



HÔTEL BARRIÈRE
L'HERMITAGE
LA BAULE



L'HERMITAGE 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 | ✈ | 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



L'HERMITAGE



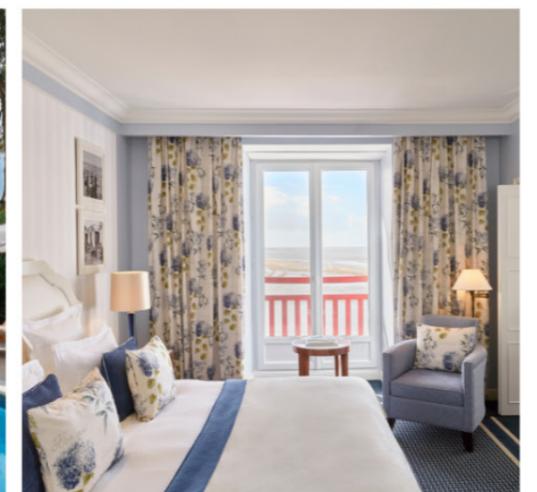
AT A GLANCE



HOTEL L'HERMITAGE LA BAULE

Just three hours away from Paris, the majestic L'Hermitage, Leading Hotel of the world, La Baule boasts ocean views and a sweeping sandy beach. Built in 1926, this iconic five-star hotel is an Atlantic gem that is perfectly placed for exploring the timeless charm of La Baule's lively winding streets and expansive beaches. With incredible views of the sea and the iconic villas, the rooms and suites whisk you away to a tranquil, seaside dreamscape. Try your hand at new culinary, sports and well-being activities, both in the hotel and the surrounding area. Savor the elegant flavors of Ciro's La Baule and Le Pavillon, relax with a signature cocktail at the Bar de L'Hermitage, and discover even more delights at the resort's six other signature venues.

| | | | | |
|---|--|---|--|-------------------------------|
| <p>ACCOMMODATION 200 ROOMS INCLUDING 18 SUITES</p> | <p>RESTAURANTS & BARS 2 RESTAURANTS • LE PAVILLON • CIRO'S LA BAULE 1 BAR</p> | <p>WELLNESS & SPORTS AUGUSTINUS BADER SPA HEATED INDOOR & OUTDOOR POOLS FITNESS CENTER</p> | <p>KIDS CLUB BABIWI CLUB STUDIO BY PETIT VIP TEENS CAMP</p> | <p>BARRIÈRE CASINO</p> |
|---|--|---|--|-------------------------------|



L'HERMITAGE



ROOMS & SUITES



200 ROOMS
INCLUDING 18 SUITES

L'HERMITAGE



RESTAURANTS & BARS

LE PAVILLON



A timeless garden, a lingering aperitif, a slowly savored dinner. The dishes here celebrate the magic of the peninsula, salt, flame, and the present moment. Friends and strangers share laughter and raised glasses in an refined yet relaxed atmosphere. Le Pavillon offers effortless elegance and limitless pleasure.



CIRO'S LA BAULE

This legendary restaurant in La Baule overlooks the Atlantic Ocean with sweeping views of the bay. In an artful mix of lacquered wood, brass, and deep navy, the Friedmann & Versace décor creates a space that exudes elegance and yacht-club refinement.



BAR DE L'HERMITAGE

In black, white, and gold décor, with a luminous counter, cozy armchairs, and a large library, the bar offers a serene setting for enjoying the piano notes drifting in from the lobby. Perfect for a warm and welcoming pause by the ocean.

L'HERMITAGE



AUGUSTINUS BADER SPA

An exceptional experience at the Augustinus Bader Spa In the prestigious setting of L'Hermitage, the spa showcases its exclusive collaboration with Augustinus Bader, the iconic regenerative skincare brand. Combining scientific innovation with sensory excellence, each treatment becomes a personalized moment, enhanced by the performance of theTFC8®.

BONPOINT: TREATING LITTLE GUESTS TO THE VERY BEST

Bonpoint offers high-quality, French-made products for simple, effective care routines for the entire family. From creams to balms, each item is designed for even the youngest children, promoting independence while transforming daily rituals into delightful, educational moments.

KOS PARIS, A UNIQUE SENSORY ESCAPE

Merging the purity of ingredients with the indulgence of textures, KOS Paris champions a holistic approach to beauty. Each product unfurls as a sensory journey, inviting you to reconnect with your inner essence through exclusive rituals that unite exceptional natural ingredients and artisanal expertise.

WELLNESS

L'HERMITAGE



SPORTS



OUTDOOR POOL

As the sun rises over La Baule, the outdoor pool 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 POOL

Immerse yourself in a sanctuary of calm. The indoor pool 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.

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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

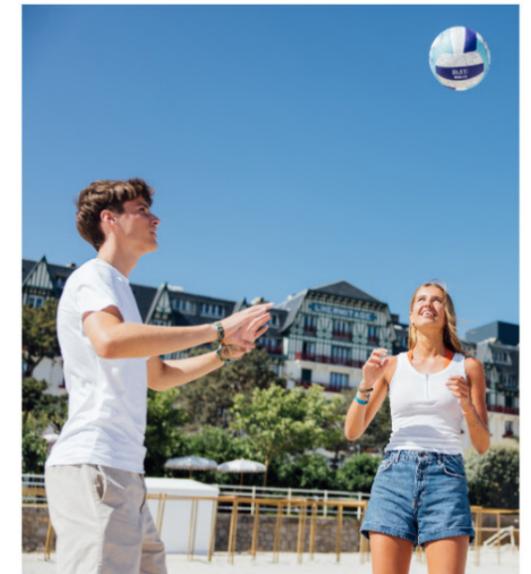
The Babiwi at the Hotel Le Royal La Baule is a dedicated childcare space for little ones aged 10 weeks to 5 years, available by reservation. Open year-round, it provides a variety of early-learning activities, meals, naps, playtime, and age-appropriate workshops, from music and painting to outdoor games.

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.



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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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LA BAULE



THE LEADING HOTELS
OF THE WORLD®

CONTACTS
WWW.HOTELSARRIERE.COM