, the Lille Street Food Festival has reached a new milestone



From 1 to 4 October, the Lille Street Food Festival attracted more than 60,000 visitors to EuraTechnologies, a hub for start-ups and innovation. This record attendance for the festival's sixth edition firmly establishes it as the largest street food festival north of Paris.

Over 60,000 visitors: the biggest street food festival north of Paris is taking on a whole new dimension

Now in its sixth year, the Lille Street Food Festival has confirmed just how much the event has grown since its inception. More than 60,000 visitors passed through the gates of EuraTechnologies between 1 and 4 October, cementing the festival's position as the largest street food festival north of Paris.

With over 65 stalls, this year's festival brought together restaurateurs, chefs and key figures from the food scene to offer a mix of culinary discoveries and new experiences. Beyond the food, festival-goers were also able to enjoy music and dance performances, games and sporting activities, turning EuraTechnologies into a real hub of activity over the four days.

A festival with an international reach

The Lille Street Food Festival has established itself as an unmissable event that attracts visitors from far beyond the Lille metropolitan area. Once again this year, visitors from Belgium, the Netherlands, the United Kingdom, Germany, the United States and many other countries made the journey, drawn by the event's rich culinary programme and festive atmosphere

“The Lille Street Food Festival has now established itself as a major event in our city. Thanks to it, our appeal is growing, enabling us to attract more and more visitors from France and abroad.”

François Navarro, Director of the Hello Lille Attractiveness Agency, organiser of the Lille Street Food Festival

This diversity of origins reflects the growing influence of the Lille metropolitan area and its gastronomic scene on the European and international stage. As it does every year, the Hello Lille Attractiveness Agency also organised an evening event dedicated to international students to mark the opening of the festival. This gathering gave young talents who have recently settled in the metropolitan area the chance to discover the region's attractions, immerse themselves in Lille's way of life and experience the Lille Street Food Festival for the first time, in a friendly atmosphere that encouraged interaction and sharing.

An event that contributes to the appeal of Lille Métropole

Through its ability to attract visitors from a wide range of backgrounds, the Lille Street Food Festival helps to raise the profile of the destination and boost the city's tourism sector.

This turnout comes at a particularly favourable time for the tourist accommodation sector: the hotel occupancy rate has risen by 7.6 percentage points compared with last year. (Source: Metropolitan Tourism Observatory, MEL)

Through gastronomy and events, the festival thus helps to showcase another side of the Lille metropolitan area, highlighting its restaurateurs, chefs and, more broadly, the richness of its food scene.

An edition dedicated to sharing

With particularly mild weather and a programme combining culinary discoveries, music, dance, sport and leisure activities, this 6th edition offered visitors an experience that went beyond simply tasting food.

From discovering new venues and flavours to festive events, the Lille Street Food Festival has once again made gastronomy a meeting point for locals, French visitors and international guests.

Now in its sixth year, the festival continues to pursue its ambition: to showcase the richness of Lille's and the wider metropolitan area's food scene and to contribute to the city's reputation as a gourmet, creative and welcoming destination.

About Lille Street Food Festival

Simmered by Hello Lille, the Attractiveness Agency of the Métropole Européenne de Lille, the Lille Street Food Festival has established itself over five editions as the largest street food festival north of Paris. Since 2021, it has brought together each year at EuraTechnologies the best local restaurateurs, brewers and artisans for several days of gastronomic festivities open to all. Far more than a food market, the LSFF is a space for encounter and transmission, committed to the territory and its know-how, celebrating what Lille does best: eating well together.

<https://www.lillestreetfoodfestival.com/>

About Hello Lille

Created in 2019 by the Métropole Européenne de Lille, the CCI Région Hauts-de-France and Entreprises & Cités, Hello Lille is the attractiveness of the Lille metropolitan area. It works to promote and develop the economic influence of France's 4th largest metropolitan area, both nationally and internationally. Hello Lille supports companies and investors in their relocation projects, promotes the territory's sectors and sites of excellence, and manages the Hello Lille territorial brand. The agency also brings together economic, events, academic and tourism stakeholders, and supports the hosting of major events and the development of business tourism. tourisme d'affaires.

<https://hellolille.eu/>

Press Contact

Sélic Lenne

Head of PR

06 16 63 82 43

s.lenne@hellolille.eu

Ornella Adou

PR Assistant

07 72 08 07 05

o.adou@hellolille.eu

