

# France Destination Specialist Programme

## Module 2

### Beach Holidays with a special focus on Saint Tropez

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# SAINT TROPEZ



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## SAINT TROPEZ



St Tropez

Located in Provence on the French Riviera, St Tropez is a well-known celebrity hotspot. This small village of 5000 habitants receives 6 million visitors a year. To reach St Tropez, take a direct flight from Paris to Toulon with Air France. The village is at an hour's distance from Toulon. St Tropez can also be accessed from Nice and Marseille airports thanks to direct Air France flights from Paris.

## Top experiences in St Tropez

Enjoy a walk along the port dotted with pastel and ochre coloured houses with narrow fronts line the beautiful waterfront of the village. The houses used to have boat shelters that are shops today.

The Place des Lices situated in the heart of the village is renowned for its lively atmosphere. It is home to a local market on Tuesdays and Sundays and is also frequented by locals who gather to play their traditional game of pétanque.

Close to the Place des Lices is the Butterfly House that displays a great variety of butterflies (more than 20,000 species including exotic butterflies).



Place des Lices

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Located in an old chapel, the Annonciade Museum welcomed Post-Impressionist artists and painters in the 20th century, the most well-known being Paul Signac who settled in St Tropez and invited other artists to join him. The museum today exhibits their work from 1890 to 1950 and is a treat for art lovers.

The Citadel is one of the most visited sites of St Tropez. The modern maritime museum, set up in the citadel's keep, allows visitors to discover famous personalities who shaped St Tropez over the centuries. It has 11 rooms dedicated to sea activities and an entire floor dedicated to long-distance journeys and



The Citadel

collectibles brought by seamen during their journeys across the seven seas.

The Museum of the Gendarmerie (police force) and Cinema of St Tropez invites you to discover the history of this building, which, before becoming the iconic place where the Gendarmes films were shot, was home to the St Tropez gendarmerie from 1879 until 2003. The visit continues with an explanation of how the gendarmes (police officers) were portrayed in these films, followed by an introduction to the history of cinema in St Tropez.



Museum of the Gendarmerie

© Jean-Louis Chaix

## Accommodation

Upscale hotels represent 40% of the hotel capacity in St Tropez.  
Choose from:

3 Palace Hotels : Byblos, Château de la Messardière and La Réserve Ramatuelle (248 rooms)

Thirteen 5\* hotels (508 rooms)

Ten 4\* hotels (275 rooms)

Twelve 3\* hotels (317 rooms)

Six upscale hotels such as 4 or 5-star hotels or boutique hotels (37 rooms)

Bed & breakfast, accommodation with hotel services, villa and apartment rentals.



Hôtel La Ponche



La Tarte Tropézienne

## Gastronomy

St Tropez is renowned for its Mediterranean cuisine that is a harmonious combination of local and seafood produce, Provençal flavours and fragrances. From Michelin starred to chic restaurants with exquisite menus curated by greatest chefs (Alain Ducasse, Eric Fréchon), there is no doubt that St Tropez is one of the world's greatest destinations for gastronomy.

St Tropez aspires to become the first vegan destination in France in the coming few months and to achieve this goal, numerous restaurants in the Gulf of St Tropez now propose special vegetarian or vegan menus. The destination aims to cater to the requirements of its vegetarian guests thus reinforcing the reputation of the destination.

Local specialties include the famous *Bouillabaisse* soup, a classic Provençal fish soup savoured with potatoes and slices of bread and rouille mayonnaise; the *Ratatouille*, a well-known delicious vegetable stew which can be served hot or cold; *La Soupe au Pistou* (vegetable soup served with pasta and pistou sauce); *Le Pan Bagnat* (the Salade Niçoise in a sandwich form) and tapenades. The most popular delicacy is its dessert - *Tarte Tropezienne* – whose recipe remains secret.

St Tropez offers many choices for wine-lovers. The current vineyard represents approximately 300 hectares and generates about 27,000 hectolitres a year produced by the local wine cooperative.

Enjoy a guided tour that takes you on a discovery of vineyards around the Gulf of St Tropez. Depending on your choice of wine – rosé, red, white, organic, vegan, etc., you will be sure to find an estate that matches your preference!



© Domaine Sainte-Marie

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© J.L. Chaix

## Dining in St Tropez

Enjoy a Michelin meal at any of St Tropez's famous restaurants that include the coveted La Vague d'Or (3\*), L'Olivier (1\*), La Palmeraie (1\*) and La Voile (1\*).

Other eating out options include the Senequier St Tropez, La Ponche, La Petite Plage, L'Italien, Au Caprice des Deux, La Guérite and le Bistro Patis to name a few.

Night owls can party the night away at venues such as Les Caves du Roy, Gaïo, VIP Room, L'Opéra, Le Quai to name a few.

manufactured by the Rondini family since 1927 and K Jacques since 1933.

An array of well renowned luxury brands such as Chanel, Dior, Hermès, Louis Vuitton, Rolex and more bask under the Tropezian sun. For those interested in luxury shopping, their best options would be around the Place de la Garonne, Place des Lices, Rue Gambetta and Rue Allard.

The morning market at Place des Lices on Tuesday and Sunday is also a good place to shop for Provençal produce and merchandise.



Rondini sandals

## Shopping

Do not leave St Tropez without picking up the famous Tropezian Sandals. Popular around the world and favored by women for their elegant simplicity, these sandals have been proudly

La Grande Braderie de St Tropez (jumble sale) is an unmissable event. Over 4 days in late October, the boutiques of St Tropez display their clothes out into the street on racks and tables for sale at extremely competitive prices.



**Did you know?** In 2014, actress Deepika Padukone designed Van Heusen's Limited Edition Spring Summer Collection and spent a week in St Tropez shooting for her collection!

## On the Beach

St Tropez offers a selection of 7 beaches situated in close proximity from downtown St Tropez.

Choose from:



La Ponche

**La Plage de la Bouillabaisse:** a fine sandy beach located at the entrance of the village and known for its stunning sunsets over the hills.

**La Ponche:** a charming beach next to the old fishermen's port, located between Tour du Portalet and Tour Vieille.

**Les Graniers:** Located at the bottom of the southern slope of the hill where the Citadel stands, beyond the cemetery, this small creek is a preserved site.



**Les Canebiers:** A large beach running along Route des Salins. It owes its name to the hemp that used to be grown along its edges and is a favourite amongst the locals.

**La Mouffe:** A secluded and friendly beach located beyond Baie des Canebiers.

**Les Salins:** Ideal for soaking up the sun, this unspoilt beach of white sand is reputed to be one of the finest white sand beaches of the region.



Beaches

**Pampelonne (Ramatuella):** Only a few minutes away from St Tropez, the Pampelonne bay located in Ramatuella spreads over 27 hectares and has contributed to the popularity of St Tropez tremendously when it was a hotspot for celebrities of the 50s and the 60s. Popular even today, this beach is considered as one of the most famous in the world.



© Jean-Louis Chaix

Voiles de Saint-Tropez

## Unmissable events in St Tropez

Sailing Regattas (Between March – November)

La Bravade (May) – Celebration of the patron saint St Tropez

Paradis Porsche (October) - An exhibition of Porsche cars in the centre of Saint-Tropez

The Harley Davidson Festival in 2020

Grande Braderie (Jumble Sale – October)

## India and Saint-Tropez

St Tropezians enjoy narrating the romantic story of their local resident General Jean-François Allard. The General served in Napoleon's army until the Battle of Waterloo. In 1822, the General travelled to Punjab and served in the army of Maharaja Ranjit Singh. During his stay, he met his future wife Bannu Pan Dei, the Princess of Chamba. Back in St Tropez, his hometown, he decided to build a magnificent palace in the heart of the village dedicated to her.

The General returned to India as French Ambassador while Princess Bannu stayed behind in St Tropez. Three years later, the

General passed away in Peshawar. Princess Bannu, along with her children was to remain until her death in 1884 in the beautiful St Tropez dwelling. On her tomb in the seaman's cemetery overlooking the waves, engraved in golden letters is this simple epitaph: "The General's Wife".

The royal dwelling of General Allard and Princess Pan Dei on Rue Gambetta has been turned into a 5\* luxury boutique hotel, the Pan Dei Palais, preserving the legendary 19th century love story and is decorated with Indian and Asian elements.



The port of St Tropez

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## NICE

Air France operates daily direct flights from Paris to **Nice**. This multi-faceted destination on the French Riviera offers its visitors a unique array of activities, exceptional museums and its succulent gastronomy that make for an enjoyable holiday by the sea.

### Top experiences in Nice

Nice's iconic landmark, the Promenade des Anglais stretches for 4 kms along the charismatic Baie des Anges. Keep an eye out for emblematic hotels that include the Negresco, the Palais de la Mediterranee and the giant iron sculpture La Chaise de SAB (2014), which pays homage to the city's famous blue-and-white beach chairs.

Discover Nice's popular attractions through the charming tourist train or through the Cyclopolitain, an electric tricycle. Visit colourful open-air markets such as the Cours Saleya well-known for food and flowers. Feel "arty" with visits to the Matisse Museum, Marc Chagall Museum or Villa Massena.



Nice

© ATOUT FRANCE/Eleon Tripelon-Jarry



Promenade De Paillon

Enjoy picnicking at Nice's many parks and gardens. Spend enjoyable moments together at Castle Hill that offers many activities and games for kids or head to the Promenade du Paillon - a green walkway that offers games, water mirrors and mist sprays for children.

## On the Beach

Choose between 15 private and 20 public beaches. While Miami Beach is a hotspot for families, water sports enthusiasts can head to the Blue Beach for a slew of aquatic activities. Adventure junkies can choose from parasailing, waterskiing, diving, wakeboarding, sailing, diving and much more.



Nice

## Gastronomy

Tantalise your taste buds with the delectable flavours of Nice's delectable Cuisine Niçoise that showcases vegetables with élan. Choose from specialties such as *socca* (chickpea pancakes), *pissaladière* (caramelised onion tart) or *tourte de blettes* (chard, raisin and pine nut pie) and the legendary *salade niçoise*.

Nice's famous Bellet Vineyards are worth a visit. Considered one of France's smallest vineyards, there are approximately 15 producers in the Bellet appellation who produce red, white and rosé wines.

## Shopping

Don't leave Nice without taking back popular souvenirs that include olive oil, lavender bags, Bellet wines, ceramics and herb jams. Old Nice with over 600 boutiques is the largest outdoor shopping area on the French Riviera and a good place to buy local goodies.

## Beyond Nice

Discover Grasse well known for its perfume factories of Fragonard, Galimard and Molinard. Participate in perfume workshops and create your own fragrance.

Prettily perched on a hilltop, the quaint village of St Paul de Vence offers you fantastic views of the coast. Art lovers should plan a stop at Fondation Maeght for its impressive collection of paintings and sculptures.



Fragonard perfume factory, Grasse

## CANNES

Famous for its association with the prestigious Film Festival, Cannes also lays out the red carpet for its visitors and offers a plethora of activities that make for a busy agenda.

### When in Cannes

Enjoy a walk along the Croisette for magnificent views of the bay and its public beaches. Outside the Palais des Festivals, home to the International Film Festival, feel starry eyed on a walk along the Path of Stars that has more than 300 frozen casts of tinsel-town celebrities.



Cannes

© Atout France - Robert Palomba



© Kelagopian

Lérin Islands

Pay a visit to Le Suquet known as the birthplace of Cannes and a picturesque old quarter. Start your visit in the old town accessible by steep roads. Visit the ramparts, the Musée de la Castre, the Tour Carrée and the church.

A boat ride to the Lérin Islands of Sainte-Marguerite and Saint-Honorat allows many opportunities to connect with nature. Include visits to the Royal Fort, the Sea Museum and the abbey of Lérins during your time here.

## On the Beach

Cannes' beaches offer 7 kms of fine sand that stretch from the Estérel Massif to the Isles of Lérins. While many of the beaches in Cannes are private and owned by hotels, there are several beaches open to the public. These include the Macé and the Zamenhof Beach, located off the Boulevard de la Croisette, the Plage de la Casino along the Boulevard de la Croisette; La Bocca Beach, a quiet beach with gorgeous views and golden sand. The lesser-known Les Rochers beach is the best choice for snorkelling.



Beaches



Ratatouille



Musee Picasso Antibes

## Gastronomy

Enjoy a visit of the Forville market that showcases local produce. A 2-hour guided gourmet tour will have you relishing 8 different tastings during your walk around the stalls.

## Shopping

The best place for indulgent shopping is the prestigious Croisette which is home to flagship boutiques of the best brands. Parallel to the Croisette is the Rue d'Antibes with its fashion boutiques, interior design shops, and tea salons. The Rue de Meynadier is home to historic specialty food shops. Stop at Jean Luc Pele for their legendary macrons.

## Beyond Cannes

**Antibes:** Chic Antibes is home to one of the main museums in the area: the Picasso Museum in the Château Grimaldi. Stroll through the Old Town's narrow streets as you soak up its typical Provençal charm and admire the ramparts and the Cathedral.

**Menton:** Home to the famous Lemon Festival that takes place every February, Menton is a harmonious blend of nature and culture. From the cliff roads overhanging the town, you can admire this picture postcard seaside town bathed in warm sunshine all year round.



## DEAUVILLE

Located in Normandy and at 2 hours north from Paris, **Deauville** is home to luxurious hotels, spas, golf courses, racecourses and a world-class casino. It is home to the annual American Film Festival and various international polo and horseracing events.

### Visiting Deauville

Enjoy a stroll on the Planches boardwalk, a legendary symbol of the town. This Art deco structure shares space with the legendary Pompeian baths on the Deauville beach. At the creation of the International Deauville American Film Festival, the names of the biggest American film stars were added to the bathing huts.



Deauville Beach

© Patrice Le Brise



© Patrice Le Brise

Horse racing in Deauville

Pay a visit to the Villa Strassburger preserved as a historical monument since 1975. This impressive villa was built in 1907 and can be visited between June to September upon reservation.

Spend an evening at the Barrière hotel at its Casino or attend a show in its little proscenium theatre, enjoy a meal in one of the three restaurants, a drink at the O2 or sing along at the club-karaoke le Club 13.

Discover the beneficial effects of seawater at Thalasso Deauville. Its Thalasso area offers you 13 hydro-massage suites for a variety of Thalassotherapy treatments.

Horse races, horse sales, riding, equestrian sport major competitions take place frequently in Deauville. Include a visit to La Toques racecourse which in addition to hosting races, has also developed a circuit where you learn all the secrets of equestrian races. A racing simulator allows you to experience a race as a jockey. Pony strolls and other small horse games are also available

## Fun under the sun

Choose from 6 beaches in Deauville, each one with a different identity. The Beach of Deauville is known for its romantic setting and attracts couples, holiday-makers, bathers, sports enthusiasts, horse riders or jockeys all year long.



© Patrice Le Brise

Deauville Beach

## Gastronomy

Enjoy delicious Norman seafood in Deauville. A must try is the famous Coquille St Jacques or gratineed scallops. Savour delicious local cheese such as the Camembert, the Pont-l'Évêque and Neufchatel. Don't leave Deauville without trying the Calvados – a famous apple brandy or even the apple cider – signature tipples of Normandy.



Coquilles St-Jacques



Camembert Cheese

## Shopping

Deauville takes pride in the fact that Coco Chanel opened her second boutique in this seaside resort after Paris. For indulgent shopping, your best bet would be the pedestrian area between the beach and the racecourse where you will find many high-end brands.

Take back delectable souvenirs that include chocolates from Dupont du Thé or Auc du Morny. Buy your Calvados or apple cider from La Cave de Deauville which offers you a vast selection.



Biarritz

© Pascal LE DOARE

## BIARRITZ BASQUE COUNTRY

This chic seaside resort, accessible by direct flights from Paris on Air France, is located in the vibrant Pays Basque region in Southwest France. Nestled along the Bay of Biscay, it is just a short distance from the mountains and is known as the surfing capital of Europe. Rich in culture and history, **Biarritz** also prides

itself on being the capital of seawater therapy and is home to various health spas.

### Biarritz Discoveries

At the Sea Museum, marvel at more than 150 species of fish and invertebrates. Discover a Caribbean lagoon, a coral reef and giant tanks housing sharks, rays, barracudas and tropical fish.

At Ocean World, learn more about the ocean in an entertaining way. Its virtual reality experiences allow you to witness a dive or surf.

Biarritz's lighthouse offers spectacular vistas of the resort and the Basque hinterland. The 248 steps required to climb to the top ensure a good workout! Visit the Virgin's Rock that is connected to the land by a metal bridge attributed to Gustave Eiffel.

Considered the home of golf, Biarritz boasts the second oldest golf course in Europe. Created in 1888, le Golf du Phare, is located right in the town center. In additions, golfers can choose from a selection of 16 golf courses within a 100 km radius, all within driving distance of Biarritz.

## Gastronomy

Tapas bars are extremely popular in Biarritz. These bite sized tapas snacks served hot or cold taste best with a glass of wine.

## Shopping

Take back traditional souvenirs that include Basque household linen, delicatessens, fine chocolates and antiques.



Tapas Bar Bite Sized Food



Virgin's Rock

© Pascal Le Doaire

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  - There is only one correct answer per question.
  - Click the submit button to move on to the next module.
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