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HÔTEL BARRIÈRE
LE ROYAL
LA BAULE



LE ROYAL LA BAULE

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BARRIÈRE Group

FROM GENERATION TO GENERATION KNOWLEDGE, TRANSMISSION AND INNOVATION

Barrière is above all a family business, passed down from generation to generation. It is a Group that has never stopped developing in France and abroad and diversifying around its core business: hospitality and related leisure activities.

1912–1962 FRANÇOIS ANDRÉ

François André created modern tourism in Deauville, then in La Baule in 1926. An entrepreneur at heart, he invented the concept of the “Frenchstyle resort”, bringing together a casino, hotels and sports facilities in the same place.



François André

1962–1990 LUCIEN BARRIÈRE

In 1962, Lucien Barrière, François André’s nephew, took over the Group he had joined ten years earlier. He modernized it with a view to maintaining tradition and preserving the prestigious resorts bequeathed by his uncle. In 1980, in order to unite all the establishments he owned, he created the Société Hôtelière de la Chaîne Lucien Barrière (SHCLB) and brought together the hotels and the casino of La Baule under its umbrella.



Lucien Barrière

From 1990 DIANE BARRIÈRE

In the early 1990s, Diane Barrière succeeded her adoptive father Lucien Barrière. She initiated major renovation projects and, in particular, created the inimitable “Style Barrière” by embarking on a long collaboration with the decorator Jacques Garcia. Under her aegis, the Group acquired the prestigious Fouquet’s brasserie on the Champs-Élysées in Paris in 1998. Boldness, the French art de vivre, refinement and the avant-garde would guide its legacy within the group.



Diane Barrière

Since 2023 JOY DESSEIGNE-BARRIÈRE & ALEXANDRE BARRIÈRE

Together, Joy Desseigne-Barrière and Alexandre Barrière constitute the fourth generation of entrepreneurs at the helm of the Group. Passed down from their mother, they ensure its influence, its development, its loyalty to the values that have been its strength since 1912. In 2023, the Group once again became a 100% family business, with Joy and Alexandre as the main shareholders.



Joy Desseigne-Barrière and Alexandre Barrière

FRENCH ATLANTIC RIVIERA

La Baule

SINCE THE LATE 19TH CENTURY, LA BAULE HAS EXISTED IN HARMONY WITH THE BLUE WATERS OF THE OCEAN AND THE GENTLE SWAY OF THE FRAGRANT PINE TREES. A TIMELESS EMBLEM OF THE FRENCH ART OF LIVING, THIS LEGENDARY SEASIDE RESORT OFFERS FAR MORE THAN TRANQUIL DAYS BY THE SHORE. EXPLORE THE SURROUNDING AREA AND YOU WILL DISCOVER A WEALTH OF FASCINATING SITES AND DIVERSE EXPERIENCES, FROM CHARMING VILLAGES TO BREATHTAKING NATURAL LANDSCAPES.



FRENCH ATLANTIC RIVIERA



Blending understated luxury with authentic Breton charm, La Baule unfolds along nine kilometers of one of the world's most beautiful bays, offering both serene calm and an abundance of activities for families. Stroll along fine sandy beaches, dive into the crystal-clear waters of the Atlantic, or cycle through La Baule's charming streets shaded by the majestic pines surrounding its historic villas.

Things to see and do

- The Salt Marshes
- The Medieval Town of Guérande
- The Côte Sauvage Coastline
- Brière Regional Nature Park
- The Villas of La Baule
- Horesback rides by the sea
- Sailing excursions
- Exploring the Nantes Wine Route

Travel times to La Baule

- ✈ La Baule-Escoublac Train Station
- ✈ Nantes airport
- 🚗 450 km from Paris via the A11

Paris > Nantes	✈	1 h
London > Nantes	✈	1 h 30
Brussels > Nantes	✈	2 h
Hamburg > Nantes	✈	2 h 40
Frankfurt > Nantes	✈	3 h
Geneva > Nantes	✈	1 h 30
Milan > Nantes	✈	2 h 10



LA BAULE



LE ROYAL LA BAULE



HOTEL LE ROYAL LA BAULE

Gazing out over the Atlantic, Le Royal is an ode to the French art of living in the heart of La Baule. Welcome to a refined five-star hotel perfectly positioned for exploring the town's elegant boutiques and narrow winding streets, strolling along the seaside or exploring the gorgeous bay. Inspired by the salt marshes, the rooms and suites decorated by Chantal Peyrat in shades of beige and blue evoke far-flung destinations and spark a sense of whimsy. Throughout the day, tap into a range of food, sports and well-being experiences to enhance your stay. Tuck into light dishes on the beachfront Le Ponton restaurant or enjoy bistro favorites at La Brasserie du Royal, finishing off with a glass of champagne to the sound of the piano at the Bar du Royal.

<p>ACCOMMODATION 87 ROOMS INCLUDING 14 SUITES</p>	<p>RESTAURANTS & BARS 2 RESTAURANTS • LA BRASSERIE DU ROYAL • LE PONTON 1 BAR</p>	<p>WELLNESS & SPORTS LONGEVITY CENTER HEATED INDOOR & OUTDOOR POOLS FITNESS CENTER</p>	<p>KIDS CLUB BABIWI STUDIO BY PETIT VIP TEEN'S CAMP</p>	<p>BARRIÈRE CASINO</p>
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AT A GLANCE



LE ROYAL LA BAULE



ROOMS & SUITES



87 ROOMS
INCLUDING 14 SUITES

LE ROYAL LA BAULE



RESTAURANTS & BARS

LA BRASSERIE DU ROYAL

The menu elegantly combines French brasserie classics, such as beef tartare and sole meunière, with creations that are resolutely focused on the sea. Discover dishes created by Chef Yannick Hochet in a legendary setting.



LE PONTON

Enjoy seafood cuisine and a breathtaking view of the Atlantic Ocean. A relaxed atmosphere to kick back in with family or friends as the music plays on.



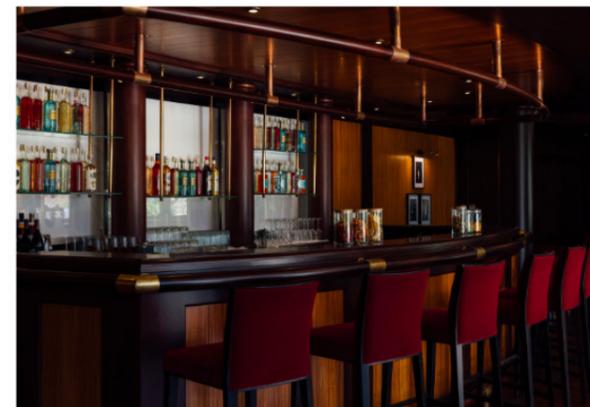
LE BAR DU ROYAL

Set amid exquisite cameo friezes and the hushed charm of an English club, the space exudes timeless elegance, with a grand piano adding a majestic touch.



LE YACHTING CLUB

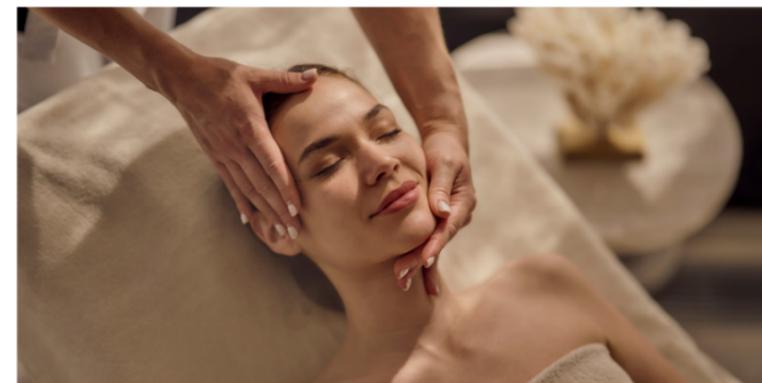
An elegant, bright and sunny atmosphere with refined Italian cocktails and antipasti to share... Le Yachting brings the Mediterranean to you!



LE ROYAL LA BAULE



WELLNESS



ORA THE LONGEVITY BAY

There are places where people come to relax. And others, rarer still, where people come to rediscover themselves.

In the heart of the Atlantic Riviera, in La Baule, we have the immense privilege of welcoming you to a sanctuary dedicated to the art of longevity. Here, every moment is a celebration of vitality, every detail a promise of excellence.

Our philosophy? To combine scientific rigor with the French art of living, offering you an experience where time seems to stand still, where every breath, every movement, every treatment is an ode to the beauty of existence.

We invite you to surrender to this unique experience, where attention to your rhythm becomes second nature.



BIOLOGIQUE RECHERCHE

Biologique Recherche takes an innovative approach to skincare, founded on a rigorous methodology. Its founders, both experts in their respective fields of biology and physiotherapy, joined forces to develop products tailored to the unique needs of every skin type. What sets them apart is their commitment to using exceptionally pure, fragrance-free ingredients and developing products rich in natural active ingredients, often at concentrations far above industry standards.

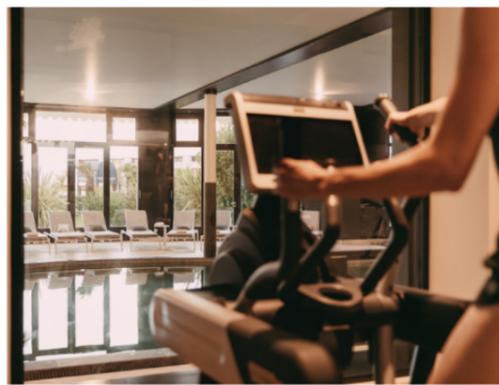
BEAUTY CORNER

Welcome to 100 m² of pure elegance and beauty. Headed up by a Beauty Ambassador, the Beauty Corner is brimming with products from our partner brands, and is home to two nail care and make-up treatment spaces.

LE ROYAL LA BAULE



SPORTS



FITNESS & LONGEVITY CLUB

Facing the ocean, your new Club Fitness & Longevity Barrière La Baule reinvents the experience of movement. Designed by Technogym, a world leader in high-end fitness, it combines design, natural light and the latest generation of equipment to cultivate performance, balance and vitality.

INDOOR POOL

Serenity ahoy! Enter our sweeping saltwater indoor pool bathed in natural light that leads directly into the spa for a relaxing, seamless experience.

OUTDOOR POOL

When summer reaches full swing, make a beeline for the elegant outdoor pool set in a peaceful garden complete with solarium. Lounge in the sun, plunge into the delightfully cool water or doze in the shade: moments to savor at your own pace.



GOLF INTERNATIONAL BARRIÈRE LA BAULE

Just 8 km from La Baule, the Golf International Barrière La Baule spans 220 hectares in the Parc de Brière. Featuring three golf courses, it also offers a training center for all levels, a Club House overlooking the greens for lunch or drinks, and a Pro Shop.

LUCIEN BARRIÈRE COURSE
18 holes

DIANE BARRIÈRE COURSE
18 holes

FRANCOIS ANDRÉ COURSE
9 holes

TENNIS COUNTRY CLUB BARRIÈRE LA BAULE

A stone's throw from the beach at the Resort Barrière La Baule, the Tennis Country Club Barrière La Baule combines fitness and relaxation with its 24 tennis courts, 2 beach tennis courts and 4 padel tennis courts.

LE ROYAL LA BAULE



FAMILY

FUN AND GAMES FOR KIDS

Let your children set out for the day, carefree. Then delight in the stories of their adventures afterwards. Take a splash in heated pools, year round! Enjoy your break together as a family. Resort La Baule is simply a paradise for children, with everything you need to offer your family an unforgettable vacation, including communicating rooms to be turned into apartments. Bathrobes and Bonpoint courtesy products in your room, surprises and sweet treats on arrival, a breakfast buffet to satisfy all appetites and at the end of the day, room service made for young food lovers.



EXPLORING THE WORLD OF WELLNESS

You're never too young to start exploring the wonderful world of pampering. L'Hermitage offers tailored care in collaboration with the timeless children's self-care brand, Bonpoint. A bonding moment for parents and children to create sweet memories. Rooms feature an exclusive selection of Bonpoint products for all mini VIPs (up to age 12) to bask in their first beauty routine.

You can also enjoy parent-baby activities like baby swim sessions or introductory massage courses in the nursery specially designed to support your little one's wellness.

You can borrow baby-care gear such as strollers and highchairs.



BABIWI CLUB

The Babiwi at the Hotel Le Royal La Baule is a dedicated childcare space for little ones aged 10 weeks to 5 years, available by reservation. Open year-round, it provides a variety of early-learning activities, meals, naps, playtime, and age-appropriate workshops, from music and painting to outdoor games.



STUDIO BY PETIT VIP

For children aged 4 to 12, The Studio by Petit VIP at Hôtel L'Hermitage is a space where creativity flourishes. Guided by a dedicated team of educators, children discover the ten major arts through innovative, eco-friendly workshops, often held in foreign languages. From sculpture and photography to music and comics, they explore artistic expression in all its forms.



TEEN'S CAMP

A brand-new space is up and running for 13 to 17-year-olds to gather and unwind before heading out on their next adventure. Here, teens can enjoy teamwork, sports, and challenges, all combined with fun and friendship. From friendly competitions and shared experiences to thrilling moments, this is the perfect place to create unforgettable memories.



LE ROYAL LA BAULE



SURROUNDINGS

Discover LA BAULE



LA BAULE'S VILLAS

Discover La Baule's emblematic villas and the stories they tell of the town's history and architectural elegance. A mesmerizing stroll through pines and seascapes reveals colorful façades, secret gardens, and the rich layers of La Baule's history and heritage.

OCEAN ADVENTURES

Experience the fresh sea air and all the thrills the ocean has to offer:

- Water skiing
- Surfing
- Kite surfing
- Windsurfing
- Catamaran
- Wind foil

Try your hand at sand yachting on La Baule's magnificent beach.



HORSEBACK RIDING

Take your horse on a gentle ride towards the Atlantic Ocean. Every morning, the expansive sandy beaches become a playground for horses. Begin with a gentle trot, then gallop freely across the open sands. Discover or perfect your riding skills along the coast, through the forest, and on scenic bridle paths, guided by the expertise of La Baule's equestrian center.

Discover THE REGION



VISIT THE GUÉRENDE SALT MARSHES

Discover the renowned Guérande salt, among the finest in the world, on a private tour. Follow a knowledgeable guide through the remarkable labyrinth of the geometrically patterned marshes.

EXPLORE THE BRIÈRE REGIONAL NATURE PARK

Drift along the canals and take in the beauty of this protected, untamed landscape on a Chaland, the area's iconic flat-bottomed boat. Encounter a wealth of flora and some of Europe's most extraordinary bird species.



SCENIC FLIGHTS

Take to the skies and admire the striking beauty of the peninsula, with its rugged coastline, expansive marshes, and the endless Atlantic Ocean. Board a helicopter for a 20 or 50-minute flight to view landscapes that stretch as far as the eye can see for a truly magical perspective.

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CONTACTS
WWW.HOTELSARRIERE.COM