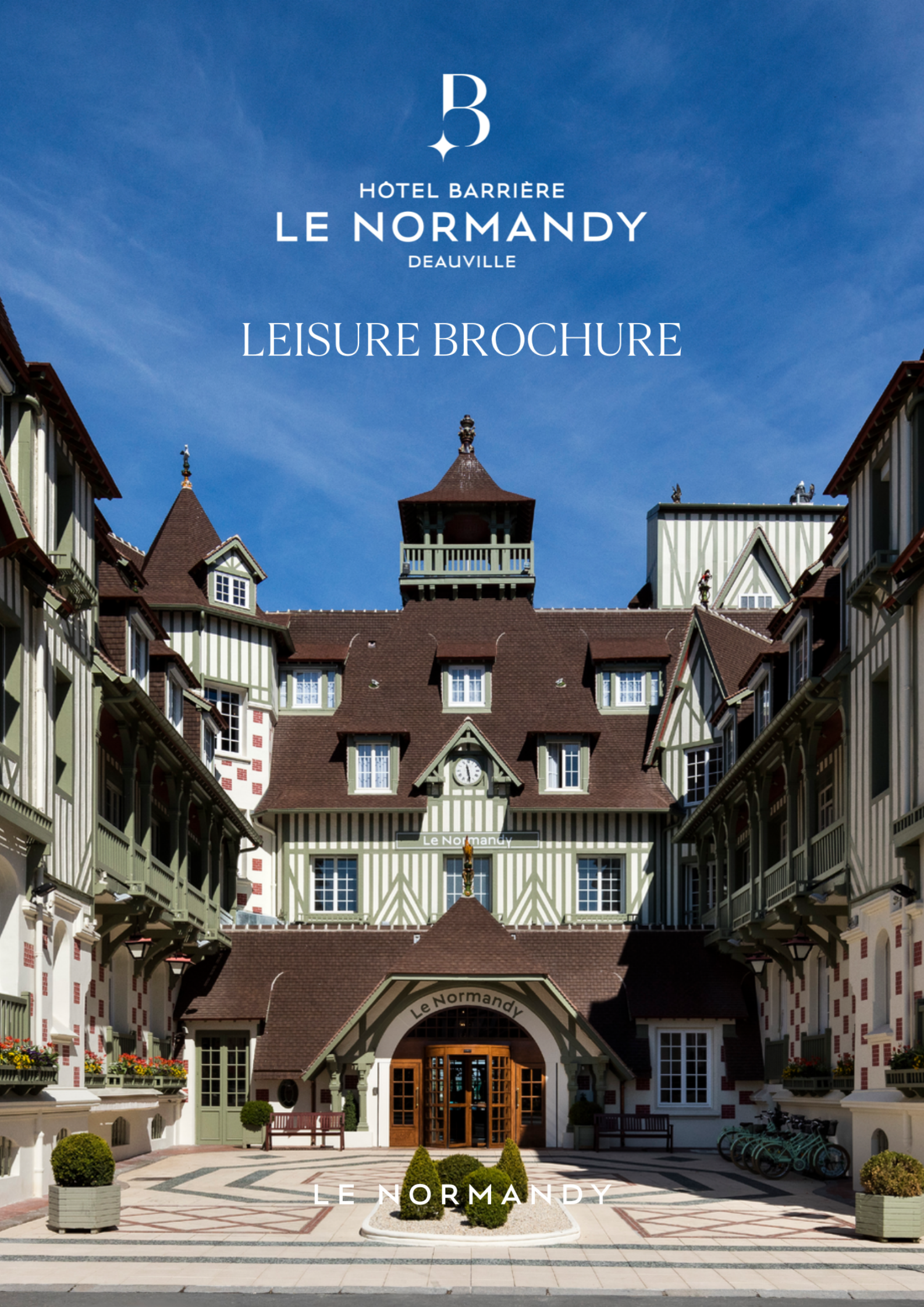
HÔTEL BARRIÈRE

LE NORMANDY

DEAUVILLE

LEISURE BROCHURE



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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-Elysées 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

Deauville

LESS THAN TWO HOURS FROM PARIS, LIES A PLACE STEEPED IN TRADITION AND ELEGANCE: WELCOME TO DEAUVILLE, THE CÔTE FLEURIE'S CROWN JEWEL AND A DESTINATION THAT COMBINES CULTURE, LEISURE AND RELAXATION.

THE CÔTE FLEURIE



DEAUVILLE



Deauville has been synonymous with the silver screen since it served as the backdrop to Claude Lelouch's 1966 Palme d'Or-winning A Man and a Woman and the Deauville American Film Festival. The town is renowned for its famous equestrian events, with the Barrière Deauville Polo Cup and the Lucien Barrière Grand Prix Deauville running every summer.

Things to see and do

- Deauville's Boardwalk
- The casinos
- Deauville town and its stores and boutiques
- The Port de Trouville
- Les Franciscaines
- Deauville market
- The Villa Strassburger

Travel times to Deauville

-Paris	2h00	2h00
-Lyon	5h00	3h00
-Strasbourg	4h30	3h00





LE NORMANDY



AT A GLANCE





LE NORMANDY

The Côte Fleurie's iconic Le Normandy gazes out to sea, offering up spellbinding views of the waves and Deauville's legendary Boardwalk. At almost one hundred years of age, this five-star temple to French elegance and refinement is known for its timeless charm and glorious Anglo-Norman architecture. The hotel's rooms and suites unfold in an ode to pure peace and quiet for a truly unforgettable stay. The hotel's Belle Epoque restaurant serves up refined cuisine, while the Ciro's Deauville and Bar de la Mer on the Boardwalk are perfect for al fresco dining and drinks. Private beaches, a heated indoor pool and golf, tennis and padel tennis provide all the amenities required for guests who like to get moving, with the Spa Diane Barrière and its bespoke beauty treatments on hand to help you unwind, along with the hotel's very own sauna, hammam and gym. Younger guests are given the VIP treatment at the Studio By Petit VIP, where fun, creative and educational activities give children aged four to 12 the opportunity to dive deep into the arts and the silver screen. A nursey and teen club are also available for guests to enjoy.

ACCOMODATION

271 ROOMS
INCLUDING 40 SUITES AND 7 FAMILY APARTMENTS
UN HOMME ET UNE FEMME SUITE
PRESIDENTIAL SUITE

PRIVATE BEACHES

THE BEACHES AT THE BAR DE LA MER,
BAR DU SOLEIL
AND VILLA SUR LA PLAGE

FOOD & DRINK

- BELLE ÉPOQUE
- BAR LE NORMANDY

AND 25 RESTAURANTS AND BARS IN DEAUVILLE, INCLUDING:

- CIRO'S DEAUVILLE
- BAR DE LA MER
- NOTO DEAUVILLE
- LEONE DISCOTECA...

WELL-BEING & SPORTS

SPA DIANE BARRIÈRE
HEATED INDOOR POOL
FITNESS
SAUNA HAMMAM

GOLF
TENNIS
PADEL TENNIS
BIKE HIRE

KIDS CLUB

LE STUDIO BY PETIT VIP
NURSERY
TEEN CLUB

BARRIÈRE CASINOS





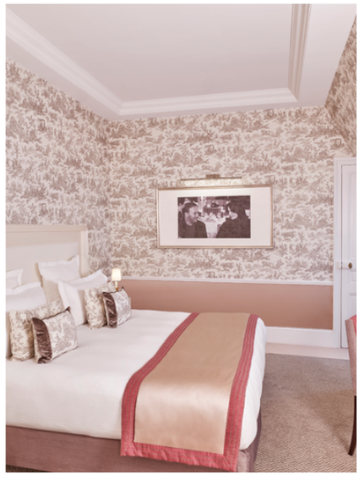
LE NORMANDY



ROOMS & SUITES













271 ROOMS

INCLUDING 40 SUITES, 7 APARTMENTS AND 2 SIGNATURE SUITES

LE NORMANDY



RESTAURANTS & BARS



BELLE ÉPOQUE

Step into the elegant, grandiose Belle Époque restaurant with its immaculate white decor and views of the Cour Normande. Enjoy the contrast between the crystal chandeliers and modern furnishings while savoring regional cuisine, starring exquisitely cooked fish, local specialties, and elbow macaroni with truffles and ham. On summer Sundays, come together for a lavish al fresco brunch on the terrace and soak up the Côte Fleurie's sunshine.



CIRO'S DEAUVILLE

Basking on Deauville's legendary boardwalk, Ciro's offers so much more than a meal. Welcome to an intense immersion in elegance and culinary tradition, with the Channel as a backdrop. Since 1959, this seaside restaurant in Deauville has been celebrating flavorsome seafood in a chic, friendly setting inspired by the luxury liners of yesteryear: the perfect spot for diners looking to take in the sea air or enjoy an exceptional sunset.



BAR DE LA MER

Colors that pop, dishes laced with seaside flavors, and a sprawling, sunbaked terrace: Le Bar de La Mer is back at the Deauville boardwalk! A fun, whimsical, family-friendly spot for mouthwatering meals in a dreamlike ambiance complete with breathtaking sea views. Enjoy dishes bursting with sunny flavors beneath the parasols. Lulled by the rhythm of the waves, relish a delicious interlude with family or friends...



NOTO DEAUVILLE

Generous, sun-drenched Italian cuisine and dishes made for sharing in a relaxed, bustling atmosphere. Chef Emilio Giagnoni offers a delicious mix of Italian flavors in the perfect place to come together with loved ones for an unforgettable meal.

LEONE DISCOTECA Deauville's new and exclusive venue for nights out with friends. Tucked away in the Deauville Barrière Casino next to Le NOTO, LEONE is the place to be to dance the night away.



BAR DU NORMANDY

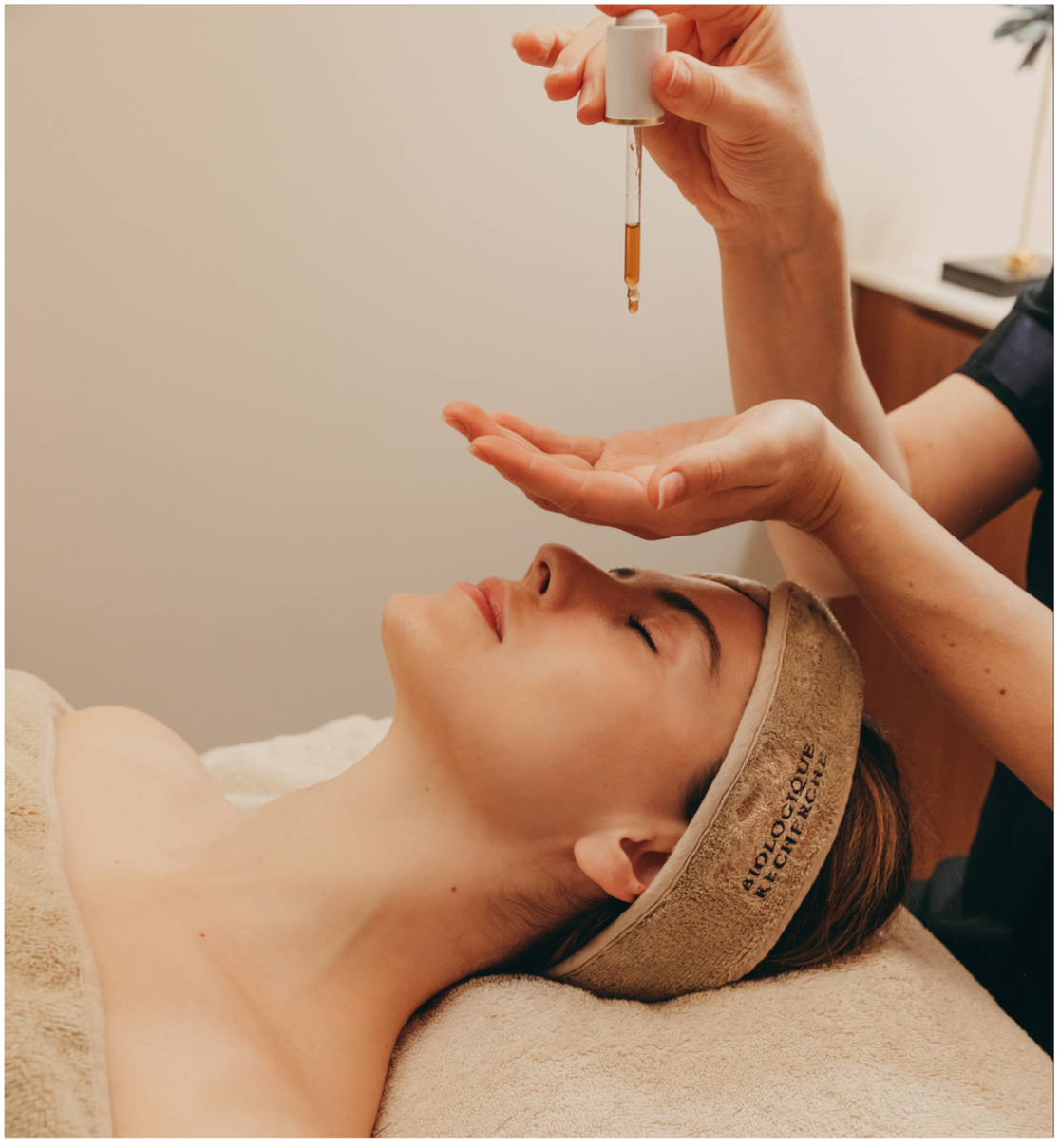
An elegant English-style club in Deauville.
Soak up the warm, cozy atmosphere at the Bar du Normandy, complete with fireplace, piano and wood paneling. An iconic setting in which to indulge in an exquisite selection of cocktails and 147 different whiskies. A Deauville institution with a suntrap terrace. An institution where each glass has a story to tell.



BAR DU SOLEIL

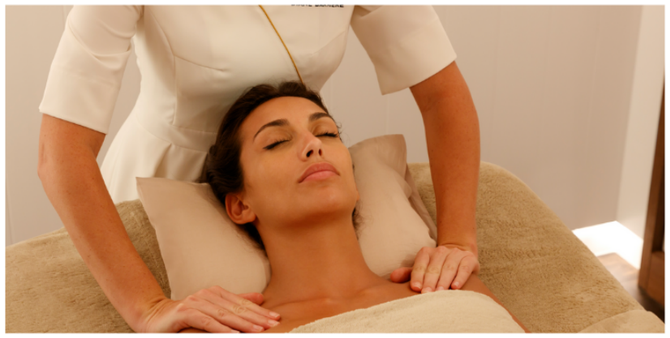
A bright, airy spot-on Deauville's boardwalk, with understated decor refreshed by NIDO in 2020. Gorgeous views of Deauville's beach. Brasserie complete with a 300 m² pergola. A seafront beach terrace and deckchairs under Deauville's parasols: the epitome of elegant relaxation. Beachside coffee, cocktails, and Italian dishes with sea views.

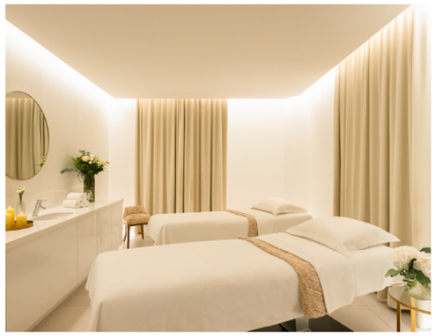
LE NORMANDY



WELL-BEING & SPORTS







SPA DIANE BARRIÈRE

A true ode to well-being, energy and serenity, welcome to a new way to relax in a place like none other. Unwind in a luxurious, authentic setting that embodies the Barrière spirit, all powered by Biologique Recherche's expert touch and the magic of a bespoke approach. Biologique Recherche fuses clinical-style beauty treatments, products that are intentionally pure, concentrated and practically raw, and original, meticulous technique:
the cornerstone of its reputation for achieving incredible results.

BIOLOGIQUE RECHERCHE

"Skin is a reflection of oneself and changes over the course of a single day and lifetime. Each and every one of us has our very own Instants de Peau©. The Biologique Recherche method speaks to each individual's skin in a unique, bespoke way."

Dr. Philippe Allouche

BONPOINT

Bonpoint channels its skincare expertise into getting young guests into good habits from an early age. These signature treatments help deepen the bond between parent and child while raising kids' awareness of the benefits of skincare through a range of luxurious child-friendly products.

LE NORMANDY DEAUVILLE

LE NORMANDY



SPORTS







DEAUVILLE GOLF COURSE

The Golf Barrière Deauville opened in 1929 in the Mont-Canisy hills just a few minutes from the town center and is known as one of France's finest golf courses. Designed by architects Tom Simpson and Henry Cotton, the variety of golf courses here means there's something for everyone, all in a gorgeous 70-hectare setting.

DIANE COURSE
18 holes

LUCIEN COURSE
9 holes

Julien Xanthopoulos x Barrière Golf Academy

SAINT-JULIEN GOLF COURSE

Opened in 1989, the Golf Barrière Saint-Julien is nestled in the very heart of the Pays d'Auge region, a few minutes from Pont-l'Évêque town center. The two English-style golf courses here offer up stunning views of the typical Normandy countryside, complete with apple trees in full bloom.

LE VALLON COURSE
18 holes

LE BOCAGE COURSE
9 holes

LE NORMANDY



FAMILY

PETIT VIP

At the Studio by Petit VIP, kids aged four to 12 let their imaginations run wild and build lasting memories. L'Hôtel Barrière Le Normandy treats little ones to one-on-one supervision and exceptional care: everything they need to get "thinking big". Kids up to the age of 17 will find everything they need at the Teen Club, while tiny tots up to the age of three are welcome at the Nursery (extra fee).

Kids are encouraged to tap into their creativity and express themselves with a jam-packed line-up of fun, inspiring activities.



KID'S MENUS

Food and drink specially for mini guests, featuring dishes packed with healthy ingredients and fruit mocktails from the hotel bar.




ça tourne
BAM
POW!
POW!
PAF
PAF
PAF

Explore
DEAUVILLE



THE CÔTE FLEURIE

Welcome to Normandy's most breathtaking coast. Deauville and its 555 listed villas, racecourse, market, luxury boutiques and Les Franciscaines cultural hub await in a constellation of unique experiences to share.

HORSEBACK TREKS

There's no place quite like Deauville when it comes to horseback-riding. Whether along the beach, in town or in the countryside, live life to the full and make the most of sweeping views of Normandy all year round.





THE BARRIÈRE GOLF COURSES

It's all about the golf in Deauville. A unique 54-hole experience across courses designed by world-famous architects such as Tom Simpson to keep things interesting with a range of different settings—and the chance to hone your swing at the Julien Xanthopoulos x Barrière Golf Academy.

Explore
THE REGION



THE VILLA STRASSBURGER

Awe-inspiring architecture within striking distance of the racecourse. This jaw-dropping residence was commissioned by Baron Henri de Rothschild and listed as an historic monument in 1975.

LES FRANCISCAINES

A museum, auditorium, venue, exhibition space and library rolled into one in an inspiring cultural hub dedicated to what makes Deauville so unique: a heady combination of horses, film, entertainment, photography, the art of living and youth culture.





CALVADOS EXPERIENCE

Deep in the heart of the Pays d'Auge region, a very special site awaits on the grounds of France's oldest ever Calvados distillery. Come and see how the apples here undergo a magical metamorphosis to be turned into Calvados.

Explore
THE REGION



THE D-DAY BEACHES

The D-Day landing on Normandy’s beaches took place on June 6, 1944, and proved to be the largest amphibious and airborne operation of all time. Every year, millions of visitors flock to the D-Day beaches to pay tribute to the brave soldiers who liberated France.

GIVERNY

Basking on the Seine’s right bank, this town was immortalized in paintings by Impressionist master Claude Monet, who lived here from 1883 until his death in 1926. No stay in Normandy would be complete without a trip to gorgeous Giverny.





MONT-SAINT-MICHEL

Perched on a rocky islet, Mont-Saint-Michel stands watch over a magnificent bay and is home to mainland Europe’s highest tides. The UNESCO World Heritage-listed Mont and its bay form Normandy's most popular attraction.



HÔTEL BARRIÈRE
LE NORMANDY
DEAUVILLE



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