

Press kit
Tourism



EXPÉRIENCE VENDÉE 2024

In Vendée.
Living 10 X more intensely.

EDITORIAL

The Vendée’s reputation has been forged around a series of distinctive qualities: its identity, its thriving economy, its tourism, and its major events.

And indeed, 2024 will be a year of several important dates!

In May, the Vendée will be hosting the Floralties Internationales at the Logis de la Chabotterie, a historic site of the Vendée War. This will be followed by the relay of the Olympic torch in June. And finally, the start of the “Everest of the seas” in November: The Vendée Globe, departing from Les Sables d’Olonne, the sailing capital and ranked as one of the ‘most beautiful bays in the world’.

On the 10th November of 2024, the skippers will set off for the start of the 10th edition of the Vendée Globe! A special, symbolic edition, which is already shaping up to be one for the record books: number of participants, international reputation, economic impact... more than just an achievement, this edition is a new chapter in the legendary history of the Vendée Globe.

This press kit offers a glimpse of the spectacular events the Vendée will be hosting next year: an “Xperience” not to be missed.

We want to offer visitors a destination with a range of unique experiences, combining conviviality, authenticity, adventure, and festivities!

In 2024, come and experience the best the Vendée has to offer!

Guillaume JEAN, CEO of Vendée Expansion,
Karen ALLÉTRU, Head of Vendée Expansion Tourism Department
and the whole “In Vendée” team.



CONTENTS

#2

THE VENDÉE EXPERIENCE, A DESTINATION LIKE NOWHERE ELSE

A little paradise on the French Atlantic coast, a rich and contrasting region.
page 7

10 unique experiences to enjoy in the Vendée.
page 8

10 personalities who embody authenticity.
page 18

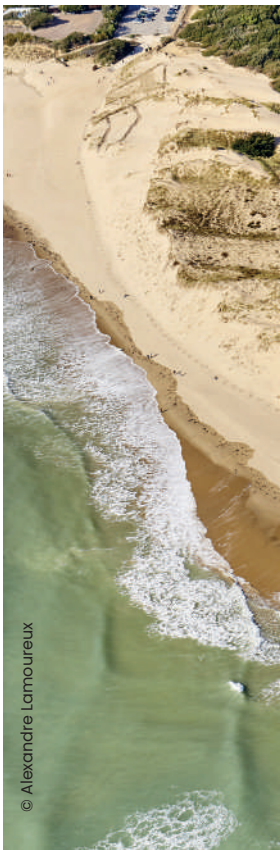
Surprises and adventures: the Vendée, a region of memorable events.
page 20

#1

HOW TO GET TO THE VENDÉE ?

By plane
By car
By train
By ferry

page 4



© Alexandre Lamoureux



© Alexandre Lamoureux



© Alexandre Lamoureux



© Alexandre Lamoureux



© Alexandre Lamoureux

#3

KEEP UP TO SPEED WITH THE VENDÉE GLOBE: 10TH EDITION!

The Vendée Globe or the Everest of the seas.
page 23

Key figures about the race.
page 24

5 skippers who have made their mark on previous editions.
page 25

5 international skippers in contention for the Xth edition.
page 26

The Vendée skippers’ favourites.
page 27

Les Sables d’Olonne, host town of the Vendée Globe.
page 28

Live the race to its fullest: events and tailor-made breaks. page 30

#4

13TH FLORALTIES INTERNATIONALES: A FIRST FOR THE VENDÉE

A cultural institution founded 80 years ago, a spectacular open-air show.
page 33

Key facts and figures for this major event.
page 34

A new venue: La Chabotterie, a historic and natural site in the Vendée.
page 35

The new 2024 edition whose theme resolves around “Flower Games”.
page 37

The presence of internationally renowned designers.
page 38

The Floralties Internationales: a must-see event for the general public!
page 39

#5

NEW TOURIST ATTRACTIONS 2024

Bars and restaurants
page 42

- > At the forefront of fine dining!
- > Authentic flavours
- > A quick snack!
- > Socialising and sharing

Accommodation
page 44

- > Stars in your eyes!
- > Unusual and in the heart of nature
- > Luxury in the great outdoors!
- > Approved accommodation

Activities and leisure
page 46

- > Take the plunge!
- > Off on an adventure!
- > A breath of fresh air
- > Another way to get around, by bike or boat

#1

HOW TO GET TO THE VENDÉE ?



By plane

2 airports:

Nantes-Atlantique and La Rochelle-Ile de Ré
>> All destinations and timetables on:
www.nantes.aeroport.fr et www.larocheille.aeroport.fr



1 air field: Les Ajoncs at La Roche sur Yon
>> All destinations and timetables on:
www.larochesuryon.fr/aeroport

By car

424 km from Paris
70 km from Nantes
255 km from Bordeaux
803 km from London
922 km from Amsterdam

1 468 km from Berlin
735 km from Brussels
786 km from Luxembourg
1 714 km from Rome
986 km from Madrid
732 km from Geneva



By train

TVG Stations: La Roche sur Yon, Les Sables d'Olonne,
Saint Gilles Croix de Vie, Challans, Luçon, Montaigu.
>> All destinations and timetables on www.oui.sncf



By ferry

>> From England to France
(DFDS, P&O
and Brittany Ferries)
Dover-Calais
Dover-Dunkerque
Newhaven-Dieppe
Plymouth-Roscoff
Poole-Cherbourg
Portsmouth-Saint-Malo
Portsmouth-Caen
Portsmouth-Le Havre
>> From Ireland to France
(Irish Ferries
and Brittany Ferries)
Dublin-Cherbourg
Rosslare-Cherbourg
Rosslare-Le Havre
Cork-Roscoff





#2

THE VENDÉE EXPERIENCE, A DESTINATION LIKE NOWHERE ELSE

A LITTLE PARADISE ON THE FRENCH ATLANTIC COAST, *a rich and contrasting region*

Located in the Pays de la Loire region, on the French Atlantic coast, the Vendée has many assets.

Easy access: there are two international airports nearby, Nantes Atlantique (NTE) and La Rochelle (LRH). The A83 and A87 motorways cross the region. The TGV services La Roche sur Yon and Les Sables d'Olonne (allow about 3 hours and 30 minutes from Paris to reach the seaside resort).

The variety of its landscapes: between land and sea, town and country, hills and dunes, forests and meadows, rivers, and marshes... The richness of its territory is unique. The southern Vendée is home to the famous Marais Poitevin, a natural regional park made up of 800km of ash-lined canals that cross 3 counties (départements). (Re)discovering it is the perfect way to get away from it all. The "Bocage" is a typical feature of the Vendée. These hills bordered by valleys, feel a little like the Pennines or Dartmoor, as do the picturesque villages of Vouvant and Mallièvre.

Its sunny coastline: the "Côte de Lumière" stretches for 250 km and includes 140 km of fine sandy beaches!

Its seaside resort: there are 18 in the region! Some of the best known include Saint Jean de Monts, a favourite family resort for trail runners, Saint Gilles Croix de Vie, the sardine capital, Les Sables d'Olonne with its mosaic alleyways, Talmont Saint Hilaire and its Payré estuary, La Tranche sur Mer, known as the "Petite Californie"... A pleasant and relaxing setting for the numerous campsites and other seasonal accommodation that are located here.

Its islands: the islands of Yeu and Noirmoutier are a must for visitors to discover the wild, untamed nature of the Vendée.

Its history: some of the most famous figures in the history of the Vendée have included Gilles de Rais, Georges Clemenceau and General Charette, who inspired some of the shows at the Puy du Fou® theme park.

10 UNIQUE EXPERIENCES TO ENJOY IN THE VENDÉE

Experience #1
Freedom of
the great outdoors

The Vendée is all about experiencing the freedom of the great outdoors and breathing in the sea air from its exceptional protected natural sites.

To the north, a mysterious path leads from Beauvoir sur Mer to the island of Noirmoutier: the mythical Passage du Gois. A submersible road over 4 km long. Be careful not to be caught out by the tide, as the road is only open for 3 hours!

In Talmont Saint Hilaire, the Payré estuary is a unique natural sanctuary with preserved flora and fauna and has been awarded the Pavillon Bleu (Blue Flag label).

Further south, located in the new community of L'Aiguillon la Presqu'île, lies the Pointe d'Arçay, a sandy spit covering 1,035 hectares and 6 km in length. This bird's paradise overlooking the ocean is a delight to explore.



© Alexandre Lamoureux

Travel notes

IN THE MORNING

Take the "sentier des douaniers" path overlooking the stunning St Nicolas cliffs for a hike to the Pointe du Payré. Venture into the Mediterranean holm oak forest and, between the Plage du Veillon and the Bourgenay cove, look for dinosaur footprints dating back over 200 million years, visible only at low tide.

LUNCH BREAK

Stop off at the Port de la Guittière in Talmont Saint Hilaire, France's smallest oyster port, and sample some delicious seafood at the "l'Huitrier Pie" oyster hut.

IN THE AFTERNOON

A paddle session on the Payré estuary with "Paddle Aventure", where you can enjoy sailing, sheltered from the waves in this outstanding natural site, classified Natura 2000.

DINNER

Enjoy an evening meal on the panoramic terrace of the Greenhouse restaurant in Talmont Saint Hilaire's golf course. Treat yourself to a delicious meal made with local and seasonal produce.

OVERNIGHT STOP

Spend the night facing the Bourgenay marina in the comfortable 3-star hotel "Les Jardins de l'Atlantique".

© Simon Bourcier



© Alexandre Lamoureux

Travel notes

IN THE MORNING

If it is a bit windy on the beach at Barbâtre when you arrive on the island, why not equip yourself and hop aboard a sand yacht for an exhilarating experience! Let yourself be carried away and enjoy a great water activity on one of the island's most beautiful beaches.

LUNCH BREAK

Take a break in the one of the traditional fisherman's houses located on the old harbour in Noirmoutier, "Le 11" restaurant proposes quality regional specialities.

IN THE AFTERNOON

Set out to meet some of the people that embody the authenticity of L'île de Noirmoutier; les sauniers (salt producers). The Marais de la bonne Pogne and the Marais Mounet are open to the public. Discover their traditional methods!

DINNER

Then head for "Le P'tit Noirmout" for dinner in a cosy restaurant serving traditional cuisine in the heart of Noirmoutier en l'île.

OVERNIGHT STOP

Spend the night at the "Le Noirmoutier" hotel, in a relaxed atmosphere overlooking the sea. This new top of the range hotel with its chic bohemian style is perfect for a laid-back, restful holiday.

© Simon Bourcier

Experience #2
An enchanting getaway
on one of the islands

Take the passage du Gois or the bridge to the delightful "île aux mimosas" (ie Noirmoutier, the island's beloved mimosa trees), renowned for its famous "Bonnotte" potato with its unmistakable flavour, salty aftertaste, and a hint of walnuts.

Discover Noirmoutier's wealth of treasures as you wander through its narrow streets, or amidst its salt marshes, the holm oak forests and long stretches of sand.

With its secluded coves and white houses decorated with colourful shutters, the island of Yeu is a timeless paradise.

Located 17 km from the mainland, it only takes half an hour by boat from Fromentine to reach the island. You can explore the island by bike at your own pace (a recommended means of transport). L'île d'Yeu is an ideal place for a relaxing break.



Experience #3

A maritime stop-over in Saint Gilles Croix de Vie



Travel notes

IN THE MORNING

A definite must-see in the Saint Gilles Croix de Vie area, is the Atelier de la Sardine. This self-guided tour enables you to learn more about the history and traditional skills of the last canning factory in the Vendée, thanks to its interactive museum.

LUNCH BREAK

Overlooking the ocean, and just a stone's throw from the main beach, the "Le Grain de Sable" restaurant offers refined cuisine in a contemporary setting.

IN THE AFTERNOON

What better a way to explore the various iconic spots than by bike (also known as la petite reine) : from the fishing harbour and yachting marina, through the Boisvinet quarter with its magnificent early 19th century villas, and then all the way along the delightful "Corniche Vendéenne" coastline.

DINNER

Fond of fresh fish and seafood? The "Le Pilours" restaurant, committed to a responsible approach, proposes products from sustainable, local, and seasonal fishing, in a warm art-deco style interior.

OVERNIGHT STOP

You will feel very much at home in the "l'Envie" guest house! Located right in the heart of the town centre, its atmosphere is friendly and welcoming. So don't hesitate to try out the swimming pool or hammam.

Saint Gilles Croix de Vie, a friendly, authentic seaside resort !

Listed as a "Remarkable Site of Taste", its fishing port is renowned for its famous sardines, making it the leading sardine port on the Atlantic coast.

Founded in 1887, the resort is also renowned for its "La Perle des Dieux" canning factory. The "Atelier de la Sardine", part of the canning factory, is dedicated to the subject. It comprises 3 areas: a museum, an art gallery, and a shop.

Many restaurants propose sardines on their menus all year round. From the simplest recipes to gourmet dishes, sardines come in all kinds of forms (marinated, grilled or in rillettes).

Every year, this maritime town celebrates the opening of the fishing season for its favourite fish: this event is called the "Printemps de la sardine".



© Simon Bourcier



© Alexandre Lamoureux

Experience #4

An unusual excursion to the heart of the Marais Poitevin

The Marais Poitevin, a natural regional park bearing the "Grand Site de France" label, is widely known as the Green Venice.

Nearly 800km of the canals, lined with pruned ash trees (frênes têtards), can be explored on board a "plate", a traditional, flat bottomed marsh boat. A perfect way to peacefully sail through the Marais Poitevin canals.

The park's ecological diversity makes it France's second-largest wetland area, after the Camargue.

Travel notes

IN THE MORNING

Take a seat in a traditional boat, with or without a "pigouilleur" (or boat guide) and enjoy the morning light streaming through the lush green setting as you glide along the Venise Verte.

LUNCH BREAK

Enjoy lunch at the "Echauguette" restaurant, ideally situated on the banks of the river, with its terrace overlooking the landing stage at l'Abbaye de Maillezais.

IN THE AFTERNOON

Visit the thousand-year-old abbeys of Nieul sur l'Autise or Maillezais and discover their construction and the history of the marshes.

DINNER

For dinner, head to the "Rabelais". The hotel's restaurant "La Table" promises a gourmet break, thanks to the chef's selection: the products are always chosen with care and attention.

OVERNIGHT STOP

As you are in Fontenay le Comte, a town of art and history, we invite you to spend the night in a lovely bed & breakfast "La Maison de Maître".

This characterful 19th-century residence boasts 3,400 m² of landscaped, walled grounds and a heated swimming pool, where you're sure to relax.

© Julien Gazeau



Experience #5

Travel back in time exploring some of the quaint little villages

From the coast to the marshes and then to the bocage, the Vendée has 10 "Petites Cités de Caractère": a label that honours villages with a remarkable architectural and landscape heritage.

Apremont, Mouchamps or Pouzauges are among them, reflecting the diverse identity of the Vendée.

Mortagne sur Sèvre and Noirmoutier have been recently added to the list.



© Alexandre Lamoureux

Experience #6

Daydreaming on board a legendary train

From Mortagne sur Sèvre to Les Herbiers, it is possible to travel on board a steam train.

The Chemin de Fer de la Vendée Association invites you to enjoy a romantic lunch in an authentic restaurant carriage and experience firsthand, the classic lifestyle of the Great European Express trains.

As you cross the viaducts, you can admire the view over the Sèvre Valley.

The trip is both narrated and has other entertainment.



© Restaurant La Robe

Travel notes!

IN THE MORNING

Come and discover the picturesque village of Mallièvre, in the Vendean bocage. Once a weaving town, this charming village on the banks of the River Sèvre will delight you: from the remains of its medieval castle to the impressive manor houses, there is so much to explore...

LUNCH BREAK

Set in an exceptional location at the Château de la Barbinière in Saint-Laurent-sur-Sèvre, the "Orangerie du Château" welcomes you into its vast conservatory to enjoy fine cuisine and a cellar book with more than 500 wine references.

IN THE AFTERNOON

Protecting heritage also means protecting local know-how. Make your way to Mouchamps (the birthplace of the Clemenceau family) and visit a pottery workshop. In this picturesque town overlooking the Petit Lay River, there are numerous artisans. So make the most of visiting their workshops.

DINNER AND OVERNIGHT STOP

Head towards Les Herbiers to continue the evening at the hotel restaurant "Villas Métis". Its bistronomic cuisine is prepared with the help of local producers. Festive events are organised during the summer months, so you can enjoy a meal in a relaxed and friendly atmosphere. You can even stay overnight at the 4-star hotel, where the rooms decor inspires an invitation to travel.

© Château de la Barbinière

Travel notes!

IN THE MORNING

The train leaves Mortagne sur Sèvre station at 12 noon to begin the culinary journey offered by the Chemin de la Vendée.

LUNCH BREAK

Lunch is served on board a diesel locomotive! At a speed of 30km/h, you'll have plenty of time to enjoy the scenery of the Vendean countryside.

IN THE AFTERNOON

The voyage continues for a total of 22 km. A complete change of scenery, romance and adventure guaranteed!

DINNER

Upon your return, why not treat yourself to a delicious meal at "La Robe" restaurant, in the historic centre of Montaigu. Our Michelin-starred chef, Xavier Giraudet, will delight your taste buds with his carefully prepared dishes complemented by "the" perfect wine. "La Robe" definitely lives up to its name.

OVERNIGHT STOP

To complete this mysterious journey through time, spend the night at the Gîtes des Caves Secrètes located in Tiffauges' historic quarter. The charm of its old stone vault cellar will leave you with unforgettable memories.

© Alexandre Lamoureux



Experience #7

The Puy du Fou® - Pure emotion



Travel notes

IN THE MORNING

Begin the day at the Puy du Fou by discovering one of the park's twenty breathtaking shows, which cater for young and old alike. To organise your day to the full, download the "Puy du Fou France" app, which will be an essential guide during your visit!

LUNCH BREAK

Why not have lunch in one of the park's themed restaurants? You'll find everything from fast food outlets to lively animated restaurants, there's something for everyone!

IN THE AFTERNOON

At the end of the day, it's time for the night-time shows. Les Noces de Feu or the famous Cinéscénie are the two main evening shows. The Cinéscénie, is a breathtaking extravaganza with more than 2,500 actors on a 23-hectare stage during a performance which lasts 1h30 minutes!

OVERNIGHT STOP

Le Logis de Lescure, La Citadelle, Camp du Drap d'Or, Les Iles de Clovis, Villa Gallo-Romaine and Le Grand Siècle are just some of the hotels that the Puy du Fou has to offer.

So, choose an historic period and let the magic continue!

Voted on several occasions the world's best theme park, the Puy du Fou offers a real journey through time, from Antiquity to the 20th century.

With over 60 spectacular shows featuring special effects unlike any other in the world.

New in 2023: Le Mime et l'Etoile, which celebrates the Belle Epoque and pays tribute to the beginnings of the 7th art, the cinema. The show uses a huge reverse tracking technology to recreate the original black and white style of a period film. There are no filters or effects between the spectators and the stage, with real characters in real sets.



Experience #8

Life in a chateau



Travel notes

IN THE MORNING

The journey begins in the southern Vendée, with the Château de Terre Neuve in Fontenay Le Comte. Listed as a historic monument, this 16th-century masterpiece overlooks the town of art and history. You'll be fascinated by its ceilings, its ornamental suns gilded with gold leaf that come from Chambord, as well as its alchemical fireplace.

LUNCH BREAK

Then, head further north for lunch at the gastronomic restaurant "La Closerie", located in the Château de la Barbinière. Here, you will discover a revisited traditional cuisine in a warm and contemporary atmosphere.

IN THE AFTERNOON

At the Château de Tiffauges, plunge into the history of Gilles de Rais, the legendary "Bluebeard". Relive the history of the largest medieval fortress in the west of France.

DINNER AND OVERNIGHT STOP

Looking for a unique moment in an unusual setting? Discover the Table du Château Boisniard in Chanverrie (Chambretaud), a gourmet restaurant whose chef has been awarded a Michelin star.

The chateau is also a 5-star hotel where you can spend the night. If you prefer something a little different, the «Maisons des Bois» luxurious tree houses promise an unforgettable experience perched high in the trees.

For cultural and heritage enthusiast, the Vendée is packed with medieval castles to visit.

For lunch or an overnight stay, several of them also open their doors, and offer a totally relaxing experience in a luxurious, historic setting.

The Château du Boisniard, for example, the only 5-star hotel in the Vendée, welcomes guests into a sumptuous location. It has a gourmet restaurant that will delight your taste buds.

The Château de la Flocellière, near the Puy du Fou, welcomes visitors from all over the world, thanks to its history dating back to the 11th century.

To experience life in a chateau in the Vendée, is to immerse yourself in an enchanting and fascinating backdrop.





© Page Facebook Terrasse Desamy

Travel notes

IN THE MORNING

Rendez-vous at Mareuil sur Lay Dissais at the Mourat vineyards. Late in the morning, set off by bike or electric Mehari through the vineyards (guided tour).

LUNCH BREAK

After cycling 13 km (or driving 20 km), it's time to stop off at the Moulin Blanc de Rosnay. Inside the mill, you'll find a picnic made from fresh, seasonal produce, accompanied, of course, by a few bottles of Mourat wine! Take advantage of the outdoor tables to enjoy your meal.

IN THE AFTERNOON

Back to the estate to visit the cellars. Here, you'll learn more about the history of Mourat, winemaking techniques and the Fiefs Vendéens label. A guided tasting of several vintages is scheduled for the end of the day!

DINNER

The « Maison Desamy » restaurant welcomes guests in a Napoleonic-style building that was once a watchmaker's shop. The chef, Simon Bessonnet, recently received his first Michelin star.

OVERNIGHT STOP

Then, spend the night at the « Écho D'Eau » bed and breakfast in La Jaudonnière. This old watermill is tucked away in a verdant setting. The rooms are decorated in a contemporary style, allowing a total immersion into the natural surroundings.

A 20m swimming pool and wellness area with Finnish sauna are available to guests.

Experience #9 A bucolic walk through the Vendean vineyards

The Wine Route also passes through the Vendée!

Vineyards are opening their doors to wine-lovers and the curious who wish to discover (and taste) local wines.

The AOC Fiefs Vendéens appellation refers to 5 regions where wine is produced from noble grape varieties. The mild climate combined with the winemaker's skills gives these wines a unique character and subtle aromas.

At the Domaine Saint Nicolas, Thierry Michon & sons have been using biodynamic viticulture since 1993, an organic farming method that uses no additives and respects the environment.



© Simon Bourcier

Experience #10 A gourmet break at Michelin-star restaurants

Stars shower down on the Vendée!

Alone among the greats, Alexandre Couillon is the only chef to win the unique 3rd star awarded in the 2023 edition of the Michelin Guide. His restaurant "La Marine" located in Noirmoutier, is attracting diners from far and wide.

It features local, seasonal produce from both the land and the sea. One of the restaurant's signature dishes is the Erika oyster, an oyster marinated in a squid ink-based stock sprinkled with Italian bacon. This dish is a reminder of the oil spill caused by the tanker Erika in 1999.

The 9 chefs from the Vendée are now showing off their star(s) and, above all, making the region proud.

Travel notes

LUNCH OR DINNER

Whether for lunch or dinner, enjoy a gourmet getaway in one of the 9 Vendean restaurants where the chefs have earned their stars.

> "Les Reflets" in La Roche sur Yon with its chef Nathan Cretney (1 star in 2023)

> "Maison Desamy" in Mareuil sur Lay with its chef Simon Bessonnet (1 star in 2023)

> "L'Abissiou" in Les Sables d'Olonne with its chef Boris Harispe (1 star in 2023)

> "La Marine" in Noirmoutier with its chef Alexandre Couillon (3 stars in 2023)

> "La Chabotterie" in Saint Sulpice le Verdon with its chef Benjamin Patissier (1 star in 2022)

> "La Table du Boisniard" in Chanverrie (Chambretaud) with its chef Valentin Morice (1 star in 2020)

> "Les Genêts" in Brem sur Mer with its chef Nicolas Coutand (1 star in 2017)

> "La Robe" in Montaigu with its chef Xavier Giraudet (1 star in 2017)

> "Les Brisants" in Brétignolles sur mer with its chef Jean-Marc Pérochon (1 star in 2014)

Please note that you need to book well in advance!

See opposite:
Nathan Cretney
Jean-Marc Pérochon
Nicolas Coutand



© Pierre Ollier



© Simon Bourcier



© Julien Gazeau

10 PERSONALITIES WHO EMBODY AUTHENTICITY

Damien Raballand, dedicated oyster farmer in Bouin
The Raballand family, have been oyster farmers from generation to generation. Damien's oysters, farmed between Noirmoutier and Beauvoir sur mer, are renowned for their distinctive flavour. You can meet him at his "cabane" and visit his oyster farm. Damien cultivates oysters with great dedication, as well as other shellfish: periwinkles, cockles, clams, and mussels, according to the season.



Vincent Orion, Chairman of Fiefs vendéens
Vincent Orion spent his childhood on the La Barbinière family estate, in the heart of the Vendean countryside, near Chantonay. He studied wine growing and oenology and worked in several well-known French and foreign wineries, before taking over his father's business in 2007 with his brother Alban. He is now in charge of the development and marketing of the estate's wines (white, rosé, red and sweet). The estate was awarded the Fiefs Vendéens AOC appellation in 2011, and organic farming status seven years later. President of the Fiefs Vendéens union since 2022, Vincent Orion is committed to developing and defending these rich and diverse regions with great dedication.



Alexandre Couillon, 3-star chef ranked in the Top 3 of the world's best restaurants and Knight of the National Order of Merit*
*(*French order of merit with membership awarded by the President of the French Republic)*
Alexandre Couillon was born in Dakar, Senegal, but his parents came from the island of mimosas (Noirmoutier). He grew up between France and Africa. Although he has bad memories of school, cooking was for him an obvious choice. He was trained by some of the greats, such as Thierry Marx and Michel Guérard. At just 24, he took over the family restaurant "La Marine" with his partner Céline. After several years of hard work, the couple was awarded their first Michelin star in 2007, followed by a second in 2012. In 2023, Alexandre and Céline won the ultimate accolade: a third star in the Michelin Guide for the vegetal and marine culinary philosophy. Alexandre has risen to the challenge he set for himself: to bring the world of haute cuisine to Noirmoutier. That same year, La Liste awarded his restaurant 3rd prize, as the world's best restaurant for 2024. With a score of 98.5/100, the Michelin-starred chef and his team stood out from the 1,000 restaurants shortlisted.



Marie Guitton-Herbreteau, gold medallist in the local produce competition
In the heart of the Mervent forest, "La Lutine" (boulangerie-pâtisserie) bakery has been baking traditional Vendean specialities for over 30 years. These include authentic Vendée brioche and garlic préfou, as well as a wide range of specific types of bread, pastries, confectionery, biscuits, and delicatessen products. Marie Guitton-Herbreteau, the baker and owner has won several gold medals in the local produce competition for her brioche and préfou.



Cannelle Lebreton, a talented surfer from Les Sables d'Olonne
Cannelle grew up on the beaches of Les Sables d'Olonne. She quickly caught the surfing bug. She trained hard and began competing, later joining the Pôle Espoir Surf de Bretagne in Pont l'Abbé. On 23rd March 2023, aged 18, she won the French U18 long board title in her homeland. Ambitious and determined, Cannelle will soon be setting her sights on the international championships.



Julien Frimaudeau, creator of the largest aquapark in the Vendée
Julien Frimaudeau and his friend Benoit Roncin discovered the Water-skiing during a trip to Australia, so they decided to set up their own business. In 2015, they opened "Atlantic Wakepark", their water park, in L'Aiguillon sur Mer. The park offers water-skiing and wake boarding, water sports accessible to everyone! Other activities, such as Splash Game and Warrior Game, will also amuse young and old alike!



Jérémy Caquineau, boat guide in the Marais poitevin
Jérémy was born and has always lived in the Marais Poitevin. As a child, it was his playground. After completing his studies, he took over the Venise Verte pier at Le Mazeau. Passionate about his region, Jérémy tells visitors about its history, talks about water management and the importance of it, and introduces them to the local flora and fauna. He steers the boat in the traditional way, using a "pigouille". This long pole, which is quieter than an oar, is planted silently into the bottom of the river without any movement of the water. This makes it easier to observe the wildlife around you.



Alexandra Palardy, France's only eco-pastoralist
A horse enthusiast since childhood, Alexandra Palardy breeds Poitevin draught horses, an endangered breed. At the same time, she is also an eco-pastoralist, a unique profession, and is the only person to practice it in France. Alexandra's job consists of inspecting herds of cattle and horses in their pastures, checking on the health of the animals. She also checks the condition of the paddocks/ fields. Alexandra changes fields on a daily basis. She is also the only one who can travel on horseback through the marshlands of the Marais poitevin.



Michel Charrier, master saddler at the Haras de la Vendée
Michel Charrier is a saddler and harness maker at the Haras de la Vendée in La Roche sur Yon. In 1994, he was awarded the title "Un des Meilleurs ouvriers de France" title (One of best Craftsmen in France). Keen to pass on his expertise, in 2010 he set up specialist training courses, which he runs at the Haras du Pin and La Roche sur Yon stud farms. Thanks to him, his curiosity and commitment, the French tradition of saddlery and harness-making lives on.



Erin Gois, owner of Chateau de Bourneau
Built in 1863, the Chateau de Bourneau was inspired by the Renaissance chateaux like Azay-le-Rideau in the Loire Valley. Purchased by Erin and her husband Jean-Baptiste, the chateau has been given a facelift thanks to the determination of this Franco-British couple. It now hosts a wide range of events, including weddings and conferences. Erin has decorated the chateau in a festive, modern style. Guests will remember it as a truly magical place to stay.



SURPRISES AND AVENTURES

The Vendée, a region of memorable events

The Vendée is a great place for major events. Whether it's a sporting, cultural, historical, or festive event, and it stands out for its rich and varied programme throughout the year. Here are just a few of the major events that will be highlighting the Vendée in 2024, attracting visitors from all walks of life and contributing to the region's international reputation.



Olympic Games 2024 : The Olympic Torch will pass through the Vendée !

During its two-month journey from Marseille to Paris, the Olympic Torch will pass through the Vendée! Several natural, historical, and touristic sites in the region will welcome the Flame: Montaigu-Vendée to the north, Puy du Fou to the east, the legendary Gois Passage to the west, the Pointe d'Arçay and the town of Fontenay le Comte to the south, and La Roche sur Yon, the capital of the Vendée, in the centre. The torch will end its journey in the Vendée at Les Sables d'Olonne on the 4th June 2024. In total, 11,000 French torchbearers will pass the torch every 200 metres in the host towns. In the Vendée around ten torchbearers will be chosen by the regional council from among the hundred or so amateur sportsmen and women, club volunteers and local officials selected by the Olympic Games Organising Committee.

Transat New York-Vendée: starting on 29th May 2024!

This race is the last qualifying event for the skippers before the Vendée Globe. Over a course of 3,100 miles (5,741 km), the sailors carry out a general rehearsal (solo) on their IMOCA boats, six months before the start of the Vendée Globe. The final list of participants in the tenth edition of the round-the-world race will not be known until the skippers arrive in Les Sables d'Olonne. In 2016, the Transat New York-Vendée-Les Sables d'Olonne was won by Jérémie Beyou (Maître CoQ) in 9 days, 16 hours, 57 minutes, and 49 seconds. The start of the next edition of this solo transatlantic race will be given on 29th May 2024 from the United States, in Manhattan.



"In William Christie's gardens": an enchanting musical stroll

Every summer since 2012, Les Arts Florissants and the Département de la Vendée have been organising a unique festival combining the pleasure of music and the beauty of gardens. Located in Thiré, the remarkable gardens created by the musician William Christie, will be the idyllic setting of the festival's 13th edition, the 24th to 31st August 2024. It will bring together around a hundred French and foreign artists and numerous other events: concerts, operas, walks, workshops, meeting....

Les Foulées du Gois: an unusual sporting event

Les Foulées du Gois is a real race against the rising tide, which offers participants an exceptional setting and spectacular views. Every year, the race attracts runners from all over the world, who come to compete against the ocean on this famous route, which is only accessible at low tide. Ukraine, Algeria, Kenya, Ethiopia, Morocco, Germany, Austria, Poland, and Belgium were all represented at the last event.



#3

KEEP UP TO SPEED WITH THE VENDÉE GLOBE: XTH EDITION!

THE VENDÉE GLOBE

or the Everest of the seas

The Vendée Globe is the biggest single-handed, non-stop, unassisted round-the-world yacht race.

This event follows in the footsteps of the Golden Globe Challenge, which in 1968 launched the first circumnavigation of this kind, via the three capes (Good Hope, Leeuwin, and Horn).

Since the first race in 1989, there have been 9 editions, held every four years.

Today, what the general public refers to as the Everest of the Seas, has allowed 200 competitors to take part in this extraordinary race. Only 114 of them managed to reach the finish line. This number alone expresses the extreme difficulty of this global event, where the skippers must contend with bitter cold, huge waves and stormy skies that sweep across the oceans. The Vendée Globe is not a race for beginners!

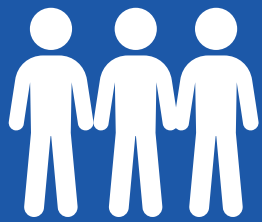
The start of the 10th edition will be in Les Sables d'Olonne on the 10th November 2024.



KEY FIGURES ABOUT THE RACE

What the Vendée Globe is...

40



skippers at the start of the 2024 edition

€200,000

for the winner

€100,000

for the runner-up

2,250,000

visitors in 2016

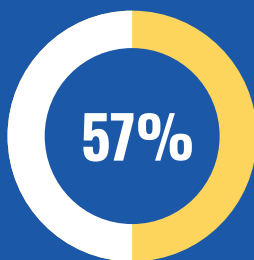
45,000

theoretical km to complete to circumnavigate the globe

Just over 24,300 nautical miles of the world's oceans

3

capes to cross: Good Hope, Leeuwin and Horn



of the 200 competitors finished the race



74 days, 3 hours, 35 minutes and 46 seconds

Skipper Armel Le Cléac'h record

190



countries televise the race including 13 channels in France

5 SKIPPERS WHO HAVE MADE THEIR MARK ON PREVIOUS EDITIONS



Yannick Bestaven

Winner of the latest Vendée Globe (2020–2021), Yannick Bestaven is an experienced ocean racing skipper. Originally from Saint Nazaire, he spent his childhood in Arcachon, where he was introduced to sailing. His meeting with yachtsman Yves Parlier in 2000 prompted him to take part in the 2001 Mini-Transat, which he won. Trained as an engineer with a keen interest in renewable energy, he enjoys taking on both sporting and technological challenges.



Michel Desjoyeaux

A celebrated French yachtsman and source of inspiration for many sailors, Michel Desjoyeaux made his name by winning the Solitaire du Figaro three times. In 2000, he won the Vendée Globe in record time. In 2008, he won again the race again, despite having to return to Les Sables d'Olonne due to mechanical problems, which meant that he was 40 hours behind his rivals. In doing so, he became the first yachtsman to win twice, a remarkable feat. Nicknamed 'The Professor', Michel Desjoyeaux is fascinated by the latest technology and innovation, and is involved in the design and development aspects for each of his yachts.



Yves Parlier

Yves Parlier is renowned for his exploits and innovations, which have led to the development of top-level sailing. Winner of the Solitaire du Figaro in 1991, the Route du Rhum in 1994 and the Transat Jacques Vabre in 1997, he excelled in the 2000–2001 Vendée Globe, where he dismantled in the middle of the race. Instead of retiring, he built a makeshift mast and resumed his voyage round the world, crossing the finishing line after almost 127 days at sea, surviving only on seaweed during the last few days of the race. Today, Yves Parlier gives talks at business conferences on his experience and the topics that are important to him: innovation, leadership and surpassing oneself.



Bertrand de Broc

Born in Quimper, Bertrand de Broc is a well-known figure in sailing, and has taken part in the Vendée Globe on several occasions. In 1992, during his first race, he cut his tongue badly after a nasty accident with a rope. With the help of the race doctor (guided remotely) he stitched himself back up, thus founding his legend as a committed and tenacious adventurer. During the 2012 Vendée Globe, despite extensive damage to his boat, he carried out repairs at sea and managed to finish the race, coming 9th in the classification. De Broc is also involved in educational and social projects linked to sailing.



Ellen Mc Arthur

A renowned British yachtswoman, Ellen McArthur finished second in her first Vendée Globe in 2001, aged just 24. Winner of the Route du Rhum in 2002, she set a world record in 2005 when she sailed solo, non-stop around the world in less than 72 days. At the age of 33, she put an end to her career to become involved in protecting the environment. In 2010, she created the Ellen McArthur Foundation to promote a sustainable future based on the concept of the circular economy.

5 INTERNATIONAL SKIPPERS IN CONTENTION FOR THE XTH ÉDITION

Justine Mettraux

Swiss sailor Justine Mettraux got her first taste of sailing on Lake Geneva on her family's boat, and quickly took up racing. In 2013, for her first major ocean race, she finished second in the Mini-Transat in the TeamWork colours. She continues to train and progress, taking part in all the major ocean races: Volvo Ocean Race, Solitaire du Figaro, Transat Jacques Vabre, etc. In 2022, her long-standing sponsor, TeamWork, bought a new generation hydrofoil to enable her to prepare for her first Vendée Globe!



Kojiro Shiraishi

Kojiro Shiraishi has already three circumnavigations behind him. In 1994 at the age of 26, he became the youngest sailor to complete a non-stop singled handed round the world voyage. After several years away from the circuit, he made his return to IMOCA racing by finishing 7th in the Transat New York-Vendée, qualifying for the Vendée Globe at the same time. In 2016, he took the helm for this famous race. But after a month, he dismasted just off the coast of South Africa and had to retire from the race. In 2020 he set off around the world again, becoming the first Asian to complete the Vendée Globe.



Pip Hare

A professional skipper since the age of 18, Pip Hare began sailing competitively at a later stage, by taking part in the Mini-Transat in 2011. In 2020, she lined up at the start of the Vendée Globe, at the helm of the oldest boat in the fleet: the IMOCA Superbigou. She was one of the most promising newcomers in this 9th edition of the race, respected for her remarkable performance aboard a smaller monohull. Now, let's set sights on 2024!



Boris Herrmann

In 2001, Boris Herrmann was the youngest and only German to take part in the Mini Transat, a solo race across the Atlantic. He then went on to take part in several other ocean races, before trying his luck in the Vendée Globe in 2020. He completed the circumnavigation in 80 days, despite colliding with a fishing boat shortly before the finish. He came 5th in his first Vendée Globe and is aiming to do it again in 2024.



Denis Van Weynbergh

This Belgian skipper's passion for ocean racing began in 2001, when he took part in the Mini Transat. A graduate of Sciences PO and trained as a journalist, Denis Van Weynbergh is also a company director. He has lined up at the start of several major races, including the Route du Rhum (2010), the Transat Jacques Vabre (2013), the Rolex Fastnet Race (2015) and the Vendée Arctique (2022), in order to rack up the miles he needs to take part in the Vendée Globe. His goal: to become the first Belgian to circumnavigate the globe in 2024.



Did you know? Denis Van Weynbergh's boat is the location for the TV file "Seul", soon to be broadcast on France Televisions! Director Pierre Isoard tells the story of yachtsman Yves Parler, who made a lasting impression during the 2000-2001 Vendée Globe.

© imoca.org

THE VENDÉE SKIPPERS' FAVOURITES

Arnaud Boissières

Arnaud Boissières' passion for sailing was born in the Arcachon basin.

Born in Bordeaux, the man nicknamed "Cali" by his friends and family (in reference to Calimero) is the only skipper to have finished 4 consecutive Vendée Globe races.

In love with the Globe's oceans, the adventure, and the adrenaline that ocean racing gives him, Arnaud Boissières has finally set up his base in Les Sables d'Olonne, which is now his home port.

He is preparing for a fifth round the world race aboard La Mie Câline 3, which he hopes to complete (and why not win!)



Arnaud's favourites

"La plage de la Paracou" in Les Sables d'Olonne, with its unspoilt atmosphere and breathtaking view of the Barges lighthouse.

The "L'Étiquette" restaurant on the Quai Guiné in La Chaume, a friendly place where life is good and where you are always warmly welcomed, be it with friends or business partners.

The "Copains Comme Cochons" bar in La Chaume: where you can play pétanque!

The bar also offers other games, for young and old alike, with the added bonus, great platters with nibbles.



Manuel Cousin

Manuel Cousin is a Vendean at heart. Originally from Normandy, he has been based in Les Sables d'Olonne since 2017.

After some twenty years working in the car industry, and having been a keen sailor since childhood, Manuel decided to change careers at a late age to fulfil his dream of becoming a professional sailor.

He took part in the Vendée Globe for the first time in 2020. Despite technical difficulties and testing weather conditions, he finished the race in 23rd place.



Manuel's favourites

"Cycling through the salt marshes and stopping to sample some seafood at the fish market "Islaise" on the Place de l'église in L'île d'Olonne.

Sample the pastries and chocolates made by Patrick Gelencser, master chocolatier in Les Sables d'Olonne (boulevard Castelnau) and visit the chocolate museum in La Roche sur Yon (rue Paul-Émile Victor).

Go with friends or family to the "Le Poisson Rouge" restaurant in Les Sables d'Olonne, for its warm welcome and hot seafood platter!



Benjamin Dutreux

Considered one of the most promising newcomers in the last Vendée Globe, Benjamin Dutreux demonstrated his talent and expertise aboard an old-generation IMOCA boat, with which he put in an exceptional performance to finish in ninth position.

Much appreciated for his talent, determination, and commitment to the environment, since 2016 he has been an ambassador for the Water Family Association. Their mission is to pass on educational environmental values and raises awareness among young people.



Benjamin's favourites

"Walking my dog Sanka on the Sauveterre beach, then eating at "L'Ostéria de Nonna Lucia" (120 route des Pins, Les Sables d'Olonne)

Taking time off to recharge batteries on the Ile d'Yeu and eating patagos at "Snack Martin" (18 rue de la République, L'île d'Yeu) and having a drink at "Café Maritime" (41 Quai Carnot, L'île d'Yeu).

Eating oysters at "Chez Freddy's" in La Guittière ("L'Huîtreur Pie", 45 rue des Parcs, Talmont Saint Hilaire) and go to the Veillon beach.



LES SABLES D'OLONNE, HOST TOWN OF THE VENDÉE GLOBE



One of the world’s most beautiful bays, Les Sables d’Olonne attracts thousands of visitors every year. Its marina is the largest in the region. Here you can admire the colourful boats and enjoy the many restaurants and bars lining the quays. Its “Remblai” seafront invites you to take a pleasant stroll along the picturesque villas overlooking the ocean. In the town centre, just a short walk from the sea, the “l’Île Penotte” quarter is a must-see open air museum, with its atypical little houses, their facades decorated with multi-coloured seashell frescoes. Les Sables d’Olonne also has plenty to offer water sports enthusiasts: sailing, surfing, windsurfing... there’s no shortage of activities! What’s more, every four years the town is transformed into a major nautical centre during the Vendée Globe.

Portraits of remarkable “Sablais”

Boris Harispe, Chef of the “L’Abissiou” restaurant

Born in Buenos Aires to a French mother and an Argentinian father, Boris grew up in France. A somewhat chaotic childhood, tossed between divorced parents and two cultures, gave rise to a need for proper structure and discipline. Interested in science but too dissipated to stay in school, Boris found his calling in cooking.

Enthusiastic and with a real passion for cooking, he spent over ten years perfecting his skills with some of the greatest names in French cuisine, before opening his first gourmet restaurant “L’Abissiou”, with his partner Mélanie Roussy, in 2020. The name refers (in the local Sablais dialect) to the little fish caught in the harbour by children. The restaurant offers delicate, refined cuisine based on local produce, adapted to the seasons and producers. In 2023, the couple was awarded a star in the highly respected Michelin Guide.



Carole Magne, an artistic embroiderer in La Chaume

Carole Magne is an embroiderer based in La Chaume, the oldest quarters of Les Sables d’Olonne, where sailors and fishermen historically rubbed shoulders.

Trained at the Ecole Lesage and then at the Greta des Métiers de la mode in Paris, she has been a qualified master craftswoman since 2017.

After working freelance for Parisian embroidery houses specialising in haute couture, she now passes on her skills to private individuals, associations and first-year students at the National Heritage Institute in Aubervilliers.

Her workshop offers an introduction to haute couture needlework and traditional embroidery, and a chance to discover this fine, high precision artistic craft.



Travel diary 1/1 1 DAY IN LES SABLES D'OLONNE



IN THE MORNING

Take advantage of the refreshing sea air and morning light to wander through the streets of the town centre and discover some of its emblematic landmarks: the Halles Centrales, market, built in the Baltard style, the Ile Penotte with its shell mosaics, the fishing harbour, the Remblai (seafront) and its delightful early 20th century seaside villas. Be sure to have a coffee in one of the Remblai’s cafes, facing the sea.

LUNCH

Stop for lunch at the “Les Baigneuses” restaurant and enjoy the unusual terrace which is on stilts on the edge of the Grand plage.

IN THE AFTERNOON

Take a trip out to sea in one of the “most beautiful bays in the world” and follow the legendary channel used by the Vendée Globe skippers! Are you sporty? Try your hand at wind foiling, the very latest trend!

Then head for La Chaume and follow the footpaths on foot or bike and discover this charming quarter: with the Lighthouse Trail (Circuit des Phares) which allows you to learn more about the maritime heritage, lighthouses, various monuments such as the Prieuré St Nicolas, the Tour d’ Arundel, and the unspoilt beaches such as La Paracou.



DINNER

Enjoy a seafood platter overlooking the ocean!

In Les Sables d’Olonne, you ‘ll be spoilt for choice: the gourmet “Loulou Côte Sauvage” restaurant on the coast, “La Cotriade” or “Fleurs de Thym” with its shucking bench, both of which are located on the fishing port, or on the panoramic terrace of the “Côte Ouest” with, as a bonus, the sunset as a spectacular sight!

OVERNIGHT STAY

Spend the night in a bed and breakfast in a beautiful Sablais house in the town centre, a short distance from the main beach: you are very welcome at Les Corderies, 7 Rue Jean Yole.

If you prefer to spend the night in the great outdoors, stop off at Damona Lodge, in La Chausserie (Vairé). Here you’ll be staying in rustic lodges with private spas, set in 50 hectares of wooded parkland.



LIVE THE RACE TO THE FULL EVENTS AND TAILOR-MADE BREAKS!

The Vendée Globe Village from 19th October to 10th November, 2024

The Vendée Globe village, located on the Port Olona esplanade, will open its doors to visitors three weeks before the start of the race.

An exhibition space of 30,000 m² will be used to present the various aspects of the race:

> **The exhibitors' area:** various partners' and sponsors' stands, and the official shop.

> **The bar:** located opposite the race pontoon.

Curious onlookers can also admire the boats up close on the skippers' pontoon.

The start of the race November 10, 2024

Experience the Vendée Globe from home, wherever you are!

The start of the race will be broadcast live online and on 13 French television channels.

To follow the race as it unfolds, the Vendée Globe website has a Web TV, and its social networks are updated several times a day.

@VendeeGlobe



Virtual Regatta Offshore

The Virtual Regatta Offshore game simulates the weather conditions encountered by skippers during each major ocean sailing race.

Players can play the game in real time from their computer, smartphone, or tablet, choose the best settings for their boat (sails and course), take on not only the Vendée Globe skippers but also other players from around the world.

To date, more than a million players have already started the race on their own virtual boats, alongside the actual skippers.



Attend the Vendée Globe 2024

Our "In Vendée" travel agency puts you right at the heart of the Vendée Globe, offering day trips or breaks with accommodation for individuals, groups, and companies.

You can visit the pontoons at the Vendée Globe Village, open from 19th October to 10th November, to see the skippers' boats and enjoy lunch in this exceptional venue. On Sunday 10th November 2024, board a boat to experience the start of the race at sea and soak up the all the atmosphere and excitement.

To go even further, combine your Vendée Globe trip with a visit to the Puy du Fou, the Marais Poitevin or île de Noirmoutier to discover the charms of the Vendée region.

Contact our travel advisors for your next Vendée Globe trip:

> For companies (Hospitality area) :
hospitality@vendee-globe.fr

> For group day trips/short breaks:
groupes@en-vendee.com
02 51 62 65 27

> For individual short breaks:
resa@en-vendee.com
02 51 62 76 82



#4

13TH FLORALIES INTERNATIONALES A FIRST FOR THE VENDÉE !



**A CULTURAL INSTITUTION
FOUNDED 80 YEARS AGO,**

A spectacular open-air show

Since 1942, the Comité des Florales-Nantes, ambassadors of savoir-faire, has been promoting the rich diversity of plants and local produce in all their aspects, and in 1956 organised the first Florales internationales. Thanks to the determination and commitment of its enthusiastic 'volunteer' members, the event has grown in popularity and is now held every 5 years.

Over the years, the event has evolved, from an exhibition of plants and garden reconstructions to a more artistic dimension. Today, it's a form of aesthetic and cultural research that places the garden as a space for art as well as culture. The designers of today and the young professionals of tomorrow work side by side, combining their talents to offer visitors a unique experience.

With a choice of popular and imaginative themes for each edition, Les Florales has become an essential meeting place for the world of plants. Over the last twelve editions, more than 60 countries have been represented by ornamental displays and events! The popularity of Les Florales is spreading around the world, with the event taking its place alongside major events such as Euroflora in Genoa (Italy), Taipei International Flora Exposition in Taiwan and Floralien in Ghent (Belgium).

In 2024, the Florales will be held in the Vendée for the first time, from the 17th to 26th May! The thirteenth edition will be called "Jeux de Fleurs" (Flower games) in reference to the Olympic Games that will be held in the region the same year.

KEY FACTS AND FIGURES FOR THIS MAJOR EVENT

*What The Floralties
Internationales are...*

a **10-day**
exhibition

over
200,000

French and international visitors
at each event

200
exhibiting partners
from all over France
and the 4 corners of the world

over
5
years
preparation



A NEW VENUE : LA CHABOTTERIE

A historic and natural site in the Vendée



This thirteenth edition will take place at the **Domaine de La Chabotterie**. Situated between Nantes and La Roche sur Yon, this important site of the Vendée War, where General Charette was arrested on 23rd March 1796, is a typical example of Poitevin architecture, built at the end of the 14th century.

Inside, the rooms have kept their period furniture and decor, and reflect the "art de vivre" country lifestyle at the end of the 18th century. The **French style garden**, with its medicinal plants, kitchen garden and traditional vegetables, as well as the ornamental garden, contains **more than 120 varieties of flowers**.

It is in this unique, unspoilt 48-hectare natural environment that the Floralties internationales partners will be able to express their creativity and demonstrate their talents. The charm of the site provides an ideal setting for an authentic experience, as close to nature as possible.

The ornamental and floral displays will be exhibited in the meadows, orchards, labyrinth, and natural green setting of the estate.

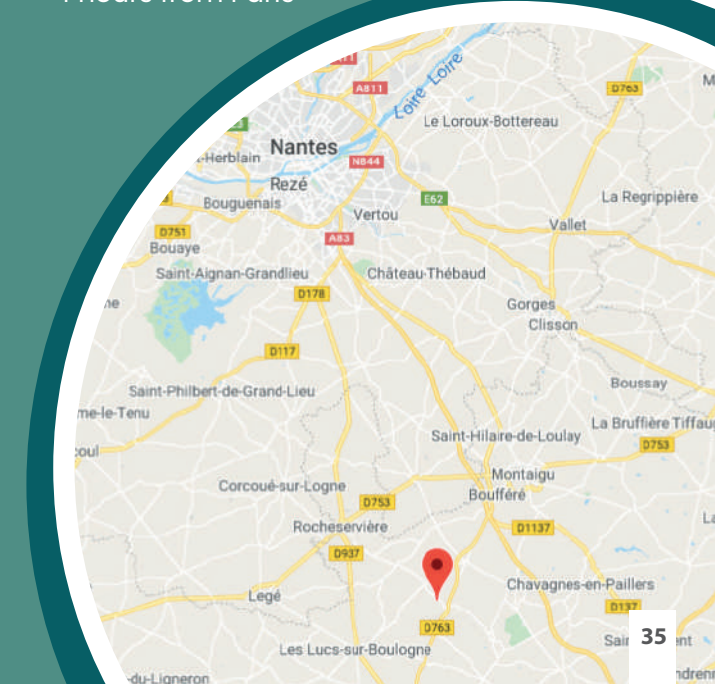


How to get there ?

Logis de La Chabotterie
Saint Sulpice le Verdon
85260 MONTRÉVERD

Location:

- > 20 mins from La Roche sur Yon
Montaigu - La Roche sur Yon dual carriageway
"Logis de la Chabotterie" exit
- > 30 mins from Nantes
A83 motorway, Montaigu exit
- > 50 mins from Puy du Fou
- > 4 hours from Paris





Benjamin Patissier, chef of the gastronomic restaurant "La Chabotterie"

A native of Nantes and Meilleur Ouvrier de France in 2015, Benjamin Patissier trained alongside star chefs such as Pierre Gagnaire in Paris (3 stars), Anne-Sophie Pic in Valence (3 stars) and Olivier Samson in Geneva (1 star).

In 2021, he took over the Logis de la Chabotterie gourmet restaurant with his wife Audrey. Committed to preserving the identity of the site, he uses Vendée know-how to decorate his restaurant and his tables and makes it a point of honour to work with local produce.

His cuisine is of great finesse, combining textures and flavours that captivate, subtly blending tradition and a modern approach.

In 2022, he joined the highly respected circle of the Michelin Guide with his first star.



Quentin Le Gouedec, gardener at the Logis de la Chabotterie

With a background in the book industry, Quentin initially worked as a bookseller for ten years.

He had been passionate about gardening for many years, and at the age of 34 he decided to change professions. He completed a professional retraining course at the Lycée Nature in La Roche sur Yon.

"The person who really made me want to go into this profession was probably the agricultural engineer Claude Bourguignon, who brought the importance of soil quality back to the forefront, by presenting the soil as a real ecosystem and not just as a substrate for crops."

The type of environment that inspires me is the nurture garden, which harmoniously combines ornamental and edible plants. The challenge is to create beauty from the ordinary. This is exactly what you find at the Logis de la Chabotterie, where vegetable gardens, orchards, aromatic and ornamental plants grow side by side.

This is the first time that a Floralties event has been held in a historic venue like the Logis de la Chabotterie. The stakes are therefore enormous and very stimulating.

The « flower games » theme reminds me of horticulturist Jean-Marie Lespinasse and his book, "le Jardin à hauteur d'enfants" (a garden with children in mind). The idea is to design the garden with paths, special alleyways, and benches to make it educational and even fun.

Because if the garden is a sport for the gardener, it should also be a game for visitors!



THE NEW 2024 EDITION WHOSE THEME RESOLVES AROUND "FLOWER GAMES"

Games are an integral part of every culture, and one of the oldest forms of social human interaction.

The Floralties will be set against a backdrop of stunning artistic, ornamental, and floral displays, with playful references to the various disciplines of the Olympic Games.

Water games

Water walls, jets, waves, and aqueducts will make this area a fresh, invigorating, fun and dynamic setting, highlighting wetland and aquatic plants.

Childhood games

Surrounded by labyrinths, board and construction games, plant-based trains, and card castles. Visitors will take a trip down memory lane back to their childhood in this area decorated with colourful plants and strong fragrances.

Intellectual games

The various puzzles, brain teasers, riddles, and word games featured will arouse curiosity and bring intriguing and unusual plants to light.

Garden games

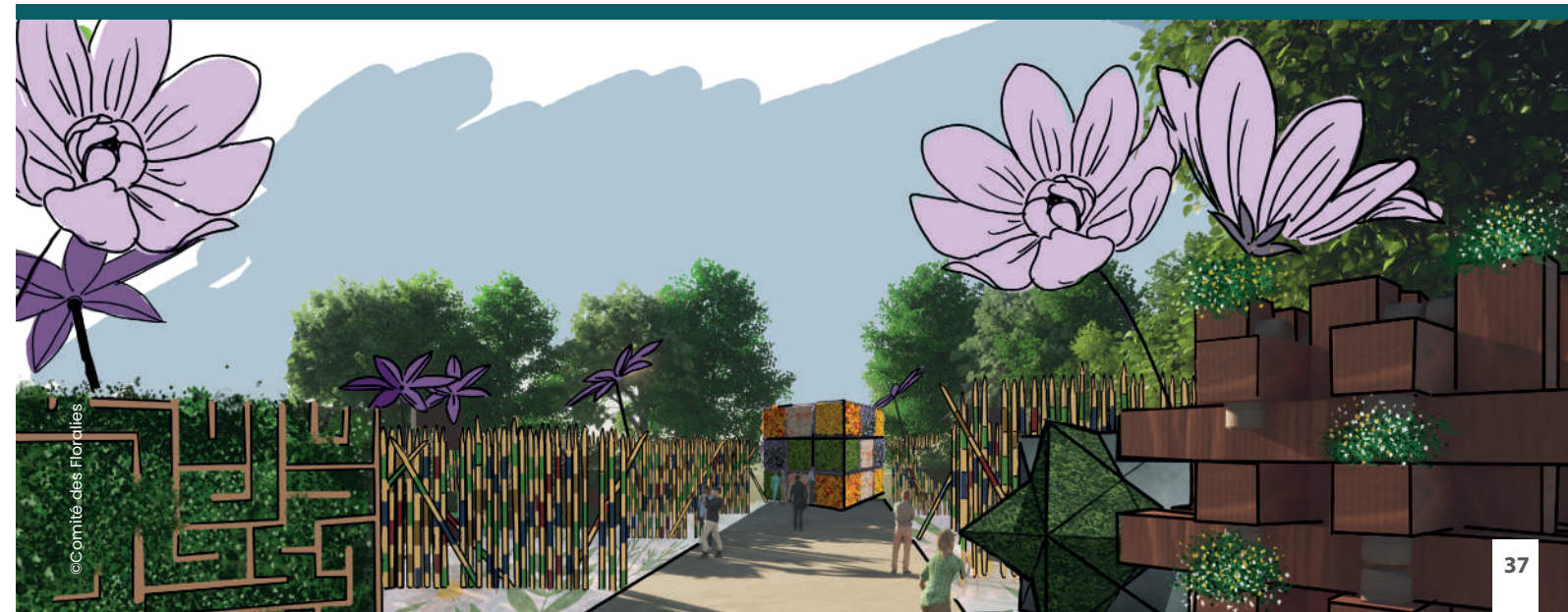
Visitors will be entertained by plants with the use of contrasts, perspectives, and optical illusions.

Physical games

Imaginative and graphic plants will represent different sports, challenges, and performances; this space will revive the competitive spirit and challenge visitors to surpass themselves.

The estate's orchards will be dedicated to garden decoration and outdoor landscaping, and the latest trends in the sector will be on display here. The **flower market**, on the other hand, will be an opportunity to sell plants and discover new varieties, in a picturesque and friendly atmosphere.

And finally, the **"Lyriade Florale" show**, an entirely new production lasting 1 hour and 40 minutes, will be performed every evening at 8.30pm and on the 26th May at 6.30pm.



THE PRESENCE OF INTERNATIONALLY RENOWNED DESIGNERS



Birendra Bajracharya,
Nepalese designer

Can you introduce yourself, your country and your company ?

I am Birendra Bajracharya, director of the Nepal Garden Pavilion. The company I run is called Lalit Mandap Art & Architect P. Ltd.

The main objective is to present our rich culture, promote tourism and the arts.

Have you taken part in exhibitions of this kind and won prizes in the past?

We have already participated in the Floralties in 2019 but we did not win any prizes. We won a Silver Award and a Special Award at the 2016 International Horticultural Exhibition in Antalya, Turkey.

Does the style of your work seem close to a particular artistic movement?

Yes, because we had a thematic design approach and, of course, an artistic style within the theme.

What are your flagship projects and your inspirations?

Our flagship project is the 2024 International Horticultural Exhibition in Chengu, China.

Is this your first time to take part in the Floralties? Are you enthusiastic about the 2024 edition?

We have already been involved in the 2019 Floralties Internationales- France. We are very excited about the 2024 edition and once again we have the chance to present our 'Nepal' themed garden for the people of France.

Does the theme inspire you to create your garden?

The theme inspires us to create a symbolic garden and present an ancient and little-known traditional game. We hope that this type of garden will provide a great experience for an international audience.

The talented Italian Esecuzione Verde Group

Can you introduce yourself, your country and your company?

Waterfalls, islands, lakes, mountains, hills, plains... but also animal and plant species. Italy is a treasure trove of biodiversity, even in its different dialects and holiday destinations. For around 4 generations, the Green Execution Group has been a leader in landscape and garden design, construction, and regular and unusual management.

Have you taken part in exhibitions of this kind and won prizes in the past?

We've been taking part in the «Primavera Mediterranea» event in Bari for 7 years, and we've also taken part in «Giardini» Urbani in Trani. We have already won 1 honorary grand prize, 6 first prizes and 1 second prize.

Does the style of your work seem close to any artistic movement? What are your flagship projects and inspirations ?

In our landscape creations, we draw our inspiration from popular art, derived from the people and their history, rich in tradition and folklore. Going back to our origins to reconnect with nature and the simple things we thought we had lost, but which are still part of us today!

Is this your first time to take part in the Floralties? Are you enthusiastic about the 2024 edition?

It's the first time and we're delighted and honoured to be able to represent our beautiful, colourful Italy and the wonderful, folkloric region of Puglia.

Does the theme inspire you to create your garden?

The playing card's theme is truly original and unexplored, almost a challenge, and challenges stimulate us and give us lots of energy. We're delighted to be working for you and for ourselves. We can't wait!

Esecuzione Verde Group



THE FLORALTIES INTERNATIONALES A MUST-SEE EVENT FOR THE GENERAL PUBLIC!

Tickets



To visit the Floralties, you can buy your tickets online or on site.

Buy online at comite-des-floralities.com:

- > Adult's ticket: €17.50
- > Children's ticket (aged 3 to 17): €8.50
- > PRM and accompanying adults: €16.50
- > PRM child wheelchair (aged 3 to 17): €7
- > Family: €12 per person (2 adults et 2 children minimum)
- > Child under 3: free

On-site purchase at the ticket office during the event:

- > Adult's ticket: €18.50
- > Children's ticket (aged 3 to 17): €9.50

"Lyriade Florale" show ticket:

- > Price of the show alone: €25
- > Price for combined ticket-show and Floralties: €17
valid only for a visit on the same day

Tailor-made breaks

GROUP HOLIDAYS

"In Vendée", the incoming agency of the Vendée Expansion group, has created a range of tailor-made breaks for groups, allowing them to experience the event while exploring the rich heritages in the Vendée.

Here are just a few ideas:

All programmes can be adapted. Prices are based on a group of 30 people.

For more information and reservations, visit

www.in-vendee.com



Break #1

Visit the Floralties before a stopover at the legendary Puy du Fou



Break #2

Visit the Floralties before discovering the extraordinary parks and gardens of the Vendée



Break #3

Visit the Floralties and discover the Ile aux mimosas, Noirmoutier



Break #4

Visit the Floralties and have a stopover in Les Sables d'Olonne, the famous Vendée Globe town



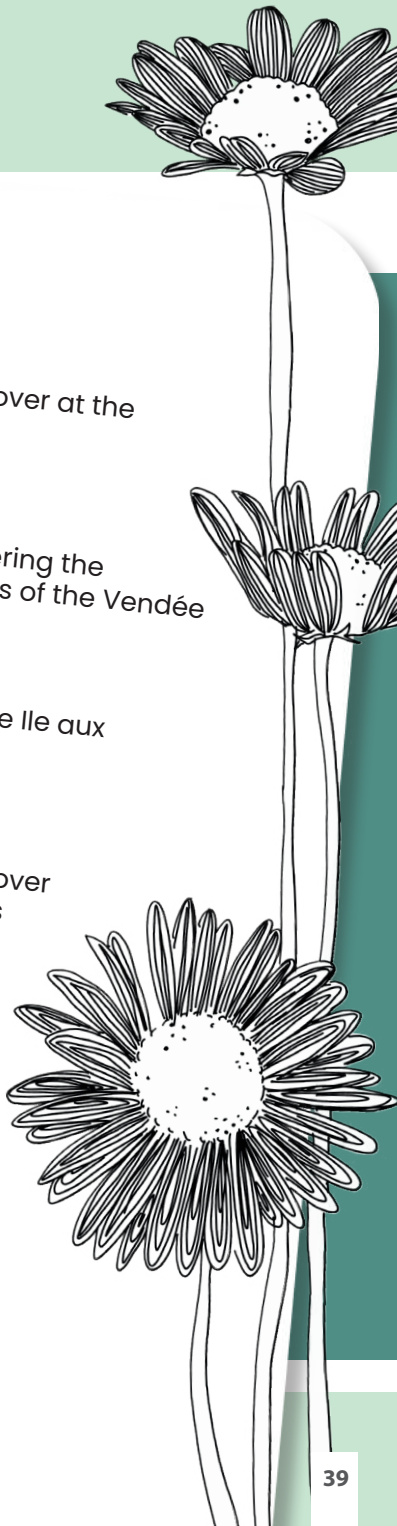
Break #5

Visit the Floralties and explore the Green Venice in the legendary Marais Poitevin



Break #6

A day dedicated to discovering the Floralties Internationales event at the Logis de la Chabotterie





#5

NEW TOURIST ATTRACTIONS 2024

A BREATH OF FRESH AIR IN THE VENDÉE

Friendly and original

The year 2024 is also synonymous with new things in the Vendée.

The restaurant industry is getting a complete revamp with several new openings. Eating by the sea, discovering new flavours, enjoying an exceptional view of the ocean... There's a wide choice of places to enjoy with family and friends.

When it comes to accommodation, there are plenty of options to choose from: spending the night in a luxury hotel, enjoying a stay in approved accommodation, or taking advantage of the great outdoors in an open-air hotel. This year will also be an opportunity to stay in unusual accommodation for a holiday off the beaten track.

There are a host of activities and leisure pursuits on offer to help you discover the region in a whole new way. In 2024, we're going on an adventure and trying out water activities, treasure hunts and new walks to enjoy the magnificent countryside!

BARS AND RESTAURANTS



AT THE FOREFRONT OF FINE DINING!

1. "La Pap Restaurant" in La Bernardière

"La Pap", a gourmet restaurant, will open in a converted barn at the end of 2023. Whether you lunch or dine at "La Pap", you'll have the chance to sample dishes with original flavours inspired by Asian culinary traditions. You can choose from a starter, main course, and dessert menu, or a "blind tasting/eyes closed" menu. So, are you ready to travel with the Chef?

2. "Le Manoir de la Mortière" in Les Sables d'Olonne

Open in summer 2024, this new restaurant in the heart of a medieval manor house, on rue Eugène Nauleau in the centre of Olonne's town centre, will offer customers an exciting array of flavours with dishes made using produce from Olonne's local market gardens. As a bonus, there's also a permaculture vegetable garden just a few kilometres from the restaurant, which encourages a short supply chain!

AUTHENTIC FLAVOURS

3. "La Tribu Herbretaise" in Les Herbiers

Whether you're in a group, alone or accompanied, "La Tribu Herbretaise" will be delighted to welcome you! Generosity, freshness, and quality is what this restaurant is all about. The dishes are authentic and 100% home-made.

4. "Le Bistro du Boisniard" in Chanverrie

The Domaine du Boisniard is expanding its offer by opening its own Bistro. "The Bistro du Boisniard" offers authentic cuisine, with an emphasis on using local produce. Chef Valentin Morice creates a new menu every day, using fruit and vegetables grown in the estate's own kitchen garden.



A QUICK SNACK!

5. Restaurant "Ina Amano" in Les Landes-Génusson (lieu-dit Le Moulin)

A food truck with Japanese flavours in the Vendée! You can call on their services for both professional and private functions, to enjoy a friendly moment while discovering flavours from elsewhere.

6. "La Cantine des Thérèse" in Mortagne sur Sèvre

From Tuesday to Saturday, it's lunchtime at "La Cantine des Thérèse"! The story began with the delicatessen "Les Mots Chocolat", offering a wide range of sweet and savoury products. The project then expanded to create "La Cantine des Thérèse". This new restaurant offers a lunchtime menu with home-made local products. It's the perfect place for a quick lunch or a chat.

SOCIALISING AND SHARING

7. "La Plage" in Saint Jean de Monts

The new owners of the former "Hôtel-Restaurant de la Plage" have decided to give the building a new lease of life, with a concept combining a restaurant and tapas bar. Renovated with a modern touch while retaining its authentic character, the new "La Plage" restaurant will welcome family and friends in a friendly atmosphere with sea views.

8. "Les Voiles de Cayola" lounge bar in Les Sables d'Olonne

The "Les Voiles de Cayola" lounge bar invites you to sit back and admire the 180° view of the ocean through its large picture windows from the terrace or cosy interior. A wide choice of drinks is on offer, as well as home-made platters and tapas. The bar features live music with DJs and musicians.



ACCOMODATION



STARS IN YOUR EYES!

1. Hôtel-restaurant "La Mission" in l'Île d'Yeu

A place steeped in history is scheduled to re-open its doors in 2024. Located in Saint Sauveur, in the heart of the Ile d'Yeu, this building was first a school, then transformed into a cinema and theatres, and will soon become a 4-star hotel-restaurant. Just 2 kilometres from the port, "La Mission" guarantees calm and serenity during your stay. With its spa, rooftop, restaurant, bar and heated swimming pool, "La Mission" has it all.



2. Hôtel**** "Vertime" in Les Sables d'Olonne

The brand-new 4-star "Vertime" hotel will welcome guests to Les Sables d'Olonne in September 2024. Comprising 105 rooms, 6 suites and 20 junior suites, it boasts an exceptional view of the harbour and the Vendée Globe pontoon. The hotel offers maximum comfort with its semi-bistro restaurant, bar, rooftop, swimming pool and even sauna area. Professionals are also welcome, with the possibility of hiring two conference rooms.

3. Hôtel**** "Parc du Landreau" in Les Herbiers

This hotel offers comfort and well-being. With 73 elegantly decorated rooms, the hotel also has a heated outdoor swimming pool as well as a fitness and wellness area. At the hotel's very own restaurant, "La Trattoria", you can enjoy a taste of Italy's Dolce Vita.



UNUSUAL
AND IN THE HEART OF NATURE

4. "O'Tel Park" in Le Bernard

This new and unusual concept offers you the chance to stay in an atypical atmosphere not far from the Vendée's coastal region. Enjoy a unique experience in one of the "chalets" or "stagecoaches" set in a refreshing setting with a Far West feel. O'Tel Park also caters for business groups, with its 500m² restaurant providing a comfortable backdrop for professional events.

5. "Damona Lodges" in Les Sables d'Olonne

Whether you're looking for a romantic getaway, an original family holiday or a trip to the countryside with friends, why not opt for glamping with "Damona Lodges"! An estate in the heart of nature with 15 unusual places to stay, nestling in the countryside between Les Sables d'Olonne and Saint Gilles Croix de Vie. These premium lodges, with their rustic or bohemian ambience and private spa, are set in parkland bordered by the Auzance river. There, you can cohabit with fallow deer, squirrels, roe deer, foxes... A real opportunity to reconnect with nature.



APPROVED ACCOMODATION

6. Maison de vacances in Saint Jean de Monts

Recently awarded 4 keys by Clévacances, this holiday home, 600 metres from the beach, with its heated swimming pool, is perfect for group or family holidays.

7. Gîtes "Le Petit Paradis" in Benet

This three-star Gîtes de France approved property is a little corner of paradise in the heart of the Marais poitevin. These two gîtes have been renovated from an old farmhouse and sheepfold and are surrounded by a 3500m² garden including a heated swimming pool.

8. "La Ferme du Petit Chemin" in La Guyonnière

In 2023, the "Ferme du Petit Chemin" was awarded the "Accueil Paysan" label. The owner has created 3 gîtes in a newly renovated farmhouse. Each can accommodate 4 people, so staying in one of these properties is an opportunity to get up close to animals and nature.

9. "Au Brin d'Herbe" farm in Bournezeau

The Ferme "Au Brin d'Herbe" will be joining the "Bienvenue à la ferme" network in June 2023. It offers a real immersion into the world of farming! You can stay in the farm's guest room or discover it on tours organised by the Tourist Office.



LUXURY
IN THE GREAT OUTDOORS!

10. Camping "Le Caravan'île" in La Guérinière

Two new areas are emerging on the campsite. The "Tribu" area is made up of luxury accommodation suitable for 7 to 9 people, with two separate modules linked by a communicating terrace. Here, family and friends can get together in comfort and enjoy the private jacuzzi. The "Dune" area will consist of chalets sleeping 2 to 4 people, with delightful sea views.

ACTIVITIES & LEISURE



TAKE THE PLUNGE!

1. O'Gliss Park in Le Bernard

For those thrill-seekers and water park enthusiasts, O'Gliss Park is the place to be! New slide, the only one of its kind in the world, will give visitors a thrill-packed experience. This world exclusive, called "Stingray", will take the shape of a manta ray with several different slides for even more surprises.

2. "Le Grand Défi" in Saint Julien des Landes

Le Grand Défi is innovating with its brand-new aqua park for the 2024 season. This leisure park, which features a host of outdoor activities, is now offering visitors the chance to enjoy its 2760m² inflatable water course! Accessible from the age of 6, the structure is made up of giant slides, water climbing walls and other obstacles, ensuring a fun and sporty time for all the family.



OFF ON AN ADVENTURE!

3. "Le Trésor du pirate" at Le Château des Aventuriers in Avrillé

In 2024, the Château des Aventuriers will be offering a new trail, the "Pirate's Treasure"! This multi-generational leisure park brings together several investigations with different themes. In this new activity, you have to find the treasure of the famous pirate Blackbeard. 20 riddles make up this immersive experience, with visuals and sounds throughout the treasure hunt.

4. Les Salines in Les Sables d'Olonne

The Salines offer a fun and original way to discover the salt marshes and the trade of the salt worker, by boat, on foot or in a canoe. All their guided tours are now available in English, German, and Dutch. All you need to do is download the recorded content onto your smartphone and enjoy the tour!



5. La Frairie de la Toussaint at Le Puy du Fou®

Experience the very first one-off show in the Grand Parc du Puy du Fou. As night falls, a huge procession sweeps through the park. François 1st and his illustrious guests make a spectacular entrance for the biggest party ever organised at the Puy du Fou!



A BREATH OF FRESH AIR

6. Rando Bocage

Rando Bocage is for lovers of nature walks. We offer two types of the walking tours: the 3-day "Sur les hauteurs de la Vendée" and the 4-day "Au cœur des collines vendéennes". Both allow you to discover the Vendean countryside (Bocage) and its environment. The first focuses more on the small villages, while the second is more about discovering the countryside. A little extra: accommodation is even included in the package.

7. Cycle path in l'Île d'Yeu

This new 16km trail offers a different way to visit the Île d'Yeu, with a privileged cycling area. Accessible to everyone, this itinerary allows you to discover the island, its flora and fauna and its landscapes stretching as far as the eye can see over the ocean.

8. La Route du Sel in Sallertaine

There's something new for La Route du Sel canoe trips in Sallertaine! There's now a brand new self-guided orienteering course on the water. During a treasure hunt, a series of clues will help you learn more about the Breton marshes of the Vendée, their environment and their history.

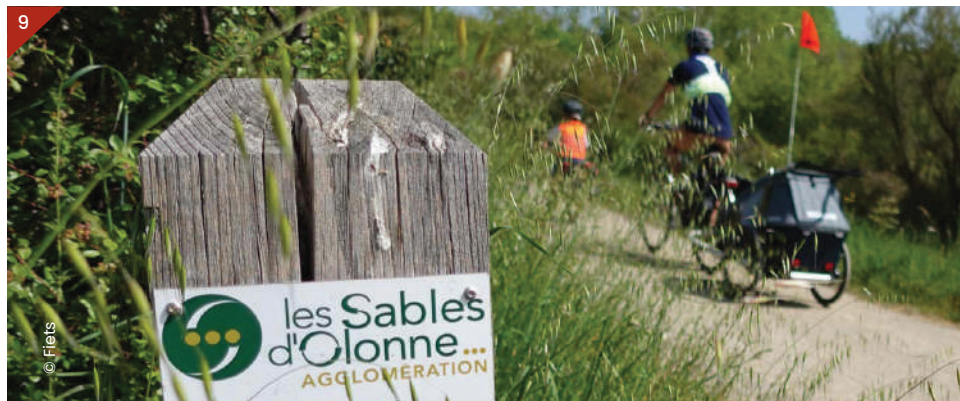
ANOTHER WAY TO GET AROUND, BY BIKE OR BOAT

9. "Fiets" in Les Sables d'Olonne

This new shop, which has been awarded the "Accueil vélo" and "Bonnes adresses 2023" labels by the French Cycling Tourism Federation, sells and hires second-hand Dutch touring bikes. After a quick trip to the workshop, they come out looking as good as new and enjoy their second life! Equipment is also available to help you get the most out of your ride.

10. "Insula Oya" in l'Île d'Yeu

The new "Insula Oya III" is the new replacement for the "Insula Oya II". Having become too old, it has now been replaced by a new model that is faster, more environmentally friendly and offers greater comfort. Departing from Fromentine to Port-Joinville, this new boat has a larger passenger capacity.





a group brand **VENDÉE EXPANSION** 

www.in-vendee.com

PRESS CONTACTS

FRANCE

Agence Sylvie BLIN
PR & Influenceurs
00 33 (0)6 08 53 50 34
sylvie@sylvieblin.com

INTERNATIONAL

Éléonore FOURRÉ
Tél. (LD) +33 (0)2 51 46 11 63
00 33 (0)7 72 34 75 11
e.fourre@vendee-expansion.fr

DIRECTION

Karen ALLÉTRU
k.alletru@vendee-expansion.fr

Realisation December 2023. Press kit produced by Vendée Expansion - 33 rue de l'Atlantique - CS 80206 - 858005 LA ROCHE SUR YON Cedex - Tel : 02 51 44 90 00.

Despite all the care taken in its production, this document may contain printing errors or omissions, for which Vendée Expansion cannot be held responsible. The descriptions, prices and conditions of Options are given for information only and may vary according to any regulatory provisions. Photos, texts, and descriptions are non-contractual. Cannot be sold. Vendée Expansion is the owner of all intellectual property rights relating to "Expérience Vendée 2024" which belong to it or holds the related usage rights. Under no circumstances may you reproduce, represent, modify, transmit, publish, adapt on any medium whatsoever, by any means whatsoever, or exploit in any way whatsoever, all or part of "Expérience Vendée 2024" without the prior written authorisation of Vendée Expansion. Any use of all or part of "Expérience Vendée 2024" not previously authorised by Vendée Expansion for any reason whatsoever may be the subject of any appropriate action, in particular an action for infringement.

Printing: Document printed with vegetable-based inks on ecological paper - Novéprint - 12 rue Paul Doumer - BP 194 - 85005 LA ROCHE SUR YON cedex - 200 copies.

