

Biarritz Tourisme

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Overview

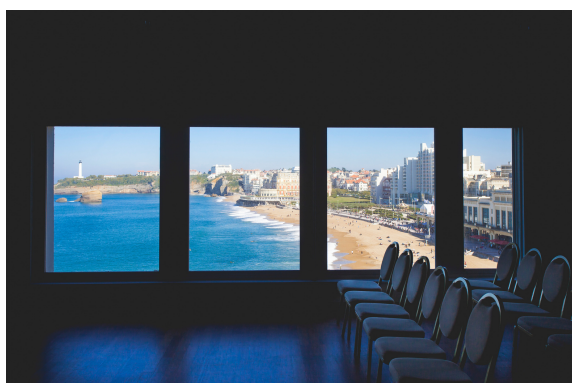
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WELCOME TO BIARRITZ

-

*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.*



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.

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.

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.

AUJOURD'HUI

Biarritz is home to some 25,000 inhabitants

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

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 Württemberg, 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.





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.

"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"



ISURPRISING 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.

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



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

lawater, 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.





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.



BIARRITZ, CULTURAL & COSMOPOLITAN

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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..



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..



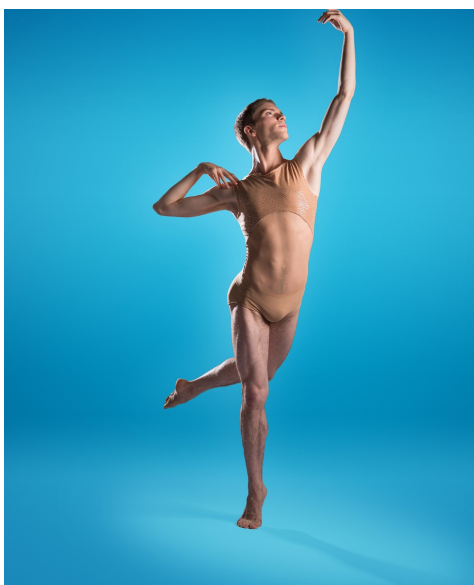
PERFORMANCE AND EXHIBITION VENUES

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.



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.

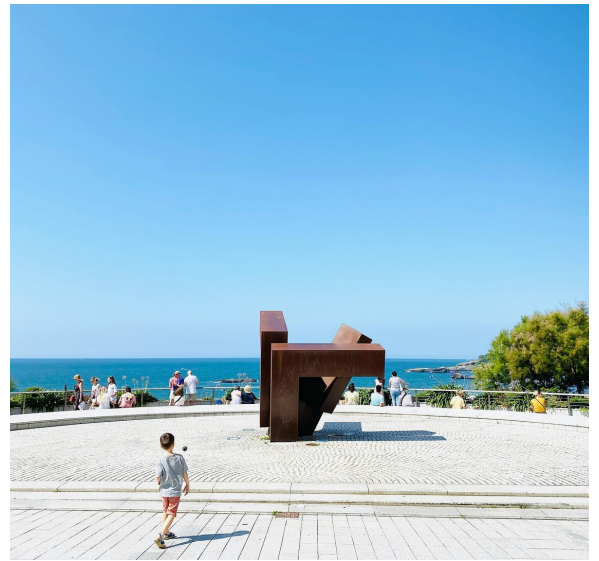
On the occasion of the 25th anniversary of the birth of Ludwig van Beethoven and on the initiative of the Opera of Bonn (Germany) - the composer's birthplace - Thierry Malandain created a new ballet entitled La Pastorale, which premiered at Chaillot national dance theatre at the end of December 2019. Biarritz also has a Conservatory of Music and Dance.

ABIARRITZ, 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 November, 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.



CONTEMPORARY
ART
IN THE CITY



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

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.

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.



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

The 19th edition of the ENGIE OPEN Biarritz Basque Country took place in July 2022 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 Jai-Alai, such as the Gant d'Or (Golden Glove) in summer.



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

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.





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."

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.



SPORT ON PRESCRIPTION

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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.



BIARRITZ A YEAR-ROUND WELCOME

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*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

New concepts have emerged such as the Best Western Hôtel littéraire Jules Verne, the Palmito or the Garage, a slightly crazy setting, combining Art Nouveau and design, all slightly offbeat.

Some of them have been redesigned, embellishing interiors, rooms or creating new rooms and/or services, notably for the Hôtel Plaza, a jewel of the "Années Folles", the Café de Paris and its ocean view, the Villa Koegui Biarritz or the Hôtel de Silhouette, a haven of peace in the heart of the city.



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 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.



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.

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.



TIME FOR A DRINK?

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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.

EACH DISTRICT DANCES TO ITS OWN TUNE

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.

SUGGESTION

BIARRITZ IN A DAY

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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.



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 2022 in the 4 conference
and exhibition centres managed
by Biarritz Tourisme.*



LE SAVOIR-FAIRE DE BIARRITZ

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.

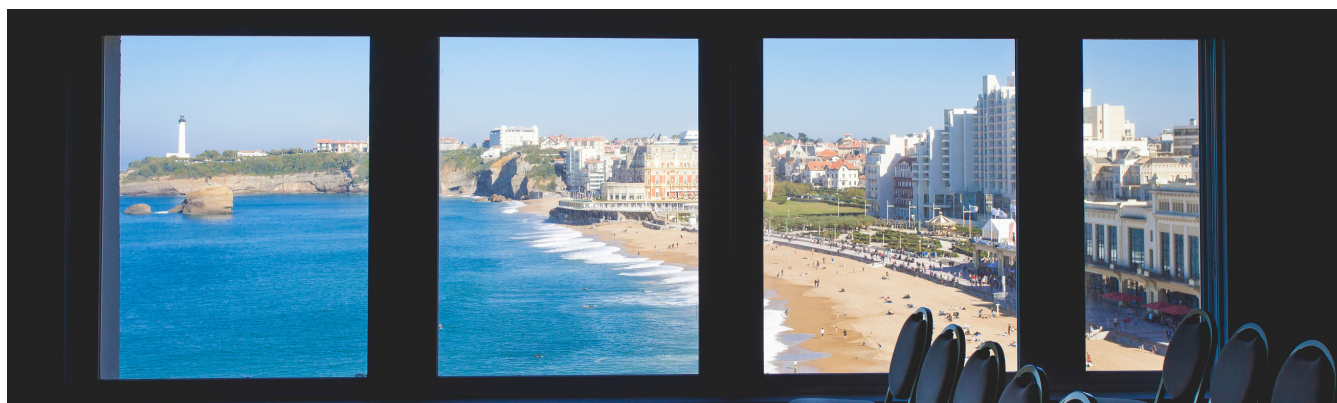
A dynamic and active city throughout the year. Biarritz provides the opportunity to experience events more intensely. Beyond its elegance, its remarkable hotel portfolio and its gourmet restaurants, the ocean city also relies on an authentic way of life and proposes an endless array of activities (surfing,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



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.

UA 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" subcommittee 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.

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.



WORKING TOWARDS "RESPONSIBLE INTERNATIONAL DESTINATION" CERTIFICATION

BIARRITZ TOURISME ET SES CENTRES DE CONGRÈS OBTIENNENT LA CERTIFICATION ISO 20121

FOCUS

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.

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 Tourisme doit obtenir la certification ISO 20121.



BIARRITZ PAYS BASQUE

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*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.*



A COUNTRY OF TRUE AUTHENTICITY

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.

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.

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-Clairance 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

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 & Roissy-Charles-de-Gaulle, Lyon, Marseille, Nice, London, Dublin, Copenhagen, Geneva, Stockholm, Bruxelles-Charleroi, Cologne, Munich, Luxembourg, Strasbourg, Brest, Rennes.

<https://biarritz.aeroport.fr>

TRAIN

Biarritz train station - La Negresse

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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

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

CAR

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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.





Press Contact

Promotion Press Communication

BIARRITZ TOURISME
JAVALQUINTO
64200 BIARRITZ

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Tél : (33) 05 59 22 37 17 / (33) 05 59 22 37 10
Maylis Cabanieu et Joan Levet
presse@biarritz.fr

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tourisme.biarritz.fr
congres.biarritz.fr

Photothèque :

<https://tourisme.biarritz.fr/fr/presse>