



HOTEL  
LE CASTEL MARIE-LOUISE  
LA BAULE



LE CASTEL MARIE-LOUISE

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



# LA BAULE



# LE CASTEL MARIE-LOUISE



## AT A GLANCE



## HÔTEL LE CASTEL MARIE-LOUISE LA BAULE

Just three hours from Paris, Le Castel Marie-Louise offers an exclusive venue brimming with romance, nestled in a magnificent park, with the Atlantic Ocean as a backdrop. Part of the Relais & Châteaux network, this resplendent Belle Epoque manor features stylish furnishings and floral prints by Jacques Garcia in an enchantingly poetic atmosphere. The rooms and suites in this 5-star hotel are calm and peaceful, perfect for winding down, and have stunning views of the park or the sea. The gourmet restaurant Le Castel Marie-Louise offers inventive, mouthwatering cuisine in a lush, green setting.

**ACCOMMODATION**  
31 ROOMS INCLUDING  
3 SUITES

**RESTAURANTS & BARS**  
1 RESTAURANT  
• LA TABLE DU CASTEL  
1 BAR

**KIDS CLUB**  
BABIWI  
STUDIO BY PETIT VIP  
TEEN'S CAMP

**BARRIÈRE CASINO**



# LE CASTEL MARIE-LOUISE



## ROOMS & SUITES



31 ROOMS  
INCLUDING 3 SUITES

# LE CASTEL MARIE-LOUISE



## RESTAURANTS & BARS

## LA TABLE DU CASTEL



Tables set on sunny days, comfortable velvet armchairs, and large windows opening onto the park with its century-old pine trees make up the elegant setting of La Table du Castel. This refined setting showcases the creative cuisine of Chef Jérémy Coirier.

## LE BAR DU CASTEL



A refined lounge come tea-time. A hideaway to escape to at the end of the day to sample a selection of cognacs and whiskies. The hotel's bar ushers you in to a world of fascinating flavors. Linger over a cup of tea in a plush purple armchair. Feel the sun warm your skin through the sparkling windows.

# LE CASTEL MARIE-LOUISE



## WELLNESS & SPORTS

Access to sports facilities & wellness facilities at L'Hermitage and at Le Royal



### OUTDOOR POOLS

As the sun rises over La Baule, the outdoor pools transforms into a serene retreat. Framed by an elegant terrace, it invites you to unwind on deckchairs and sun loungers, while the heated water ensures a comfortable swim at any time.

### INDOOR POOLS

Immerse yourself in a sanctuary of calm. The indoor pools offers a gentle, tranquil atmosphere and is heated to 28 °C throughout the year.

### FITNESS CENTER

With cardio equipment, plus a sauna and hammam for post-workout relaxation, this space lets you push your limits on bikes and treadmills before finishing with laps in the indoor pool.



## 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 CASTEL MARIE-LOUISE



# 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 CASTEL MARIE-LOUISE



## 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 GUÉRANDE 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  
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