



PRESS KIT 2020

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Biarritz Tourisme



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Biarritz, a city of culture
Performance and exhibition venues
Iconic festivals
A special place for dance
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©Emmy Martens

BIARRITZ IN SHAPE

One of the most beautiful
golf destinations in Europe

World-famous surf spots

But also tennis, horse riding, rugby and, of course,
Basque pelota...

Thalassotherapy: a wave of wellness

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28



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©CDT64

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BIARRITZ A YEAR-ROUND WELCOME

An outstanding hotel portfolio
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HIGHLIGHTS 2020

WELCOME
TO BIARRITZ

-

*A flagship destination
forever marked by the
passage
of Empress Eugénie,
Biarritz has always been
a welcoming city, open to
the world, which has
developed its economy,
especially tourism,
while preserving
its architectural heritage and
natural environment.*





GENERAL PRESS RELEASE

Initially a small fishing port, Biarritz transformed into a famous seaside resort welcoming the first bathers; later it was on the waves of the Côte des Basques, a legendary beach, that surfing first appeared in Europe... So many stories make up the history of Biarritz, all with one thing in common: this close link to the ocean. Today, Biarritz has chosen to continue to innovate and develop towards technologies connected with the 'blue economy'.

Its beaches, golf courses, thalassotherapy centres, its cultural and culinary tradition make Biarritz and the Basque Country an undeniable tourist attraction.

Equipped with a range of quality facilities and infrastructures, the region is able to receive hundreds of thousands of visitors from across the globe throughout the year, enabling them to benefit from an exceptional commercial dynamism in the heart of the city. In addition to this leisure tourism, Biarritz is developing a flourishing year-round business tourism, positioning itself as one of Europe's leading business destinations, annually welcoming nearly 30,000 visitors to the city's three congress centres and exhibition centre.

Moreover, Biarritz, like the Basque country, maintains a rich and lively tradition of hospitality, one that is recognized and appreciated. This historical culture of welcoming and openness to the world leads it to host, year after year, numerous high-profile economic, cultural and political events of national and international importance. In 2019, the city hosted the G7 summit from 24 to 26 August.

Similarly, every year, the city hosts the international documentary festival, FIPADOC, Festival Biarritz Amérique Latine dedicated to Latin American cinema, le Temps d'aimer la Danse, a prestigious dance festival with companies from all over the world, and many other world-class and successful events that contribute to the city's desire to shine on the international stage.

So many unique features that define Biarritz, an ocean city open to the world.

“Its beaches, golf courses, thalassotherapy centres, its cultural and culinary tradition make Biarritz and the Basque Country an undeniable tourist attraction.”



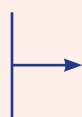
Biarritz

25,000
INHABITANTS

190,000*
VISITORS / YEAR
to the tourist office

6 km
OF COASTLINE

2
NATURAL HABITATS



- LAKE MOURISCOT
(Natura 2000)
- LAKE MARION

52
HOTELS
including 4 x 5* hotels,
11 x 4* and 25 x 3* hotels
2,300*
ROOMS

35%
of the hotel capacity
of the Basque
Coast

1
PALACE
1,249,165*
OVERNIGHT STAYS
2018

265
RESTAURANTS & CAFES
Source: Municipality of Biarritz

465
SHOPS
IN THE
CITY CENTRE

Source: Biarritz Town Hall

16
GOLF COURSES
WITHIN A 100 KM
RADIUS OF BIARRITZ

CLOSE TO
400
EVENTS PER
YEAR

Source: Biarritz Town Hall

GARE DU MIDI
THEATRE
MUNICIPAL CASINO

102*

LIVE PERFORMANCES
(+ 100,000 SPECTATORS)

AMONG THE

TOP 3

MOST BEAUTIFUL
BEACHES IN FRANCE

2019

(according to Tripadvisor)

4

QUALITY LABELS

- VILLE DE SURF (SURF CITY)
- VILLE FLEURIE (CITY IN BLOOM) (4 flowers)
- VILLE IMPÉRIALE (IMPERIAL CITY)
- DÉMARCHE QUALITÉ DES EAUX DE BAIGNADE
(BATHING WATER QUALITY INITIATIVE)

ATABAL

1 CONTEMPORARY
MUSIC VENUE
'SMAC'
CERTIFIED

INTERNATIONAL

AIRPORT
OF BIARRITZ
BASQUE COUNTRY

1,066,204*
PASSENGERS
IN 2019

**3 CONGRESS
CENTRES**

+

**1 EXHIBITION
CENTRE**

6,000 M²

**Source: Biarritz Tourisme*

**BIARRITZ,
GATEWAY TO AN
ENDLESS OCEAN**

-

*Biarritz has always enjoyed an
intimate relationship
with the ocean. Its motto, Aura
sidus mare adjuvant me, bears
witness to this:
“The wind, the stars and
the sea are helping me”.*





BIARRITZ, GATEWAY TO AN ENDLESS OCEAN

-

Biarritz has long been committed to the preservation and protection of the ocean and, together with the Aquarium and the Cité de l'Océan, has already equipped itself with educational tools to help as many people as possible to discover the richness and challenges of this natural element, which is essential to life and yet little known.

Today there is a new challenge, that of 'Blue Growth'. The city has decided to join forces with the Communauté d'Agglomération Pays Basque and the New Aquitaine region in the development of Oceanstart, a place of creativity and innovation dedicated to the ocean economy.

The long-term objective of the Blue Growth initiative is to support sustainable growth in the marine and maritime sectors as a whole. It recognizes the seas and oceans as drivers of the European economy, offering considerable potential for innovation and development. This economy accounts for 5.4 million jobs and a gross added value of almost €500 billion per year. In this context, and in the face of energy and climate challenges, the city wishes to open up a new economic front that will generate jobs through the development of traditional activities, but also through research and innovation.

FOCUS

OCEAN START

-

Work on Oceanstart, a future technology cluster dedicated to the ocean economy and complementary to the Technopole Pays Basque, will begin in 2020.

The latter includes Izarbel in Bidart, a specialist in services to digital industries, the Technocité in Bayonne, host to companies in the aerospace and advanced materials fields, and Arkinova in Anglet, dedicated to sustainable construction.

Oceanstart, which will be able to host around twenty companies, will be the place dedicated to creativity and innovation in relation to the ocean economy with the following missions:

- > The reception of project leaders: young companies, research teams, and more mature companies.
- > The development of innovative solutions, research activities, technology transfer, training, etc.

In order to carry out its missions, Oceanstart intends to collaborate with all the sites in the region that are already part of the ocean economy, such as the science campus in Anglet, the Port of Bayonne or the Cité de l'Océan and Biarritz Aquarium. Five main growth sectors have been identified:

- > Risk management: environmental monitoring, coastal engineering, bathing water quality and pollution control.
- > Geomatics: data exploitation and translation in relation to its use in the maritime sector. This concerns operational oceanography, modelling, remote sensing and data management.
- > Renewable marine energies: river or marine tidal energy and wave power.
- > Marine resources: Fisheries resources, biotechnologies, related to health and well-being as well as marine ecology.
- > Coastal tourism.



> STARTING YOUNG

The educational project L'Enfant et l'Océan (The Child and the Ocean), a voyage of discovery and development, enables all 5th grade pupils in Biarritz to participate in various nautical activities and to gain a better understanding of the ocean element. This learning takes place throughout the school year. 2019 thus saw 220 students being introduced to coastal rescue, first aid and surfing.

> LABORATOIRES DE BIARRITZ

In this ocean-oriented atmosphere, the city has witnessed the emergence of many innovative entrepreneurial initiatives. One such case is Laboratoires de Biarritz, the first cosmetics laboratory to have developed a range of ORGANIC skincare products made from Maris alga, red algae native to the Basque Coast.

LIFE LEMA

The European LIFE LEMA project fits perfectly into this inspiring environment.

Deployed on the French-Spanish coast of the Basque Country, it encourages research into solutions to the problem of aquatic waste in the transboundary waters of the Bay of Biscay, and the development of intelligent tools for its management and collection.

The Municipality of Biarritz and its 5 partners, Guipúzcoa Provincial Council, the Kosta Garbia mixed trade union, AZTI Foundation, Rivages Pro Tech - Suez Group and Surfrider Foundation Europe, have thus contributed to the collection of more than 100 t of aquatic waste since 2016.

Life Lema should soon be replicated in the Marseille and Bilbao regions.
More information: www.lifelema.eu/en/

MAREA

Biarritz is a real life-size research laboratory, and is also a pilot city for the MAREA project (modelling and decision support for coastal risks in the Basque Atlantic region), which aims to better understand episodes of storms on the Basque Coast in order to prevent risks of marine submersion and coastal erosion through the implementation of more accurate forecasting and warning tools.

The new knowledge provided by these survey campaigns will help to better coordinate public policies for the prevention and management of coastal risks.

It will also help to optimize crisis management and the deployment of means of protection against coastal erosion.
www.marea-paysbasque.fr/fr/

BIARRITZ OCEAN CENTRE

The Biarritz Ocean Center de Biarritz is an association for scientific research and mediation that studies the functioning of marine ecosystems and passes on the resulting knowledge to schoolchildren, scientists and managers.

The activities of the Centre de la Mer de Biarritz focus on four main areas:

- > Educational activities aimed at a wide audience.
- > Scientific research activities with the implementation and facilitation of the ERMMA programme (www.ermma.fr).
- > Expertise on marine biodiversity in New Aquitaine.
- > Organisation of training courses and symposia on coastal risks.
www.centredelamer.fr

**BIARRITZ
AND ITS
HERITAGE**

-

*Developing from
a small fishing port
into a world-famous
coastal resort, Biarritz
has remained an authentic
city, one with a strong
identity and committed to
preserving its natural
and architectural heritage,
the legacy of its
fascinating history.*



- Biarritz in dates -

-300 000 B.C.

Several sites attest to the presence of prehistoric ancestors on what will become... Biarritz.

“Biarritz would draw its toponym from the Basque word ‘belharr’ (grass) and the suffix ‘itz’ (grassy place)”

12TH-17TH CENTURIES

A small village, Biarritz is famous for its whale hunters. The last catch was made in March 1686.

17TH-19TH CENTURIES

While the inhabitants of Biarritz enjoy bathing in the sea from the beginning of the 17th century, it is not until the arrival of personalities such as Victor Hugo in 1843 that this new leisure activity becomes popular.

1854

Napoleon III and Empress Eugénie settle in Biarritz and commission the construction of Villa Eugénie (the future Hôtel du Palais). Crowned heads from throughout Europe then visit this new 'imperial' destination.

1888

The influence of the English aristocracy gives rise to the Le Phare golf course and contributes to the popularisation of equestrian competitions.

“In the Middle Ages, Biarritz, then known as Beariz, is a small port famous for its fishermen’s skill in harpooning whales.”

1890-1914

The crowned heads are succeeded by the great names of the Republic. Among the visitors: Clemenceau, Ferry, Dumas or Zola.

1903

Opening of Biarritz Bonheur department store, the 'Harrods of Biarritz', which has since become the Town Hall.

1915

Coco Chanel sets up her fashion house in Biarritz.

1920-1930

Biarritz experiences its first jet-set period during the 'roaring twenties': the casino and the city's grand villas play host to extravagant parties.

1933

Opening of the maritime museum on the cliff top of the Atalaye plateau.

1939-1945

At the southern end of the Atlantic Wall, Biarritz is located in the forbidden zone during the Second World War, accidentally bombed in March 1944 by the British air force.

1950-1970

Europe quickly heals its wounds and Biarritz once again becomes a holiday resort, this time for both showbiz stars and tourists enjoying the 'Glorious 30'.

1957

American screenwriter Peter Viertel introduces surfing to young Biarritz locals.

1980s

Biarritz develops its tourist industry, particularly business tourism, and becomes a popular thalassotherapy destination. Surfing, golf and rugby contribute to the city's tremendous boom.

1994

Inauguration of the new airport; Concorde lands in Biarritz in 1995.

1998

Creation of the first contemporary choreographic centre, now Malandain Ballet Biarritz.

2006

Rugby club Biarritz Olympique Pays Basque holds 5 French championship titles, most recently in 2006, and one European title.

2017

Biarritz hosts the World Surfing Championships, won by France.

2019

Biarritz hosts the G7 Summit.

TODAY

Biarritz is home to some 25,000 inhabitants.

HISTORY

-

BIARRITZ BECOMES A SEASIDE RESORT

-

The inhabitants of Biarritz did not wait for Emperor Napoleon III and Empress Eugénie, or the recognition of the ocean's therapeutic virtues, to appreciate the joys of bathing in the sea. The first swimmers were seen here as early as 1609 "this mix of young ladies and young fishermen that one can see on the coast, naked under their bathing costumes, swimming together in the waves..." commented Councillor de Lancre with disapproval.

Victor Hugo, who came here in 1843, is charmed by "this white village with red roofs and green shutters set on grassy hilltops", and fears that "Biarritz is becoming fashionable". "That day will come soon!" he remarked with foresight.

A few years later the Countess of Montijo, who had come to Biarritz as a child, settles here after her marriage to Napoleon III, for a stay of two months. Napoleon commissions the summer residence Villa Eugénie to be built for his wife, and the imperial couple are present every year, from 1854 to 1868, to enjoy the benefits of the sea and the climate. Following their example, many royals discover Biarritz. Kings of Wuerttemberg, Belgium and Portugal, as well as Russian, Polish and Romanian princes, Spanish Grandees and English lords lend a certain 'cachet' to Biarritz, which then boasts 10,000 summer visitors each season.

*In 2016, the city
of Biarritz is awarded
the distinction
'Imperial City'*

It has thus joined the intimate circle of cities distinguished for their imperial heritage, whether during the First or Second Empire: Autun, Brienne-le-Château, Compiègne, Fontainebleau, Montereau, Rueil-Malmaison, Saint-Cloud, Saint-Leu-la-Forêt and, more recently, Ajaccio, Ile d'Aix and Rambouillet.



©Emmy Martens





©Emmy Martens

“The most prestigious houses of haute couture, namely Hermès, Lanvin, the ‘sons’ of the Spanish Basque Country, Cristobal Balenciaga and Paco Rabanne, Courrèges, Poiret, Mademoiselle Gabrielle, a young milliner who will become known as Coco Chanel, rush to dress on the spot a clientele that attends luxurious parties”

BIARRITZ, A SOCIALITE AND NIGHT OWL

At the end of the 19th century, the Belle Époque having succeeded the Second Empire, the city adorns itself with residences of varied and flamboyant styles. Sadi Carnot, Poincaré, Clémenceau, Jules Ferry, Alexandre Dumas, Zola, socialise around the beaches.

English aristocrats, whose ancestors discovered the location during the Napoleonic Wars at the beginning of the century, settle here. It is moreover the English who give Biarritz its first golf course, Le Phare, in 1888, and its first equestrian competitions.

At the beginning of the last century, the newly built Municipal Casino and Bellevue Casino attract entertainers and 'high rollers'. Sarah Bernhardt and Lucien Guitry (father of French actor playwright Sacha Guitry) perform here. The distinguished pleasures of the socialites of the last century give way to the restless nights of the new Parisian night owls. In the twenties, people practice this frenzied new dance called the Charleston until the early hours. This aristocracy naturally attracts couturiers to meet the sartorial needs of the noble clientele. The most prestigious haute couture houses, namely Hermès, Lanvin, the 'sons' of the Spanish Basque Country, Cristobal Balenciaga and Paco Rabanne, Courrèges, Poiret, Mademoiselle Gabrielle, a young milliner who will become known as Coco Chanel, rush to dress on the spot a clientele that attends luxurious parties and is looking for an elegant and glamorous attire.

Following the Second World War, Biarritz regains its splendour - thanks notably to the sumptuous parties given by the Marquis de Cuevas - and continues to attract the high society: Farouk of Egypt, Michael of Romania, Peter of Yugoslavia. They rub shoulders with movie stars such as Rita Hayworth, who stop off here with the Aga Khan, or Frank Sinatra, Gary Cooper and Bing Crosby.

In the seventies and eighties, Biarritz witnesses the development of new activities, responding to the needs of a society that is undergoing a metamorphosis. It gradually diversifies its image as a summer and party destination to develop a year-round business offer. It's a winning strategy that places Biarritz among the top 6 business destinations in France.

At the same time, the city that saw the birth of surfing in Europe, in 1957, sees the development of an entire industry around the discipline. All over the world, from Hawaii through to California via Australia, the spots and waves of Biarritz are famous. Industrialists (Quiksilver, Roxy, Billabong, Rip Curl...) naturally install their European offices here. The surf business still thrives here today.

Reflecting its eclectic architecture, the city today sees surfers, businessmen and tourists living together under the amused gaze of the fishermen of the Port des Pêcheurs.



Port des Pêcheurs ©Aadt64



SURPRISING FACTS

-
So, did you know that the first swimsuit competition was held on Miramar beach? That the first Miss France, Agnès Souret, was from Espelette? That the first one-piece swimsuit by Jeanne Lanvin was conceived and designed in Biarritz? Or that the first Chanel atelier was opened in Biarritz?

Source: 'Biarritz et la mode', a book by Nathalie Beau de Loménie.

A PRESERVED NATURAL AND ARCHITECTURAL HERITAGE



The Virgin Rock ©JPEG Studios

THE SEASHORE...

With 6 km of coastline and 6 beaches, Biarritz offers the walker an astonishing diversity of natural landscapes: from the headland of Saint-Martin through to the Côte des Basques, via the Grande Plage, Le Rocher de la Vierge, the Port des Pêcheurs, the coastline is an infinite source of nooks and crannies awaiting discovery.

... BUT ALSO GREEN SPACES WORTHY OF INTEREST

Biarritz offers a wide and varied range of natural parks - Parc Mazon - gardens - Jardin Public, Jardin Lahouze - and lakes. Just a stone's throw from the town centre, Lake Marion, covering twenty hectares, five of which are

water, is a bucolic spot dedicated to leisure activities and family walks.

As for Lake Mouriscot, a protected natural habitat partially classified 'Natura 2000', with a surface of 110 hectares, it is a popular walking area.

DON'T MISS: le chemin des Lacs (lake trail) linking the 2 sites.

FOCUS

THE VIRGIN ROCK

Napoleon III decided to use it as an anchorage point for the dyke of the Port of Refuge he wanted to create. The imposing 'Virgin Rock' was connected to the land via a wooden bridge, later replaced by a metal footbridge. This rock owes its current name to the statue of the Virgin erected at its summit in 1865.



Lake Marion ©Anastasia Bokareva



Cité de l'Océan ©Biarritz Océan L. Garcia



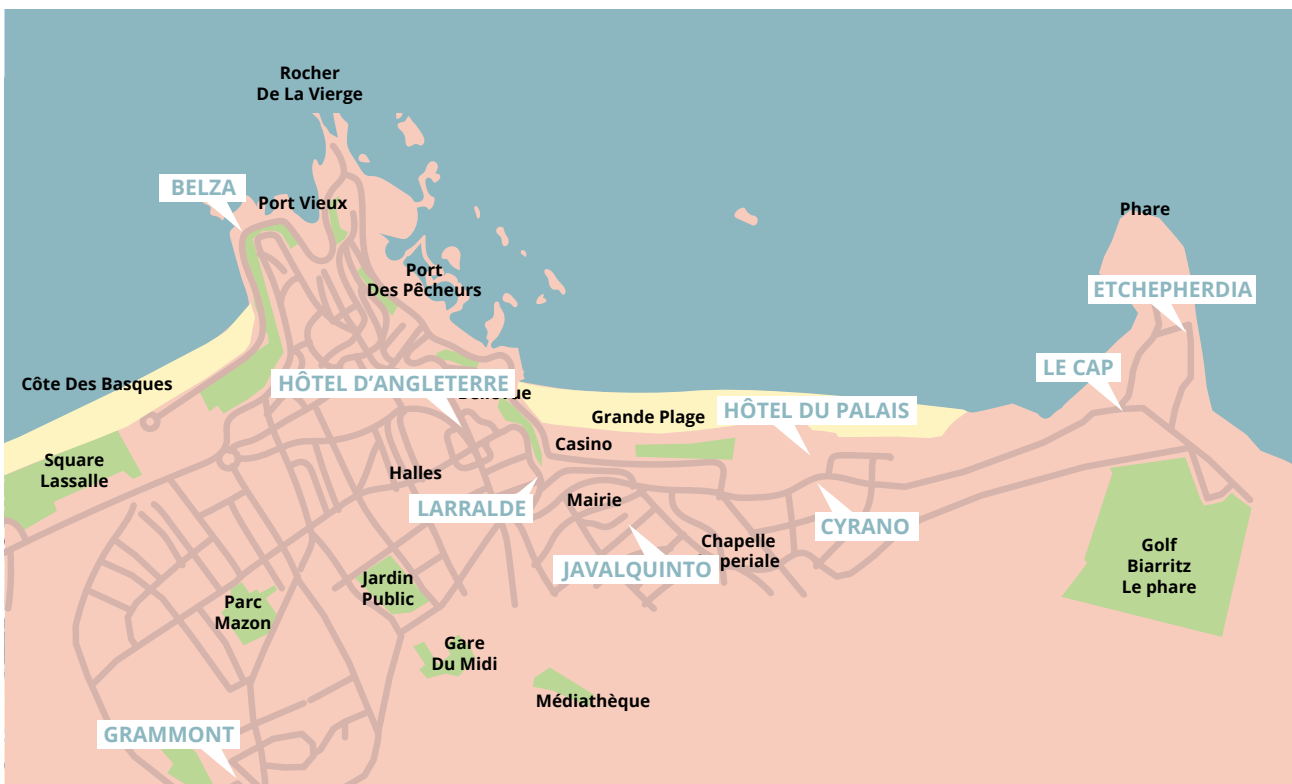
Villa Belza ©Anastasia Bokareva

However the human hand has no reason to envy this natural scenery because, in its architecture, Biarritz has taken the liberty of embracing the most eclectic styles - neo-Basque, Anglo-Norman, Belle Epoque - and centuries of history have given Biarritz an incredible variety of buildings and edifices: from the Orthodox church to the Byzantine chapel, from the medieval villa to the Art Deco style of the Municipal Casino, Biarritz's exceptional architectural heritage bears witness to this past.

Hundreds of its villas, protected by the creation in 1997 of a ZPPAUP (zone for the protection of architectural, urban and landscape heritage), which is now evolving into an AVAP (architecture and heritage enhancement area) in order to integrate, in addition to the remarkable heritage, more modest but typical elements of Biarritz architecture, tell the story of a city that has a particular attachment to the development of its heritage and living environment.

Its Art Nouveau and Art Deco villas now stand side-by-side with a new urban design by Jean-Michel Wilmotte for the former Bellevue Casino and Place Clémenceau, Pierre Bideau for the coastline illumination - lighting designer for the Eiffel Tower - and the American Steven Holl for the Cité de l'Océan, an entertainment to educate and scientific space opened in 2011 to show the reality and complexity of the ocean.

A FEW BIARRITZ VILLAS



**BIARRITZ,
CULTURAL
& COSMOPOLITAN**

-

*Biarritz Latin
America Festival,
Le Temps d'Aimer,
FIPADOC,
so many highlights
reflecting the appeal
of a city that is cosmopolitan
and open to the world,
one that has never
ceased to be inspiring and
welcoming to designers
and artists.*



FIPA DOC

21-26
JANVIER
2020

BIARRITZ

FESTIVAL
INTERNATIONAL
DOCUMENTAIRE

WWW.
FIPADOC.
COM

BIARRITZ, A CITY OF CULTURE

Throughout the year, as reflected in the list of highlights, the seaside resort is punctuated by the organization of international events, festivals and shows revolving around various artistic disciplines (dance, cinema, contemporary music...). Few French cities the size of Biarritz can boast so many cultural assets.



Gare du Midi ©Emmy Martens

PERFORMANCE AND EXHIBITION VENUES

Biarritz is home to one of the theatres that host the most performances in New Aquitaine: the Gare du Midi. With its 1,400 seats, theatrical performances, music, opera,... follow one after the other at a frenetic pace from January through to December. In 2019, more than a hundred shows or public events took place at the Gare du Midi and the Municipal Casino (730 seats).

In addition to these 2 performance venues, there are the Coliseum (200 seats), the café-theatre PETIT BIJOU - which opened in 2019 - and the Iraty exhibition centre, which can accommodate 4,500 spectators for amplified music concerts. And, not least, the Atabal (700 seats), which was awarded the quality label 'Scène de Musiques Actuelles'

(Contemporary Music Scene) by the Ministry of Culture at the end of 2018. With an average of 80 shows per year, Atabal offers an eclectic and specialist programme of both cult groups and up-and-coming artists, whether regional, national or international.

The exhibition venues are just as varied, from the prestigious Bellevue museum space (summer exhibition) through to the surprising Sainte-Eugénie crypt. Of note is the remarkable Asiatica Museum, which goes beyond the simple presentation of works of art, however exceptional they may be, to provide an introduction to the cultures of Asia.

ICONIC FESTIVALS

-

To this already comprehensive picture, we should add half a dozen festivals that are equally iconic: Le Temps d'aimer which, for nearly 30 years has welcomed the biggest dance companies, the Latin America film festival or the international documentary festival (FIPADOC), which give pride of place to cinema and the audiovisual sector, les Arts de la Rue (FAR) street art festival and, music-wise, the festival Les beaux jours de la Musique as well as, for over 10 years now, the Biarritz Piano Festival, which welcomes ever more spectators at the beginning of August.



©Olivier Houeix

A SPECIAL PLACE FOR DANCE IN BIARRITZ

-

The tradition of dance in Biarritz goes back to the last century when the city was the preferred stage for ballets of the Marquis de Cuevas. In September, Le Temps d'aimer, a major dance fixture for nearly 30 years, renews this tradition, offering 10 days of access to major international companies and emerging talents.

For the past few years, this festival has been placed under the artistic direction of Thierry Malandain, who is also choreographer of the National Choreographic Center Malandain Ballet Biarritz, established in Biarritz since 1998, the performances of which enchant both Biarritz locals and spectators from all over the world during international tours. On the occasion of the 25th anniversary of the birth of Ludwig van Beethoven and on the initiative of the Opera of Bonn (Germany) - the composer's birthplace - Thierry Malandain created a new ballet entitled La Pastorale, which premiered at Chaillot national dance theatre at the end of December 2019. Biarritz also has a Conservatory of Music and Dance.

2020: LE PETIT BIJOU CELEBRATES ITS FIRST CANDLE

-

Opened in September 2019, LE PETIT BIJOU is a café-theatre with 133 seats in the heart of the city. Exclusively dedicated to humour and laughter for young and old, it also welcomes theatre lovers for lunch and a pre-show aperitif .

www.petitbijou-cafetheatre.com



©Le petit bijou

CONTEMPORARY ART IN THE CITY

BIARRITZ, WHERE ART ALSO COMES TO LIFE ON THE STREETS

During Le Temps d'Aimer la Danse in September, the public takes its turn at the 'gigabarre' on the promenade of the Grande Plage. The dancers perform in the squares and public gardens, just as the artists of the Street arts Festival imaginatively take over the city's streets in spring.

In August, thanks to Colorama, street art invades the streets of the imperial city and transforms spaces into temporary galleries. There are exhibitions, films, guided tours for kids, and musical evenings. Urban art is thriving in Biarritz.

A unique atmosphere prevails during Thursdays at the Jardins de l'Océan: in summer the concerts are given near the Cité de l'Océan, overlooking the sea.



©Delphine Pernaud

DISCOVER BIARRITZ THROUGH ITS ART TRAIL



UNEXPECTED: THE ASIATICA MUSEUM

The Asiatika Museum in Biarritz offers a unique collection of Asian works of art. From Tibetan thangka through to Chinese porcelain, the wealth and diversity of the museum's collections offer the visitor a unique opportunity to travel through regions and time. The Asiatika Museum ranks among Europe's Top 5 museums of oriental art.

www.musee-asiatica.com

DISCOVER: THE MUSEUM OF BIARRITZ, RENOVATED IN 2019

Since 1986, the Association of the Friends of Biarritz Historical Museum has gathered, in this unique place that is the former Anglican Church, a rich collection of highly diversified documents (objects, photos, paintings, video projections...). These artifacts tell the history of Biarritz, starting with the small fishing port and ending with the fashionable resort that became the 'Plage des Rois' (Beach of kings). A cultural visit essential for learning about Biarritz!

www.musee-historique-biarritz.fr



Asiatika Museum ©Anastasia Bokareva

1. Atalaye plateau - sculpture by Zigor: Olerki, 2011 (poem)
2. Opposite the Aquarium and Le Rocher de la Vierge: war memorial - sculpture by Killy Beall, 1950
3. Place Bellevue - sculpture by Jorge Oteiza: Hommage à la maison basque, 2006
4. Grande Plage gardens - sculpture by Magdalena Abakanowicz: L'arbre main, 2000
5. Place Anton Tchekhov - sculpture by Manolo Valdés: Tête de la reine, 2003
6. Avenue Foch - sculpture by Francisco Leiro: La femme basque, 1999
7. Gare du Midi - sculpture by Agustin Cárdenas: La Grande Amapola, 1998
8. Rocailles' gardens - sculpture by Edgar Negret: Sol, 2007
9. Côte des Basques beach - sculpture by Joël Roux: Hommage aux tontons surfeurs, 2007
10. Lichtenberger roundabout - sculpture by Clément Bousquet: Les Baleinières, 1990
11. Place Jean-Baptiste Lassalle - sculpture by Christiane Giraud: Hommage à Edouard Caillau, 1992
12. Galeries Lafayette, north facade - fresco by Pieter Vermeersch, 2013
13. Place des Halles - sculpture by Zigor: Urkulu, 2016
14. Côte des Basques beach - fresco by de Nils Inne, 2016
15. Cité de l'océan - sculpture by Manolo Valdés: La dame de la mer, 2012

BIARRITZ
IN SHAPE

-

*Biarritz benefits
from a privileged setting.*

*Its beaches, its mild year-round
climate and its quality
infrastructures make
Biarritz a city in
which it pays to
stay fit.*

*If two sports are
particularly in the
spotlight here – golf and
surfing – others are also
practised and
thalassotherapy is a
tradition.*



ONE OF THE MOST BEAUTIFUL GOLF DESTINATIONS IN EUROPE

BIARRITZ GOLF DESTINATION PASS

This pass allows you to enjoy preferential rates on 8 courses on the Basque Coast and in the Landes (Arcangues, Biarritz Le Phare, Chantaco, Ilbarritz, Makila Golf Club Bayonne Bassussarry, Moliets, Pinsolle-Soustons and Seignosse). Valid all year round, the pass can be booked online and at the golf courses concerned.

New in 2020: real-time reservations can be made online on the site.

www.biarritz-destination-golf.com



The Biarritz region is a must for European golfers, who find, in the surrounding area, an exceptional choice of courses and a climate conducive to year-round practice. A remarkable golf destination, Biarritz and its region has 16 golf courses within a radius of 100 km.

One of the oldest golf courses in France, Le Phare was built in 1888 in the heart of the city by British residents, members of the British Club.

Today Biarritz has a training centre of primary importance in Europe, the Ilbarritz International Centre. Situated on 26 hectares beside the sea, it offers enthusiasts all the modern techniques to improve their game with, among other things, the use of video and a 9-hole course.

Biarritz is a golfing mecca and organizes around thirty competitions throughout the year, including several of international stature. Among them, the more than one-hundred-year-old Biarritz Cup (created in 1898) is played out every year on the Le Phare golf course, itself established more than one hundred years ago.

On the initiative of Biarritz Tourisme, a golf destination contract has been signed between the state and a group of major stakeholders in the golfing sector of the Atlantic Pyrenees and the Landes in order to better promote the region's golf tourism assets internationally. Signed in 2014, it was renewed for 3 years in 2018.

WORLD-FAMOUS SURF SPOTS

In 1957, Peter Viertel, husband of the actress Deborah Kerr, who was filming in the region for the movie 'The Sun Also Rises', landed with his boards on the beach of the Côte des Basques under the amazed gaze of Biarritz inhabitants, who saw a man standing on a wave for the first time in Europe! This is how surfing in Europe was born, and how Biarritz became the European capital of surf.

From the 'Tonton surfeurs' (surfer uncles) of the sixties, such as Joël de Rosnay, Georges Hennebutte, to one of the very first French professional female surfers - and a native of Biarritz! - Emmanuelle Joly, this spectacular sport imported from Hawaii has found many followers. Today, the Grande Plage is recognized as one of the best 'spots' in Europe and attracts surfers from across the globe. In 2017, the city, which today boasts 18 surf schools, celebrated 60 years of surfing and hosted the World Surfing Games. In 2019, the ISA Longboard World Championships were held in the legendary spot on the Basque Coast.

Beyond Biarritz, the entire Basque Coast is involved in this activity. Since 2017, on the initiative of Biarritz Tourisme and the 'Agency for Attractiveness and Tourist Development Béarn-Basque Country', the main players in the surfing sector have joined forces to work together to strengthen the quality of the offer and develop the promotion and communication of the surfing experience. Objective: to attract a new national and international clientele and to make Biarritz Basque Country THE surfing destination in Europe.

BUT ALSO TENNIS, HORSE RIDING, RUGBY, OF COURSE, BASQUE PELOTA



Cesta Punta ©Pilota FFPB

The 18th edition of the ENGIE OPEN Biarritz Basque Country took place in July 2019 on the courts of Biarritz Olympique Tennis. This French women's tennis tournament, which is broadcast on national TV, annually welcomes some of the best female players in France and the world.

Biarritz, like the whole of the Southwest, worships the oval ball and has seen the birth of many internationals among its ranks, including the ever stylish '15' Serge Blanco. French champion in 2002, 2005 and 2006, the Biarritz Olympic Pays Basque rugby team thrills the city at each of its matches. Finally, because Biarritz bears

the deep imprint of the Basque Country, Basque pelota is practised here: main-nu (bare-handed), chistera (glove), pala (paddle),... the variations are counted by the dozens. But the most spectacular is the cesta punta, an intense and powerful variation during which the ball can reach 300 km/h.

This speciality attracts a large and enthusiastic audience, who regularly attend the intense professional competitions of the Biarritz Jaï-Alaï, such as the Gant d'Or (Golden Glove) in summer.

COASTAL RESCUE

Like many sports disciplines, coastal rescue was born out of a professional activity. Coastal rescue, a sporting variation of the rescue practised by lifeguards, appeared in Australia at the beginning of the 20th century. Naturally, Biarritz, which created its first society of swimming guides in the middle of the 19th century, saw the first club set up in 1994 in Port Vieux. Multiple champion of France, the club Biarritz Sauvetage Côtier numbers more than 900 members.

"The Basque Country has given France one of its greatest tennis champions, Jean Borotra, one of the four famous pre-war 'musketeers'".

A PORTAL DEDICATED TO SURF

From Anglet in the north to Hendaye in the south, there are 30 km of coastline and at least as many surf spots. The Basque Coast boasts a wide variety of waves, from beach breaks to reef breaks. Therefore, in order to find the right spot, the right teacher, to rent equipment, to know the surfing weather or the rules of priority/safety, but also 'insider tips' for shopping-culture-restaurants...:

www.surf-biarritz-paysbasque.com



CFFSurf/WeCreative



Thalasso Sofitel ©Emmy Martens

THALASSOTHERAPY: A WAVE OF WELLNESS

It has already been on the rise in France for a few years now and is attracting more and more followers. Hot seawater baths, mud and seaweed baths, energising showers, seawater steam baths, water-based kinesiotherapy: today's thalassotherapy techniques are sophisticated. They are all based on the benefits of the marine climate and seawater, which have the virtue of 'cleansing', stimulating and slowing down the body's rhythm to provide restorative rest.

In Biarritz, the pursuit of serenity and well-being finds an original response in the natural benefits of the marine environment and in the quality of the facilities that have been developed. A long tradition of marine therapies has favoured the success of establishments that are nowadays a benchmark, such as Thalmar or Thalassa, one of the first in France, created in 1979 by former cycling champion Louison Bobet.

"In Biarritz, the pursuit of serenity and well-being is met with an original approach thanks to the natural benefits of the marine environment and the quality of the facilities that have been developed."

SPORT ON PRESCRIPTION

In 2009, the Municipality of Biarritz took the gamble of launching a sport for health approach to encourage everyone to take part in regular physical activity and become an active player in their own well-being. In 2011, it entrusted the management of this approach to the association Biarritz Sport Santé which, in 2016, became Biarritz Côte Basque Sport Santé.

Since then, the association has been making the general public aware of the importance of regular physical activity by organizing targeted events (Les Rencontres de la Forme, Biarritz en Forme) and mobilising the players concerned with sport and health (doctors, associations, sports clubs, companies) during the Rencontres de Biarritz.

The association has made Biarritz a testing ground for sport for health by developing an original system of sport on prescription, enabling anybody in a sedentary situation to benefit from free and adapted support to (re)engage in physical activity: the doctor prescribes, the sports-medical educator provides guidance and the association offers a welcome.

FITNESS TRAILS

Les Chemins de la Forme (fitness trails) is an innovative concept of urban sport and health trails adapted to all levels.

Created on the daily commuting routes of town dwellers, they allow each individual, alone or in a supervised group, to follow the public health recommendations of 30 minutes of daily physical activity in an original and fun way.



PREVENTION

Port Vieux ©Emmy Martens



BATHING WATER QUALITY

Since 2009, the Municipality of Biarritz has been certified with 'Démarche qualité Eaux de Baignade' (bathing water quality initiative). Since 2018, the regional health agency has classified all of Biarritz's beaches as being of 'Excellent Quality'.

The certification 'Démarche qualité des Eaux de Baignade' guarantees swimmers bathing water of good quality on the coastal and inland waters. It complies with the European Directive on the quality of bathing water and responsible management for natural bathing which, for the benefit of swimmers, reinforces health standards and knowledge of potential sources of pollution. This public certification, specifically dedicated to the quality of bathing water, is the best guarantee to ensure that swimming is always undertaken in good quality water.

The Municipality of Biarritz is thus able to inform bathers of water quality in real-time, and to close beaches in the event of a suspected pollution incident - thanks to rapid analysis, to inform the public, notably via the free Infoplages app (on iOS and Android), and to open them as quickly as possible, as soon as the pollution management has been completed.

*“The first smoke-free beach
on the Aquitaine coastline
was launched in Biarritz in 2015.”*

LIMIT ENDOCRINE DISRUPTORS

In 2019, the Municipality of Biarritz signed the charter 'Cities and Territories without endocrine disruptors' issued by the Réseau Environnement Santé (environment and health network). This association, which has already obtained a ban on bisphenol A in baby bottles and food containers, is campaigning for a comprehensive policy on these toxins, which are responsible for major health problems. The municipality is thus committed to significantly reducing the exposure of its residents to this risk factor by prohibiting the use of phytosanitary and biocidal products. It is also committed to reducing exposure to endocrine disruptors in the municipal food service catering by increasing the consumption of organic products and banning the use of plastic containers.

Please note: The creche at Thermes Salins, built in 2019, is free of endocrine disruptors. From the interior construction materials through to the maintenance of the building, no endocrine disruptors have been used.

SUN PROTECTION

The Municipality of Biarritz and the French Cancer League run a solar prevention campaign every summer. On this occasion, self-service dispensers of organic sun cream SPF50+ are installed on the beaches of the seaside town.

**BIARRITZ
A YEAR-ROUND
WELCOME**

-

*Summer and winter,
day and night, Biarritz
attracts many visitors seduced
by its festive and vibrant nature,
its cuisine and its unparalleled lifestyle,
the wide range of its accommodation
or the diversity of sites to be visited.
Biarritz Tourisme, which relies
on the quality of the destination's
offer for development of its appeal,
is committed to providing its visitors
a quality service.*



AN OUTSTANDING HOTEL PORTFOLIO

With a hotel portfolio comprising almost 60 establishments, including the only palace on the Atlantic coast, the Hôtel du Palais, Biarritz is a must-see destination and is constantly improving its offer.

A major asset, the majority of the hotels are situated in the city centre just a few steps from the congress and exhibition centres and the ocean.



©JPEG Studios

FOCUS

THE ONLY PALACE ON THE ATLANTIC COAST

Built in Biarritz in 1854 by Emperor Napoleon III as a testament to his love for Empress Eugénie, a true devotee of the region, Villa Eugénie was once the summer residence of the couple and their court. In 1893, the building became a hotel and was renamed Palais Biarritz before becoming Hôtel du Palais in 1903, following a devastating fire. It now has 5-star classification and was awarded the distinction of 'palace' in May 2011. A member of Leading Hotels of the World as well as the prestigious Comité Colbert, the Hôtel du Palais has been awarded the quality label 'Entreprise du Patrimoine Vivant' (Living Heritage Company),

its facades and roofs are listed as historical monuments.

Managed since the end of 2018 by Hyatt's Unbound Collection, the palace, which in August 2019 hosted the heads of state and government representatives during the G7 summit, is undergoing a complete renovation in order to restore the building to its former glory by adapting and reorganizing this jewel of the French hotel industry to the requirements of an international clientele, while preserving and enhancing its architectural and landscaped heritage. The work will be completed in June 2020.

AN INCOMPARABLE CUISINE AND LIFESTYLE

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In Biarritz, the 'art of living' takes on its full meaning, and fine dining and delicious food are not just empty promises. Local products from the land and the ocean are in the spotlight thanks to Biarritz's privileged location. Traditional restaurants or brasseries, seafood restaurants, bodegas, home-grown produce, simple and refined cuisine or more trendy, prestigious sites for more classic dinners, such as the Hôtel du Palais or the Municipal Casino... there is something for every budget and every desire. In this city that boasts renowned star-rated tables, excellent produce can be found at the Halles market - open every morning - but also in the shops: delicatessens, cheesemongers, greengrocers, confectioners, master chocolatiers, caterers... there is no shortage of excellent addresses.



©Biarritz Océan

A FEW FAMOUS PRODUCTS

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Although similar to the traditional cuisine of the Southwest, Biarritz and Basque gastronomy nevertheless retains original characteristics inspired by the sea, the nearby mountains and the land.

First of all, a mention should go to the famous 'Jambon de Bayonne' (Bayonne ham) which, before being consumed, must have been cured for at least six months according to age-old rules. It must of course be accompanied by a wine from Irouléguy which, as early as the 11th century, delighted pilgrims on their way to Santiago de Compostela. Today the vineyards stretch out on the steep and sunny slopes of the mountains that surround the Baigorri valley. The original grape varieties of the Basque Country make up this wine with an assertive character.

Also worthy of discovery are 'pibales' or eels, cod, hake, 'chipirons' or squid, and 'axoa' (pronounced achoa), a veal stew made with peppers and chillies, which are the jewels

of Basque cuisine. This is a tasty and spicy dish, thanks to the Espelette peppers, which add a touch of zest to any plate. But also, duck breasts, foie gras, and 'Ardi Gasna', a sheep's milk cheese served with delicious black cherry jam.

Not forgetting some sweets that will delight the palate: chocolates (a long tradition that we owe to the Jews of the Iberian Peninsula who settled in the region in the 17th century), the traditional Basque cake, 'touron' (an almond-based confection), and 'mexus' (pronounced mouchous), a kind of marzipan macaroon, the name of which means 'a kiss' in Basque.

FOCUS

BEST CRAFTSMAN OF FRANCE

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In November 2018, Biarritz butcher Sébastien Zozaya was crowned 'Meilleur Ouvrier de France' (Best Craftsman of France). Already French Catering Champion 2016, Vice World Catering Champion 2017 and captain of the French team, this passionate craftsman received the supreme distinction, which acknowledges the excellence of the products he offers at Inopia Traiteur.

Biarritz has other holders of the prestigious title of 'Meilleur Ouvrier de France'. These include the renowned pastry chef Thierry Bamas and the Michelin-starred chef Andrée Rosier, the first female 'MOF', who in 2019 created a lunch for heads of state and delegates during the G7 summit in 2019.

TIME FOR A DRINK?

7 pm: The authentic Biarritz way of life is experienced in a convivial atmosphere and, at aperitif hour, the possibilities are endless. Do you want to enjoy the sunset? Then head to the seashore: from the lighthouse to Milady Beach, via the Grande Plage, the Port de Pêcheurs, Port Vieux, or the Basque Coast, there is no shortage of 'spots'. In the centre, the Halles neighbourhood comes to life again in the evening, and crowds flock to the surrounding bars and restaurants. And then there are those addresses with a chic and discreet elegance, the refined setting and the privileged service of which are to be savoured. So many places that will make you realise, in Biarritz, true luxury is knowing how to take your time and to savour the moment.



Port Vieux ©Emmy Martens



Aquarium ©Anastasia

SOME SITES TO (RE)DISCOVER

in addition to the Asiatica Museum and Museum of Biarritz

The Imperial Chapel

Built in 1864 at the imperial request of Eugénie de Montijo, wife of Napoleon III, this charming chapel, harmoniously blending Roman-Byzantine and Hispano-Moorish style, is dedicated to the black Mexican virgin 'Our Lady of Guadalupe'. It was classified as a Historical Monument in 1981.

Biarritz Lighthouse

Erected in 1834, 73 metres above sea level and boasting 248 steps, it overlooks Cape Hainsart, so called in the past because of the oaks that surrounded it and which have been replaced by tamarisk trees. It offers a 360° panorama of the Basque Coast. This headland marks the boundary between the sandy coast of the Landes and the rocky coast of the Basque Country.

The Orthodox Church

Built in 1892 in a Byzantine style by Biarritz architect M. Tisnés, it is decorated with icons brought directly from St. Petersburg. Inaugurated in September 1892, in the presence of members of the Russian imperial family, this church was made possible thanks to the work carried out in the period of Tsar Alexander III and to the dedication of Father Herodion. Since June 2015, the Orthodox Church has been classified as a Historical Monument. The Orthodox Church of Biarritz has a beautiful iconostasis. A true voyage of discovery!

Biarritz Aquarium

In the very heart of Biarritz, facing Le Rocher de la Vierge, Biarritz Aquarium proposes an original way in which to discover the seabed with over fifty tanks.

From the history of fishing in the Basque Country through to the giant 1.5 million litre tank with its 7 species of sharks, rays, Napoleon fish, the turtle grotto or the coral reef, the spectacle is breathtaking.
www.aquariumbiarritz.com

Cité de l'Océan, thrills guaranteed

The Cité de l'Océan is an edutainment and scientific space dedicated to awareness of the ocean. Thanks to interactive and immersive 360° experiences, playful devices, 3D animations, and surf simulators, the visitor is plunged into a captivating odyssey: that of a knowledge of the blue planet. Universes for a better awareness of the richness and necessity of the ocean.
www.citedelocean.com

Further information on tourisme.biarritz.fr

BIARRITZ IN A DAY

From the heights of Biarritz lighthouse, you can enjoy one of the most beautiful panoramas of the city.

Down below, have fun with the so-called 'analemmatic sundial'. Your shadow will tell you that it is then time to go to the Imperial Chapel, a clever mix of Romanesque, Byzantine and Hispano-Moorish styles.

Built at the request of Empress Eugénie, wife of Napoleon III, it will take you back to the spirit of Biarritz during the Second Empire. Then, just a stone's throw from the Halles market, go to the Anglican church which houses Biarritz Museum, recently renovated and reopened in May 2019.

Feeling a little hungry? Head to the fishermen's port with its picturesque 'crampottes', typical huts lined up along the natural cove. If you feel like discovering the lively seal feeding time, Biarritz Aquarium is just a few steps away. Observe the breathtaking view from Le Rocher de la Vierge before finishing your loop at the Asiatica Museum: a guaranteed change of scene on a journey in oriental art! Finally, if you're a gambling enthusiast, Groupe Barrière's entertainment awaits you at the Municipal Casino.

New in 2020: Landscape reading, guided tours of Biarritz, Heritage lunch, ask for the programme at Biarritz Tourisme.



View from the lighthouse ©Balloide



Municipal casino ©Pavlovsky



Imperial chapel ©Cdt64 J.Cazenave



Port des Pêcheurs ©Emmy Martens

EACH DISTRICT DANCES TO ITS OWN TUNE

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If its coastline has made it famous, the coastal city is not just about the ocean, the beaches and the Hotel du Palais. Districts more or less known to visitors, such as Saint-Martin, Saint-Charles, Parc d'Hiver, La Négresse, Bibi-Beaurivage or Les Halles, make Biarritz a surprising mix of identities and cultures.

Les Halles, more than just a market

Entirely renovated in 2015, Les Halles has become a must for any self-respecting epicurean. It is not uncommon to come across some of the region's Michelin-starred chefs in search of quality products. People drink coffee here before going to work, and come back at the weekend to do their shopping and to enjoy a few oysters with a glass of white. In the evening, it's an entire neighbourhood that comes alive, where everyone meets to begin the evening in one of the many bars and restaurants surrounding Les Halles.

Saint-Charles

Leaving the Hôtel du Palais, in the direction of the lighthouse, you'll find the district of Saint-Charles hidden away. A district that developed around the city's thermal salt baths, an activity that prospered at the end of the 19th century. The thermal baths disappeared after the Second World War. The district remains and the friendly, boutique atmosphere of the rue de la Bergerie is proof today that the seaside resort is more than just the sum of its shoreline, however prestigious and attractive that may be.

Bibi - Beaurivage

A typical and picturesque district in the south of Biarritz, this area is a maze of narrow streets with authentic charm. A real village within the city, its old fishermen's dwellings are huddled around Place Pradier and its small shops. Craftsmen, employees and shopkeepers have shaped the special soul of Bibi-Beaurivage and, every year in May, they organize the Bibi-Beaurivage Festival.



©Emmy Martens



©Ville de Biarritz



BIARRITZ TOURISME'S INITIATIVES FOR A WARMER WELCOME

• Biarritz Tourisme's modernised reception area.

Since July 2019, the new Biarritz Tourisme reception area offers a connected, bright and friendly 200 m² space to welcome its 190,000 annual visitors in the best possible conditions.

• Biarritz Tourisme enjoys AFNOR Service NF-X5030 certification.

This NF Service certification concerns the reception and information, promotion and communication activities of the tourist office, and especially rewards the performance of these services in terms of:

- approach, environment and layout of the premises
- tourism promotion and communication of the destination
- evaluation and improvement of the quality of service provided to the client
- and internal organization, including personnel management, environmental management, subcontracting control and quality monitoring.

• Biarritz Inspirations.

An annual magazine conceived by Biarritz Tourisme in 2019 that unveils all the destination's secrets. In 2020, the second edition brings together personal experiences, must-see activities, cool spots and good deals to be found in Biarritz. Information and sources of inspiration collected and developed on the blog biarritz-inspirations.com.

**BIARRITZ
BUSINESS DESTINATION**

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*Warm, cultural, sporting,
seductive ... Biarritz is also a
leading international
destination for business tourism,
with nearly 120 events hosted
in 2019 in the 4 conference
and exhibition centres managed
by Biarritz Tourisme.*



Meeting at the Bellvue ©Emmy Martens



Municipal casino ©Emmy Martens

BIARRITZ EXPERTISE

Thanks to its four sites for congresses, trade fairs, exhibitions and shows, its global renown, quality hotel offer, exceptional geographical location and its international airport in the city centre, Biarritz is the preferred destination for the organization of events throughout the year.

The French government made no mistake in choosing Biarritz as host city for the G7 in August 2019. The quality of the facilities, and the competence and experience of local professionals were additional major assets in the success of this international event.

Biarritz Toursime, the tourist office and convention bureau, hosts 120 professional events in its congress venues, representing nearly 65,000 overnight stays each year. These events are organized in a spirit of efficiency and quality made possible thanks to the perfectly mastered expertise of the teams of professionals dedicated to both their preparation and organization, but also thanks to the functionality and quality of the infrastructures and their privileged geographical position favouring travel 'on foot' and facilitating networking.

A dynamic and active city throughout the year, Biarritz provides the opportunity to experience events more intensely. Beyond its elegance, its remarkable hotel portfolio and its gourmet restaurants, the ocean city also relies on an authentic way of life and proposes an endless array of activities (surfing, golf, ...).



Bellevue ©Emmy Martens



Municipal casino ©Emmy Martens

EFFICIENT CONGRESS AND EXHIBITION SPACES

Biarritz features 4 congress and event centres, 3 of which are located in the heart of the city centre and within a 5-minute walk of each other.

A 6,000 m² exhibition park, located 10 minutes by car from the city centre, close to the airport and the motorway, completes this offer.

BELLEVUE: This Belle Epoque-style conference and exhibition centre, renovated by Wilmotte, is located right in the city centre and has a 450 m² foyer-gallery, a 477-seater auditorium, a 500 m² convertible "Atlantique" room, a 700 m² "La Rotonde" room with a direct view of the sea, two "Les Rhunes" sub-committee rooms of 200 m² each and 5 "Les Vagues" sub-committee rooms of 60 m² that can be converted into an area of 350 m².

MUNICIPAL CASINO: This Art Deco style space is ideally located in the city centre and offers a unique view of the ocean. It includes a reception hall, an ambulatory, a 660 m² "Ambassadors" room, a 840 m² terrace, a 184 m² glazed winter garden, a 728-seater theatre auditorium including 350 seats for the orchestra and a 120 m² stage, as well as a number of sub-committee rooms, ranging

from 50 to 235 m².

GARE DU MIDI: This former Art Nouveau-style train station in the heart of the city centre is now both an auditorium and conference centre. The "Atalaya" auditorium can hold up to 1,408 spectators (and can also be converted into 900 seats) and has a 600 m² stage. It completes its offer with a 130-seater tiered space.

HALLE D'IRATY: The largest exhibition space in the city, close to the motorway and Biarritz airport. It offers an exhibition space of 5,150 m² over 2 halls and an outdoor area of 3,000 m². It has a 700 m² glazed reception hall overlooking the Pyrenees, 6 furnished offices, 4 of which overlook the hall, and 5 meeting rooms of 40 - 70 m² that can be converted into two large rooms of 180 and 120 m². In addition, the space has a free visitors' car park with 750 spaces and an exhibitors' car park with 350 spaces.

Major national and international congresses or conventions (up to 1,000 participants) are loyal to Biarritz: A3P Congress, TV France International "Rendez-vous", APPAC cardiology congress, NSFA - Société Francophone

d'Athérosclérose (French-speaking atherosclerosis society) congress, One to One Digital Marketing Biarritz... They appreciate the reception and accommodation facilities, the "all on foot" format, the friendliness and authenticity of the destination, as well as the support provided by the Biarritz Tourisme team.

Biarritz and the Basque Country offer a great playground for team-building activities. Its diverse and qualitative hotel portfolio, culinary richness, authentic lifestyle and nature (surfing, golf,...) are becoming increasingly recognized and appreciated by companies. Nearly 400 travel or event agencies, tour and coach operators asked Biarritz Tourisme to help them to programme their tourism or incentive trips in 2018.

In addition, trade fairs also occupy the exhibition spaces and boost the fabric of the local economy. For the general public: Wine and Gastronomy Show, 100% Habitat, Art Shopping, Lurrama - La Ferme Basque (The Basque Farm), Studyrama... and for professionals: HOPA - a trade fair for the outdoor hotel industry - and HORESTA - a trade fair for the hotel and catering industry.

NEW IN 2020

MODELLED IN 3D, THE CONVENTION CENTRES AS IF YOU WERE THERE

In order to better promote its convention centres, Biarritz Tourisme will be offering the Bellevue, the Municipal Casino, the Gare du Midi and Iraty exhibition centre in model versions from February 2020. The modelling also concerns the town centre up to the airport, so as to enable a customer itinerary

to be mapped out or to highlight the sites to be visited. Thanks to these 3D tools, event organisers will have the opportunity to discover the destination and its iconic locations and to place themselves in-situ in a new way.



Belvue in 3D ©Jpeg Studios



Cover of Meeting and Travel Planner 2020 © Jpeg Studios

REQUEST THE BIARRITZ MEETING AND TRAVEL PLANNER!

The new Biarritz Meeting and Travel Planner, the guide for business and leisure tourism professionals published by Biarritz Tourisme, the Tourist Office and Convention Bureau, will appear early in 2020.

This bilingual French/English paper document, which is designed to be extremely practical and functional, targets organisers of congresses, seminars, incentives and leisure tourism professionals (tour operators, travel agents, coach operators, etc.). They can find all the information they need on the destination of Biarritz, activities, congress and exhibition centres and other event venues in Biarritz and the surrounding area, accommodation, as well as the incoming agencies and service providers listed by Biarritz Convention Bureau.



©Laurent Garcia

FOCUS

WORKING TOWARDS "RESPONSIBLE INTERNATIONAL DESTINATION" CERTIFICATION

The **"responsible international destination"** initiative is part of a movement initiated by the French Chair of the G7, who wanted the Biarritz summit at the end of August 2019, as well as the various ministerial meetings that preceded it, to be exemplary in terms of limited environmental impact. This approach led to ISO 20121 certification of the Biarritz summit.

The concept of the international **ISO 20121 "responsible international destination"** is inspired by this initiative, which concerns the entire local tourism and events ecosystem. It commits the region's public and private partners to a more responsible conduct, in an approach that contributes to the attractiveness of the region.

Biarritz, following the example of 9 other member cities of France Congrès et Événements, has opted

to mobilise in 2020 to become a **"responsible international destination"**, and undertakes to deploy a strategy and actions in favour of the eco-responsible reception of transient visitors (event participants, business tourists and leisure tourists).

The 7 subjects on which Biarritz commits to act in 2020 to obtain ISO 20121 certification:

- Deploying open and transparent governance.
- Strengthening sustainable mobility.
- Fighting waste.
- Making tourism a driver of inclusion.
- Protecting and enhancing the local economy and heritage.
- Undertaking an innovation programme.
- Involving visitors, organisers and receptive parties in the sustainability dynamic.

BIARRITZ
PAYS BASQUE

-

*A tourist destination in
its own right, the Basque
Country is the perfect
balance between the ocean
and the mountains,
an elegance of styles and
harmony of contrasts in
which cuisine, authenticity,
sport, nature
and wellness
are intertwined.*



Basque dancers ©Emmy Martens



Ursuia ©N.Courdurié

Biarritz is part of the Basque Country, whose people have preserved, over the course of a long history, strong traditions, a very vibrant language, Euskara (the origin of which is little known), and a culture rich enough to have assimilated external influences while never renouncing its own. Made up of seven provinces, three in France and four in Spain, the Basque Country has retained an unwavering uniqueness over the centuries.

A COUNTRY OF TRUE AUTHENTICITY

Here, the first slopes of the Pyrenees can be seen, overrun by blueish hills in which, huddled around bell towers, the white of the cheerful, red or green-shuttered houses stands out.

Here, there still exists an untamed world made for walkers and lovers of all forms of green tourism. Children play pelota on the village 'frontons', flocks of sheep punctuate the meadows with their light-coloured wool, 'pottoks' (small Basque horses) still run away from strangers, and village festivals are held to the sound of the 'Txistu' and tambourine. Song and dance continue to reign supreme here, as do the 'Force Basque' and pelota festivals.

BIARRITZ PAYS BASQUE THE BRAND



The Biarritz Pays Basque brand is one of 20 to be selected by Atout France to ensure France's international influence.

A beautiful recognition for the destination, a brand bearing the values of heritage and history that advocate creativity and audacity, strength and gentleness, elegance and passion: contrasts that make this region a land of excellence and character.

A two-dimensional attractiveness strategy:

- > Positioning the brand as a tool for promoting tourism in the Basque Country internationally.
- > Improving the attractiveness of the offer by mobilising and professionalising companies.

More than 80 organisations are now partners of the brand and promote the image of the Basque Country, positioning it as one of the major tourist destinations for promoting France internationally.

An identity, a signature:

Comprising a set of tools (graphic elements, photographic mood, semantics, colours...) forming a common language, the brand aims to create a style easily identifiable by foreign customers, as well as a sign of recognition for the community of partners.

Biarritz Pays Basque is one of those rare destinations that doesn't need to look for sophistication. Without artifice, it surrenders itself entirely. As those who are familiar with it know, and those who discover it realise, Biarritz Pays Basque speaks to the heart, to the instinct.

www.marque-biarritzpaysbasque.com

BASQUE ADVENTURE

Embark on a long loop around the Basque Country, between the sea and mountains. Starting with a glance to the right of the Biarritz Lighthouse: say hello to its neighbour! Anglet, with its 4.5 km of beach and forest, is an ode to nature. Beyond Anglet's pine trees, along the Adour river, stands Bayonne, a town steeped in art and history, but also home to good restaurants... Let's leave Bayonne for a splendid, verdant setting: Arcangues, perhaps the quintessential Basque village with its church, inn, 'fronton' and golf course. Also classified as one of the 'Most Beautiful Villages' in France, La Bastide-Clairence is a lesson in the history of Navarre in its own right.

A little further south, let's stop in Cambo-les-Bains: its thermal spa and Villa Arnaga (Edmond Rostand museum) link the town with wellness and culture. Next we'll head back in time to Ainhoa,

a border bastide village dating back to the 13th century, the history of which is retraced on a giant panoramic screen in the Maison du Patrimoine. Just a stone's throw away, Espelette and its inseparable chilli pepper, which is celebrated every year in October, is also a special starting point for scenic hikes on the Mondarrain massif. Let's continue on foot with a milestone for pilgrims on their way to Compostela, Saint-Jean-Pied-de-Port, whose citadel in the upper town will seduce all lovers of beautiful stone.

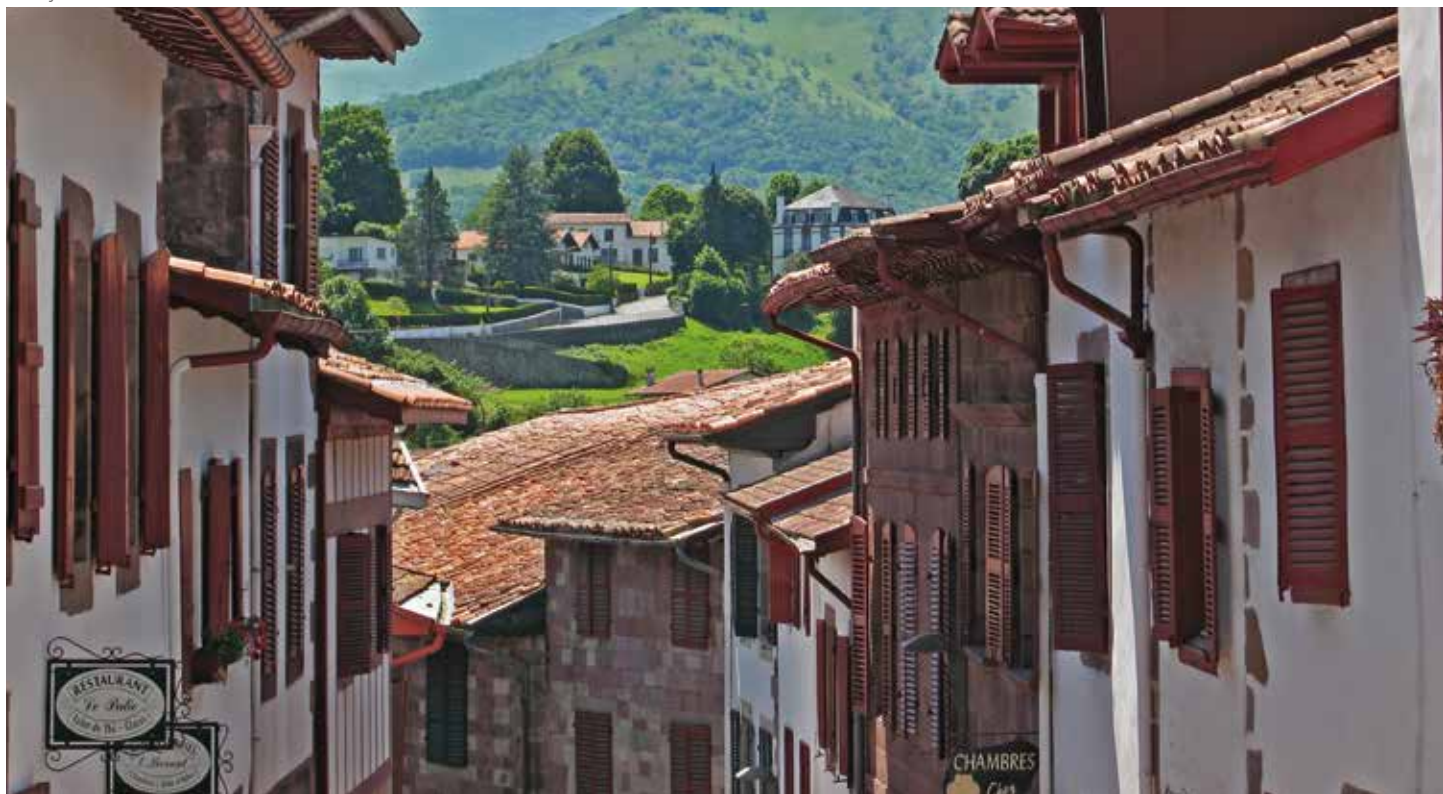
Heading towards the ocean again with La Rhune in sight; on foot for the more motivated or on board its little rack railway, the massif undoubtedly offers the most striking panorama of the Basque Coast, from the top of its 905 metres. From up there, you can see Saint-Jean-de-Luz, known as the 'city of pirates' with, on one side, its fishing port located in the heart

of the town and, on the other, a semi-enclosed bay which makes it the perfect family beach. It is also the starting point for a wonderful walk in the wilderness along the Basque coastal road to Hendaye: cliffs, creeks and meadows compete in their beauty in this area of unspoilt nature. Let's end our loop with a stop in Guéthary, this former fishing village where charming villas and the good life make it a haven of peace with a view of the famous wave of Parlementia beach, located in the municipality of Bidart, another small village perched above the sea.

And then there is the secret Basque Country, the one of great little culinary and cultural addresses, the one of hidden walks. It's up to you to discover it, starting with an 'egun on'* addressed to the locals!

**Hello*

Saint-Jean-Pied-de-Port ©AaDT



Getting there

PLANE

Biarritz-Pays Basque International Airport

-

An international airport 10 minutes from the city centre connected to the most important French and European cities. Totally modernised, Biarritz Pays Basque Airport is the 2nd largest in New Aquitaine and 16th French airport in terms of air traffic volume.

Direct flights: Paris-Orly and Roissy-Charles-de-Gaulle, Lyon, Marseille, Nice, London (daily flights), Dublin, Copenhagen, Geneva, Stockholm and Brussels-Charleroi, Munich, Berlin, Luxembourg, Bâle-Mulhouse.

<https://biarritz.aeroport.fr>

TRAIN

Biarritz train station - La Negresse

-

Situated 3 km from the city centre

Daily TGV connections to Paris, Bordeaux and Marseille. The TGV connects Biarritz to Paris in 4 hours.

BUS

-

The bus station is located 10 minutes from the city centre. Direct buses from Paris, Bordeaux, Toulouse and Spain.

CAR

-

From Paris via the A10, then the A63; from Bordeaux via the A63; from Pau via the A64; from Bilbao via the AP-8 and the A63.



©Emmy Martens

Sustainable transport

AN URBAN MOBILITY PLAN

-

As part of a sustainable development policy, the municipality is participating in the introduction of new modes of transport, in line with the objective of making traffic more fluid and limiting the number of vehicles in the city centre, thus enhancing user-friendliness for visitors.

It is developing free electric shuttle bus routes and encouraging the use of bicycles by developing new cycle paths.

SAVING ENERGY

-

The municipality has set itself the objective of reducing greenhouse gas emissions by 15% by the end of 2020 and, in order to achieve this, is multiplying its initiatives. In particular, it is developing alternative forms of transport with

- > the implementation of a Bicycle Plan to promote and facilitate travel on 2 wheels,
- > the arrival in September 2019 of Tram'Bus, a pioneering means of transport in Europe combining the efficiency of the tramway with the flexibility of the bus,
- > a free 100% electric shuttle bus service,
- > or the pedestrianisation of many spaces.



©Ville de Biarritz

FOCUS

OPERATION CAR-FREE SUNDAY CONTINUES

Every first Sunday of the month, the city of Biarritz gives priority to walking by reserving its coastline for more sedate modes of transport, such as cycling and walking, since cars are not allowed.

BIARRITZ HIGHLIGHTS 2020

-

January, February March & April

This non-exhaustive list was published in January 2020.

An updated and comprehensive list is available upon request from the Press Office.

20 - 26 JANUARY

-

FIPADOC

The best of international and French documentary production. FIPADOC presents documentary in all its diversity with: a hundred or so selected documentaries, short, medium or feature-length films, one-offs or series, designed for all screens, accommodating all styles of writing - as long as they are creative, challenging and independent.

www.fipadoc.com

22 - 23 JANUARY

-

HOPA, Professional Trade Show for Tourism, Leisure and Hotel Equipment - Iraty exhibition centre

3rd edition - professional event

The unmissable event for manufacturers and distributors of products and services for campsites, holiday homes, leisure centres and hotels. In partnership with Fédération de l'Hôtellerie de Plein Air of the Atlantic Pyrenees.

www.salonhopa.fr

31 JANUARY - 3 FEBRUARY

-

13th Wine and Gastronomy Fair - Iraty exhibition centre

The meeting place in which to discover the 'terroirs' of France. Winegrowers, in love with their land, and producers, in love with their products, who, throughout the show, come to share their passion for their terroir.

www.salondelagastronomie.fr

07 - 08 FEBRUARY

-

Apprenticeship and Work-Study Fair - Iraty exhibition centre

This 5th fair for apprenticeship and work-study programmes is aimed at secondary school, high school and university students, employees and job seekers. Information on apprenticeship and vocational training contracts by the consular chambers, aid from the New Aquitaine region, testimonials from companies and apprentices, presentations and demonstrations of trades. Visitors can also attend workshops to help them find contracts and information on accommodation. Admission is free.

19 - 20 FEBRUARY

-

Point of departure for the 4L Trophy - Iraty exhibition centre

More than 1,200 crews, or 2,400 participants from over 1,200 schools, set off from Biarritz - Iraty exhibition centre - aboard the legendary 4L for the 23rd edition of the 4L Trophy. The focus is on Marrakesh, the final destination of a 10-day journey and nearly 6,000 kilometres, spanning the roads of France, Spain and the trails of Morocco. All these elements make the 4L Trophy the largest student sporting and solidarity rally in Europe.

www.4ltrophy.com

28 FEBRUARY - 1 MARCH

-

100% Home and Garden - Iraty exhibition centre

A home and garden fair based around several worlds: home (real estate, decoration, financing, equipment, etc.), garden (swimming pools, spas, verandas, pergolas, landscapers, etc.), leisure (outdoor facilities, demonstrators, do-it-yourself, etc.).

www.100pour100habitat.com

17 FEBRUARY - 1 MARCH

-

20th Biarritz Games Festival - Bellevue and Municipal Casino

During these 2 weeks of festivities, bridge is in the spotlight from 17 to 23 February at the Bellevue, and scrabble from 22 February - 1 March at the Municipal Casino.

www.festival-biarritz.fr

12 - 15 MARCH

-

Spring Motorhome Festival - Iraty exhibition centre

The Ypo Camp LOISIRS EVASION distribution network is back with a surface area of more than 5,000 m², entirely outdoor, to present more than 100 new and used motorhomes, serviced and guaranteed for all budgets. Four days of exceptional business await.

Free entry and parking. It is possible to sleep on site with your camper van. loisirs-evasion.ypocamp.fr

22 - 23 MARCH

-

French Disabled Indoor Archery Championship - Iraty exhibition centre

Organised by the French Disabled Sports Federation, in collaboration with Handisport Pays Basque and Les Archers de la Humade Biarritz.

4 - 5 APRIL

-

Reign of the Dinosaurs Exhibition - Iraty exhibition centre

10 - 13 APRIL

-

Biarritz Antique Dealers Fair - Bellevue

Forty exhibitors are gathered under one roof around 3 themes: antiques, contemporary art and 50s - 70s design.

www.salon-antiquites-art-biarritz.fr

10 - 18 APRIL

-

Fine Days Festival - Iraty exhibition centre

5th edition, under the artistic direction of Thomas Valverde. A festival combining all musical genres, from baroque to jazz, world music or folk, with occasional forays into dance, plastic arts or audiovisual media.

On the programme this year: Jean-François Zygél & André Manoukian - Arod/Belugueta Quartet Léa Désandre and the Jupiter Ensemble - Kyle Eastwood Quintet - Erik Truffaz Quartet - Katia & Marielle Labèque - David Chalmin and Bryce Dessner.

www.tourisme.biarritz.fr

11 - 12 APRIL

-

Easter in Biarritz - Iraty exhibition centre

Easter omelettes: A popular and much appreciated tradition, the Easter omelette is the symbol of the spirit of sharing and conviviality that animates the Basque soul.

Egg hunting: Chocolate shells play hide and seek in the parks and gardens of Biarritz.

www.biarritz-evenement.fr

17 - 19 APRIL

-

Surfing Championship Biarritz Quiksilver Maïder Arostéguy

For its 36th edition, Biarritz Quiksilver Maïder Arostéguy, the oldest surfing competition in Europe, has chosen to focus on the environment by selecting as its patron the former French Minister of Ecological and Solidarity Transition, Nicolas Hulot. The Tahitian wave of Teahupoo, preferred to the Biarritz wave for the 2024 Olympics, will be honoured in the presence of Polynesian surfers Raimana Van Bastolaer, Arsene Harehoe, and Kauli Vaast along with all-record holder surfer Justine Dupont.

17 - 19 APRIL

-

Biarritz Beer Festival - Iraty exhibition centre

The 3rd edition of Biarritz Beer Festival, the festival for professionals and the general public in Aquitaine entirely dedicated to beer.

www.biarritzbeerfestival.fr

21 - 25 APRIL

-

Simone Thion de la Chaume Trophy and Cup - Golf

More than 130 international players will meet at Biarritz's Le Phare golf course to take part in the 22nd edition of the Simone Thion de la Chaume Trophy. Created in 1999 by Catherine Lacoste in homage to her mother whose name it bears, this trophy was the first International Seniors Ladies Open in the world and was the only one in Europe until 2010. An elective stage for the members of the national teams, it has become in a few years a 'must' in Women's Golf.

www.vdes-links.com

May, June

22 - 24 MAY

-

Street Arts Festival

Over the course of three days, actors, acrobats, jugglers and musicians amaze young and old alike in a friendly atmosphere that encourages exchanges and encounters with the public.

www.biarritz-evenement.fr

30 MAI - 1 JUNE

-

Art Shopping Biarritz - Municipal Casino

Following the success of its 1st edition, Art Shopping, the contemporary art fair for the general public, returns to Biarritz on Whitsun weekend at the Municipal Casino. This fair has the distinction of offering unique, authentic and certified works of art at affordable prices. The public is in direct contact with the artists and galleries, in order to enable the best possible understanding of their works.

www.artshopping-expo.com

10 - 14 JUNE

-

Wheels & Whaves - Cité de l'Océan

For this 9th edition, Wheels and Waves is once again taking place at the Cité de l'Océan. This event, which has become a 'must' in Biarritz, offers five days of motorcycling, surfing, skateboarding and music in a friendly atmosphere and sumptuous setting.

www.wheels-and-waves.com

20 - 21 JUNE

-

Music Day

Once again for the Fête de la Musique, all kinds of music and bands mingle in the city's streets.

www.biarritz-evenement.fr

23 - 28 JUNE

-

Biarritz Casetas

The 'Casetas' village, comprising bodegas and restaurants on the beach of the Côte des Basques, stands out as the festive event that heralds the opening of the summer season in Biarritz. The 'Casetas' invite you, first and foremost, to go out with your family and enjoy meals with friends. This event is above all a unique opportunity to appreciate one of the most beautiful sites on the Basque Coast around an intergenerational and convivial celebration.

www.biarritz-evenement.fr

July

4 JULY - 30 AUGUST

-

Summer stages - south forecourt of the Grande Plage and the bandstand at Place Sainte Eugénie

Free concerts and entertainment to punctuate the summer evenings.

www.biarritz-evenement.fr

5 - 12 JULY

-

The Biarritz Cup - Golf

Every year in the month of July, Le Phare golf course in Biarritz welcomes the most important and oldest of the French events reserved for amateurs. Held over four days and 72 holes, it is the amateur competition that is closest to the professional format. The Biarritz Cup, which was first held in 1898, has acquired international renown, with a growing number of players each year.

Thomas Elissalde, José Maria Olazabal, Grégory Havret and Mickaël Lorenzo-Vera have all made their names on the Biarritz Cup's prize list and have contributed to transforming this event into one of the biggest French amateur golf competitions, making it one of the most historic and prestigious in France, Europe and the world.

www.biarritz-cup.com

14 JULY

-

Firework display - Grande Plage

Every summer, Biarritz floods the sky of the Grande Plage with the most beautiful colours, and people come by the thousands from far and wide to witness it.

www.biarritz-evenement.fr

14 JULY

-

Bodega Village - Lighthouse plateau

The bodegas and stands organized by Biarritz associations are set up at the lighthouse plateau from 6pm to midnight. On-site food and drinks contribute to a traditional atmosphere, all of this against a background of musical entertainment by a DJ.

www.biarritz-evenement.fr

THURSDAYS 16, 23 AND 30 JULY

-

Thursdays at Jardins de l'Océan - Grande Plage

Convivial and eclectic evenings of music, dance and entertainment in the magical setting of the Cité de l'Océan gardens.

www.biarritz-evenement.fr

18 JULY

-

Port festival - Port des Pêcheurs

A festive and popular event for all those who like to go out, dance, have fun...

www.biarritz-evenement.fr

August

07 - 08 AUGUST

-

Festilasai

This festival focused on music, skateboarding and street art, promotes local culture. Named Festilasai, from the association of two names Festival and Lasai (meaning calm in Basque), it sums up the spirit of this event. For each new edition, Festilasai invites international, national and local artists to perform on an open-air stage to the delight of the spectators. Associated with an eclectic musical programme, the worlds of board sports and street art have the place of honour, including a skateboard competition and the creation of frescoes on the site. A friendly atmosphere is guaranteed in the festival village with entertainment, games and restaurants.

8 AUGUST

-

Port festival - Port des Pêcheurs

A festive and popular event for all those who like to go out, dance, have fun...

www.biarritz-evenement.fr

THURSDAY 6, 13, 20 AND 27 AUGUST

-

Thursdays at Jardins de l'Océan - Cité de l'Océan

Convivial and eclectic evenings of music, dance and entertainment in the magical setting of the Cité de l'Océan gardens.

www.biarritz-evenement.fr

15 AUGUST

-

Firework display - Grande Plage

One of the most beautiful pyrotechnic shows in the Aquitaine region.

www.biarritz-evenement.fr

15 AUGUST

-

Bogeda Village - Lighthouse plateau

The bodegas and stands organized by Biarritz associations are set up at the lighthouse plateau from 6pm to midnight. On-site food and drinks contribute to a traditional atmosphere, all of this against a background of musical entertainment by a DJ.

www.biarritz-evenement.fr

03 - 12 AUGUST

-

Biarritz Piano Festival - The meeting place for the new generation of international piano

After a successful ten-year run that has established the event as one of France's leading piano festivals, the 11th edition is back with an ever-expanding programme. Among the headliners will be the rising piano star Alexandre Kantorow (Tchaikowski Grand Prix), China's Zee Zee, Paul Lewis from England, the very popular Alexandre Tharaud and a show from the duo Igudesman & Yoo, masters of performance combining virtuosity and humour.

www.biarritzpianofestival.com



©Serge Renard

September

11 - 20 SEPTEMBER

-

Le Temps d'Aimer La Danse

30th edition. Le Temps d'aimer (Time to love), a major dance event, revives the tradition of ballets by the Marquis de Cuevas, of which Biarritz was once the preferred venue. This skilful combination of classical and contemporary, innovation and tradition, offers access to major international companies and young groups. For the past few years, this festival has been placed under the artistic direction of Thierry Malandain, also choreographer of the National Choreographic Centre Malandain Ballet Biarritz, the performances of which enchant the residents of Biarritz as much as spectators from all over the world during its international tours. Throughout the festival days, Biarritz sways to the rhythm of dance: on offer are several performances a day, in various venues and in a wide variety of styles. There are also free public rehearsals and street entertainment.

letempsdaimer.com

12 - 13 SEPTEMBER

-

2 Geek Days - Iraty exhibition centre

Video games, cosplay, mangas, comics...

28 SEPTEMBER - 4 OCTOBER

-

Biarritz Latin America Festival

29th edition. This renowned festival for Latin American cinema offers three different film competitions: feature films, shorts and documentaries. In addition to the films in competition, new themes are addressed each year as part of the 'Focus'. The festival also offers the opportunity to discover Latin American culture in other forms, through literary meetings, conferences, exhibitions and concerts. Without forgetting the famous festival village, a place of conviviality and exchange located in front of the ocean: atmosphere guaranteed!

www.festivaldebiarritz.com

October

2 - 4 OCTOBER

-

Home Solutions Fair & Real Estate Fair - exhibition centre

The unmissable event in the Basque Country and the Landes for finding solutions in the areas of eco-housing, housing, home, decoration, real estate, wooden houses and outdoor installations.

www.salonsolutionsmaison.com

8 - 11 OCTOBER

-

Autumn Motorhome Fair

5,000 m², entirely outdoors, are dedicated to the presentation of more than 100 new and second-hand motor homes, serviced and guaranteed for all budgets. 4 days of exceptional business await.

Free entry and parking. It is possible to sleep on site with your camper van.

loisirs-evasion.ypocamp.fr

10 - 11 OCTOBER

-

Brouillarta - the gardens of the Grande Plage

Around one hundred artists, painters, sculptors, watercolourists, pastelists, amateurs or professionals, exhibit their works to the public in this venue that combines the tranquillity of a shady park with the charm of Biarritz's Grande Plage. An invitation to an artistic walk, just a stone's throw from the Hôtel du Palais. This exhibition annually attracts nearly 3,000 strollers.

www.biarritz-evenement.fr

15 - 17 OCTOBER

-

Makilas du Golf, PRO AM International Biarritz

For more than 31 years, MAKILAS events have been welcoming golf enthusiasts to the most beautiful greens in the Basque Country for amateur competitions and PRO AM tournaments.

Every year, the Makilas du Golf welcomes more than 600 amateur golfers. It is the most important event of its kind in France and enables you to discover all the courses in the Basque Country, in particular the more than 100-year-old Le Phare.

www.makilas-golftour.com

15 - 18 OCTOBER

-

Invitation to Travel Festival

Created and directed by actress Claire Borotra and Anne Rotenberg, the festival presents four days of performances of original texts, inspired or adapted from literary works. Staged readings, meetings and conferences, cinema, exhibitions... This literary event also aims to rekindle a desire to read for all generations, to help discover or rediscover authors and to invite each spectator to travel inside a work: immediate boarding...

www.linvasionauxvoyages.fr

17 - 18 OCTOBER

-

Biarritz Tattoo Convention and Arts Underground - Iraty exhibition centre

For its fourth edition, Biarritz Tattoo Convention is expanding and moving to Iraty exhibition centre in order to broaden its programme with the incorporation of underground art. National and international tattoo artists are present to give visitors the opportunity to get 'inked' by the tattoo artist of their dreams. Exhibitors and entertainment are also on the agenda.

29 - 31 OCTOBER

-

Biarritz Halloween Festival

Jardin Public is once again imaginatively transformed with the colours and sounds of Halloween to delight young and old alike. Demonic decorations, terrifying installations, pumpkin carving workshops, disguises, garden parties... witches, zombies and other ghosts send shivers down the spine

www.biarritz-evenement.fr



November

5 - 6 NOVEMBER

-

Innobat Fair - Iraty exhibition centre

22nd edition, professional event

For the 4th time, Innobat, the trade fair for construction professionals, is hosting ENERGIKA, the trade fair for electricity, heating and sanitation.

www.saloninnobat.com

7 - 8 NOVEMBER

-

Saint Martin festival

Traditional and popular festivities combining Basque dance shows, the traditional lunch of Biarritz residents, shows of Basque strength, concerts, dance school gala,...

www.biarritz-evenement.fr

13 - 15 NOVEMBER

-

Lurrama - The Basque Farm

The Basque farm is the showcase of the Basque Country's agriculture and the approaches that lead it to excellence.

The general public can discover the animals' marquee, the farmers' market and plenty of activities.

www.lurrama.org

28 NOVEMBER

-

Basque Country Student Fair - Iraty exhibition centre

A day dedicated to meeting the people involved in higher education and to becoming acquainted with the different diplomas in existence.

An event not to be missed for those wanting to better understand possible further study options.

December

19 DECEMBER 2020 - 3 JANUARY 2021

-

Biarritz Up In Lights

One of the most eagerly awaited events at the end of the year, the superb 'Biarritz en lumières'. The city's iconic buildings adorn themselves with their most beautiful garments of light with which to celebrate the end of the year.

www.biarritz-evenement.fr



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