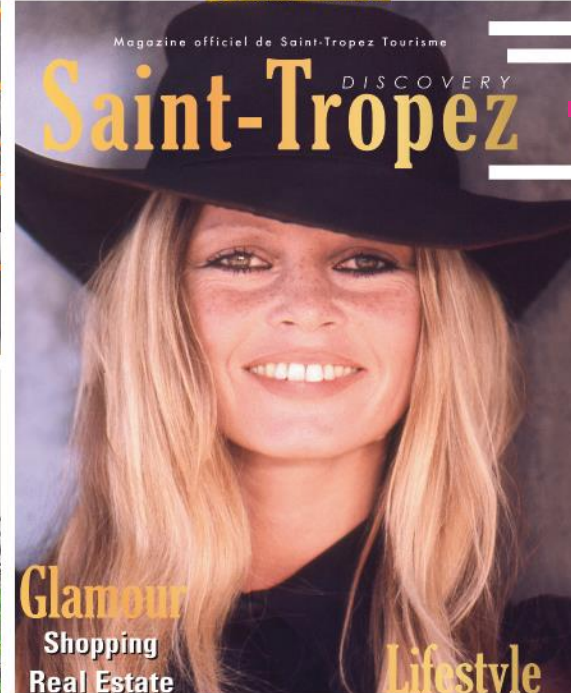


Destination



Guida / Führer



2016

Press Kit



# Summary

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## **Welcome to Saint-Tropez, the most famous of the small villages in the world!**

Located at the very end of a peninsula, in a little more than an hour drive from the airports and train stations of the French Riviera, this small well-preserved port welcomes around 6 million visitors annually. Saint-Tropez remains a must-see travel destination thanks to many assets such as 20 km beaches, 800 shops, services, restaurants, bars and hotels, yacht harbour, sites, museums and outstanding events, loyal artists and celebrities.



*In Saint-Tropez, everything is changing but remains as it is...*

## More than a hundred events throughout the year!

### March - April 2016

- **Festival ARMen** (competition that combines art, sea and mountain)
- Rétropézien-vintage motorbikes exhibition
- **Spring Antique Fair**
- Exhibition at the **House of the Butterflies** museum
- Temporary exhibition (April 10 – October 31) at the Citadel: "Ex-voto of the Chapelle Sainte-Anne, testimony of the seamen's faith"
- Spring music festival – concerts
- Marc Pajot Boat Show
- **Fashion show** on the Place des Lices
- **Course de l'Hippocampe** (sailing boat regatta)
- **Euro Festival « Harley Davidson »**: Harley rally in the Saint-Tropez Bay

### May - June 2016

- **Voiles Latines** (regattas)
- Les **Bravades de Saint-Tropez**: celebration of the Patron Saint «Tropez»
- **Vespa World Days**: Vespa rally in the Saint-Tropez Bay - Parade on June, 4<sup>th</sup> - [www.vespaworlddays2016.org](http://www.vespaworlddays2016.org)
- Music Festival « **Do you Saint-Tropez** »
- **Trophée du Bailli de Suffren** : yacht race Saint-Tropez/Malta, tribute to André de Suffren

- **Salon des Peintres et Sculpteurs** : paintings and sculptures exhibition
- Exhibition « **Othon Friesz: Un fauve singulier** » at the Annonciade Museum till October
- **Giraglia Rolex Cup** regatta
- **Opening of the new museum of the Gendarmerie** and the Cinema in Saint-Tropez

## July - August 2016

- **Classic Tennis Tour**
- **Pesquièrre evening** concerts
- **Bastille Day** (July, 14<sup>th</sup>): fireworks
- **International Polo Cup** parade
- **Saint-Tropez Fight Night**
- **Délices Sonores** : electro pop concerts
- Music and theatre Festival **Les Nuits du Château de la Moutte** (August 1-13)
- **Pablo Picasso pictures and ceramics** exhibition (Jean Despas Hall)
- **Evenings at the Citadel**: concerts
- **August, 15<sup>th</sup> celebrations** (Patrouille de France aerobatic display, fireworks)
- *Les Ailes de Saint-Tropez air show (awaiting confirmation)*

## September - October 2016

- **Ranjit Singh Summer Project**: exhibition, events, conferences...
- **European Heritage Days**
- **Les Voiles de Saint-Tropez** (Saint-Tropez Sails): prestigious sailing regattas of modern and traditional boats
- **Dragon Championships** (regattas)
- + "**Porsche Paradise**" (Porsche cars exhibition)

- **Antipodes Film Festival** (Australian & New-Zealand movies)
- **Princesses Rally**: women car rally
- **Saint-Tropez Classic** (running race)
- **Autumn Super Sales**

## **N**ovember - **D**ecember 2016

- **Autumn Sails** (regattas)
- **The 21<sup>st</sup> century mysteries**: scientific conferences
- **Christmas in Saint-Tropez**: animations, ice rink, New Year's Eve fireworks...
- **Chocolate Fair**
- **New Year's Eve in Saint-Tropez**: fireworks

Further details about events on [www.sainttropeztourisme.com](http://www.sainttropeztourisme.com)



# What's new in 2016?

## To enjoy the best :

- The **3-starred Michelin** restaurant La **Vague d'Or** (Résidence de La Pinède 5\* hotel) award-winning for 2016 with brilliant and talented Chef Arnaud Donckele
- The **Kube Hotel Saint-Tropez** thinking bigger this summer... with an extension including 7 villas: the **Klub** with a spa, a pool and a restaurant offering Andean cuisine. A new Club atmosphere for a unique experience.

## To have a drink:

- **Alex Bar Jazz - Wine Bar** - Rue du Cépoun Sanmartin

## To snack

- After being closed for renovations, **La Tarte Tropicienne Place des Lices** will welcome you in whole new premises. +33(0)4 94 97 04 69
- The Bar de la Jetée at the very end of the Old Port has been given a new look to become **La Sardine** ice cream parlour and restaurant. Among the specialties: sardine, of course!  
Quai Frédéric Mistral +33(0)4 94 97 01 49
- **Marcellino**, new Italian restaurant on the Port - Quai Jean Jaurès +33(0)4 94 97 31 58
- **Casa di Stefano** - 19 Rue des Feniers +33(0)4 94 97 46 10
- **Clandestino** - 7 Rue des Feniers +33(0)9 83 66 78 28

- **Peppone**, Rue de la Citadelle +33(0)4 94 97 20 13
- A quick travel in Spain with **El Mas**, a tapas bar with a festive and relaxing atmosphere – Rue Joseph Quaranta +33(0)4 94 97 00 60
- Two new places where to taste Japanese specialties : **Tokyo Sushi** - Bd. Vasserot +33(0)4 94 79 12 83 and **Blue Sushi Bar** - Rue du Portail Neuf +33(0)4 94 96 97 49

## **T**o relax

- For fishing and scuba diving enthusiasts, **La Palanquée** shop moves and opens at 3 Quai de l'Epi +33(0)4 94 97 41 41

## **T**o be barefoot in the sand

- **Les Graniers** beach restaurant reopens this year. Located in an untamed and idyllic setting surrounded by nature, within walking distance to the city centre, the restaurant fits itself into the setting. "Slow food" cuisine, snack on a pointu (traditional fishing boat), tapas and bocce (petanque) competitions: everything to better enjoy the beauty of the beaches! Open for the season. **Chemin des Graniers +33(0)4 94 13 43**

## **T**o have a beautiful style

- **Jimmy Choo** opens its first shop in Saint-Tropez with a new yacht inspired mini collection that will be launched exclusively - Rue François Sibilli
- **41 Le Petit** ready to wear collections for men and women - Grand Passage +33(0)4 94 96 42 96
- **Flavio Castellani**, ready to wear collections for men and women now in Place des Lices
- **Joe San**, ready to wear for men +33(0)4 94 96 10 90



- **Tommy**, ready to wear for men and women - Rue Allard
- **Sundek** opens a second store in Saint-Tropez - 1 Place du Marché +33(0)4 94 81 91 16
- **On Stage 83**, street wear shop - 22 Rue Sibille +33(0)6 22 17 04 85

## **T** o stroll and hang around

- **Atelier 55** [saint-tropez@latelier55.com](mailto:saint-tropez@latelier55.com) - 66 Bd. Louis Blanc +33(0)4 94 97 01 78
- **Atelier des Jeunes Créateurs** - 62, Bd. Louis Blanc +33(0)4 94 96 03 53

## **T** o discover

- The old Gendarmerie building is renovating to turn into a museum dedicated to Gendarmerie and Cinema in Saint-Tropez - scheduled to open in the end of June 2016
- The brand new entrance of the city is redesigned for the arrival of visitors at the crossroad located near the bus station, the main car park and the future museum
- The **Vespa World Days** (meeting of the legendary two-wheeler of the 1953 movie 'Roman Holiday') at the beginning of June
- The **Picasso exhibition** (77 photographs and ceramics) from July, 5<sup>th</sup> to August, 28<sup>th</sup> on Place des Lices (Jean Despas Hall)
- Bernard Mezzina's monumental sculptures summer exhibition in the city
- The **Ranjit Singh Summer Project** in September to commemorate the strong connections between the village and Punjab through memories of the great General Allard: convention, exhibition, lectures, etc.
- Evening concerts with internationally renowned performers at the Citadel up on the hill overlooking the village and the bay

## To ease everyday life

- Regular boat line from Saint-Tropez to Sainte-Maxime all night long in July and August (1 per hour) ("[Les Bateaux verts](#)")
- New newspaper kiosk in Place de la Garonne
- New [book store](#) in Rue Quaranta
- [Regional Express Lines](#) to reach Aix-en-Provence train station and Marseille airport from Saint-Tropez
- Direct flights from [Saint-Tropez/La Mole airport](#) to Courchevel and Geneva
- **Paid locker dedicated to motorcycles and equipment** (helmets, leathers, etc.) in Avenue Général Leclerc (+33 (0)6 27 15 20 01)

And more news: [DISCOVERY](#)



# T ravel to Saint-Tropez / Getting around

Saint-Tropez is located in Provence and on the French Riviera that always attracts famous people. This small village (4 700 inhabitants) is the one of the greatest destination in the world which hosts 6 million visitors a year. Saint-Tropez is a name, an image and today a world-renowned “brand”.

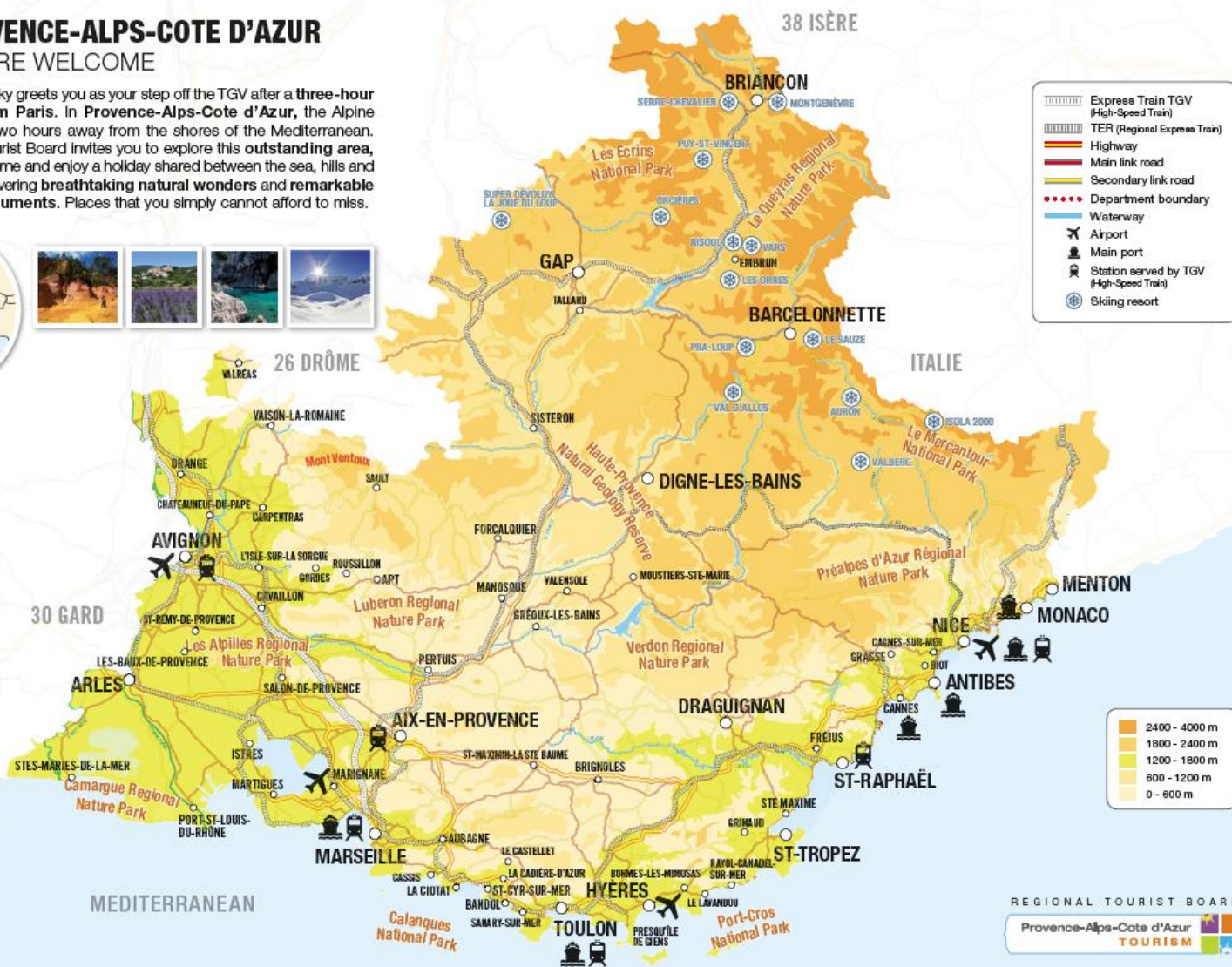
Every one dreams about going there and those who have already been there want to come back. And every one finds there “something”, some kind of magic that makes Saint-Tropez a unique destination combining luxury with simplicity, tradition with modernity and culture with glamour.

Everything is ready for our visitors!



## PROVENCE-ALPS-COTE D'AZUR YOU'RE WELCOME

A bright blue sky greets you as your step off the TGV after a **three-hour** journey from Paris. In **Provence-Alps-Cote d'Azur**, the Alpine peaks are only two hours away from the shores of the Mediterranean. The Regional Tourist Board invites you to explore this **outstanding area**, all year round. Come and enjoy a holiday shared between the sea, hills and mountains, discovering **breathtaking natural wonders** and **remarkable towns and monuments**. Places that you simply cannot afford to miss.



## Roads

### Motorways:

- coming from the North : A6 and A7 “the motorway of the sun” motorways
- coming from the South-East : A8 “La Provençale” motorway

### Getting to Saint-Tropez:

- From Marseille / Aix-en-Provence: A8 motorway then A57 (towards Toulon), take the “Le Cannet des Maures” exit (n°13) and drive along the D.558 (38 km).
- From Nice : A8 motorway, then take the “Le Muy” exit and drive along the D.25 (40 km).

Motorway information: French motorway companies website [www.autoroute.fr/index.htm](http://www.autoroute.fr/index.htm) ; tel.: +33 800 100 200 (24 hours a day).

## Trains

Several connections by TGV high-speed train everyday from the largest French cities : Toulon, Les Arcs-sur-Argens and Saint-Raphaël railway stations. Information and bookings on [www.sncf.co.uk](http://www.sncf.co.uk) ; SNCF (French National Railway Company) arrivals and departures information

## Bus

### Getting to Saint-Tropez

- from Saint-Raphaël railway station : 7601 line (38 km)
- from Toulon railway station : 7801 and 7802 lines (70 km)

For further information, please contact **VARLIB**: +33(0)4 94 24 60 00 / [www.varlib.fr](http://www.varlib.fr) (all year round)

Regional Express Lines to reach Aix-en-Provence train station and Marseille airport from Saint-Tropez - [www.info-ler.fr](http://www.info-ler.fr)



### Plane

- **Aéroport International Nice Côte d'Azur** (94 km) : [www.nice.aeroport.fr](http://www.nice.aeroport.fr)
- **Aéroport Toulon-Hyères** (53 km) : [www.toulon-hyeres.aeroport.fr](http://www.toulon-hyeres.aeroport.fr)
- **Aérodrome International du Golfe de Saint-Tropez** - La Mole (18 km) : [www.sainttropez.airport.fr](http://www.sainttropez.airport.fr) Tel. : +33(0)4 94 54 76 40 - [reception@sainttropez.airport.fr](mailto:reception@sainttropez.airport.fr)
- **HELI SECURITE** (helicopter company) : [www.helicopter-saint-tropez.com](http://www.helicopter-saint-tropez.com) - Tel.: +33(0)4 94 55 59 99

### Taxi

**Taxi station in Saint-Tropez** – Tel.: +33(0)4 94 97 05 27

### Ferries

- **Trans Côte d'Azur :**  
Nice 2.30 hrs (from June to September) Tel.: +33(0)4 92 00 42 30  
Cannes 1.15 hrs (from June to September) Tel.: +33(0)4 92 98 71 30
- **TMR Les Bateaux de Saint-Raphaël** Tel. : +33(0)4 94 95 17 46 ; Saint-Raphaël to Saint-Tropez (1hr, from Easter to September) [www.bateauxsaintraphael.com](http://www.bateauxsaintraphael.com) / [contact@bateauxsaintraphael.com](mailto:contact@bateauxsaintraphael.com)
- **Les Bateaux Verts** Tel. :+33(0)4 94 49 29 39 [www.bateauxverts.com](http://www.bateauxverts.com) / [info@bateauxverts.com](mailto:info@bateauxverts.com)

**Car rental with drive:** **CAR RENTAL**

## Yachts and cruise boats

**USA Today**, a national American daily middle-market newspaper with 3 million copies offering a paper's website that is the most popular. After four weeks of voting, the stunning seaside resort took home top honors. **Saint-Tropez has been named best romantic port of call** thanks to many assets such as the beautiful landscapes, the wide range of high quality services, shopping, lifestyle, wellness, gastronomy, history and heritage, sport and cultural events amongst others. Saint-Tropez is the only French city to be ranked number one, followed by Bora-Bora with its sugar sand beaches and glass-bottom bungalows, Kauai, Mo'orea and Rio de Janeiro.

**Port de Saint-Tropez**

**Harbour Master's office**

**Nouveau-Port**

**83990 Saint-Tropez**

**Tel. : +33(0)4 94 56 68 70** [www.portsainttropez.com/en-us/](http://www.portsainttropez.com/en-us/) / [capitainerie@portsainttropez.com](mailto:capitainerie@portsainttropez.com)



SAINT-TROPEZ, FRANCE





# Where to stay?

There are **137 hotels in Saint-Tropez and the Peninsula** representing **3 446 rooms** (a quarter of hotel rooms in the Var area) that include:

- 17 **5\*** hotels (including 3 Palaces)
- 16 **4\*** hotels
- 54 **3\*** hotels
- 20 **2\*** hotels
- 5 **1\*** or unclassified hotels

Upscale hotels represent 40% of the hotel capacity and Saint-Tropez represents around 30% of the hotel capacity of the Peninsula with **nearly a thousand rooms**.

- **2 Palaces : Byblos and Château de la Messardière (209 rooms)**
- **Eight 5\* hotels (329 rooms)**
- **Three 4\* hotels (66 rooms)**
- **Seven upscale hotels (like 4 or 5-star hotels or boutique hotels) (96 rooms)**
- **Seven 3\* hotels (159 rooms)**
- **Four 2\* or unclassified hotels (66 rooms)**

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Bed & breakfast, accommodation with hotel services, villa and apartment rentals.

Other kinds of accommodation **in the Bay**:

- some thirty vacation homes
- a hundred bed & breakfasts (qualified offer)
- some forty campsites

To find the whole list of accommodation (partners of Saint-Tropez Tourisme), please visit us on [www.sainttropeztourisme.com](http://www.sainttropeztourisme.com)



# Food and drink

For lunch or dinner in town... Saint-Tropez as the “kitchen of the world” offers a wide range of products and cuisines, from gourmet to “street food” restaurants, in a cozy, refined modern or vintage setting and a relaxing or festive atmosphere.

For those who spend their time in the kitchen and love to cook, find the best fresh local products at the Provençal market (Place des Lices) every Tuesday and Saturday morning and the fish market every day.



## The Saint-Tropez restaurants

### **The Provençal market on Place des Lices**

On **Tuesday** morning and **Saturday** morning, from 7 am till 1 pm, the lively market on Place des Lices offers local products such as olives, goat cheese, chestnut cream, jams, garlic, thyme, rosemary, local fruits and vegetables, lavender sachet, honey and olive oil soaps, pottery, Provençal fabrics and other craft products, antiques and second hand goods.

### Fish Market

This is the entrance of the old town where fishermen sell sea bass, sea bream, red mullet, scorpion fish, octopus, moray eel and crab every day and throughout the year.

### Place aux Herbes

Located next to the fish market, the picturesque Place aux Herbes used to be the market place of the village. Today, during the season, we still find elegant displays of fresh fruits and vegetables, flowers, a cheese store, a wine cellar... that are treats to the eye and for the palate!

### The port and its cafés

The port offers a stunning show: sailing regattas, pleasure yachts and traditional fishing boats. Night owls and early birds meet in open-air cafés for a relaxing moment while enjoying breakfast.

### Gourmet guide

The destination is very well-known for its **Mediterranean cuisine** combining harmoniously local and seafood products, Provençal flavours and fragrances, and great wines from the local vineyards. There are many excellent restaurants including **award-winning restaurants**. Saint-Tropez hosts more than **85 different nationalities and offers a wide range of world cuisine**.

### Local specialties

The **Tarte Tropézienne**: “often imitated, never equaled”, is Alexandre Micka’s motto who created the famous dessert. This dessert, whose recipe is kept secret, is a round brioche with pearl sugar and a pastry cream and buttercream filling, with a delicate flavour of orange blossom water.

**Sénéquier's nougat** made with honey and pistachios largely contributed to Sénéquier's reputation around the world.

**The Câlins de Saint-Tropez:** the latest delicacy created by the Zerbone family and homemade by the confectioner Henri Roubaud with almond paste and honey with a refreshing hint of mint.

### **Vineyards in the Saint-Tropez Bay**

Growing of vine used to be **one of the main industries in the** area and the production reached 50 to 60 000 hectoliters per year. The marine-related commerce was strongly linked to the wine production because the barrels travelled the sea on tartans. The Saint-Tropez's current vineyard represents approximately 300 hectares and generates about 27 000 hectoliters a year produced by the local wine cooperative. Significant wine estates are located in other towns of the peninsula.

### **VINEYARDS**



# Things to do

Saint-Tropez is THE glamour destination combining activities, sightseeing, events, history, culture, nature and traditions.



## S hopping

Saint-Tropez is the perfect location where the greatest fashion designers are gathered to provide stunning new combinations for the beautiful people visiting the village. Passers-by, tourists and even celebrities love watching this show, wandering from shop window to shop window and their dazzling displays that offer brand new items each season.

**Luxury brands of ready-to-wear are well established in Saint-Tropez :** Dior, Chanel, Vuitton, Hermès, Fendi, Plein Sud, Valentino, Gucci, Emilio Pucci, Dolce&Gabbana, Armani, Lancel, Loro Piana, Lanvin, Céline, Karl Lagerfeld, Mauboussin, Breitling, Tag Heuer, Fred Joailler, Ralph Lauren, Chloé, Brunello Cucinelli, Inès de la Fressange, Louboutin, Flavio Castellani, Tod's, Bulgari, Miu Miu, Bottega Veneta and Cavalli amongst others, reveal their most

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sophisticated and trendiest facets. They all display a mix of smart and casual styles that fits in perfectly with life in Saint-Tropez. As for sun and sand lovers, they will find an infinite range of renowned swimsuit brands such as Erès, Kiwi, Vilebrequin or other local designers. Sexy chic, sportswear, trend-setting: here is the fashion and lifestyle in Saint-Tropez.

### Shopping and Saint-Tropez

#### **Beyond fashion: the famous Tropezian sandals**

For more than 70 years, the eldest handmade sandal makers **Rondini** (since 1927) and **K. Jacques** (since 1933) are very well-known around the world. They combine prettiness, simplicity, comfort and solidity and are very popular with women worldwide, whether artists, actors, celebrities or politicians.

## **E**ntertainment and nightlife in Saint-Tropez

Whether for a drink or spending all night long at a bar or on the dance floor, **Saint-Tropez is still THE hottest spot on the French Riviera**. The most clubs and music venues are there. The European **elite**, members of the international **jet set**, top models meet in these magical places to party till dawn.

### Bars, Lounge, Nightlife & Drink Chic

On Pampelonne bay, a series of chic restaurants and clubs with a discrete or trendy atmosphere to relax, to enjoy a great dining experience, to have a drink by the pool with a stunning sea view...

Find out more information on our website by clicking on [The Pampelonne beaches](#)





## Beaches

- **La Bouillabaisse** : a fine sandy beach located at the entrance of the village
- **La Ponche** : a charming beach next to the old fishermen's port, located between Tour du Portalet and Tour Vieille
- **Les Graniers** : located at the bottom of the southern slope of the hill where the Citadel stands, beyond the cemetery, this small creek is a preserved site
- **Les Canebiers** : a large beach running along Route des Salins. It owes its name to the hemp that used to be grown along its edges (Canebiers means "hemp field"). It is the locals' favorite beach.
- **La Moutte** : a secluded and friendly beach for those "in the know", located beyond Baie des Canebiers
- **Les Salins** : a white sugar sand beach
- **Pampelonne** (located in Ramatuelle) : a 5-kilometres-long stretch of fine sand, a **legendary place** with beach restaurants offering a wide range of cuisines and atmospheres

## Spa & Wellbeing

Some ten wonderful venues offer refined beauty care: **Clarins, Carita, Payot, Sisley, La Prairie** and many others.

Find out more information on our website by clicking on [Beauty and Wellness in Saint-Tropez](#)

## T rails and walks

### The coastal path

A perfect track for hiking enthusiasts. The trail starts from the Tour du Portalet, then takes you through the older waterfront neighborhoods located below the Citadel towards the headlands and capes that are such prominent features of the coastline near Saint-Tropez. After Tahiti beach, you walk along the large Pampelonne Bay. You return to the path at Bonne Terrasse, and then climb over Camarat Cape and back down to Escalet beach. Thanks to the rocks overlooking the sea, you discover Taillat and Cartaya Capes, as well as the Cape Lardier. An unspoiled natural environment.

Petanque is a must do in Saint-Tropez for experienced or beginner enthusiasts ([www.labouletropezienne.org](http://www.labouletropezienne.org)). Meet in the heart of the village, at the Place des Lices in the shade of plane trees in the middle of the afternoon to practice.

Saint-Tropez and the Peninsula are the perfect location for other sports and leisure such as **golf, fitness, horse riding, karting, paintball, scuba diving, fishing, sailing, etc.**

Find out more information on our website by clicking on [Sport & Leisure](#)



# MICE in Saint-Tropez



Saint-Tropez is not only a picturesque haven for tourists, but also the perfect location to organize **conferences, incentives and events**. The aim is to develop **business tourism**.

Thanks to venues that are outstandingly located and well designed for holding conferences and meetings, Saint-Tropez has become the perfect destination, in recent years, for cultural and scientific conferences, professional workshops, film meetings or product launch. Attendants not only appreciate the place and the warm weather, but also the basic quality services provided such as meeting rooms, hotels and restaurants.

### **Jean-Despas Hall**

Located in the heart of the village, in front of the famous Place des Lices with its century-old plane trees, close to the harbor and the sunny terraces, the old town and the museums. It is perfect venue to organize all types of events. On two levels, it can host exhibitions, conferences, meetings, conventions and workshops.

**Address: Place des Lices**

**Contact: Salle Jean-Despas, Service Protocole (Town Hall) / [protocole@ville-sainttropez.fr](mailto:protocole@ville-sainttropez.fr)**

**Tel.: +33(0)4 94 55 90 15**

### **Louis Blanc Hall**

Recently renovated, the Louis Blanc Hall can host workshops and meetings up to 50 people.

**Address : Boulevard Louis Blanc, Saint-Tropez**

**Contact: Service Protocole (Town Hall) / [protocole@ville-sainttropez.fr](mailto:protocole@ville-sainttropez.fr)**

**Tel.: +33(0)4 94 55 90 15**

### **“La Renaissance” movie theatre**

Possible to hire (except during film showings) : during school terms, on Monday, Tuesday, Thursday and Friday from 5 pm to 12 am and on Wednesday, Saturday and Sunday from 1.30 pm to 12 am / during school holidays, every day from 1.30 pm to 12 am.

**Address: Place des Lices**

**Contact: Town Hall (Mairie de Saint-Tropez) - Culture & Events department / [culturel@ville-sainttropez.fr](mailto:culturel@ville-sainttropez.fr)**

**Tel.: +33(0)4 94 55 90 17**

### **“Star” movie theatre**

A new 168-seat movie theatre to host events, conferences, conventions and meetings.

**Address : 3, Traverse de la Gendarmerie**

**Contact : Town Hall (Mairie de Saint-Tropez)**

**Tel.: +33(0)4 94 55 90 17**

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In Saint-Tropez, several hotels also offer amenities and services for professionals staying in town. Saint-Tropez Tourisme provides a kit dedicated to professionals with all the information requested to know more about MICE.

**Business Tourism contact: Laurent GROSSO**

**SEM Saint-Tropez Tourisme**

**Tel.: +33(0)4 94 55 98 54 - [laurent@sainttropeztourisme.com](mailto:laurent@sainttropeztourisme.com)**

Other public places are available for hiring to organize evening parties, fairs and events such as the Citadel or the Mole Jean Réveille (breakwater) which offer a stunning panoramic view on the bay, the Place des Lices in the shade of plane trees or the open-air car park (Parking du Port).

**Contact: Service Protocole (Town Hall) / [protocole@ville-sainttropez.fr](mailto:protocole@ville-sainttropez.fr) / Tel.: +33(0)4 94 55 90 15**

**MICE**

# About Saint-Tropez

## Culture, history and traditions

The village was named for Torpes, a Roman officer under Nero's reign. After being converted by Saint Paul and hence provoking the emperor's anger, he was decapitated in the year 68. His body was put in a small boat with a rooster and a dog. Driven by the Ligurian current, the boat landed on the shores of the present-day location of the town.

**The red and white colours of Saint-Tropez's flag** are those of the former Republic of **Genoa**. In 1470, the Baron of Grimaud Jean de Cossa and the Genovese Lord Raphaël de Garezzio signed an agreement allowing 21 families from Genoa to settle in the village which had been destroyed and depopulated by several invasions. They rebuilt the fortifications and ensured the security of the area. In return, the inhabitants were exempted from taxation.

**The first Bravades** created in **1558**, which still exist today, celebrate the Patron Saint on May, 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> and pay tribute to the Tropezian's bravery in the face of the enemy. They reflect the soul of the village and of its inhabitants.

In 1615, the village hosted a foreign visitor: the Japanese samurai and retainer of the daimyo (lord) of Sendai, **Hasekura Tsunenaga** (1571-1622). He headed a diplomatic mission to the Vatican in Rome, travelling through Spain and he stopped in Saint-Tropez. This is the first recorded instance of France-Japan relations.



The deep attachment to the sea is a defining characteristic of the village: the glorious military past of the town was illustrated by **Pierre-André de Suffren**, vice-admiral of the French Royal Navy during the 18<sup>th</sup> century, whose statue stands proudly on the port. A village with a rich maritime past and war experiences as the Citadel attests: it served as a rampart against invasions, notably in 1652 when Tropezians showed their



loyalty during the rebellion of the nobles (Fronde) against young King Louis XIV. “**Ad Usque Fidelis**” (faithful till the end) is the motto of the village.

This is also the motto of **General Jean-François Allard** (1785-1839), a hero during the Napoleonic Wars who returned to Saint-Tropez, his home town, with his wife Princess Bannou Pan Deï, after spending 16 years in India. They happily lived in their family house, located in Rue Gambetta, which is a boutique hotel today.

In the 19<sup>th</sup> century, the village resolutely turned towards the sea : first, as a **commercial port**, the long-course captains sailed the seven seas to bring spices or nickel and to move goods and people ; then, many trading vessels were built in **shipyards**, including the “Reine des Anges” three-masted ship built in 1860 ; finally daily life in the village was cadenced by fishermen.

Among those fishermen, **Hippolyte Bouchard** (1780-1837) was very well-known for being sailor and corsair who became a part of the National Argentine Fleet and fought for Argentina (War of Independence), Chile and Peru.

Saint-Tropez was discovered by **painters, intellectuals and artists**, such as the famous pointillist painter **Paul Signac**. Since then, thanks to notable visitors coming from the worlds of **music, cinema and literature**, the success never stops growing. Saint-Tropez is and will remain one of the most famous villages in the world. The legacy of this rich historical past is traditions and a great architectural heritage.

### The Bravades

The Bravades de Saint-Tropez is an annual celebration held in May, 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> where people of the town celebrate their patron saint Torpes and their military achievements. One of the eldest traditions of Provence, it has been held for more than 450 years, since the citizens of Saint-Tropez were given special permission to form a **militia** in order to protect the town from invasions. During the **three-day celebration**, the various militias in costumes of the time fire their muskets into the air at traditional stops, march to the sound of bands and parade Saint Torpes's bust. The inhabitants also attend to a mass wearing traditional Provençal costume.

### Singing, music and dancing

The folk group “Lou Rampèu de Sant-Troupès” was created in 1951. The word “Rampèu” that means ‘reminder’ puts real meaning to the association by pointing out that the goals and activities of the group mainly consist of a continuous reminder of traditions : dance, study and practice of traditional music instruments (pipe and tabor), choir and local theatre group.

## Heritage and must see sites

### The harbour and the old town

The port was destroyed during the D-Day and rebuilt after World War II. Pastel and ochre coloured houses with narrow fronts line the beautiful waterfront of the village. The houses used to have boat shelters that are shops today.

**The Parish Church** is very famous worldwide thanks to its ochre and sienna coloured belltower built in 1634. Emblem of the village, it is topped by a belfry with the finest design of those in the area. Around the church, a maze of streets, alleys, squares and historic buildings.

#### Chapels

In Saint-Tropez, about fifteen chapels were built from the beginning of the 16<sup>th</sup> century by various groups of skilled workers and by members of religious orders.



#### **Chapelle Sainte-Anne**

It was built on the Pécoulet hill to be thankful for preserving the city from the plague in 1720. Seamen used to come there to request protection from Sainte-Anne and in return they went back to the chapel to thank her with votive offerings. The chapel is only open on May 18<sup>th</sup> (last day of the Bravades), July 26<sup>th</sup> (Sainte-Anne celebration) and on August 15<sup>th</sup> (1944 Liberation).

#### **Other chapels :**

**Chapelle de la Miséricorde:** with its a remarkable serpentine stone door frame, the chapel of the Confraternity of Black Penitents dates from the 17<sup>th</sup> century.

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**Chapelle du Couvent:** according to the legend, the remains of Saint Tropez would have been buried there. Until the French Revolution, the revered bust of the Patron Saint was kept here.

**Chapelle Saint-Joseph:** built in 1650 on the Chemin de Sainte-Anne, it is now a disused site. Carpenters and joiners used to come there for procession on March 19<sup>th</sup>.

### Old Gendarmerie - museum

Its architecture (19<sup>th</sup> century) and its policemen did not make the building renowned but rather its “visitors” from the famous **“Le Gendarme” series**. The adventures and misadventures of Louis de Funès, Michel Galabru and their unusual brigade were portrayed in 6 movies shot between 1964 (**“Le Gendarme de Saint-Tropez”**) and 1982 (**“Le Gendarme et les Gendarmettes”**). They certainly contributed to the renown of the village.

**The City is creating a museum dedicated to the history of cinema in Saint-Tropez** and the history of the French gendarmerie with multi-touch, collaborative and interactive tables. The original façade is retained and the building is entirely renovating in order to welcome visitors. The museum will focus on the following themes:

- The history of the building and the Gendarmerie force in Saint-Tropez
- Myth and reality of Saint-Tropez through cinema

Opened in **July 2016**.

### Quartier de la Ponche

**La Ponche**, or Pouncho in Provençal language that used to be the fishermen's port, was the haven of small fishing boats. Today, it is an appreciated swimming area and even those few fishermen still use the wharves close to the Tour du Portalet.

Indeed, the traditional fishing activity is kept alive thanks to some fishing vessels such as the “pointu” exploited from father to son and is managed by the fishermen's corporation, whose premises were entirely renovated.

### Maritime Cemetery

The maritime cemetery is located below the Citadel, along the coastal path. Since 1815, it is **one of the few maritime cemeteries in France**. Great Tropezian families and some celebrities (artists, politicians and seamen) such as Princess Bannou Pan Deï (General Jean-François Allard's wife), Blandine Liszt (Franz Liszt's daughter and Emile

Ollivier's wife), André Dunoyer de Ségonzac, **Roger Vadim**, **Pierre Bachelet** and **Eddie Barclay** are buried in this place of contemplation and meditation.



### Château de la Moutte

A remarkable element of the architectural and natural heritage of Saint-Tropez and a listed building. Bought in 1860 by **Emile Ollivier, Prime Minister of Napoleon III** and run today by the City.

Today, it is open to public during the European Heritage Days every year in September, during the summer for the classic music festival "**Les Nuits du Château de la Moutte**" and for other occasional discovery activities, especially in spring.

### La Treille Muscate

The **French writer Colette** fell in love with Saint-Tropez in 1925. She discovered a house nestled between Route des Salins and the Canoubiers bay, with a terrace covered by wisteria and surrounded by vines. Thanks to the abundance of muscat grapes growing there, she decided to rename her house "La Treille Muscate". During her stays in Saint-Tropez, she met painters and artists such as André Dunoyer de Ségonzac and Luc-Albert Moreau, the actor Jean-Pierre Aumont and the writer Joseph Kessel. She also wrote two illustrated books, "La Treille Muscate" and "Break of Day". The village and Colette expanded their fame, attracting more and more people; according to her, Saint-Tropez was losing enchantment and tranquility. In 1939, she sold the estate and moved to Paris to settle

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permanently. La Treille Muscate is a private property and is not open to public. However, during the European Heritage Days, **the gardens** are sometimes open to visitors.

From Aug. 22<sup>nd</sup> to Sept. 20<sup>th</sup> an **exhibition dedicated to Colette** will take place in the heart of the village.

### Lesser known but remarkable places...

#### Latitude 43

Built in 1932 by **the architect Georges-Henri Pingusson**, it was one the most modern hotels at that time. Today, the building is no more a hotel but a series of private apartments. The common areas are open to visitors during the European Heritage Days.

#### Villa Lou P  rou

The last house built by Eileen Gray, an Irish furniture designer and architect and a pioneer of the Modern Movement in architecture.

#### Arts and culture

In 1888, Guy de Maupassant described Saint-Tropez as a “**daughter of the sea**” in his book “Sur l'eau”. In 1892, **Paul Signac** arrived in Saint-Tropez aboard his “Olympia” vessel. This had played an important role in the history of the village as well as in the history of art. His house in Saint-Tropez is a meeting place for painters coming from any art movement. Signac invited other artists such as **Henri Matisse** who came in 1904 and produced several sketches for the famous work “Luxe, Calme et Volupt  ”, **Albert Marquet** and **Charles Camoin**. **Henri Manguin** rent a house until 1920 and invited **Henri Lebasque** and **Pierre Bonnard**. Others great painters such as Mo  se Kisling, Andr   Dunoyer de S  gonzac found inspiration in the village. From the end of the 19<sup>th</sup> century to the early 1920's, Saint-Tropez became an artistic hub at the forefront of post-impressionist painting.

#### Annonciade Museum

In 1922, the first museum of Saint-Tropez “Museon Tropelen” opened in the Annonciade chapel presenting works from the most important living artists: Signac, Bonnard, Camoin, etc. From 1936, **Georges Grammont** decided to boost the museum (set up in the first floor of the chapel) by developing the collection. At the end of WW2, Grammont totally reshaped and redesigned the premises for a completely new museum.

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It was “high quality and modern museum for that time”, said **Jean-Paul Monery**, curator of the Annonciade Museum. Inaugurated in July, 10th **1955**, the museum collection displays works of great masters - **Signac, Matisse, Van Dongen, and Dufy** - and other less well-known artists praised by Grammont.

Beyond the extension of the current exhibition, the Annonciade Museum features a temporary exhibition upon the works of Henri Person, the founder of the first museum in 1922: the Museon Tropelen.

And **from June 18<sup>th</sup> to October 17<sup>th</sup>: summer exhibition about fauve painter Othon Friesz**

**Annonciade Museum**

**Place Grammont - 83990 SAINT-TROPEZ**

**Tel.: +33(0)4 94 17 84 10 - [annonciade@ville-sainttropez.fr](mailto:annonciade@ville-sainttropez.fr)**

**The Citadel and the Museum of Maritime History**

As from the 17<sup>th</sup> century, bought by the Town in 1993, the listed building is one of the most significant visited historical and cultural sites. **The modern maritime museum**, set up in the citadel's keep, allows visitors to discover famous figures and heroes as well as the daily lives of men and women who shaped over the centuries the Saint-Tropez of today.

With 11 rooms dedicated to sea activities such as fishing, cabotage (coasting trade), shipyard, torpedo factory, underwater cable factory and hydrography school, an entire floor dedicated to long-distance journeys and collectibles brought by seamen during their journeys across the seven seas.

**From Apr. 10<sup>th</sup> to Oct. 31<sup>st</sup>**, the museum displays a **new exhibition entitled “The ex-voto of Chapelle Sainte-Anne, testimony of the seamen's faith”**.

**Citadel - 83990 Saint-Tropez**

**Tel.: +33(0)4 94 97 59 43 - [citadelle@ville-sainttropez.fr](mailto:citadelle@ville-sainttropez.fr)**



## Museum of Gendarmerie & Cinema



### PRESS KIT ATTACHED

#### Musée de la Gendarmerie et du Cinéma

2, place Blanqui

+33(0)4 55 90 20

[mgc@ville-sainttropez.fr](mailto:mgc@ville-sainttropez.fr)

Features a new exhibition dedicated to photographic reporter Georges Dudognon “Perspective on the cinema on the French Riviera – pictures 1949-1966”. From 2016 July 1<sup>st</sup> to 2017 January 15<sup>th</sup>.



### Butterfly House

Not far from Place des Lices, the museum (located in Rue Etienne Berny) displays a great variety of butterflies (more than **20 000 species** including exotic butterflies). There is also the possibility to discover **Dany Lartigue's workshop**. New reception desk and **ticket/boutique** area and new attractive rate.

### Lavoir Vasserot / ancient washhouse

Classified as a national heritage site, the washhouse was built in 1862 by the architect **Charles-Albert Vasserot**. There are three basins, for coloured clothes, for white clothes and for rinsing. It was the meeting place for women washing their clothes once a week. Now, the washhouse is a cultural area hosting **art exhibitions throughout the year**.

### Art galleries

Saint-Tropez is the perfect location for inspiration. Any kind of artists, painters, sculptors or designers can express their artistic talent thanks to various colours and materials. The village offers a wide range of art galleries and workshops to fine art enthusiasts.

### ART GALLERIES



## Saint-Tropez and the cinema



This uniquely beautiful location was used as an amazing setting for some cinematographic works and inspired some writers such as Guy de Maupassant, Colette, Françoise Sagan, and Paul Eluard among others.

1956 : "And God created Woman" by Roger Vadim

1959: "A Mistress for the summer" by Edouard Molinaro

1960: "Saint-Tropez Blues" by Marcel Moussy

From 1964 to 1982 : the "Gendarme de Saint-Tropez" series by Jean Girault

1967 : "Le Grand Dadais" by Pierre Granier-Deferre

1967: « The Collector » by Eric Rohmer

1968: "Heartbeat" by Alain Cavalier

1969: « The Unfaithful Wife » by Claude Chabrol

1969: "The Swimming Pool" by Jacques Deray

1971 : "Le Viager" by Pierre Tchernia

1972 : "La Scoumoune" by José Giovanni

1975: « Dirty Hands » by Claude Chabrol

1977: « Bilitis » by David Hamilton

1977: « One Wild Moment » by Claude Berri

1978: "La Cage aux Folles" by Edouard Molinaro

1980: « The Umbrella Coup » by Gérard Oury

1984: "The Year of the Jellyfish" by Christopher Frank

1990 : "Plein Fer" by Josée Dayan

1991 : "The Old Lady who walked in the Sea" by Laurent Heynemann

1997 : "Lucie Aubrac" by Claude Berri

1999 : "Le Schpountz" by Gérard Oury

2001 : "Blanche" by Bernie Bonvoisin

2002 : "Would I Lie to You? 2 by Thomas Gilou

2002 : "Dangerous Liaisons" mini-series by Josée Dayan

2002 : « The Transporter » by Louis Leterrier and Corey Yuen

2006 : « Priceless » by Pierre Salvadori

1996-2008 : « Saint-Tropez » mini-series by Olivier Brémond and Pascal Breton

2008 : « Les Randonneurs à Saint-Tropez » by Philippe Harel

2013 : « People Kissing » by Danièle Thompson

2013 : « Saint-Tropez » by Lisa Azuelos

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- « Et Saint-Tropez créa La Ponche », Simone Duckstein, Editions du Cherche Midi

## ABOUT US...

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#### On the social networks

- Saint-Tropez Addict : information about events, art and exhibitions, activities : #sainttropezaddict
- Zoé de Saint-Tropez : useful information, big deals and offers, friendly exchanges : #zoedesainttropez
- Claude Maniscalco : actions conducted by the Tourist Information Center
- Interactive Tourism Forum : exchanges between professionals and tourism institutions #forumtourisme

**Image Library:** <http://ww7.fr/a1fy>

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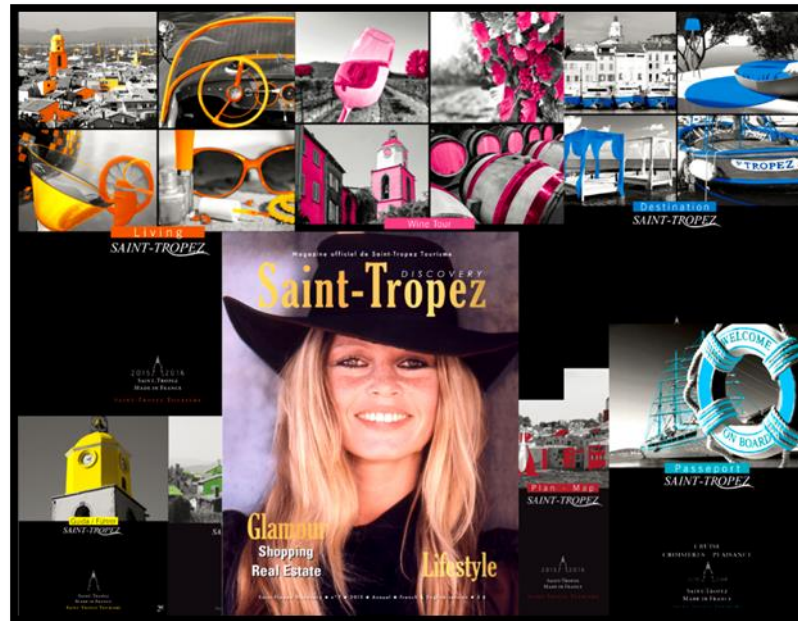
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**All our publications (brochures, maps, magazines, etc.) are online**

<http://ww7.fr/a1fx> (we can also send them on request)

Saint-Tropez Tourisme, which was selected to represent France at the 1<sup>st</sup> European Festival "Tourism and Strategy", has been awarded the European Prize for the best range of printed media.



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**Our missions**

- \* Counselling and technical assistance to the town council in tourism matters
- \* Implementing the town council's policies concerning tourism development
- \* Organizing the reception of tourists in Saint-Tropez
- \* Promoting the destination in relationship with Golfe de Saint-Tropez Tourism, national and regional competent bodies
- \* Touristic valuation of the Saint-Tropez's heritage and council facilities
- \* Management of tourism facilities
- \* Conducting operations of general interest directly linked to the promotion of tourism as listed in the annual actions convention signed with the town hall.

**Our actions**

- \* Information : brochures and Internet site
- \* Promotion-Communication - Press-Public Relations : fairs, workshops, press, press advertising
- \* Animation : animation of partner and provider networks and support for major events
- \* Marketing : providing services and selling touristic items
- \* Touristic coordination : interface between public and private bodies, communities and suppliers, implementing Saint-Tropez's quality standards.
- \* Services for professionals : promotion and valuation of tourism and local highlights, micro observatory of tourist frequentation, coordination between tourism professionals, business tourism.

**Our institutional partners:** Saint-Tropez town hall, SIVU du Golfe (regional syndicate), Maison du Tourisme, ADT (The Var tourism committee), Var Provence Cruise Club, Regional tourism committees, Atout France (Ministry of tourism).

**And all our professionals :** hotels, renters, restaurants, shops, services.

**Saint-Tropez Tourisme is a member of :** Atout France ([www.atout-france.fr](http://www.atout-france.fr)), Club Littoral (<http://fr.franceguide.com>), Fédérations Nationale et Régionale des Offices de Tourisme et Syndicats d'Initiative ([www.tourisme.fr/http://visitprovence.com](http://www.tourisme.fr/http://visitprovence.com)), Fédération Nationale et Régionale des Etablissements Publics Locaux ([www.lesepl.fr/](http://www.lesepl.fr/)), Club Littoral Atout France ([www.atout-france.fr/littoral](http://www.atout-france.fr/littoral)), Tourisme d'Affaires ([www.franceguide.com/ta](http://www.franceguide.com/ta))

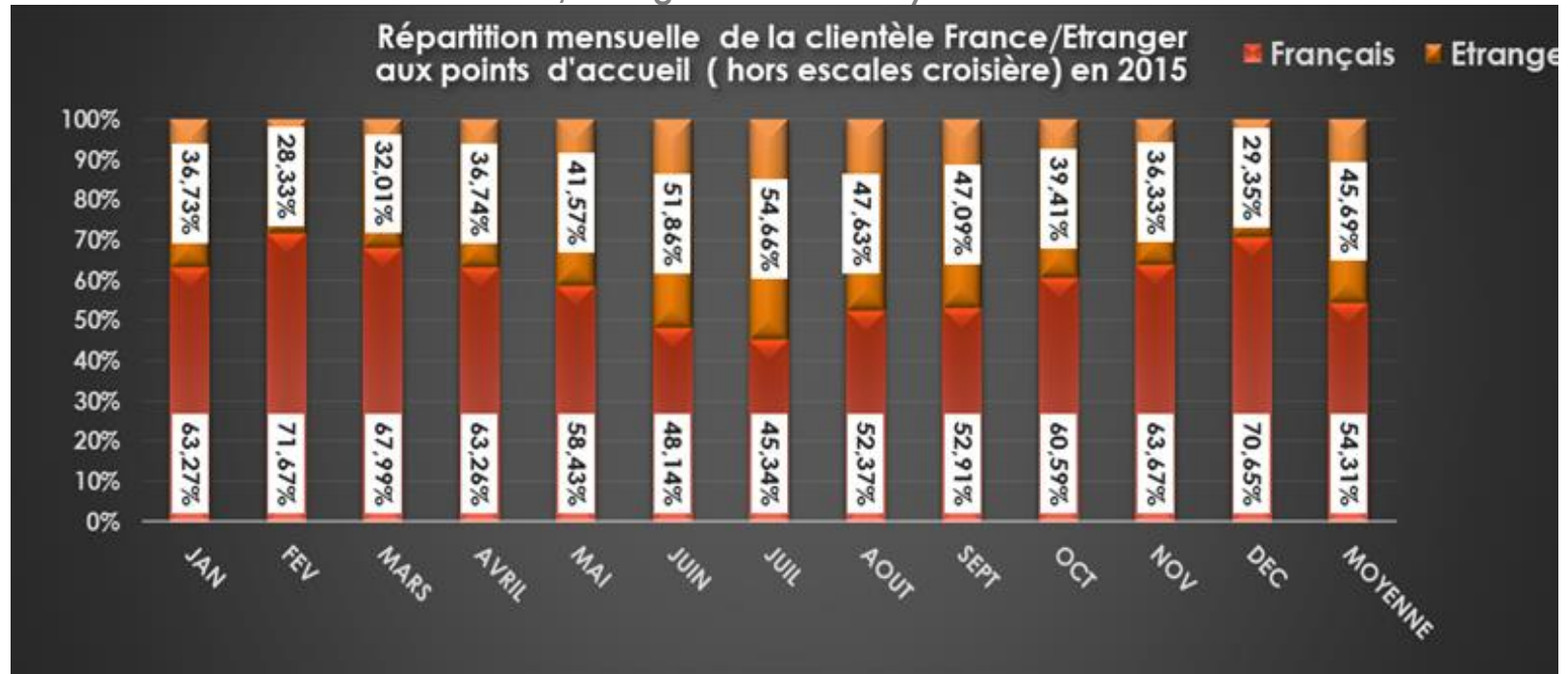




# A few figures concerning the Saint-Tropez Tourism front office (2015)

6 million visitors per year  
85 nationalities represented  
150 000 visitors hosted in the Tourist Information Centers  
40 000 cruise passengers for 87 stopovers

French / Foreign visitors Monthly Breakdown

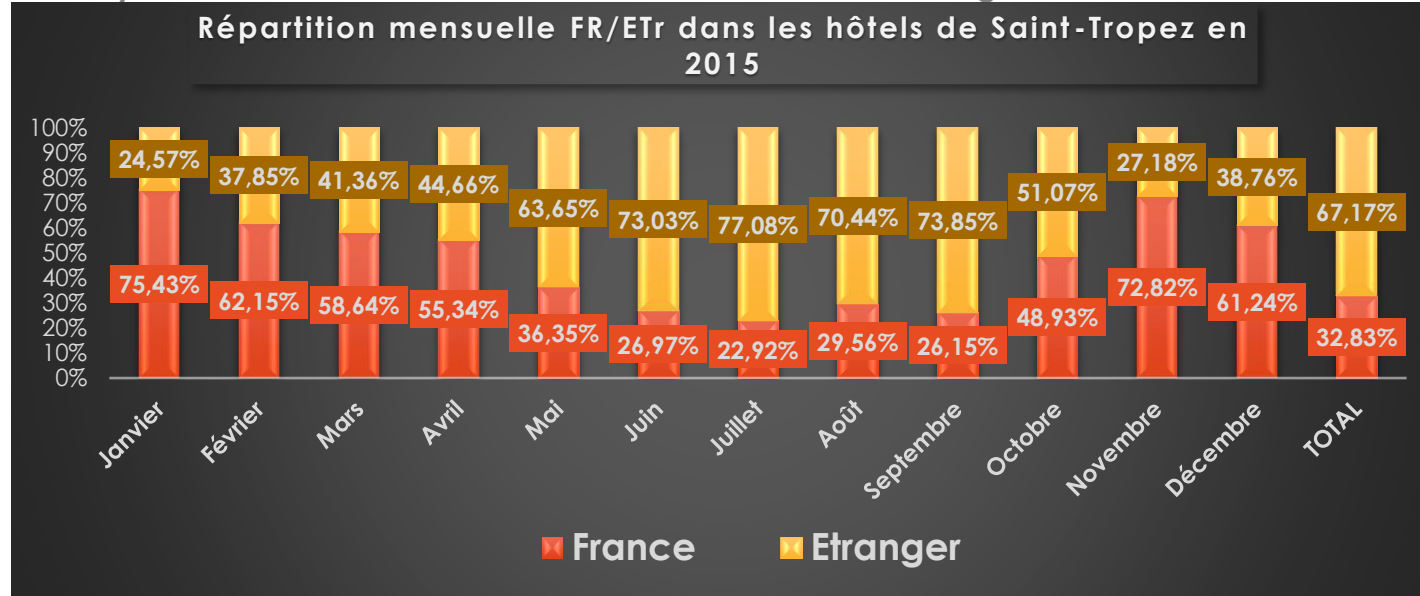


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NATIONALITIES TOP TEN (NFORMATION CENTRES 2015)

| TOP TEN DES NATIONALITES 2015 hors France (% du total des visiteurs) |             |        |  |
|--|-------------|--------|--|
| N°1  | Allemagne   | 7,30 % |  |
| N°2  | Italie      | 5,93 % |  |
| N°3  | Royaume-Uni | 4,45 % |  |
| N°4  | Belgique    | 3,79 % |  |
| N°5  | USA         | 3,52 % |  |
| N°6  | Pays-Bas    | 3,28 % |  |
| N°7  | Espagne     | 2,28 % |  |
| N°8  | Suisse      | 1,39 % |  |
| N°9  | Canada      | 1,36 % |  |
| N°10   | Russie      | 0,94 % |  |

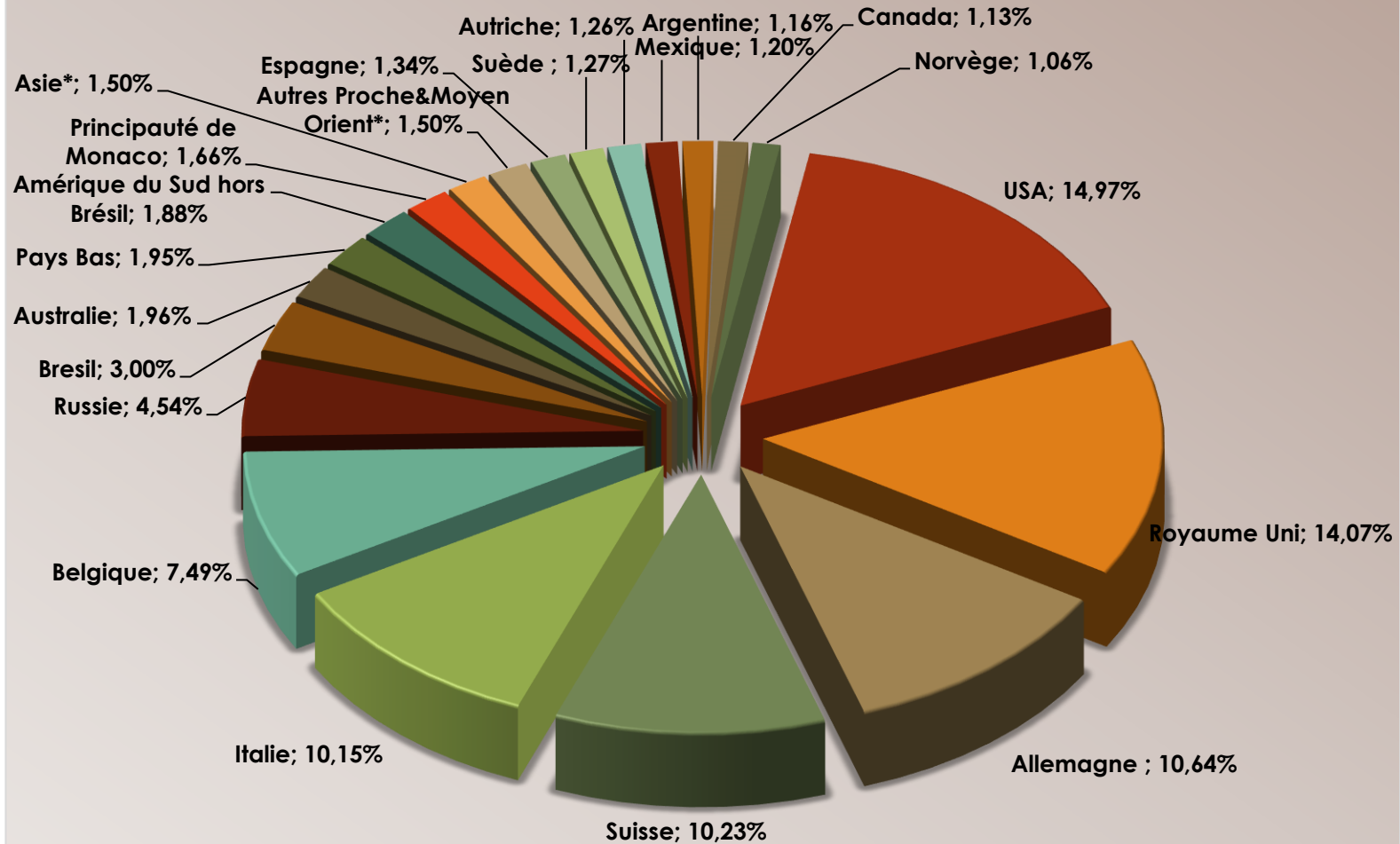
Monthly breakdown of the client's nationalities – French / Foreign visitors- hotels - 2015



In 2015, for the whole year, and as in previous years, **foreign customers represent a large majority in hotels**. It significantly increased reinforcing the image of Saint-Tropez as an **international destination**.

Main nationalities in Saint-Tropez hotels in 2015

**PRINCIPALES CLIENTÈLES ÉTRANGÈRES (ORIGINE GÉO EN % DE LA CLIENTÈLE ÉTRANGÈRE)  
DANS LES HÔTELS DE SAINT-TROPEZ EN 2015 TTES CATÉGORIES CONFONDUES**



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