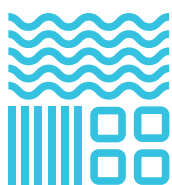


2019

# Press Release

EXPERIENCE THE DIVERSITY...  
LAND OF SALT, LA BRIÈRE & THE OCEAN



LA BAULE  
PRESQU'ÎLE DE  
GUÉRANDÉ

— TOURISME —

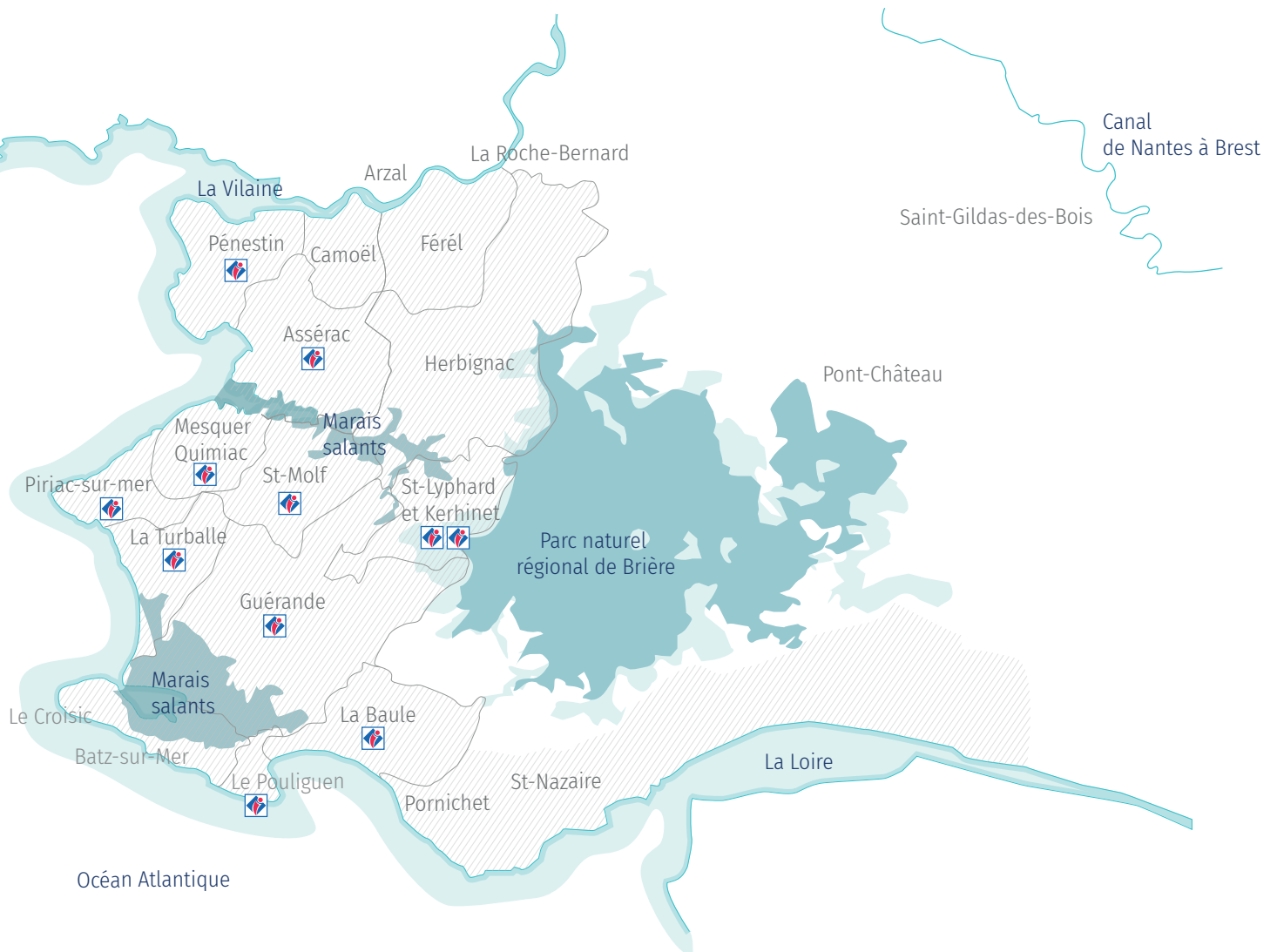


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Destination Bretagne Plein sud, is a local public organisation which

- Manages/oversees tourist information/reception across 11 towns/villages of the area (La Baule, Le Pouliguen, Guérande, La Turballe, Piriac sur Mer, Mesquer-Quimiac, Saint Molf, Assérac, Pénestin, Saint Lyphard, Kerhinet in La Brière)
- Promotes and coordinates the services of local tourism service providers
- Is commissioned to carry out studies/surveys, to organise cultural festivals and events, the promotion & overseeing of tourism facilities and the commercialization related services,
- Supervises the promotion of the destination of 'Bretagne Plein Sud'.

Office de Tourisme La Baule-Presqu'île de Guérande  
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## PLACES & EVENTS



*The magnificent Bay of La Baule view from the skies over Guerande's salt marshes*



*The fishing port of La Turballe with its busy fish auction hall.*



*The thrill of the Jumping at La Baule in May.*



*The impressive mussel farms 'Parc à Moules de bouchot' at Pénestin*



*Guérande's Medieval Festival in Spring*



*The exiting Audencia-Triathlon at La Baule in September*



*The majestic 'Porte Saint Michel' at Guérande*



*Enjoy the freedom of a bike ride along 'La Cote Sauvage'*



*A relaxing outing aboard a 'chaland' on the waters of le Parc de Brière*



## TAKE A CLOSER LOOK ...

### Guérande, 'Ville d'Art et d'Histoire', bursting with fascinating art & history

Clinging to the edge of its granite plateau the breathtaking town of Guérande dominates and oversees its salt marshes at the source of its power in days gone by and its fame today. The end of the Middle Ages marked the golden era for this town, the last of the Breton Dukes endowed 'her' with the fortifications which make of her the very gem of military architecture we see today - the only walled town in Brittany to be preserved in its entirety.



### La Turballe, home to the fishermen

The port of La Turballe is the larger of the Loire Atlantique's two ports in terms of tonnage and turn-over. Formally the no. 1 French port of the Atlantic coast for anchovy fishing sees its industry today focus more on the catching of other species including seabass, sardines, mackerel or cuttlefish.

Come and experience the unique moment at the break of day as the fishing boats come back into port...then on to enjoy the excitement of the fish auction as you view 'today's catch'!



## La Baule, one of the most beautiful bays in the world

Come and enjoy the 9 km of fine golden sands which stretch from Pornichet to Le Pouliguen and discover the magnificent beach at La Baule, lined with maritime pines, acacias and alders...just beyond the seafront nestled in their gardens the grand splendid villas dating back to 'La Belle Epoque' await you...on foot or by bicycle we invite you to come and discover our rich and fascinating heritage.



## Piriac-sur-Mer, 'Petite Cité de Caractère'... a small seaside resort with LOTS of charm!

Welcome to Piriac-sur-mer whose ancient granite houses are just waiting to be discovered as you stroll along the streets lined with flower covered hydrangeas and graceful hollyhocks. Take a wander along the narrow and winding lanes some of which offer you the ocean as a backdrop as you set off in the footsteps of the famous writers who once sejournd here Zola, Daudet or even Flaubert. The discovery of our charming heritage is guaranteed to you transform into a 'local' at heart!



## Saint Lyphard, at the heart of La Brière

This countryside village is set on the very edges of the marshlands of La Grande Brière and boasts an amazing 800 thatched cottages in this one community alone, located across several hamlets such as the most well-known that of Kerhinet. This 'museum-village' has been completely restored to its former glory by 'le Parc Naturel Régional de Brière'. Set-off from the inland 'ports' aboard a traditional flat bottomed boat 'le chaland' and discover the second largest marshlands of France, La Brière, a Paradise of peace and tranquility and safe haven for migratory birds.

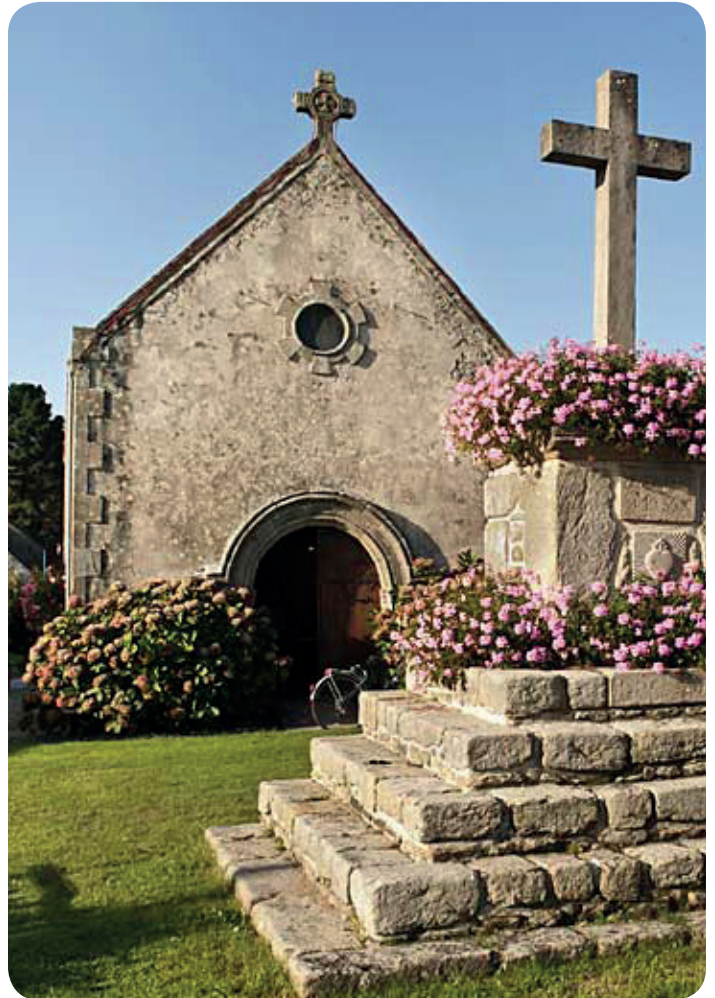


## Mesquer-Quimiac, inseparable... unmissable

We guarantee it'll be love at first sight when you discover Mesquer-Quimiac. Both a quaint village and seaside resort you can't fail to fall under the charms of their unique architecture and landscapes. Nestled between the two villages is the atypical port of Kercabelec home to the many local shellfish breeders and farmers.

## Saint Molf, twixt land and sea

Come and discover the dual-traditions alive and well in the village of Saint-Molf: that of the salt workers 'les paludiers' and that of the local farmers and breeders. The diversity of the different landscapes adds to the appeal of this endearing village.



## Le Pouliguen, fall under the charm of 'La Belle Epoque'

Welcome to the charming seaside resort of Le Pouliguen which flourishes around the activity of its pleasure boat marina. Alongside its neighbouring seaside resort of La Baule, Le Pouliguen is also home to some beautiful beaches, both big and small which stretch out as far as 'La Côte Sauvage' – the wild rugged coast dotted by its many secret coves and creeks.



## Pénestin, capital of the famous 'pole-dancing' mussels 'la moule de bouchot'

This resort located in the Morbihan is one of the proud holders of the title 'site remarquable du goût' – site of culinary interest and excellence – by virtue of the many shellfish farms located in the area of particular importance are those producing mussels. This seaside resort is endowed with 25km of coastline including the famous beach 'La Plage de la Mine d'Or' with its cliffs a firm favourite with para-gliding enthusiasts.



## Assérac, we'll find seashells on the sea shore...

To visit Assérac is to take a trip into the very heart of nature along beaches edged by cliffs, sand dunes and forests... but it's not all about tranquility and calm here...there's so much more to enjoy...invigorating walks along the coastal path or in the countryside, taking a dip at Pont Mahé THE SPOT par excellence for the aficionados of kite and wind surfing. Discover la Baie de Pen Bé where, hidden in the rocks, after each big tide, you're sure to be able to fill your collectors baskets of a whole range of delicious seafood fresh from the sea including mussels, clams, cockles, razor shells, shrimps...



# Spotlight ... on our beaches

Member of the prestigious Club of the Most Beautiful Bays in the World with its 9km of fine golden sands, south facing, *the magnificent Bay of La Baule* finds favour with everyone from the amateur to the professional sportsmen and women to the 'eternal romantics' amongst us seduced by an unforgettable sunset over the ocean's waves...

*Plage du Nau*, charming is too short a word to describe this beach where businesses and homes exist in perfect harmony along its sands...not a car in sight... only the locals and visitors alike enjoying a gentle stroll or just relaxing.

*Plage de La Mine d'Or*, it has to be said that it's this amazing Gold colour which first captures our attention (it's true that in days gone by prospectors once searched for gold here...)



...then the sensation of witnessing 'infinity' takes over at the sight of these cliffs and 'never-ending' beach stretching out before us... vision that we would like to last forever...

*Plage de Lanséria*, is the largest beach at Mesquer. If a more 'intimate' stretch of sand is more to your liking then we've plenty of choice of smaller beaches where you can stretch out your towel and relax including the beaches of Le Lannguy, le Cabonnais, le Moulin, les Epis...

*Plage de Pont Mahé*, AKA 'la Méditerranée de l'Ouest' is the favourite spot for kite-surfers. An unspoilt corner of nature, where what's more it's safe! Everyone can touch the bottom! No treacherous waters here!



At La Turballe, 11 kilometres of beautiful beaches of fine golden sands await you! One of which is famous for its fantastic view over Le Croisic and is also one of the few naturist beaches in the area: ***La Plage de Pen Bron***

Whatever takes your fancy at the time, we're sure to have a beach which will suit you just nicely !



## Spotlight on ... local gastronomy

You'll quickly come to the conclusion that gastronomy is something so very dear to our hearts...our stomachs...our way of life here in Bretagne Plein Sud. Read on to learn all about two of our 'star' local products:



- The first is *the salt from Guérande*, with a reputation reaching far and wide beyond our 'frontiers'. Flagship of French gastronomy it is exported all around the world. This pure and natural 'flavour enhancer', rich in magnesium and trace elements is to be found on the tables of all of the world's most famous chefs. This salt and its production has had and still has a major role in the shaping our landscapes and has permeated into every aspect of our local culture.

- From Le Pouliguen in the south, to Assérac in the north, in the area surrounding Guérande...the salt marshes stretch out over more than 2 000 hectares, across 9 communities, covering the clayey soil beneath as they go forming a spectacular mosaic patchwork under the open skies.

- Using the synergy of tidal movements and the natural forces and energies (wind, sun, gravity), the use of three types of decantation/evaporation basins, daily harvesting from the brine, without the use of machinery, the modest size of the production sites, all this results in a superior quality natural product harvested entirely by hand. It is not washed after harvesting, thus retains all the goodness of its trace elements and minerals and is free of any additives.

- Along a considerable length of the coastline at Pénestin, you can see at low tide a strange sight : row upon row of neatly spaced posts emerging from the waves... known locally as '*des bouchots à moules*', erected as from the end of the XIX<sup>th</sup> century it is upon these posts, or 'bouchots' that the mussel farmers 'grow' the bi-valves so famous for their outstanding quality.

- It is the richness of the pure and highly oxygenated waters of the river Vilaine's estuary which are at the heart of the superior quality of the mussels from Pénestin. Today thirty or so farms produce 4000 tonnes of exceptionally high quality produce to the gourmet delight of foodies throughout the summer season.pendant la saison estivale.





It goes without saying our gastronomy would not be complete without local produce fresh from the sea, the rivers and lakes. Thanks to the fresh catches brought into the ports of La Turballe and Le Croisic, our destination is able to be supplied all year round with fresh seafood as well as fish and other shellfish. La Turballe formally the no. 1 French port of the Atlantic coast for anchovy fishing sees its industry today focus more on the catching of other species including seabass, sardines, mackerel or cuttlefish. At Le Croisic, the main species caught and sold are: soles, seabass, red mullets, shrimp, scallops...and **Crayfish** the local starlets!



The fresh water species of fish from La Brière are very well known and much appreciated by gourmets. Fishing is mostly done using a tremmel net to catch: pike, perch and pike-perch; both 'le carrelet' (square net with a frame hung on a jib and pulley system) and 'la bosselle' (a type of trap) are mostly used to catch **eels**.

Today other produce from the sea is coming into its own : **Seaweed**. Recognized for its nutritional value, seaweed is prepared and served in many restaurants (including Le Fouquet's in La Baule) thanks to the local production at the 'La Ferme Marine' at Le Croisic.

Another product from our area are the **Pigeons from Mesquer**. There's nothing intensive nor industrial about the methods of farming used here: the pigeons are all free range. Over the course of the seasons they are raised naturally on their parents' crop milk then fed only with the best quality cereals. More than 2500 pairs of birds coo for the culinary pleasure of gourmets resulting in a 'production' of almost 500 pigeons every week which are carefully selected by the Anezo family who run the farm. No stars or fancy labels needed here: the proof of their true and incredible success is the presence of their birds on the menus of the top restaurants across France, and that their product is recognized for its top quality by the best chefs. The Anezo family has gained the much deserved reputation in the area of being one of the most sought after local producers.

Let's not forget to give a special mention to the 'sweet treats' which are not to be missed:

- 'Le Fondant Baulois', a delicious moist chocolate cake which always lives up its well-earned reputation!
- 'La Niche' from 'chez Manuel' a fondant lolly pop made from butter, sugar, natural flavours and milk, and a few closely guarded 'trade secrets'...go on treat yourself! There's a choice of 20 or so different flavours.
- 'Les Galettes' buttery-melt-in-the-mouth biscuits from 'La Biscuiterie St Guénolé' (sweet and rich in butter – naughty... but just TOO nice!)
- The famous Macaroons made by Christophe Roussel  
Les Macarons de Christophe Roussel



## Spotlight on ... the architecture

The architecture here is both varied and eclectic. Naturally each village, port or seaside resort bears the stamp of its own unique identity. The architecture of each individual place is a reflection of its history, its evolution in time and its underlying character.



La Baule, Le Pouliguen both seaside resorts where tourism developed during the grand era but have remained none the less two towns where their people have wisely taken the action required to protect their historical buildings by setting up special protection areas of architectural heritage known as 'AVAP'. Today in La Baule for example more than 2000 villas are listed, built between the end of the 19th century and the first half of the 20th century.



The Breton town of Guérande proudly displays its impressive 1.3km of fortifications part of its architectural heritage which links the Medieval period to today's modern life. The old town and the many surrounding villages forging inextricable ties across time itself.

The fishermen's villages and those of the salt workers, 'les paludiers', where once again the Breton identity is revealed. We can find these characteristics reflected in the seaside towns and villages of Piriac sur mer, Mesquer or La Turballe.

It is a totally different style of architecture which expresses itself in and around the Regional Natural Park of La Brière drawing on the natural resources and materials available in the marshlands. Over an extensive area of some 57000 hectares is the biggest 'collection' of thatched cottages in Europe. The most beautiful example of which is the village of Kerhinet, this completely restored village which gives us an insider view of life in a community at the heart of the marshlands.



# Useful info about our Destination Bretagne Plein Sud

## How to get here

- GTGV railway station, there are several daily direct links to and from Paris- Montparnasse and, via Nantes, to all the major towns in France.
- The international airport of Nantes Atlantique less than an hour's drive away by car.
- By road: Paris 4 h – Angers 1h30 (A11 motorway) ; Nantes 1h ; Rennes 1h40 ; Bordeaux 4h (A10/A83).

Links with 'Ouibus' in July and August.

## Se loger

1 500 hotel rooms available in:

- 50 hotels (three 5\*, one 4\*, eight 3\* and five 2\*)
- Four hotel residences (three 3\* and one 2\*)
- 56 camping sites (one 5\*, ten 4\*, twenty eight 3\*, fourteen 2 and 1\*, several 'camping sites on the farm', one naturist camping site)
- Bed and Breakfast/Guest houses and holiday rentals

**Useful info :** you can find out about the availability of the hotels by simply clicking on the website [www.labaule-guerande.com](http://www.labaule-guerande.com); book directly with the establishment chosen, free of charge without going through a third party.

Special dedicated areas for camping-cars ;

## Getting out n' about

- Urban public transport network 'LILA' has several links between Saint-Nazaire and Le Croisic, day tickets 'Métrocéane': return journey on the TER train + unlimited use for the day on the urban public transport of the towns covered by this service.





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