
MEETINGS
& events

B

RESORT
BARRIÈRE
LA BAULE



CONTENTS

6-9
SUSTAINABLE SEMINARS

10-13
A UNIQUE DESTINATION
La Baule

14-53
HOTELS ON THE FRENCH RIVIERA ATLANTIC
16-29
L'HERMITAGE
Bedrooms
Dining areas
Seminar rooms
Activity areas

30-41
LE ROYAL
Bedrooms
Dining areas
Meeting rooms
Activity areas

42-53
LE CASTEL MARIE-LOUISE
Bedrooms
Dining areas
Seminar rooms
Activity areas

54-57
LARGE SPACES

58-71
ACTIVITIES IN LA BAULE
The Casino
Tennis Country Club Barrière La Baule
International Golf Course
ORA The Longevity Bay
Workshops
Activities offered by our partners





SUSTAINABLE



seminars

A SUSTAINABLE & responsible approach

PLANÈTE BARRIÈRE

The Barrière Group's Corporate Social Responsibility strategy, known as 'Planète Barrière', helps weave environmental and social considerations into how we run our businesses.

Founded over a century ago, the Group places particular emphasis on human values and environmental stewardship, and aims to offer customers a premium, enjoyable experience. This approach is championed by our Governance team and is embraced by all members of staff across our organization. Our establishments' Sustainable Development Representatives drive our CSR strategy, rolling it out through a range of initiatives and partnerships that strengthen our ties to the local community. From customers and teams, to local authorities, suppliers and partners, all our stakeholders are engaged and involved in the process through our collaborative, constructive approach.

The «Planète Barrière» 2025-2027 strategy is underpinned by three pillars: **Environment**, **Community** and **Governance**.

ENVIRONMENT

"Protecting our ecosystems by striking a balance between tourism, leisure, and care for our planet"

Because we're committed to reducing our carbon footprint, the Barrière group builds circular economy principles and biodiversity protection into the core of everything we do. Our approach brings together tourism, leisure, and respect for the planet to safeguard ecosystems while shaping a more responsible, sustainable experience for everyone.

COMMUNITY

"Nurturing our customers and teams, fostering talent, and helping local communities thrive."

Our customers' and teams' health and well-being sits at the center of the Group's strategy. The Barrière spirit focuses on nurturing talent and boosting local economies, creating an environment where everyone can grow together.

GOVERNANCE

"Securing the Group's future in a more sustainable, responsible way"

Planète Barrière benefits from strong governance support from the Group's two co-Chairs, Joy Desseigne-Barrière and Alexandre Barrière, along with Managing Director Grégory Rabuel and the entire Group Executive Committee.

The Group works to anchor and share the Planète Barrière approach across all its establishments, using tangible action and measurable results to track progress. An annual CSR assessment allows us to measure our performance, celebrate our successes, and pinpoint areas for development or improvement.

Barrière La Baule Resort has signed the Charter for Responsible Events & Seminars, and is committed to upholding its principles and implementing its action plan.



OUR ISO 20121 COMMITMENTS

The Barrière Group was the first French hotel group to be awarded ISO 20121 international certification by AFNOR Certification in 2023. Issued for a three-year period, the certification demonstrates the commitment shown by the Group's establishments and Catering division. It also points to the responsible management systems applied to our activities including seminars, events, and shows.

The Barrière Group's ISO 20 121 commitments for running responsible events:

• SUPPORTING THE CIRCULAR ECONOMY

We apply circular economy principles to our Events & Seminars business, working hand-in-hand with optimized waste management through our single service provider, Take a Waste: specialists in end-to-end waste management. This approach helps us stay ahead of regulatory changes while recycling effectively. Le Resort Barrière La Baule is also cutting back on paper by gradually shifting communications to digital formats and providing guests with a PressReader digital press service. We support cutting down on single-use packaging and finding new ways to use decorative elements, banners, badges, and brochures.

• OPTIMIZING NATURAL RESOURCES

A number of initiatives have been rolled out to cut water and energy use, including centralized lighting controls and resource-saving facilities, with renewable energy now accounting for 50% of the group's energy contracts.

• PROMOTING RESPONSIBLE, SUSTAINABLE FOOD & DRINK

The Resort Barrière La Baule champions a more sustainable approach to food & drink, combining pleasure, quality, and environmental care by offering guests local and seasonal ingredients alongside vegetarian options. We pay close attention to the quality of our food offerings, prioritizing products with quality certifications like Label Rouge and MSC Sustainable Fishing. We are particularly tuned into reducing food waste: tweaking our portions, adjusting container sizes, and training up our teams.

• PROMOTING SUSTAINABLE MOBILITY AND ACCESSIBILITY

The Resort Barrière de La Baule is easily reached by TGV high-speed rail and provides services to encourage eco-friendly transport, including bikes, an electric shuttle, and electric vehicle charging stations.

• FOSTERING WORK FOR THE COMMUNITY AND LOCAL ROOTS

The Barrière de La Baule hotels are partnered with UNISOAP, an organization that recycles used soap. This sustainable, community-minded initiative reduces waste while giving disadvantaged communities access to hygiene products.

Our hotels are also loyal ambassadors of Café Joyeux, a network that aims to offer up a different perspective of disability and foster connection by providing people traditionally excluded from the workplace with access to ordinary jobs.

The Resort Barrière La Baule takes a proactive approach to supporting its destination regions by giving its Seminar & Events guests access to more sustainable activities through partner agencies and local experiences, such as guided barge tours through the Parc Naturel de la Brière, plus a variety of water activities on La Baule Bay including catamarans, sand-yachting, kitesurfing, stand-up paddle-boarding, and boat trips.



A UNIQUE

destination

A UNIQUE destination

12

LA BAULE

A 3-hour TGV train ride from Paris, La Baule Bay is listed as one of Europe's most beautiful bays, with its pine trees, parasols, and location by the Atlantic Ocean.

With water sports, tennis, padel, golf, bike rides, and the chance to explore the Guérande salt marshes, the Barrière La Baule Resort provides a wealth of activities to liven up corporate events.

BY TRAIN: La Baule-Escoublac SNCF train station

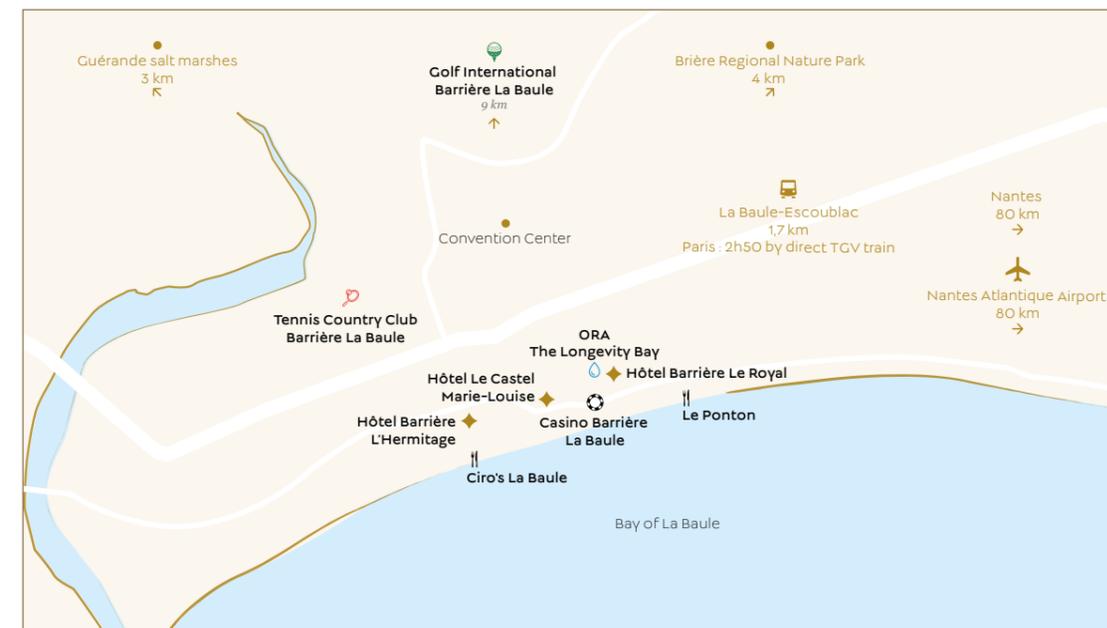
BY PLANE: Nantes airport

BY CAR: 250 km from Paris via the A11

EVERYTHING YOU NEED

- **THREE 5-STAR HOTELS**
- **A SPA**
- **A THALASSO & SPA**
- **A CASINO**
- **A GOLF COURSE**
- **A TENNIS COUNTRY CLUB**
- **7 RESTAURANTS, 4 BARS**

→ PARIS		3 hrs
→ LYON → NANTES		1 hr 10
→ STRASBOURG → NANTES		1 hr 20
→ MARSEILLE → NANTES		1 hr 30
→ NICE → NANTES		1 hr 20
→ LONDON → NANTES		1 hr 10
→ BRUSSELS → NANTES		1 hr 20
→ MUNICH → NANTES		3 hrs
→ FRANKFURT → NANTES		1 hr 40
→ TOULOUSE → NANTES		1 hr 15





HOTELS

on the French
Riviera Atlantic



BARRIÈRE HOTEL
L'Hermitage La Baule *****

BEDROOMS

200 rooms, including:

10 Junior Suites and 8 Suites
197 twin

Enjoy breathtaking views of La Baule Bay or the elegant villas of La Baule from bedrooms decorated in blue and sand tones. Sink into a luxurious and exotic atmosphere, where every detail is designed for your comfort and pleasure.



SEAVIEW PRESTIGE JUNIOR SUITE
538 sq.ft



DELUXE ROOM
323 sq.ft



SUPERIOR ROOM
269 sq.ft

→ Take a look at all our rooms and suites on our website.

DINING areas

LE PAVILLON RESTAURANT

1560 sq.ft with outdoor terrace

In a bucolic setting, the Le Pavillon restaurant invites to a variety of tasty experiences.

The restaurant can accommodate 98 people for banquets and 100 standing cocktails.



AMBASSADEURS ROOM

3229 sq.ft with outdoor terrace

Leading into the La Pavillon restaurant with a view of the garden, this fully modular, privatizable room can accommodate up to 197 people for a banquet and 250 for a stand-up cocktail. Linked to the President Room and the restaurant, these three interconnecting areas can accommodate up to 361 people for a banquet or 427 stand-up cocktail.



DINING areas

CIRO'S LA BAULE

Direct access from the hotel

Lying on the sand, Ciro's 2529 sq.ft terrace contains a lounge area facing the sea.

In an elegant decor combining lacquered wood, brass and deep marine tones, designed by Friedmann & Versace, the atmosphere evokes the refined world of a yacht club.

Discover the cuisine, where the Chef gives pride of place to the finest products from the sea in a refined, iodised menu. An address not to be missed by lovers of fine dining and exceptional panoramas.

The restaurant can accommodate up to 70 people for a banquet or stand-up cocktail.



LES BELVÈDÈRES

Direct access between the hotel and beach

Overlooking the bay of La Baule, this leafy area is ideal for open-air stand-up cocktails for up to 250 guests.

Unobstructed view over Le Pouliguen and its historic houses.



SEMINAR rooms

24

HOTELS ON THE FRENCH RIVIERA ATLANTIC



FOUQUET'S 1 & 2 ROOMS
807 sq.ft



MONTREUX ROOM
290 sq.ft



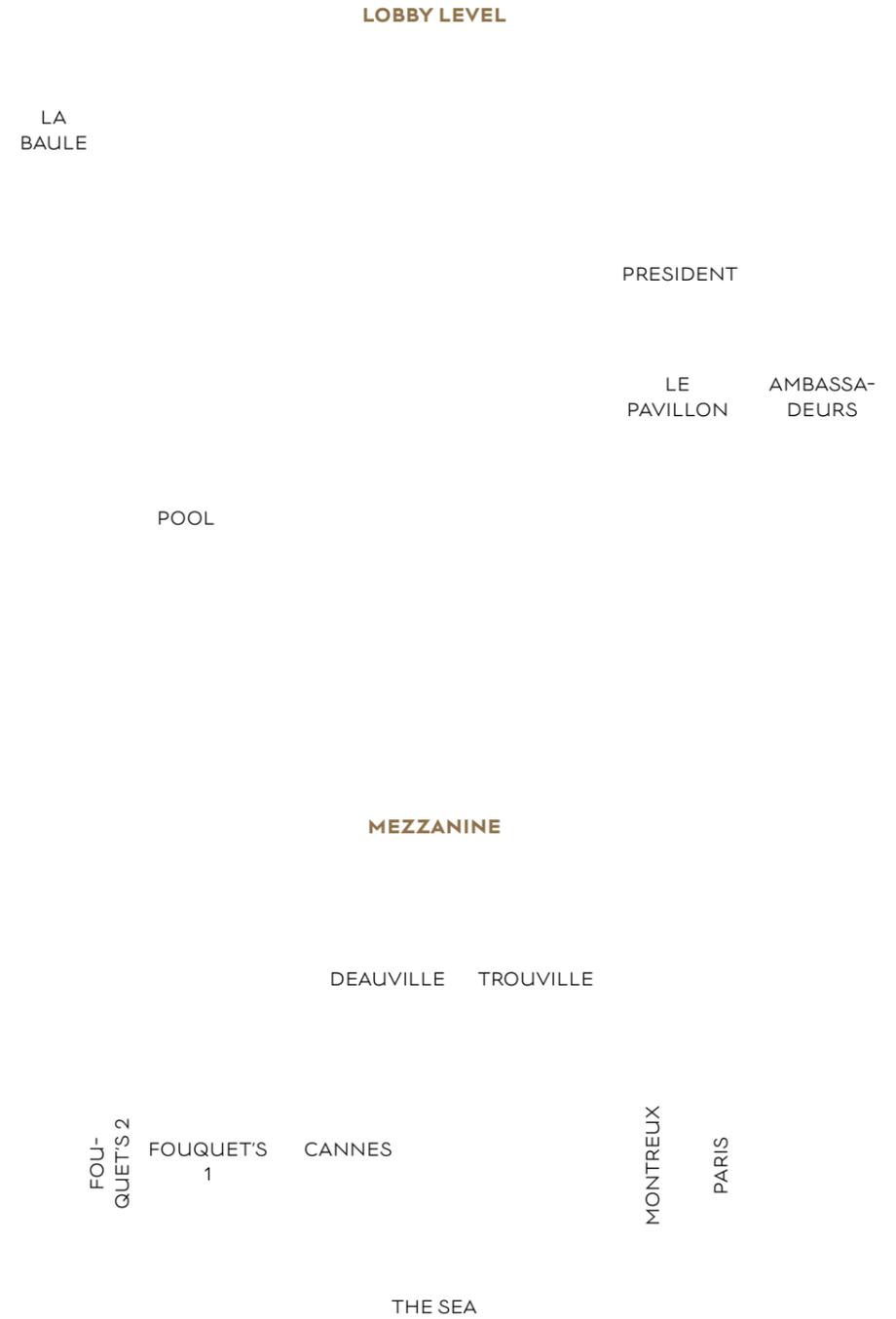
CANNES ROOM
743 sq.ft



DEAUVILLE & TROUVILLE ROOMS
1313 sq.ft

CAPACITY & plans

ROOM NAMES	AREA IN SQ.FT	U-SHAPE TABLE 	CLASSROOM 	THEATER 	CABARET 	BANQUET 
CANNES	743 sq.ft	16	42	20	-	-
MONTREUX	290 sq.ft	14	-	-	-	-
DEAUVILLE+TROUVILLE	1313 sq.ft	40	70	96	-	-
DEAUVILLE	786 sq.ft	26	35	60	-	-
TROUVILLE	516 sq.ft	16	20	30	-	-
LA BAULE	990 sq.ft	26	54	70	-	-
PARIS	269 sq.ft	12	-	-	-	-
BIARRITZ 1+2	2185 sq.ft	40	120	210	63	90
BIARRITZ 1	1098 sq.ft	24	50	80	-	-
BIARRITZ 2	1087 sq.ft	15	48	80	-	-
FOUQUET'S 1+2	796 sq.ft	30	48	64	-	-
FOUQUET'S 1	549 sq.ft	16	20	40	-	-
FOUQUET'S 2	247 sq.ft	12	-	-	-	-
AMBASSADEURS	3240 sq.ft	-	-	-	-	197
LE PAVILLON	1560 sq.ft	-	-	-	-	98
PRESIDENT	1345 sq.ft	-	-	-	-	66





ACTIVITY areas

Make the most of your stay by combining work and well-being. Treat yourself to a moment of relaxation with a relaxing or revitalising treatment at the Augustinus Bader and KOS Paris Spa, and take advantage of our fitness area accessible 24/7.

- **INDOOR AND OUTDOOR POOLS**
- **SAUNA**
- **STEAM ROOM**
- **FITNESS AREA**
- **SPA**





BARRIÈRE HOTEL
Le Royal La Baule *****

BEDROOMS

87 rooms, including:

7 Junior Suites and 7 Suites
84 twin

Enjoy breathtaking views of La Baule Bay or the villas of La Baule from our rooms, with decoration inspired by the salt marshes and Guérande salt crystals. Immerse yourself in a luxurious change of scenery, designed to offer you a unique and memorable experience.



DELUXE ROOM
246 sq.ft



DELUXE SEAVIEW SUITE
592 sq.ft



JUNIOR SUITE
323 sq.ft

→ Take a look at all our rooms and suites on our website.

DINING areas

LA BRASSERIE DU ROYAL

The menu elegantly combines French brasserie classics, such as beef tartare and sole meunière, with creations inspired by the sea. Discover dishes created by chef Yannick Hochet in a legendary setting, surrounded by chandeliers and wood paneling, or on the beautiful terrace overlooking the park, with the sea as a backdrop.

The restaurant can accommodate up to 80 people for a banquet or up to 100 for a stand-up cocktail.



LE PONTON RESTAURANT

This restaurant on the beach in front of the hotel in La Baule offers a healthy, energizing menu inspired by world cuisine and created by Yannick Hochet, Executive Chef of the Resort Barrière La Baule.

The restaurant can be entirely privatized, and accommodates up to 102 for a banquet and up to 150 for a stand-up cocktail.



SEMINAR rooms

36

Two rooms are available, which are modular.
From 538 to 1076 sq.ft

HOTELS ON THE FRENCH RIVIERA ATLANTIC



FRANÇOIS ANDRÉ 1 ROOM
538 sq.ft



FRANÇOIS ANDRÉ 1 & 2 ROOMS
1076 sq.ft



FRANÇOIS ANDRÉ 1 & 2 ROOMS
1076 sq.ft

CAPACITY & plans

ROOM NAMES	AREA IN SQ.FT	U-SHAPE TABLE 	CLASSROOM 	THEATER 	CABARET 	BANQUET 
FRANÇOIS ANDRÉ 1	538 sq.ft	17	24	40	-	-
FRANÇOIS ANDRÉ 2	538 sq.ft	17	24	40	-	-
FRANÇOIS ANDRÉ 1+2	1130 sq.ft	25	48	80	45	-

FLOOR -1

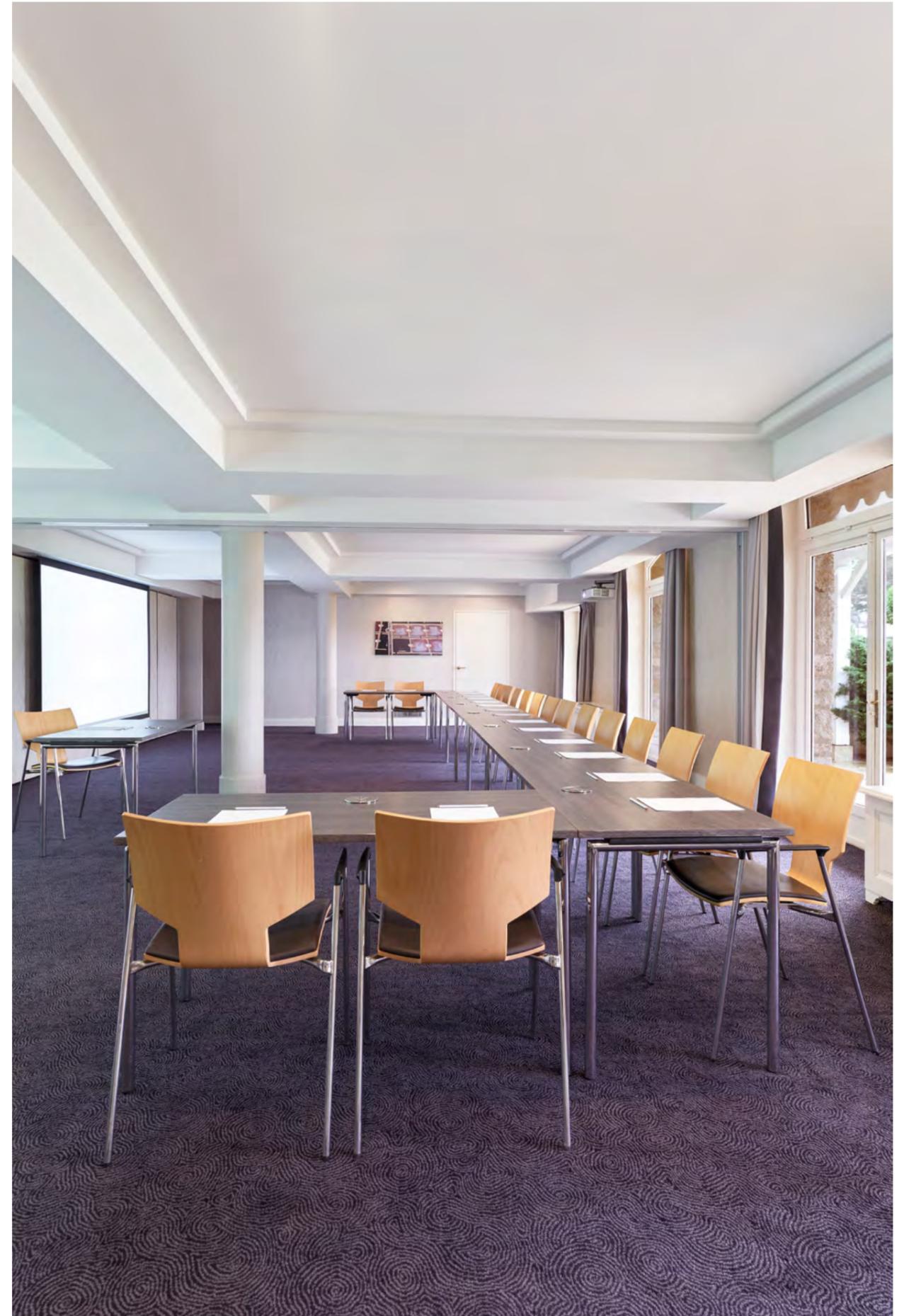
FRANÇOIS ANDRÉ 1

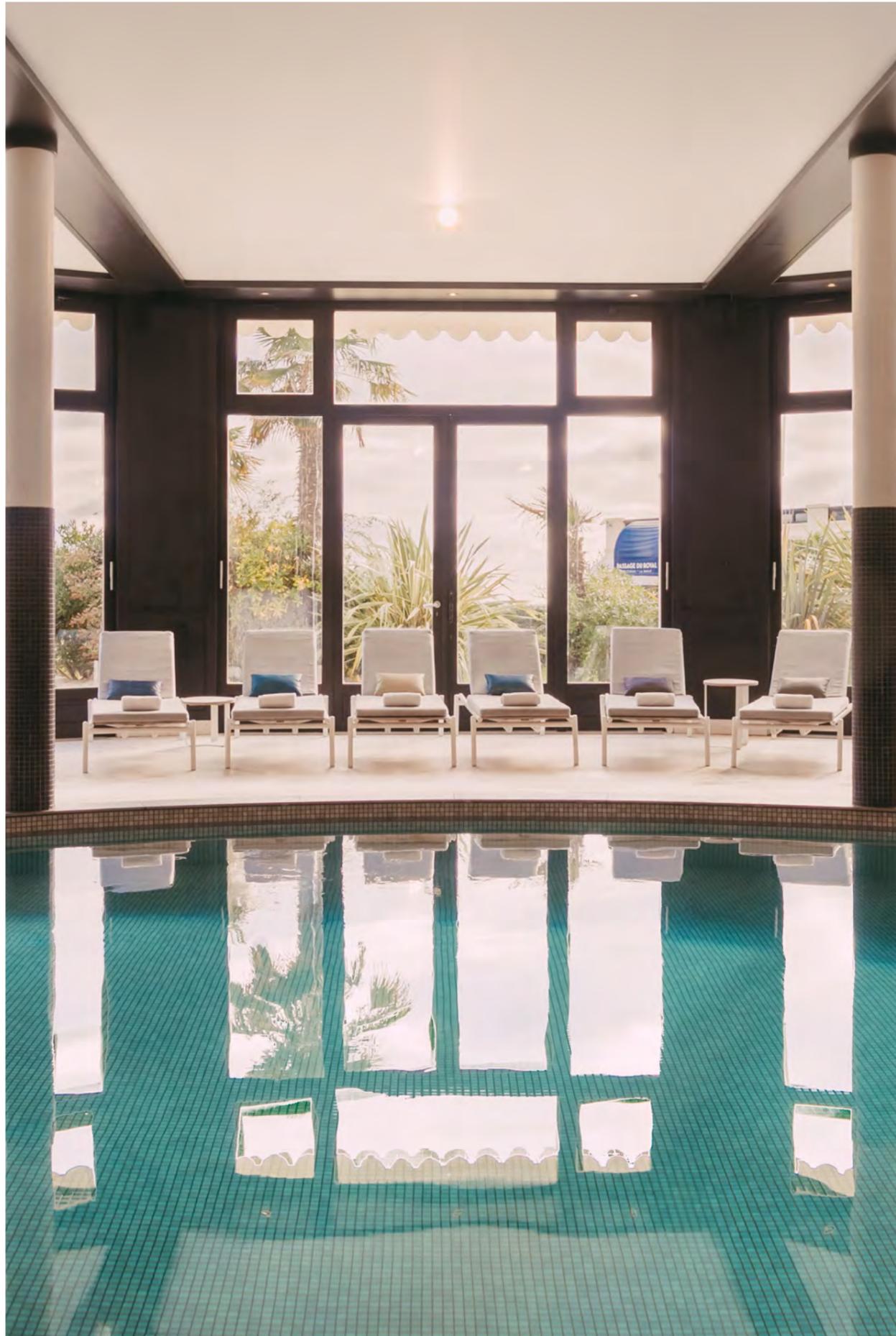
FRANÇOIS ANDRÉ 2

TOILET

TERRACE

THE SEA

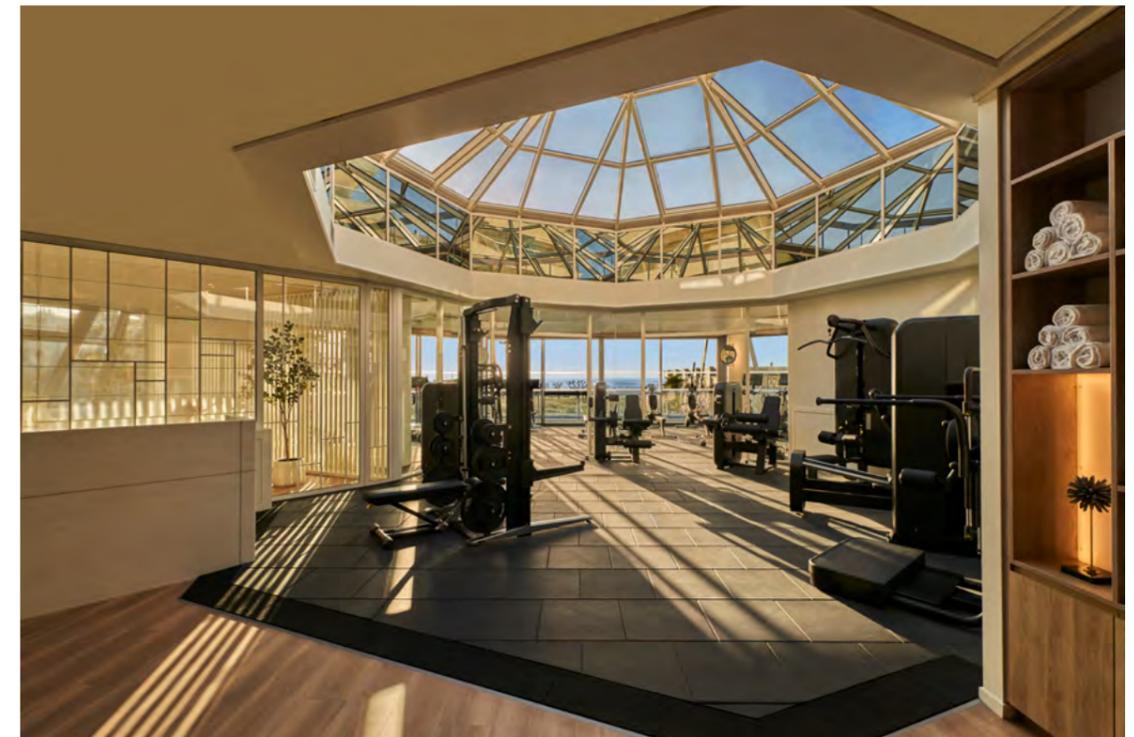




ACTIVITY areas

All guests have free access to our wellness and relaxation spaces.

- MARINE CIRCUIT
- INDOOR AND OUTDOOR POOLS
- SAUNA
- STEAM ROOM
- FITNESS AREA





Le Castel
Marie-Louise hotel
La Baule *****

BEDROOMS

31 rooms, including:

3 Suites
30 twin rooms

With views of the ocean or the villas of La Baule, this manor-style residence is full of timeless elegance, with its stylish furniture and floral prints.



DELUXE SEAVIEW SUITE
430 sq.ft



SUPERIOR ROOM
215 sq.ft



DELUXE ROOM
248 sq.ft

→ Take a look at all our rooms and suites on our website.

DINING

areas

46

HOTELS ON THE FRENCH RIVIERA ATLANTIC

LA TABLE DU CASTEL RESTAURANT

A gastronomic menu devised by Chef Jérémy Coirier. Le Castel Marie-Louise serves both local cuisine and great classic dishes. The restaurant can accommodate 20 to 120 people for a sit-down meal.



LUCIEN BARRIÈRE RESTAURANT & ROOM

The room has an adjoining terrace with a view of the park, is fully modular and privatizable, and can accommodate up to 150 for a stand-up cocktail and 100 for a sit-down dinner.



SEMINAR rooms

48

Three rooms are available, two of which are modular.
From 226 to 936 sq.ft

HOTELS ON THE FRENCH RIVIERA ATLANTIC



DINARD ROOM
538 sq.ft



ROYAN ROOM
226 sq.ft



LUCIEN BARRIÈRE ROOM
936 sq.ft

CAPACITY & plans

ROOM NAMES	AREA IN SQ.FT	U-SHAPE TABLE	CLASSROOM	THEATER	CABARET	BANQUET	COCKTAIL
LUCIEN BARRIÈRE	936 sq.ft	25	40	60	30	50	80
DINARD	484 sq.ft	12	16	24	-	-	-
ROYAN	226 sq.ft	7	-	-	-	-	-

LOBBY LEVEL

LUCIEN BARRIÈRE
convertible into
2 breakout rooms

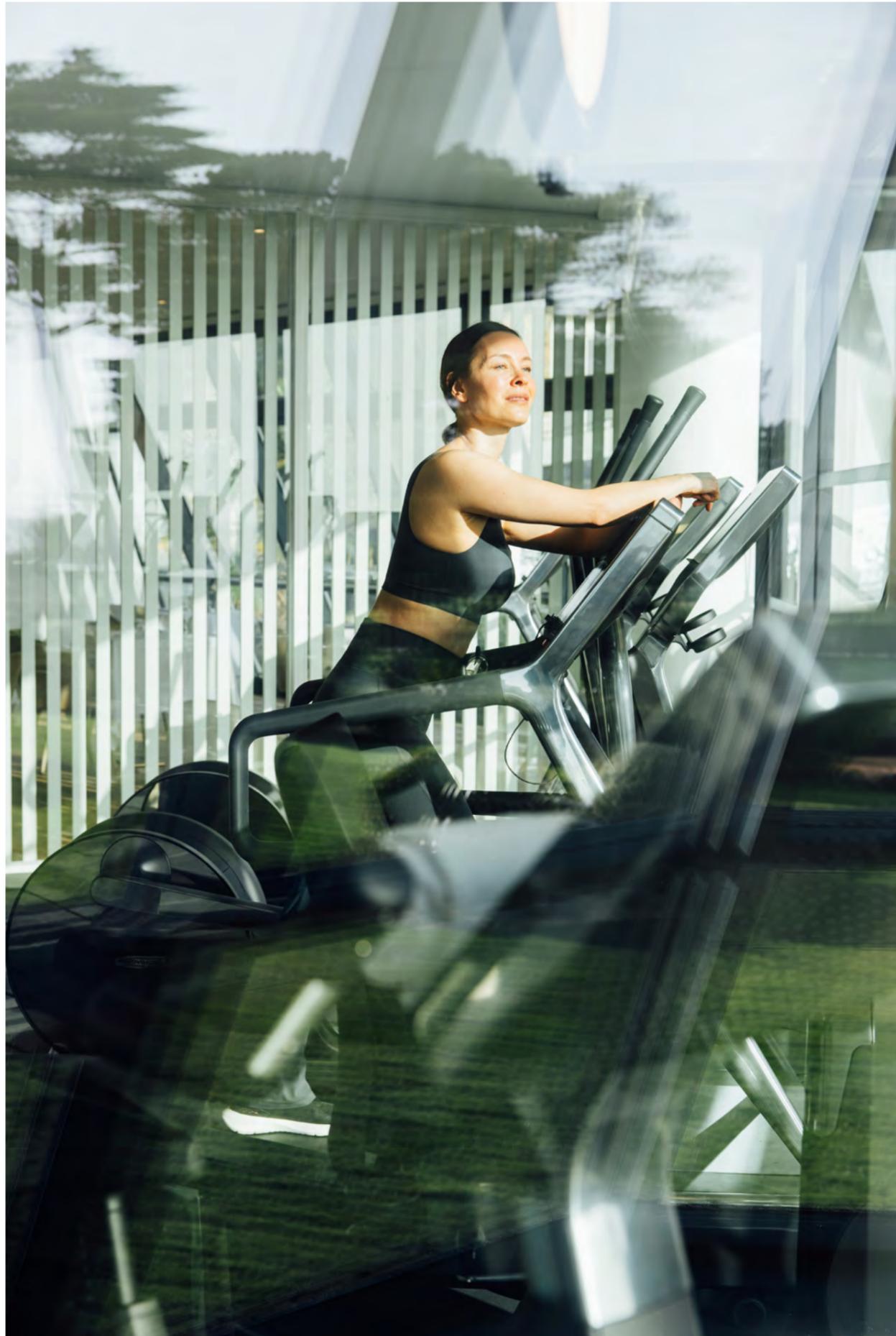
RESTAURANT

RECEPTION

ACCESS TO PARK

BAR ROYAN





ACTIVITIES

areas

All participants have free access to the relaxation and fitness areas of the L'Hermitage and Le Royal hotels 5 minutes' walk away.

- **INDOOR AND OUTDOOR POOLS**
- **SAUNA**
- **STEAM ROOMS**
- **FITNESS AREAS**





LARGE



spaces

LARGE spaces

56

LARGE SPACES

ÉCHAPÉE MER (PALAIS DES CONGRÈS ATLANTIA)

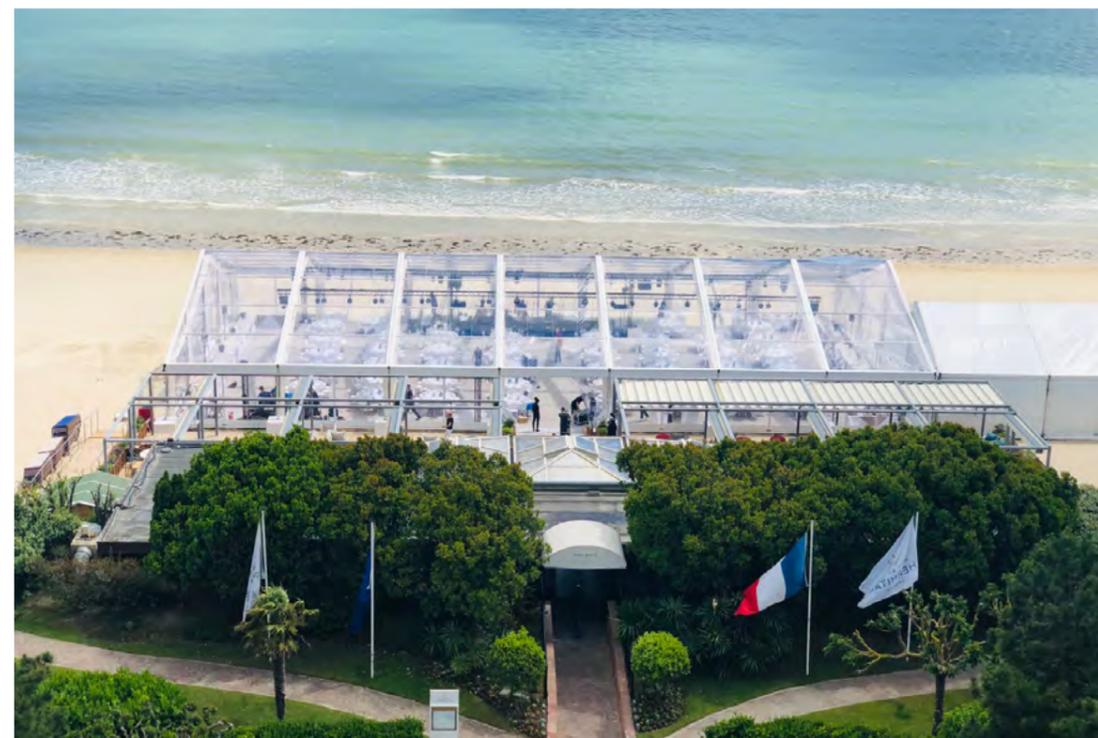
A 332 m² event venue
Accommodates up to 144 people in theatre-style seating.

Situated overlooking the sea, between Le Royal and L'Hermitage, this welcoming venue is equipped with state-of-the-art technical facilities for high-impact seminars and événementiel de 332 m².



THE BEACH

Lying on the sand facing L'Hermitage, a turnkey assembly of large-scale temporary structures: the Cristal and Nomade tents.





ACTIVITIES



in La Baule

LA BAULE BARRIÈRE

Casino

Overlooking Europe's finest beach a short way from our hotels, with its refined and festive ambiance, the Barrière Casino features:

- 175 SLOT MACHINES AND 32 ELECTRONIC GAMING STATIONS
- THE CAFÉ DES SPORTS
- A PRIVATIZABLE DISCO

Introductory Package

€300 INCL. TAX/TABLE OF 7 PEOPLE
Introduction to table games
with a professional croupier
from 7 to 8 p.m

Discovery Package

€15 INCL. TAX/PERSON
1 glass of Champagne
at the Café des Sports
€5 of slot machine tickets

Privatizable disco

STARTING AT

€2,700 INCL. TAX + €6 INCL. TAX/
TICKET

Up to 2 a.m., including DJ, bartender,
and security guard
Valid identification is required for all services.



BARRIÈRE TENNIS COUNTRY CLUB

La Baule

62

ACTIVITIES IN LA BAULE

Within walking distance of the Resort hotels, the Tennis Country Club Barrière La Baule offers:

- **24 COURTS (19 CLAY, 3 ARTIFICIAL TURF, AND 2 QUICK COURTS)**
- **2 BEACH TENNIS COURTS, ONE WITH LIGHTING**
- **4 PADEL TENNIS COURTS WITH LIGHTING**
- **A CLUB HOUSE WITH A 3767 SQ.FT TERRACE, INCLUDING A 1292 SQ.FT SHELTERED AREA AND BAR**
- **CLUB HOUSE OPEN 7 DAYS A WEEK: AVAILABLE FOR PRIVATE HIRE, FOR EVENING AND CORPORATE EVENTS**

Lessons and Tournament package

STARTING AT

€35 INCL. TAX/PERSON

One-hour group lessons or tournament (minimum 8 people)
Tennis, beach tennis, or padel tennis
(Includes court rental, monitor, and equipment)

Food & Beverage

STARTING AT

€10 INCL. TAX/PERSON

coffee break, lunch, and/or aperitif service at the Club House



INTERNATIONAL GOLF COURSE

La Baule Barrière

8 km from the Barrière hotels, the La Baule Barrière International Golf club is one of the finest in France

- **3 COURSES: TWO 18-HOLE COURSES
ONE 9-HOLE COURSE**
- **THE CLUB HOUSE RESTAURANT WITH TERRACE,
WHICH CAN BE PRIVATIZED FOR CORPORATE
EVENTS WITH A TEMPORARY STRUCTURE.**

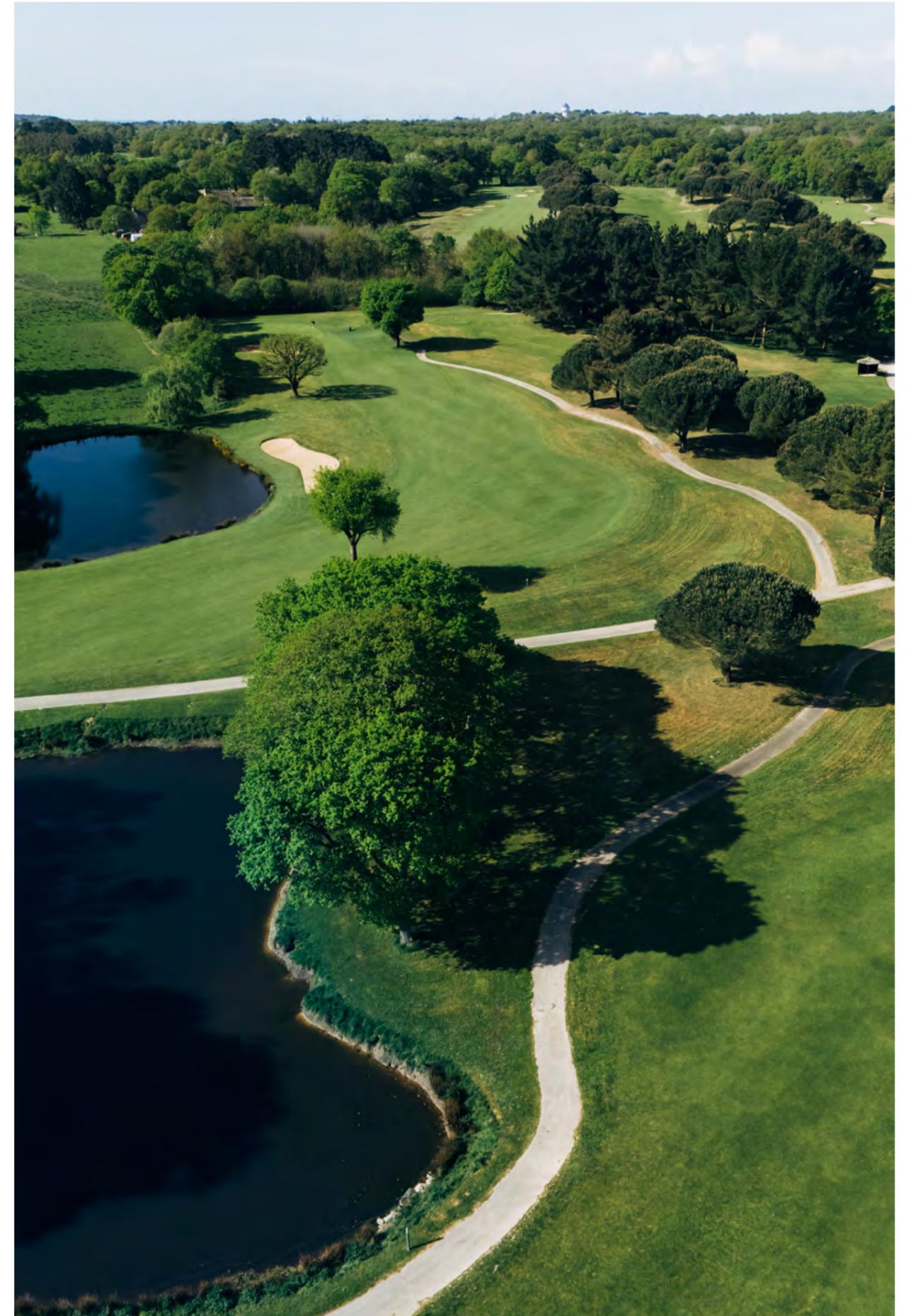
Introductory Package

€500 INCL. TAX/10 PERSONS
2-hour introduction to golf with a pro for up to 15 people.
Discovering the game, learning the basics, and competing against each other.
(Equipment provided)

Food & Beverage

STARTING AT

€10 INCL. TAX/PERSON
coffee break, lunch, and/or aperitif service at the Club House



LA BAULE BARRIÈRE

Thalasso & Spa

Lying in the magnificent Bay of La Baule, facing the ocean, ORA The Longevity Bay forming part of the Barrière Le Royal hotel, has a 43 055 sq.ft well-being space.

Its many facilities include:

- **A MARINE AREA (WHIRLPOOL, "AQUAMINCEUR" TONING CIRCUIT, STEAM ROOM, SAUNA, HEATED INDOOR SEAWATER POOL)**
- **A SPORT'CONNECT ROOM**
- **25 TREATMENT AND MASSAGE CABINS**

Treatments:

Marine treatments (20min)

55€ TAX/PERSON

Choose from a remineralizing bath or jet shower

Signature Vital'Mer Body Wrap

(20 min)

70€ TAX/PERSON

Choose from mild, relax, or slim

Customized SPA massage (20 min)

90€ TAX/PERSON

Customized SPA massage (50 min)

160€ TAX/PERSON

Customized facial treatment by Phytomer

(50 min)

130€ TAX/PERSON



WORKSHOPS in La Baule

68

ACTIVITIES IN LA BAULE

Mixology workshop

STARTING AT

€25 INCL. TAX/PERSON
(FOR 10 TO 20 PEOPLE)

For 45 minutes to 1 hour, learn the art of mixology in a relaxed and friendly atmosphere. Guided by our bartender, you'll learn how to mix and serve your own creation, which you'll naturally be able to taste at the end of the workshop.

Oenology workshop (1 hr)

€60 INCL. TAX/PERSON

A tasting of three regional wines served with canapés prepared by the Chef, followed by a tour of our cellar.



ACTIVITIES

offered by our partners

70

ACTIVITIES IN LA BAULE

The Barrière La Baule Resort: a world of leisure activities easily accessible from our hotels. Unite and mobilize your teams around customized incentives and team building activities.

- **AMT ORGANISATION**
www.amt-organisation.com
Team buildings créatifs, RSE, créatifs, sportifs...
- **LE HANGAR À ÉNIGMES**
www.lehangardelabaule.com
Escape Games
- **MAGMA TEAM BUILDING**
www.magmateambuilding.fr
Incentives à distance, challenges RSE, Murder party...
- **AU GRÉ DU VENT**
wwaugreduvent.fr
Jeux de piste, jeux sportifs, escape games, voyages autour des 5 sens...
- **LES VOILES ROYALES**
www.lesvoilesroyales.org
Char à voile, stand up paddle, jet ski, ski nautique...
- **EQUESTRIAN CENTER LA BAULE**
www.centreequestredelabaule.com
Rides on the beach, riding lessons, horse therapy sessions...





CONTACT & reservations

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BARRIERE HOTELS | OUR MOBILE APP
Prepare your arrival and access unique services
at your hotel, all from your smartphone!
Download the app to get started!



RESORT
BARRIÈRE
LA BAULE