

Press release



SOURCE OF ENLIGHTENMENT
LE TOUQUET
PARIS-PLAGE





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Edito

« Le Touquet-Paris-Plage, a coastal resort where we find ourselves!

Source of many lights, our elegant, authentic and family seaside resort of the Opal Coast shines a thousand lights on the region and beyond.

Rich of an outstanding and protected environment between sea and forest and ideally located in the heart of the triangle London-Paris-Brussels, for over a century now, Le Touquet-Paris-Plage attracts a clientele that yearns to meet with family, friends or to find one's true-self.

Find your true-self, revitalise yourself in Le Touquet-Paris-Plage, and discover all the cultural and sport treasures of the seaside resort »!

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History of Le Touquet

« The Town will emerge from the light »

In 1837, Jean-Baptiste Alphonse Daloz acquired plots on which, for 30 years, he planted an 800 hectare-forest of maritime pines, poplars and alders. There, he created the first housing estate and adopted the proposal of his friend, founder of The Figaro, Hippolyte de Villemessant to make the seaside resort of the capital: «Paris-Plage» was born !

In 1864, Edward Lévêque, founder of the Academic Society of Le Touquet was the first historian of the coastal resort. He and Robert Guyencourt gave the future town its motto: «Fiat Lux, Fiat Urbs» («Let there be light, let there be the town»). It was a reference to the lighthouse as well as the Opal Coast, evoking the so peculiar changing light of the region.

In 1902, John Whitley and Allen Stoneham, owners of the British Company «Le Touquet Syndicate Ltd» carry on with this resolutely British spirit of adventure and built many luxury hotels, two casinos, sport facilities...

On the 28th of March 1912, the «Paris-Plage» seaside resort was established as a municipality under the final name of «Le Touquet-Paris-Plage.» From then on, the «Pearl of the Opal Coast» hasn't stopped shining in Northern Europe by its elegance and authenticity, building and landscaping an exceptional natural and architectural heritage.

It has welcomed and still regularly hosts many artists (painters, actors, musicians), such as Serge Gainsbourg, Philippe Noiret, Brigitte Fossey, Charlotte Rampling or Angelina Jolie and many others, while preserving its authenticity and its warm hospitality.



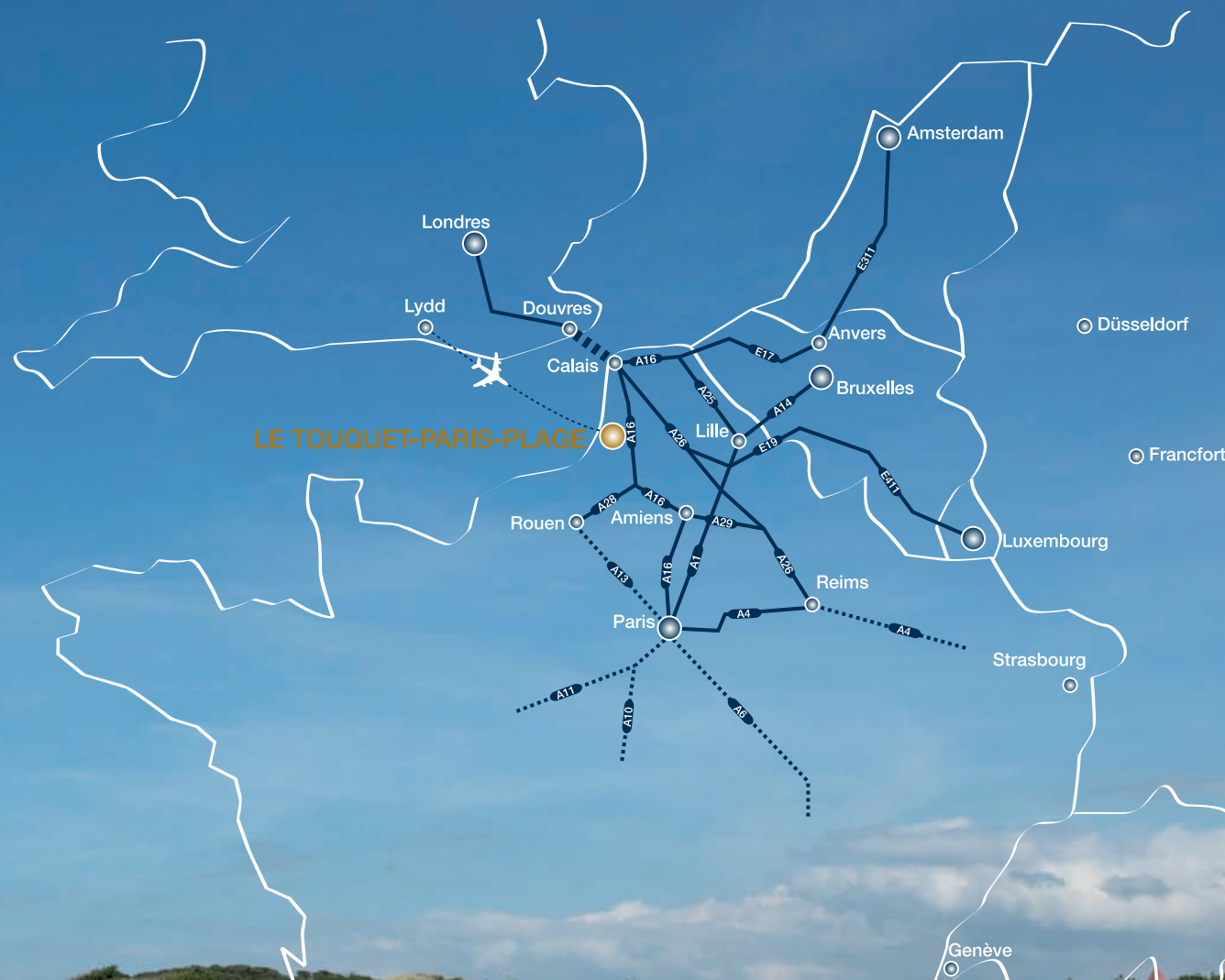
In the heart of a lively area

Le Touquet-Paris-Plage is the ideal starting point to discover the touristic and natural attractions of a region with a great environmental wealth (Regional Nature Reserve of the Caps and Marais d'Opale) located between two important sites of France: the Bay of Somme and the Two Caps.

The Opal Coast is made of 145 km of varied coastlines, on the busiest strait in the world, stretching from the Bay of Authie to the Belgian dunes, facing England.

It's an area which accommodates the largest French ports, of which Boulogne-sur-Mer is one, and a dynamic social-economic make-up.

Le Touquet-Paris-Plage enjoys also a remarkable accessibility of the region, in the heart of the triangle Paris-London-Brussels: railway infrastructures (including the Eurotunnel), two airports (Le Touquet and Calais-Dunkirk) and three highways (A16, A26 and A25).



Sports Paradise

Pierre de Coubertin (1863/1937)

Eager to popularize Sport, he wanted to restore the Olympism, which he did, in 1894, when he managed to pass the draft of the Olympic Games

by seventy-nine representatives of twelve nations in the great amphitheatre of the Sorbonne, and created the embryo of the International Olympic Committee.

He worked until 1925 as President of this Institution for the development of the modern Olympics.



For Le Touquet-Paris-Plage, he remains the man who was its resort and sports Director from 1903 to 1905 and who conceived and gave to the station the nickname of « Sports Paradise ». The Tennis Centre of Le Touquet bears his name to honour him.

The Equestrian Park with its 65 hectares, its equestrian centre, its racecourse, its jumping grounds is one of the finest French equestrian facilities and an incredible place for walks and horse trekking for the whole family, along the Canche.

www.parcequestre-letouquet.com

Avenue de la Dune aux Loups - 62520 Le Touquet-Paris-Plage

Tel : (+ 33)3 21 05 15 25 - fax : (+ 33)3 21 05 99 14

accueil.centreequestre@letouquet.com

The Tennis Centre Pierre de Coubertin is a real complex in the heart of the seaside resort that proposes to sportspersons, throughout the year, many possibilities with 8 heated indoor courts, 25 outdoor clay courts, a heated outdoor pool, a clubhouse and a pro shop.

A place where great champions emerged in events such as the Junior Davis Cup: Jo Wilfried Tsonga, Rafael Nadal, Novak Djokovic, Andy Murray... and the Women's Open: Amélie Mauresmo, Pauline Parmentier ... Courses, lessons, court rentals, subscriptions, swimming lessons for adults and children, gym: a place for everyone, from beginners to the most professional sports-person.

Rond point des Sports - 62520 Le Touquet-Paris-Plage

Tel : (+ 33)3 21 05 02 97 - fax : (+ 33)3 21 05 75 09

tennis@letouquet.com

The Golf, located in an outstanding natural environment between dunes and forest is the jewel of the Opal Coast golf courses. It offers the preserved heritage of its three exceptional golf courses.

Le Touquet Golf Club

Avenue du Golf - 62520 Le Touquet-Paris-Plage

Tel : (+ 33)3 21 06 28 00 - letouquet@opengolfclub.com



Nautical bases, north for sailing, and south for sand-yachting

Opportunities for water sports are numerous: starting at 8 years old, the sand-yachting gives unparalleled sensations. A team of qualified instructors offers customized lessons for all levels to discover the joys of steering. It is also possible to take off with kayaking, sailing, kite surfing, stand up paddling, surfing or windsurfing, great ways to work off and discover at the same time the coastal scenery.

Nautical Base North

Avenue Jean Ruet - 62520 Le Touquet-Paris-Plage

Tel: (+ 33)3 21 05 12 77 - voile@letouquet.com

Nautical Base South

Boulevard Jules Pouget - 62520 Le Touquet-Paris-Plage

Tel: (+ 33)3 21 05 33 51 - charavoile@letouquet.com

Le Touquet-Paris-Plage, 1st stage of the Tour de France in France

After the first three stages in England, the Franco-British transition was implicit with a stage in the most British of the French resorts!

The 101st edition will start from England, and more precisely from Leeds, on July 5th. After the first three British stages (with arrivals in Harrogate, Sheffield and London), the Tour will arrive from London to Le Touquet-Paris-Plage on July 7th for the evening, and will give the starting signal on July 8th from the «most British of the French resorts».



Le Touquet-Paris-Plage is a paradise for cyclists. Bikers and nature lovers have the opportunity to discover the resort through a landscaped network of pathways and bike paths of more than 20 km.

The first track of the athletics stadium was inaugurated by Pierre de Coubertin in 1904. It regularly organizes competitions and hosts International teams in training.

The seaside resort offers also the opportunity to play beach volleyball in the patios of the beach, downwind, or to play field hockey.

Le Touquet has also at your disposal **the municipal sports centre** with its sports palace «Paul Olombel» and the athletics stadium «Ferdinand Petit».

Children's Paradise

Archetypal family destination

Le Touquet-Paris-Plage is a paradise for children and youth, the resort where toddlers can't believe what they see ... they have their own festival, their beach clubs and they can take a pony or a bicycle ride, or even go in a carriage.

For them, every day is a wonderment. For all ages during the summer season (mid-July to mid-August), storytellers, magicians, puppeteers, stilt walkers, jugglers perform at fabulous shows that children are never tired of applauding. Nature workshops, circuses, games of yesteryear, sports introductions, cultural outings, there's something for everyone.

For the holiday season, throughout the month of December, «Once upon a time in Le Touquet» turns the city into an enchanted kingdom with fairy lights, suitable for all the stories.

During the spring and the summer, no less than 6 festive and lively beach clubs (Ojem Youth, Ojem Mickey, Joie de Vivre, Caddy, Hélio-Plage, Hipp'Ojem) are available for children.

Not to mention Aqualud, the beachfront water park of 4000m² where children from an early age and the whole family can enjoy the pleasures of the sea indoor or outdoor.

At certain times of the year during the school holidays, the «Touquet Resort Kids» campaign organized by Ojem welcomes your children around games, activities and outings, while parents can enjoy this free time for a shopping session or a massage.

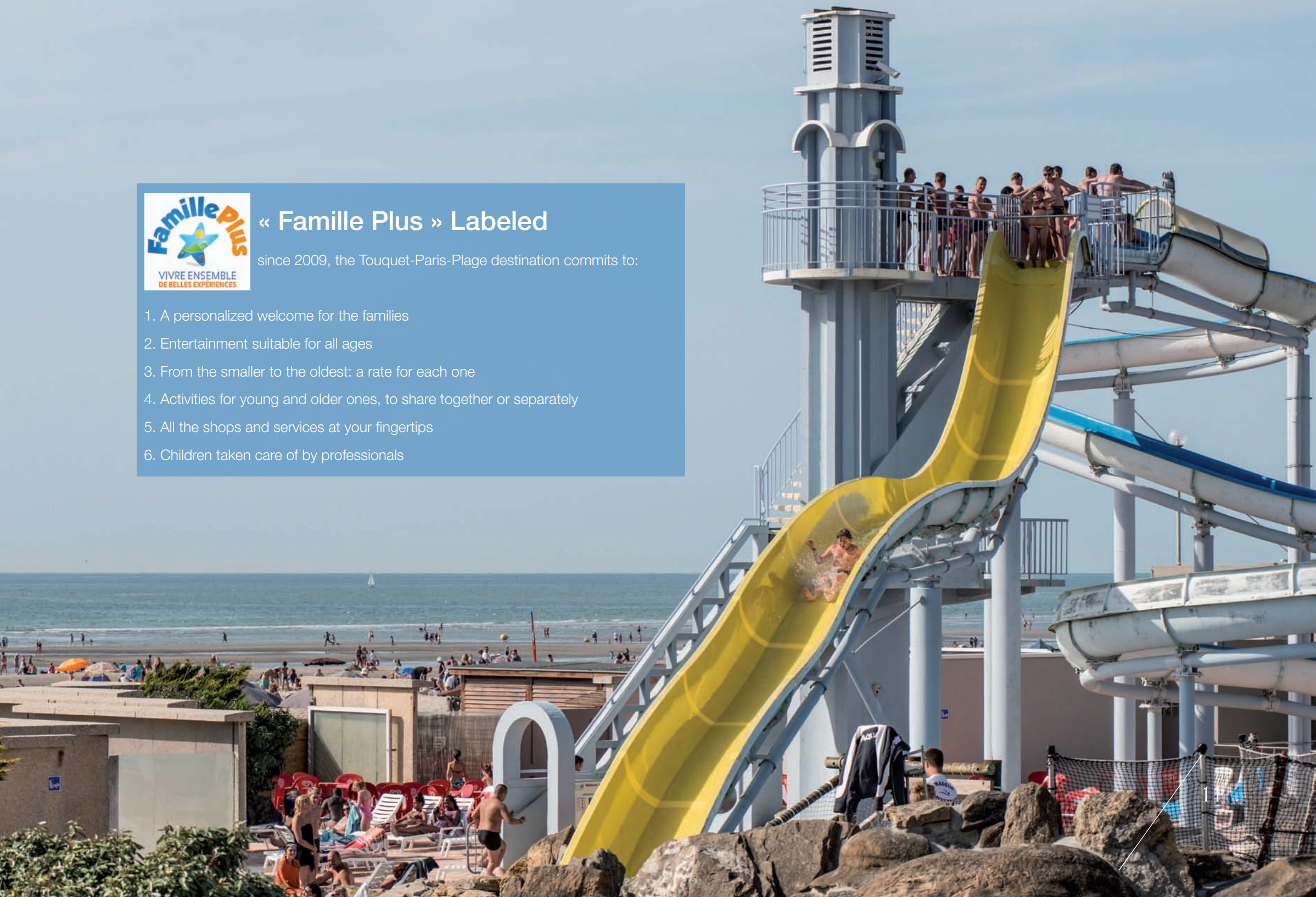




« Famille Plus » Labeled

since 2009, the Touquet-Paris-Plage destination commits to:

1. A personalized welcome for the families
2. Entertainment suitable for all ages
3. From the smaller to the oldest: a rate for each one
4. Activities for young and older ones, to share together or separately
5. All the shops and services at your fingertips
6. Children taken care of by professionals



Wealth of Culture

A rich heritage

It is the most titled French resort with 20 buildings listed as Historic Monuments. The majority of these buildings were built in the 1920s. Check out the municipal buildings, the Town Hall, the tribunes of the Racecourse, the Post Office, the Covered Market... as well as private properties, villas preserved due to their original or representative architecture, their historical and artistic interest.

A remarkable natural environment

Undeniably, one of the main assets of the seaside resort is its natural heritage.

The charm of the infinite strip of fine sand, its 7 km long beach, its dunes, its amazing sceneries of the Bay of the Canche, its 800 hectares of pine forest, poplar and alder over a hundred year old and totally preserved...

The forest is an invitation to follow its marked paths for a few hours or for the day. From the itinerary of the «Pine Cone» to the one of the «Sea Buckthorn» through the one of the «Daphne» and «Oak Leaf», four walking trails to discover the varied and endemic fauna and flora.

The Historical Itinerary

Obviously translated into English, this 31 steps itinerary offers to (re) discover our most beautiful architecture.

To highlight the history of each place listed, explanatory plates are installed from the Place du Centenaire to the Convention Centre, through the Town Hall, the municipal facilities ... for a walk to explore the richness of the architecture and heritage of the resort, its treasures, public or private buildings, of which some of them are listed as historic monuments.

The Museum of Le Touquet, key stop-over

Located in a typical Anglo-Norman villa in the forest, it hosts a collection of works from the late nineteenth to the early twentieth century, made by artists of the Etaples School, of which Eugène Boudin, Sarah Bernhardt, Bourdelle... and a very representative set of modern and contemporary works (Poliakoff, Vasarely, Le Sidaner Delaunay ...).

The Nature Reserve of the Baie of the Canche

At the northern tip, this reserve is a haven of 45 hectares, which trails between dunes, beach grass and pine forest enable you to discover the beauty and diversity of these landscapes. From the different observatories, you will have a stunning view of the estuary and its surroundings. Maybe you will have the opportunity to see some seals lounging on the sand strip formed by ocean currents. You will also observe the thousands of migratory birds that live there.

Revitalise yourself and breathe the fresh sea air mixed with the woody species of the nearby forest! Unique!



The lighthouse, pride of the town

In 1846, two lighthouses with fixed lights were built on the place known as Molière Godin, but they were destroyed by the bombings in 1944. In 1949, a new lighthouse with rotating lights designed by Louis Quételet was rebuilt 800 meters from the beach, between the two old lighthouses. It is 55 meters high, it has 306 steps and its 8 curved faces are a reminiscence of the Doric architecture. In September 2011, this lighthouse of the Canche, also called lighthouse of Le Touquet, was classified as a historic monument.

Gourmet produces and wellness

The delicacies

Specialist of the mussels-French-fries, the Opal Coast is also the place where many talented and creative chefs such as William Elliott (restaurant Le Pavillon, Le Touquet-Paris-Plage), Alexandre Gauthier (restaurant La Grenouillère, La Madeleine -sous-Montreuil) and Christian Germain (Restaurant Le Château de Montreuil, Montreuil-sur-Mer) emerged.

The numerous restaurants of the town offer a wide range of cuisines to suit all tastes: traditional or contemporary, sophisticated or popular, local or exotic.

To taste:

The Ratte du Touquet, small oblong potato, specialty of the region, the seafood, the Pérard fish soup (Red Label), the potjevlesh (specialty based on 3 white meats), the Enduro (original chocolate cake, on sale at the pastry Véron)...

The Chat Bleu Chocolates, a centenary specialty: in 1912, two blue Persian cats gave their name to the famous chocolate factory of the town, established since 1920, in the heart of the rue Saint-Jean. Today, the common phrase «Having a Chat Bleu» which has become traditional for young and old means : «Let's go to buy a treat, a chocolate, a lollipop...». It can be tasted at any time during the day, and during the summer, even past midnight.

Le Chat Bleu - 47 bis rue Saint Jean - 62520 Le Touquet-Paris-Plage

Tel : (+ 33)3 21 05 03 86

Specialty of the town and the region, the Welsh rarebit, dish originating from England, made with cheddar served on a slice of toast. A delight for gourmets!

Disconnect you

7 AM : The sun is rising, it's time for a walk on the Bay of the Canche to enjoy the sunrise.

9:30 AM : Time to head to the thalassotherapy centre for a few relaxing hours and marine body care ... of course, facing the sea.

12:30 PM : Lunch in a restaurant of the coastal resort: brasseries, fish or seafood restaurants, simple pub or gourmet restaurant in Le Touquet-Paris-Plage, the choice is substantial.

2 PM : Digestive walk in the forest, to discover the scents of pine trees and the local wildlife.

3 PM : The afternoon goes on ... it's time to explore the boutiques and shops of the resort and to discover one of its beauty spas for magical pampering moments.

6:30 PM : Le Touquet-Paris-Plage has many more resources to offer... A walk on the pier to enjoy the last rays of the sun? An aperitif at a terrace? A stroll in the heart of the town? All choices are still possible ... before a festive or a family evening.

The iodized air, the beach and the scents of the maritime pines are an invitation to relax and to enjoy the change of scene. The natural environment combined with the excellence of the facilities enable everyone to relax, to find one's true-self.

Surrendering to the beneficial mind and body pleasures, with a thalassotherapy, a beauty spa, or enjoying a relaxing time on the beach are all parts of the charms of Le Touquet-Paris-Plage



Destination Events

365 days of events

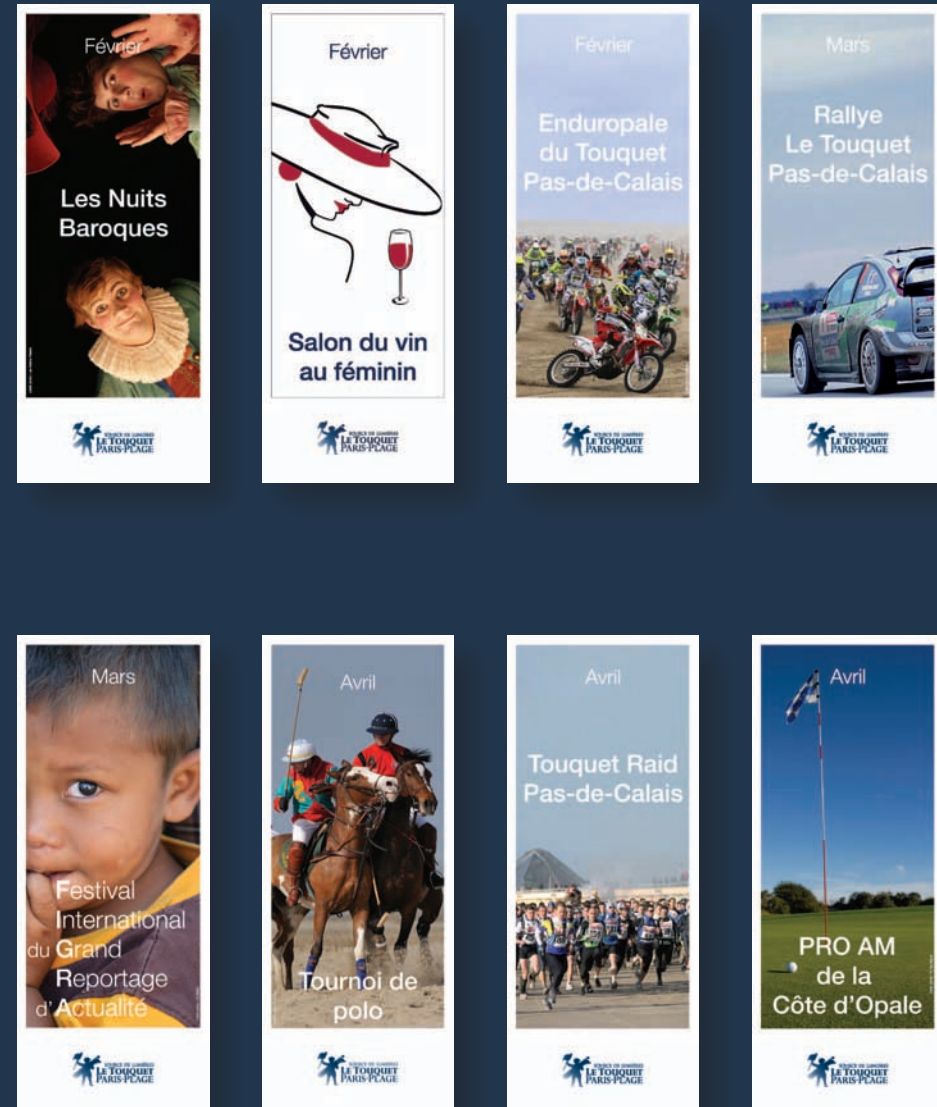
Cultural and sports resort par excellence, Le Touquet-Paris-Plage invites you to discover the multiple activities and entertainments throughout the year.

Le Touquet seduces all generations through a diversified programming of events and appropriate facilities.

Over the months and the seasons, the events follow on: art or music festivals, international sporting events, shows, concerts and exhibitions... Everyone can find an event that will suit them. There are great opportunities for discoveries, through some 400 events and activities for everyone during the year!

This constantly renewed dynamism reflects the vitality of the seaside resort.

Find the event programming on www.letouquet.com.



Destination shopping

Le Touquet-Paris-Plage offers sport, culture, escape, elegance ... and great shopping moments!

For all your shopping, the resort offers a wide range of ready-to-wear, luxury, souvenirs, decoration, food shops ... More than 300 shops and artisans welcome you all year round, even on Sundays, and offer the finest quality items among the largest global brands.

Stroll on rue Saint-Jean and avenue, on rue de Paris, rue de Metz, rue de Moscou, Avenue du Verger, place de l'Hermitage, in our shopping malls ... discover treasures in the art galleries, the antique shops ... think about bringing to your friends and family gastronomic delights, chocolate treats, freshly caught seafood and regional specialties that everyone will be envious of!

Before a good Welsh in one of the restaurants of the resort, have you strolled in the pathways of the covered market? Several times a week, jams, fish, cheeses, ratte of Le Touquet ... are mixed with scents, colours, vegetables, baskets, textiles, unusual objects. More than a market, it is a moment of complete escape that is then offered to you!

And why not bring from your stay in Le Touquet, a beautiful picture of the seaside resort framed specially for you?

A large choice of accommodation

For an overall stay, the resort offers 1.200 stylish rooms throughout a high quality hotel accommodation including four 4 **** hotels, six 3 *** hotels and eight 2 ** hotels.

2 ** and 3 *** holiday residences, holiday cottages, guestrooms and furnished apartments are also available in the resort and in the heart of the nearby nature.





Youth paradise

Throughout the year, there are numerous events in the resort designed for the youth: for example the Lux Night, the Tennis Night and the “Nuit Touquettoise”. In the heart of the town, the nightlife businesses : bars, casinos, nightclubs create a dynamic night all night long.

Sports and tourist facilities also meet the criteria of this energetic youth, and provide customized training, specific contests (horse riding) and attractive packages.



Le **Touquet Sports Découverte** offre la possibilité de tester 3 activités parmi les 4 les plus emblématiques du Touquet-Paris-Plage, à un tarif unique.



The Elegance at the Service of Businesses

This resort, open onto nature, combines the calm and peacefulness of the forest to the strength and dynamism of the sea.

Le Touquet-Paris-Plage is an exceptional and elegant environment to accommodate business stays.

The Convention Centre has many advantages and offers in one place, facilities for meetings, conferences, subcommittees and catering. Its numerous adjustable rooms, its auditorium and its «red room» offer to this business centre a huge flexibility to facilitate the organization of professional events.

First Convention Centre to be certified AFAQ and «Quality Sustainable Development», and historical root of the life of the town, the Convention Centre combines old-fashioned charm and extreme modernity. The 20 luxury hotels and the 70 restaurants complete this business offer, proposing a wide and varied range of styles, to bring refinement and comfort, and ensure the full success of business events.



After effort comes comfort !

Le Touquet-Paris-Plage owes much of its fame to its casinos, emblematic places of the heyday of the station. The Barrière Casino and the Partouche Casino offer many gambling areas as well as bars, restaurants and nightclubs.

Practical Information

Access :

By car

45 minutes from Calais, 1h30 from Lille, 2h30 from Paris-London-Brussels and Reims, 4h30 from Metz and Amsterdam, 5h from Nantes, 5h30 from Strasbourg.
Exit 26 Etaples-Le Touquet.

By train

Regular train and TGV connections from Paris and Lille, train station in Etaples (5 min). Taxis and bus services at Etaples Station.

TGV connections with Calais Fréthun, London St Pancras 1h30 with the Eurostar, Lille Europe, Paris Nord.

By sea

Regular ferry connections between Calais and Dover. Regular connections Calais-Dover through the tunnel. 4 Shuttle departures per hour, 365 days a year, a 35 minute-crossing.

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And why not by plane ?

Le Touquet-Paris-Plage International Airport (at 1.5 km from the town centre).
An airport runway open to public air traffic and international traffic.
Regular connections with Lydd Airport (Kent) in the UK: 20 minutes.

Welcome : air traffic control and weather forecast amenities, refueling facilities, air maintenance companies, customs services, warm welcome and friendly shops.

Aviation : regular flights, executive flights, general aviation, flights on request, freight flights, air ambulance, training flights, fly in, air shows.

Runway 1850m / 48m, covered tarmac.

Free parking 500 places, rent of bikes and cars

Société d'Economie Mixte de l'Aéroport du Touquet-Paris-Plage

Tel : (+ 33)3 21 05 03 99

contact@aeroport-letouquet.com

Address Book

Hotels

Le Grand Hôtel ****
4 boulevard de la Canche
Tel : (+ 33)3.21.06.88.88
www.legrandhotel-letouquet.com

Holiday Inn Resort ****
Avenue du Maréchal Foch
Tel : (+ 33)3.21.06.85.85
www.holidayinnletouquet.com

Novotel Thalassa ****
Front de Mer, Avenue Louison Bobet
Tel : (+ 33)3.21.09.85.00
www.thalassa.com

Westminster Hôtel & Spa ****
Avenue du Verger
Tel : (+ 33)3.21.05.48.48
www.westminster.fr

Be Cottage ***
41 rue Jean Monnet
Tel : (+ 33)3.21.05.15.33
www.hotelbecottage.com

Le Bristol ***
17 rue Jean Monnet
Tel : (+ 33)3.21.05.49.95
www.hotelbristol.fr

Le Castel Victoria ***
11 rue de Paris
Tel : (+ 33)3.21.90.01.00
www.castel-victoria.com

Les Embruns ***
89 rue de Paris
Tel : (+ 33)3.21.05.87.61
www.letouquet-hotel-les-embruns.com

Ibis Thalassa ***
Front de Mer, Avenue Louison Bobet
Tel : (+ 33)3.21.09.87.00
www.thalassa.com

Le Manoir Hôtel ***
Avenue du Golf
Tel : (+ 33)3.21.06.28.28
www.manoirhotel.com

Arcades **
128 rue de Metz
Tel : (+ 33)3.21.05.17.98
www.hotel-lesarcades.com

Le Chalet **
15 rue de la Paix
Tel : (+ 33)3.21.05.87.65
www.lechalet.fr

Côté Mer **
56 bis rue Léon Garet
Tel : (+ 33)3.21.05.21.76
www.hotel-cotemer.com

Equinoxe **
17 rue de la Paix
Tel : (+ 33)3.21.05.12.44
www.hotel-equinoxe.com

Hôtel Jules **
73 rue de Moscou
Tel : (+ 33)3.21.05.09.88
blue.cottage@wanadoo.fr

Le Nouveau Caddy **
130 rue de Metz
Tel : (+ 33)3.21.05.83.95
www.lenouveaucaddy.com

Red Fox **
Angle rue Saint Jean / Rue de Metz
Tel : (+ 33)3.21.05.27.58
www.hotelredfox.com

Address Book

Le Windsor **
7 rue Saint Georges
Tel : (+ 33)3.21.05.05.44
www.hotel-windsor.fr

Pol Hôtel
132 rue de Metz
Tel : (+ 33)3.21.06.60.10
www.pol-hotel.com

Holiday residences

Pierre et Vacances ***
Boulevard de la Canche
Tel : (+ 33)3.21.06.78.78
www.pierreetvacances.com

Pierre et Vacances Le Phare **
Avenue des Phares
Tel : (+ 33)3.21.05.32.73
www.pierreetvacances.com

Hippotel **
Avenue de la Dune aux Loups
Tel : (+ 33)3.21.05.07.11
www.hippotel.fr

Camping

Caravaning Stoneham
Avenue François Godin
Tel : (+ 33)3.21.05.16.55
caravaning.stoneham@letouquet.com

Youth hostel

Riva Bella - pension de famille
12 rue Léon Garet
Tel : (+ 33)3.21.05.08.22
www.rivabella-touquet.com

And some 70 restaurants, 300 shops, holiday cottages and guest houses to be found on www.letouquet.com

Thalassotherapy

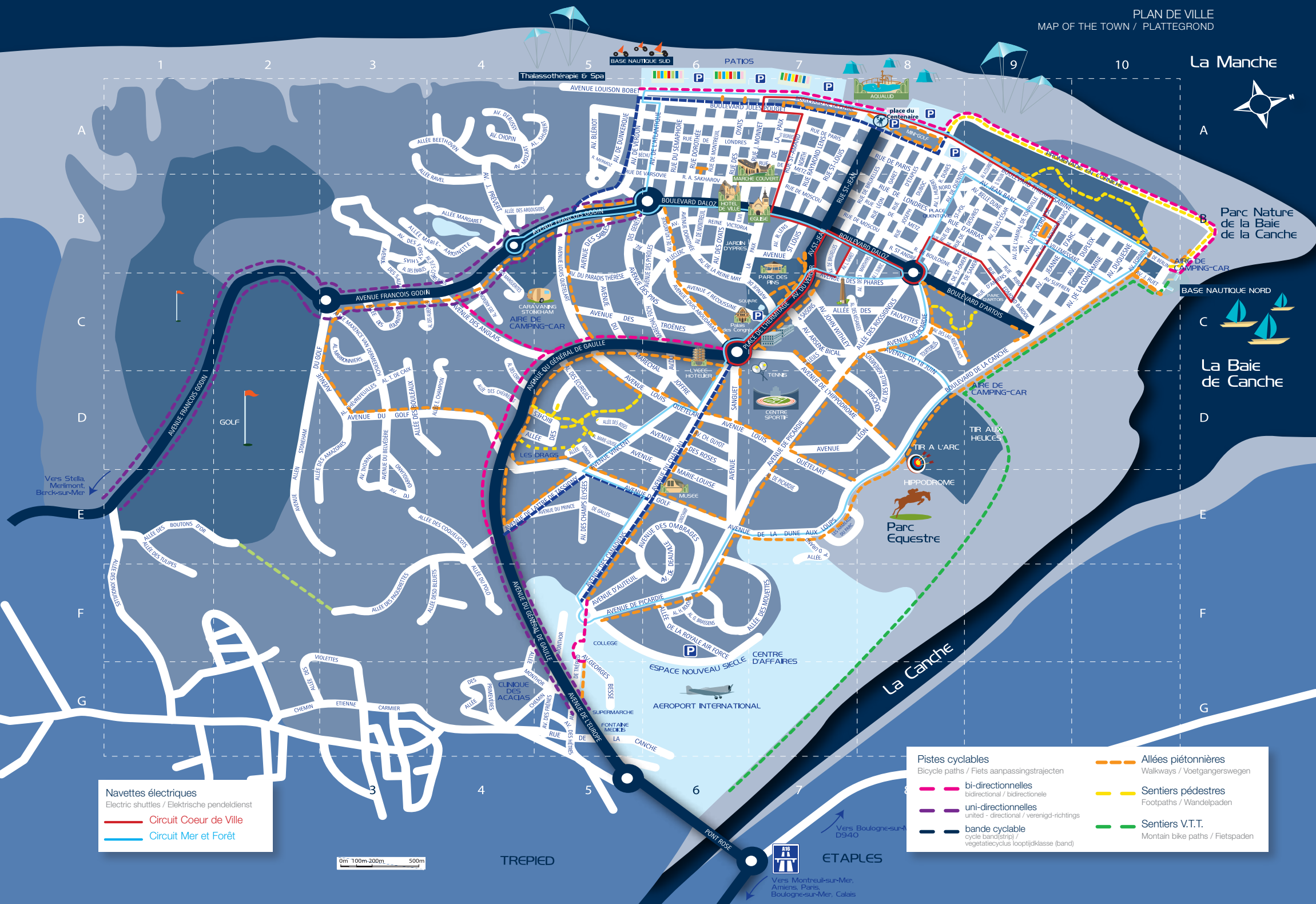
Accor Thalassa
Front de Mer, Avenue Louison Bobet
Tel : (+ 33)3.21.09.85.30
www.thalassa.com

Spas

SPA Nuxe
Westminster Hotel & Spa
Avenue du Verger
Tel : (+ 33)3.21.05.48.48
www.westminster.fr

La Villa
50 bis rue de Londres
Tel : (+ 33)3.21.06.60.60
www.lavilla-letouquet.fr

Centre Sport & SPA
Le Grand Hôtel Le Touquet
4 boulevard de la Canche
Tel : (+ 33)3.21.06.88.84
www.legrandhotel-letouquet.com



Navettes électriques
Electric shuttles / Elektrische pendeldienst

Circuit Cœur de Ville
Circuit Mer et Forêt

0m 100m 200m 500m

TREPIED

ETAPLES

Pistes cyclables

Bicycle paths / Fiets aanpassingstrajecten

- **bi-directionnelles**
bidirectional / bidirectionele
- **uni-directionnelles**
united - directional / verenigd-richtings
- **bande cyclable**
cycle band(strip) / vegetatiecyclus looptijdklasse (band)

Allées piétonnières

Walkways / Voetgangerswegen

- **Sentiers pédestres**
Footpaths / Wandelpaden
- **Sentiers V.T.T.**
Mountain bike paths / Fietspaden



Vers Montreuil-sur-Mer,
Amiens, Paris,
Boulogne-sur-Mer, Calais

Vers Baugoules-sur-Mer
D940



Find yourself
to Le Touquet-Paris-Plage !



Find yourself on
www.letouquet.com



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