



PAYS DE SAINT GILLES
CROIX DE VIE
VENDEE



PRESS KIT


2023





Pays de Saint Gilles Croix de Vie

State your identity



Longues plages, côtes rocheuses, dunes, marais, forêts et vignobles...
Voici un coin de paradis qui s'étend sur 14 communes.

Long beaches, rocky shores, dunes, marshes, forests and vineyards...
Here's a heavenly location that extends across 14 towns and villages.
The Saint Gilles Croix de Vie region is not one but two distinct holiday destinations each with its own specific features:

- a coastal area with an abundant seaside tourism activity,
- a hinterland area where the focus is more on green tourism, with potential for urban development.



14 MUNICIPALITIES

Coast

- Brem sur Mer (pop. 2,817)
- Brétignolles sur Mer (pop. 5,066)
- Saint Gilles Croix de Vie (pop. 7,862)
- Saint Hilaire de Riez (pop. 11,297)

Hinterland

- L'Aiguillon sur Vie (pop. 2,024)
- La Chaize Giraud (pop. 1,083)
- Coëx (pop. 3,285)
- Commequiers (pop. 3,605)
- Le Fenouiller (pop. 4,854)
- Givrand (pop. 2,230)
- Landevieille (pop. 1,449)
- Notre Dame de Riez (pop. 2,156)
- Saint Maixent sur Vie (pop. 1,124)
- Saint Révérend (pop. 1,459)

(INSEE 2019 census figures)



SURFACE AREA AND POPULATION

The Saint Gilles Croix de Vie region represents 4% of the surface area and 7.3% of the population of Vendée.

With Saint Jean de Monts and Les Sables d'Olonne, it is one of the most popular tourist destinations of this French department.

Surface area
292.2
km²

Population
52,526⁽¹⁾

179.7
inhabitants / km²

(1) of which 54% live in the coastal areas

TOURISM CAPACITY

In 2022, the region accounted for 26% of tourism beds in Vendée, that's 4 tourism beds per resident, which means its tourism capacity is way above the average for the department.

Official breakdown of tourism capacity:

97 campsites / 14 hotels / 48 guesthouses / 11 holiday apartment complexes / 16 group accommodation centres / 6 holiday villages / 2,582 furnished lets / 10 service areas for camper vans.


207,206
beds*

* (commercial and non-commercial) - tourist tax source

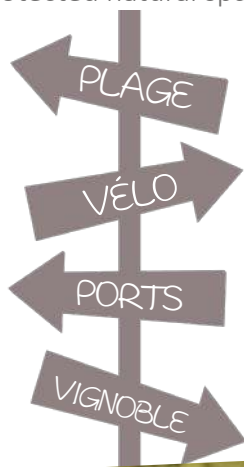

7.5 million
nights spent by tourists*

* 52% of nights spent by tourists recorded for the summer period.
Source: Flux Vision

TOURIST ATTRACTIONS & FACILITIES

Natural sites

- 32 km of coastline
- 22 sandy beaches
- a rocky coast road including a protected section (Corniche Vendéenne)
- 1 salt marsh and freshwater marshes
- 1 national forest
- protected natural spaces



A variety of amenities

- approximately 400 km of cycle paths
- 31 bike-friendly facilities with the 'Accueil Vélo'® seal of approval
- 245 km of waymarked footpaths
- 1 golf course
- 1 casino
- 1 fishing port
- 1 marina
- 1 pool complex
- 1 auditorium
- 8 watersports centres offering a variety of activities
- 7 surf schools
- 12 places to visit
- 35 leisure complexes
- 2 Michelin®-starred restaurants



Economy

The Saint Gilles Croix de Vie region is one of Vendée's main economic hubs.

With 594 start-ups in 2021 (source: INSEE), it is a choice destination for setting up new businesses, which benefit from:

- A convenient geographical situation conducive to trade, just 30 minutes from La Roche sur Yon and 1 hour away from Nantes
- A long-standing tradition of entrepreneurship
- A diverse and dynamic economic base (trades, industry, services, farming and fishing)
- A population growth among the strongest in the department of Vendée
- An economic area that benefits from all the advantages of the sea and the countryside



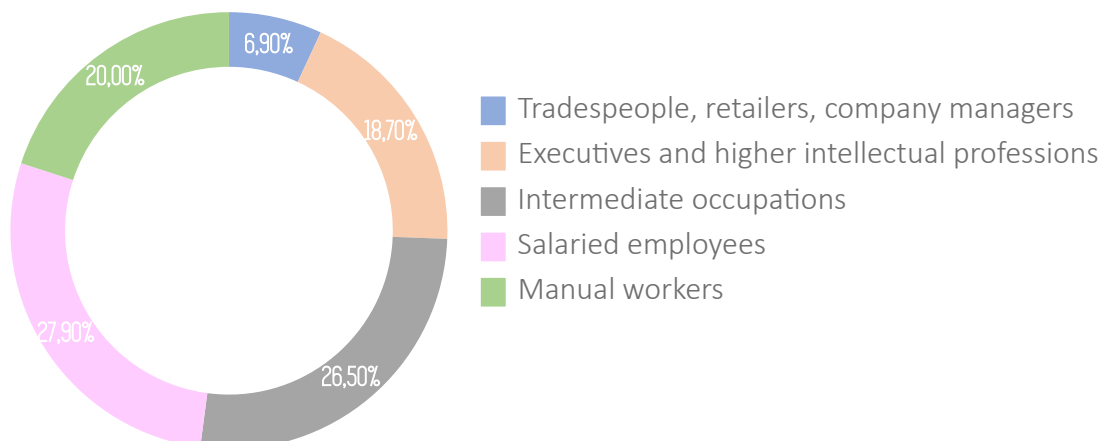
Breakdown of companies by sector of activity

Source : INSEE - 2020



Business sector employment

Source : INSEE - 2019



How to reach the Saint Gilles Croix de Vie region



By road

from Paris

A11 Océane motorway, Paris
> Le Mans > Angers > A87
motorway

A10 Aquitaine motorway,
Paris > Orléans > Tours >
Angers > A87 motorway

from Angers

A87 motorway, exit 30 >
La Roche sur Yon > Aizenay >
Saint Gilles Croix de Vie

from Nantes

A83 motorway, direction
Bordeaux, exit 1 (Porte des
Sorinières) > Saint Philbert
de Grand Lieu > Machecoul
> Challans > Saint Gilles Croix
de Vie

from the south west

A83 motorway, exit 6 > La
Roche sur Yon > Aizenay
> Saint Gilles Croix de Vie



by train

Paris > Nantes by TGV (high-
speed train) + Nantes > Saint
Hilaire de Riez – Saint Gilles
Croix de Vie by TER (regional
train) all year round

Paris > Les Sables d'Olonne

Traveller information

www.voyages-sncf.com

Tél.: 3635 (from France only)



By plane

Nantes Atlantique International
Airport

44340 Bouguenais (70 km)

Tél.: +33 (0)2 40 84 80 00

www.nantes.aeroport.fr



By coach

La Roche sur Yon
bus station

(Sovetours)

Tél.: +33 (0)2 51 62 18 23

Saint Jean de Monts
bus station

(Sovetours)

Tél.: +33 (0)2 51 58 97 33

www.sovetours.fr



Local bus services

La Littorale

From la Barre de Monts to Saint
Gilles Croix de Vie (summer only)

Tous à la plage

From Coëx to Saint Gilles Croix de
Vie (Main beach)

From L'Aiguillon sur Vie to
Bretignolles (Les Dunes 1 beach)

Gillobus

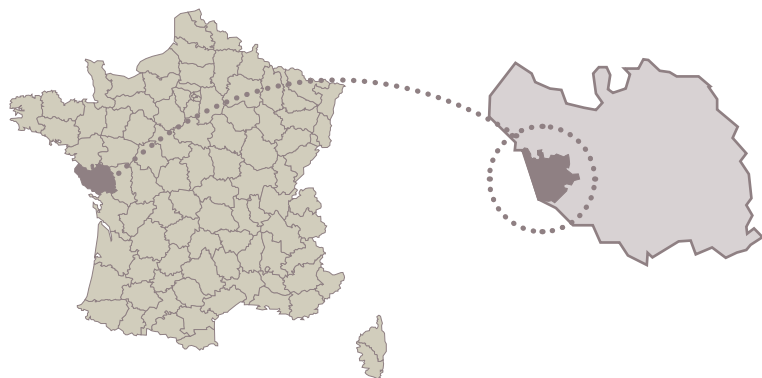
Shuttle service in Saint Gilles
Croix de Vie

Hilagobus

Shuttle service in Saint Hilaire de
Riez

More info on :

[https://uk.payssaintgilles-tou-
risme.fr/visitor-information/get-
ting-around-parking](https://uk.payssaintgilles-tourisme.fr/visitor-information/getting-around-parking)



New in 2023

It's all happening in the Saint Gilles region!

THE ROCKSEA

The RockSea is an original institution thought up and created by a group of music enthusiasts to offer an appealing mix of bistro food and live concerts. This is the new, decidedly Rock & Roll venue for great music and delicious bistro-style cuisine, a treat for the ears as well as the palate.

- > A 300-seat auditorium
- > Restaurant with a 100 m² terrace
- > Upstairs function room for up to 30/40 people depending on layout

- > Giant screen for live sports events and concerts
- > Concert club, amplified music: Soul, Rhythm & Blues, Blues Rock, Punk Rock, Garage Rock
- > Bar & Restaurant, bistro-style cuisine with local and regional produce, nibbles platters, wide selection of draught beers.

www.rock-sea.fr



HENRY SIMON - LES RIMAJURES STUDIO

'Rimajure' is a Poitevin-Saintongeais term (sometimes written 'rimajhure') used mainly in the Marais Breton region and meaning 'drawing', 'ornament' or 'decoration'.

The Henry Simon - Les Rimajures Studio is a venue where you can meet and chat with the artists. Designed and set up by Henry Simon to house his own creations, it now honours his memory and showcases a variety of artistic practices.

The town council of Saint Gilles Croix de Vie, in the aim of preserving this iconic site and its

activities devoted to art and heritage, decided to renovate the existing buildings and add some new facilities:

- A functional reception area
- A new presentation of the collections of

paintings, drawings and ceramics in the 'bourrine' (thatched cottage) and a reproduction of the artist's studio

- A new room to host temporary exhibitions
- An artistic resource centre
- A creative section to host resident artists and groups attending art workshops

Visitors can also walk in the gardens, to relax, meet the artists and contemplate the work of this painter, ceramicist and decorator.

Campaign carried out by the town council of Saint Gilles Croix de Vie with financial support from the Intercommunal Tourist Office, the Pays de Saint Gilles Croix de Vie Conurbation Authority, the Department of Vendée and the French Government.

www.atelierhenrysimon.com





Cycle touring routes

Peace of mind for cyclists



The Saint Gilles Croix de Vie region is a choice cycling destination with a network of nearly 400 kilometres of cycle paths.

Between land and sea, it crosses fourteen towns and villages that are well worth stopping to visit. Be it along the Corniche Vendéenne coastal road, across the marshes, through the vineyards, on the edge of the forest or alongside the dunes, the cycle touring itineraries can be explored in a whole multitude of possible combinations.

Along the way, a number of loops offer a little detour to discover heritage features or just for fun.

While Brétignolles sur Mer leads cyclists to the cliff road and the Sainte Véronique rock, Brem sur Mer offers a chance to admire the Romanesque church of Saint Nicolas. Commequiers boasts a rail bike that travels along 10 kilometres of track, while Saint Révérend invites you to visit the Moulin des Gourmands. Last but not least, at Saint Hilaire

de Riez cyclists can explore the salt marshes and the pine forest, not forgetting the famous Corniche Vendéenne coastal road!

With so many different things to see, seasoned road cyclists, gravel bikers and mountain bikers, as well as those who just enjoy the occasional bike ride, will appreciate exploring this region at their own pace.

A cycle touring map listing all the region's attractions and facilities is available from the 4 Tourist Offices.





Accueil Vélo

This national brand aims to draw the attention of visitors to service and leisure providers located within a short distance of a safe, waymarked cycling route (complying with official cycle path and greenway requirements) and meeting the needs of cycling tourists. We should emphasise the commitment of our 32 tourism partners with Accueil Vélo® accreditation (representing 17% of the offering in Vendée) and the quality of our secured and waymarked routes.

All these providers display the Accueil Vélo® logo and must:

- be located within 5 km of a cycling itinerary,
- offer a cyclist-friendly welcome,
- offer specific services and facilities for cycle tourers,
- have specific equipment for cyclists.



Vendée by bike

More than 1,150 km of itineraries are now available, including 400 km with exclusive right of way.

Thanks to this infrastructure (a network that will eventually reach 2,000 km) and the remarkable scenery, Vendée aims to become the ultimate bike-friendly destination for cycle tourists. The quality of the cycle path network, combined with a number of social and economic factors that are still progressing, offer great prospects for the cycle tourism sector.

For instance, 4 loop itineraries in the Saint Gilles Croix de Vie region have been awarded the 'Vendée Vélo' seal of approval, which guarantees ideal cycling conditions for families and features of interest in terms of tourism and scenery.

www.vendeevelo.vendee.fr

The Vélodyssée route

France's longest cycling itinerary alone covers more than 1,200 km and is waymarked from end to end. It is officially possible to cycle from Roscoff to Hendaye on a single route, of which 70% is on greenways. The Vendée section of the Vélodyssée route invites you to enjoy a bike ride in the fresh sea air for the perfect slow tourism experience.

More info on: www.lavelodysee.com





Ancient and modern fishing practices

in the Saint Gilles Croix de Vie region



A little history...

For Saint Gilles Croix de Vie, the town's maritime calling is nothing new.

Indeed, as far back as the late 16th century, it was a port of call for numerous ships sailing from England, Spain or Holland. As for local vessels, they would take to the sea to fish for cod around the coast of Newfoundland.

Sardine fishing began in the region and along the Atlantic coast in the 17th century. The Moors introduced a fishing technique that would have a profound impact on the local economy: gillnet fishing, a method that enabled them to catch sardines in vast quantities.

Boosted by this technique, sardine fishing developed significantly from the late 18th century with the help of preservation processes and, from 1840, the use of oil as a food preservative.

Canning ensured the prosperity of the sardine industry and, in 1888, there were as many as 13 canning factories in the area.

They operated to full capacity and employed mostly women. So the 19th century was the golden age of the sardine and it was then that the port was developed with the addition of major installations. In 1870, there were 70 rowing boats and by 1879 this figure reached 210!

1925 saw the arrival of the motor-powered fishing smack, a significant turning point that led to the doubling of the yield. In 1960, when the very first ultrasound sensors appeared, the entire sardine-fishing fleet of 50 vessels stopped using gillnets. Many of the boats gradually switched to tuna fishing.

As sardine fishing practically disappeared from Les Sables d'Olonne and the islands of Yeu and Noirmoutier, the sailors of Saint Gilles Croix de Vie continued to catch sardines. Nowadays, the port of Saint Gilles Croix de Vie has little to envy of the other French fishing ports, with its deep-rooted tradition of sardine fishing.





The Sardine of Saint Gilles Croix de Vie, the icon of a whole region

Saint Gilles Croix de Vie is the only French port that can boast 'Label Rouge' (red label) sardines, which has lifted it to the rank of 'Site Remarquable du Goût' a very official recognition of high quality local produce. This means that, with the help of an association tasked with promoting this wriggly treasure, the sardine travels to go on display at food shows and wine fairs across France and sometimes even abroad. So it makes sense that the sardine fishing sector of Saint Gilles Croix de Vie has been listed as intangible cultural heritage of France since 2018. Managed by the French Ministry of Culture, the purpose of this list is to safeguard and develop scientific knowledge of the items it contains. A crowning distinction for the local expertise of an entire sector, handed down through the generations.

Sardine fishing

The fishing port of Saint Gilles Croix de Vie has a fleet of around forty boats and about a hundred deep-sea fishermen. The boats have various activities but sardine fishing is their priority between April and early October.

They use trawling nets, taking to the sea two at a time at around 5 o'clock in the morning and returning to port only when satisfied with their catch. The sardines are then quickly unloaded and entrusted to the fish wholesalers. They are processed within a maximum 24 hours, here in the Saint Gilles Croix de Vie region.

Of the 3,000 tonnes or so of wriggling sardines caught each year, three-quarters are sent to the Conserverie Gendreau, the last canning factory still in activity. The remainder are purchased at auction by fish wholesale traders who supply mostly local markets.



La Perle des Dieux

The Gendreau canning factory created the brand La Perle des Dieux (Pearl of the Gods) in order to showcase the sardine-fishing tradition of Saint Gilles Croix de Vie, which has continued since 1887. Four generations have provided this rare gift of a truly outstanding product: freshly-canned sardines processed the traditional way and placed one by one in the tin, in recipes that have never been so novel and so tasty. A work of art straight from the sea!

Building on this expertise in selection and traditional savoir-faire, La Perle des Dieux applies the same high standards to develop a wide range of products: sardines, tuna, mackerel, sea bass, scallops, crab, lobster, etc.

Museum, art gallery and shops

The Atelier de la Sardine occupies an old renovated farm and features 3 sections: a museum, an art gallery and a shop. The museum retraces the steps that have built the remarkable expertise of La Perle des Dieux: sardine fishing and its history, sardine selection, preparation and canning by hand at the last canning factory in Vendée. Visitors can also view 'La sardine est dans la boîte' ("The sardine is in the can"), a film that retraces the amazing story of this little oily fish. The tour ends with a delicious tasting session! Free, unguided tour.

www.laperledesdieux.com/sites-touristiques

La Perle des Dieux also invites you to visit its 2 shops in St Gilles Croix de Vie, at 58 Quai de la République and 8 Rue du Général de Gaulle.



Saint Gilles Prawns 100% wild, 100% local

From the 1960s to the 1980s, when the sardine fishing season ended in late October, the Gazelle, the Spéranza and a few other sardine boats in the port of Saint Gilles Croix de Vie, were fitted out to fish for prawns from November to the end of January. The boats would leave port at about 5 o'clock in the morning to reach their fishing grounds near 'Les Barges' lighthouse off the coast of Les Sables d'Olonne. At sunrise, around 7am, they would lift their first catch from the water. At that time it wasn't unusual for the boats to return with an abundant catch.

Even today, when autumn arrives, the small boats still go fishing for prawns until the month of January when the elver season starts. Every day, the fishermen raise around fifty traps, identifying the lines by two

flags of the same colour attached at each end. Leaving at about 6 o'clock in the morning, they prefer fishing near the port. Some head south where the bigger prawns are caught among the small rocks, others go north towards St Jean de Monts where the prawns are smaller but more abundant. In 2021, nearly 36 tonnes of prawns were brought back to port.

Sold at the auction held daily from 2.30pm, the prawns are then cooked in huge pots by the wholesale fishmongers. They are taken off the heat as soon as the water boils, left to cool in a pool of cold water, then sorted by hand into three categories: king, medium and small. They are then ready for shipping and the king prawns can be found the very next day at the best restaurants or on any fishmonger's counter (cooked or still alive).



THE FISHING SECTOR IN FIGURES

In 2022, turnover (9.5 million euros) was higher than in 2021 (8.6 million euros), an increase of 63%.

With catches totalling 4,300 tonnes in 2022, the quantity sold at the fish auction was much higher than in 2021 (2,600 tonnes).

Catches of oily fish (mainly sardines) increased by a substantial 1,500 tonnes, while white fish marked a more timid increase of 36 tonnes compared to 2021.

In 2023, the five top species in terms of value are:

- > **Hake** (1.3 million euros / - 14%)
- > **Sardine** (1.3 million euros / + 14%)
- > **Bass** (1.2 million euros / +13%)
- > **Sole** (1.1 million euros / +12%)
- > **Scad** (600,500 euros / +6%)



Escale Pêche

Journey to the land of blue gold!

Grilled, marinaded, stuffed with herbs, spiced up or sprinkled with lemon, the little fish from the Saint Gilles region really makes your mouth water. But before it reaches the plate, it makes a long journey from the ocean to the port of Saint Gilles Croix de Vie. Here, fishing is an ancestral tradition and, for the locals, life revolves around activity at the port.

To find out more about the world of fishing, there's nothing better than a visit to Escale Pêche. The visitor centre can be found at the port inside the auction hall. On spotting the colourful frescoes created by Manou Moreau and Feustay, the children start getting excited. Justin wants to know what scad looks like and Emilie is eager to visit the boat's cabin. We find ourselves right in the middle of the auction house, where the fish are sorted and weighed fresh from the catch. From the terrace, we have an exceptional view over the port where the fish are unloaded, and the children watch the incessant ballet of seagulls.

As you've guessed, Escale Pêche is neither a museum nor a reconstitution. It is an immersion in the daily lives of the fishermen and offers a full insight into the sector. The tour begins with a film about the occupation of professional fisherman with some moving accounts that set the scene.

We then observe the 18 species of fish and the different techniques used to catch them. Next, we enter the cabin of a boat where shoals of fish can be detected with the help of a touch screen. Finally we visit the auction house and the descending-auction sale. The tour includes a multitude of hands-on features, and a range of amusing activities.

The one-hour visit has flown by. Emilie enjoys spotting the shoals of fish with the sonar, but thinks the fishermen's work is hard because they have to get up at 4 in the morning. Justin can imagine becoming a wholesale fish trader and is now addicted to fish auctions after winning the bids for several lots of fresh fish. One thing's for certain, fishing holds no more secrets for them. Tomorrow morning, they'll definitely be queueing in Saint Gilles port to buy sardines from the morning catch. Freshness guaranteed and top quality too!

www.escalepeche-vendee.fr



FOLLOW THE GUIDE !

LIVE FROM THE FISH AUCTION

Saint Gilles Croix de Vie

Here, visitors are lucky enough to be able to watch a real fish auction in full swing.

They enter the auction hall and see all the species of fish caught that day – Before the guide takes them to the port to learn about fishing techniques and chat about what the fishermen's work entails nowadays, while sipping a mariners' coffee.

Start time 5.15am / price €10 including coffee & croissant / adults only / maximum 25 people.

Dates and bookings on www.payssaintgilles-tourisme.fr

BEHIND THE SCENES AT THE FISH AUCTION

Saint Gilles Croix de Vie

Seafarers, a life of passion. An introduction to activities relating to traditional fishing techniques on trawlers, pot vessels and long-liners. From the auction hall to the fishmonger's hut, from tradition to modernity, a world undergoing major changes... Tasting of grilled sardines at the end of the tour.

Start time 9.45am / price €8.50 including tasting / minimum age 12 years / maximum 25 people.

Dates and bookings on www.payssaintgilles-tourisme.fr

SEA FISHING TRIPS

Embark for a sea fishing trip off the coast of Vendée, for a half day or an evening. Experienced and friendly professional fishermen will be on hand to help. Equipment is provided and you'll take your catch away with you!

L'Ami du Pêcheur

www.amidupecheur.fr

Or

Le Méphisto IV

www.mephisto4.com

Or

Vent-D-Îles

www.vent-d-iles.fr






Gastronomy

Experience a way of life

This generous and hospitable region offers a thousand ways to satisfy even the most discerning palate. The local culinary specialities offer the combined delights of the land and the sea, a delicious mix that food lovers will relish. The Saint Gilles Croix de Vie region is packed with quality produce, some of which has helped to build its reputation as a great destination for food lovers.



SARDINES are the pride and joy of Saint Gilles Croix de Vie, as they are the first wild species to have obtained the prestigious 'Label Rouge' distinction, in the year 2000. From the sea to the auction house, this iconic product has never let the region down.

Indeed, sardine fishing in Saint Gilles Croix de Vie has been listed as part of the Intangible Cultural Heritage of France since October 2018. This wriggly little fish is caught off our coasts mainly between April and the end of September. Every year, about 3,000 tonnes of sardines are unloaded at Saint Gilles port and their fate is sealed at the auction house.

They are then sold to be eaten fresh, or put into tins at the last canning factory in Vendée. Wherever they end up, the little oily fish is a delicious treat.

Sardine recipes have the advantage of being infinitely varied: carpaccio, grilled sardines, bouillabaisse, rillettes and so on.





Healthy eating

Prawns are rich in protein, low in saturated fatty acids and high in omega 3.
Prawn flesh also contains plenty of vitamins, minerals, phosphorous and selenium.

PRAWNS

The ‘Rose de Saint Gilles’ is the king of prawns. It is caught off our shores from November to February. Every day, the fishermen lift up around fifty traps, which they identify by flags of the same colour at both ends of the line.
Every year, some 40 tonnes are unloaded in the port. Sold by auction every afternoon from 2.30pm, the prawns are transported to the fish wholesaler’s hut to be cooked in huge pots. Removed from the heat as soon as they boil, they are left to cool in a basin of cold water, then sorted by hand into three categories: king, medium and small.
They are then ready to be shipped and the king prawns can be found the very next day at the best restaurants or on fishmongers’ counters (cooked or still alive).

SITE REMARQUABLE DU GOÛT

Saint Gilles Croix de Vie is the only French port bearing the ‘Site Remarquable du Goût’ quality label. This distinction was awarded in 1998 for the sardines, the seaside town’s iconic little oily fish. With more than 2,000 tonnes of oily fish caught here every year, Saint Gilles Croix de Vie is undeniably one of the leading sardine-fishing ports in France. This quality label aims in the long term to maintain and pass on the tradition of this local expertise.



FLEUR DE SEL

Produced in the marsh of Saint Hilaire de Riez where it has been given a new lease of life, 'fleur de sel' can be consumed as it is or flavoured (with cumin, oriental spices, vanilla, etc.). It brings out the taste in many dishes or adds an original touch.

Sel de Vie

www.sel-de-vie.com

Or

Marais salants Prédevie

contact@marais-predevie.fr

SAMPHIRE

Also known as sea beans or sea asparagus, samphire grows in salty ground. Harvested in May/June, it has tender, salty stalks and can be eaten as a vegetable or a condiment to accompany meat or fish. You can also try it in a number of products such as mustard or samphire vinegar.

www.sel-de-vie.com

STONE-GROUND FLOUR FROM THE MOULIN DES GOURMANDS

The Moulin des Gourmands in Saint Révérend is the only mill in the Saint Gilles Croix de Vie region where the flour is ground by a flint millstone, in the traditional way.

Besides traditional wheat flour, the Moulin des Gourmands also produces buckwheat flour (known for its nutritional value and appreciated by people who are allergic to gluten) and einkorn flour. During a guided tour of this mill still in operation, the miller will explain how flour is produced. Children will have a riddle to solve, a maize maze to explore and play features in the park.

www.moulin-gourmands.fr

LIQUEUR DE SINGE

Made from rum and citrus fruit, this 'monkey liqueur' is appreciated mostly in cakes and cocktails. Its origins lie in the story of a monkey that was found in a barrel washed up on our shores in the last century. The sailors allegedly drank the beverage, brandy so it seems, and didn't discover what was inside the barrel until the following day. As for the monkey, it now resides in the 'Maison du Pêcheur', the fishing museum in Saint Gilles Croix de Vie.

ROSY DELIGHTS

Products made from rose petals, such as jams, jellies and sweets with suggestive names like 'delights from the Arabian Nights', 'volcanic delight' and 'jelly from the green lanes'... The production comes from the Roseraie de Vendée, a rose farm using traditional methods (no treatments or watering) The products are entirely handmade with a focus on simplicity and the quality of the petals used.

La Roseraie de Vendée

www.laroseraiedevendee.moonfruit.fr





THE VINEYARDS OF BREM SUR MER

Renowned for its wine-growing activity, the village of Brem sur Mer is just one of the many gems of the region's beautiful countryside.

In this terroir, wine is a tradition passed down from father to son. It is part and parcel of the local cultural heritage and of the landscape itself. The peaceful surroundings are only enhanced by the multiple vineyards.

RECOGNISED EXPERTISE

Since 2011, the wines of the Brem terroir have been recognised by the Fiefs Vendéens AOC (controlled designation of origin), guaranteeing their quality in reward for the significant work that goes into the care and exploitation of the vines. The Fiefs Vendéens vineyards extend across 138 hectares, representing 8.7% of the municipal territory.

AUTHENTIC FLAVOUR

The geological characteristics of Brem sur Mer produce vines of a unique typicality. Here, the vine draws its strength from soils of alluvium and shale to produce charming dry white, rosé and red wines under the unique influence of the sea air on the grapes. The wines of Brem are described as being fine and delicate with lovely mineral notes and a hint of saltiness.

WINE TOURISM

All year round these wine cellars are open for free visits to learn more about the production of wine, or you can take a guided tour and even taste the wines. A good opportunity to meet the enthusiastic winegrowers whose expertise and high standards promise your tastebuds a treat during a pleasant experience made for sharing.

Go and meet our 7 winegrowers:

Domaine Eric Sage (en AOC)
<https://ericsagevigneron.fr>

L'Orée du Sabia - Bastien Mousset (en AOC)
www.loreedusabia.com

Domaine Saint Nicolas - Thierry Michon et fils (en AOC)
www.domainesaintnicolas.com

Domaine du Lux en Roc - Jean-Pierre et Bérangère Richard
<https://www.payssaintgilles-tourisme.fr/degustation/domaine-du-lux-en-roc-cave-richard/>

Pajot Laurent Viticulteur
<https://pajot-laurent-viticulteur.business.site/>

Domaine des Granges - Delphine et Christian Nobiron (en AOC)
<https://domainedesgranges.fr/>

Domaine des Garennes - Gaël Crochet (en AOC)
<https://www.gael-crochet-viticulteur.fr/>



Focus on the wine roads of Brem sur Mer

By car or by bike, explore among the vineyards and wine cellars of the Brem terroir!

THE 'TERROIR DE BREM' WINE ROAD (31 KM)

Take time to discover the wealth of local heritage and culinary delights: Saint Nicolas Romanesque church, the characteristic district of La Gachère, cupped oysters from the marshes, gourmet restaurants. You'll cross the beautiful village of La Chaize-Giraud and follow the unspoilt hillsides of Brétignolles sur Mer. The promise of a fabulous escape featuring the wine cellars of a unique terroir between vineyards and shores, for a day or more in the great outdoors, an experience made for sharing!

THE 'CÔTE DE LUMIÈRE' WINE ROAD (39 KM)

On this journey into the Olonnes region you'll taste the wines and admire the scenery of Vendée. You'll head off from Les Sables d'Olonne for a whole day in the great outdoors! The sun colours the varied landscape in many different shades: salt marshes, forest, vast beaches, dunes, and small villages in the marshes of L'Île d'Olonne, the final stage with a few surprises in store and scenery that takes your breath away.



For more details
of our 2 wine
roads, scan this
QR Code



HONEY

Les Ruchers de Saint Gilles

Traditional production of honey from the wooded countryside and the north coast of Vendée, on sale at the honey farm in Saint Gilles Croix de Vie. This small bee farm produces a honey that's typical of the north-west Vendée production. All of the hives are installed within 30 km of Saint Gilles Croix de Vie, on the coast and in the countryside. The honey is as traditional and local as it gets.

<http://www.lesruchersdesaintgilles.fr/>

Also:

Miel de Vincent Petit in Commequiers

<https://v-petit.wixsite.com/v-petit-apiculteur>



BEER

Les Brasseurs de la Vie, a responsible craft brewery

A place to make, taste and learn about beer, Les Brasseurs de la Vie produces organic craft beers with iconic names from the St Gilles Croix de Vie region: Pilours, Joséphine, Trou du Diable, Grosse Terre... It has a workshop where you can make your own beer, guided by the staff of Les Brasseurs de la Vie.

<https://www.lesbrasseursdelavie.com/>

Brasserie du Marsouin

The Brasserie du Marsouin is a traditional microbrewery that opened in Brétignolles sur Mer in July 2019. All of the ingredients come entirely from natural products.

<https://www.facebook.com/bdmarsouin>



Recommendations

The notion of 'terroir' is beautifully expressed in the culinary experiences to be had at the best restaurants of the Saint Gilles Croix de Vie region. The chefs take great delight in showcasing local products and certainly know how to introduce you to brand new flavours.

LE LAMPARO

On the Corniche Vendéenne coastal road, on the boundary between Saint Hilaire de Riez and Saint Gilles Croix de Vie, the Lamparo serves gourmet food and traditional dishes from the surf and the turf.

A warm and friendly setting, ideal for a family meal or an evening among friends.

Fresh, carefully selected ingredients supplied by local producers. A wide range of wines to accompany the delicious food.

<https://www.restaurant-lamparo.fr/>

JM. PEROCHON - 1 star in the Michelin Guide®

Seated behind the restaurant's wide picture windows, you'll admire the sun's rays reflected in the Atlantic Ocean, while savouring a gourmet meal...

In this oceanic land between St Gilles Croix de Vie and Les Sables d'Olonne, between the sand and rocks, Josette and Jean-Marc Perochon welcome you to their Michelin-starred restaurant by the sea, a true haven of peace and wellbeing.

Boasting a Michelin star since 2014, the result of a passion for quality products and just the right dose of meticulousness, the restaurant Les Brisants takes you on a culinary adventure that you'll never forget.

<https://www.lesbrisants.com/>

LE GRAIN DE SABLE

Elegant, seasonal cuisine in a modern setting with a panoramic ocean view. The chef, Andrei Carafa, is committed to working with fresh ingredients from local producers. The menu has a few delicious surprises in store.

www.restaurant-graindesable.com




Going out with friends

THÉO SPOT


A bar with the typical architecture of a 19th-century seaside resort, standing just above the main beach and overlooking the ocean. This is a very popular spot in summer. Selected products, reinvented drinks, platters of tasty appetizers, etc.

www.facebook.com/Th%C3%A9o-Spot-295455813911921/



Sensation Nautisme

Hold your course



Nautical activities are among the stars of Vendée's economy. The Saint Gilles Croix de Vie region plays an important role in this sector, with its 32 kilometres of coastline stretching between 3 municipal areas (Saint Hilaire de Riez, Saint Gilles Croix de Vie and Brétignolles sur Mer). Each resort features a whole range of watersports to suit all ages and levels. Saint Gilles Croix de Vie, home of the Bénéteau shipyard and Classe Figaro, is the sector's flagship. Its marina in the heart of the town and its centres of excellence undeniably put the wind in its sails.

A host of watersports



In Saint Hilaire de Riez, Saint Gilles Croix de Vie and Brétignolles sur Mer, a wide range of watersports are available at 5 facilities on the coast and 2 lakeside centres. The sailing clubs and associations promote watersports in every form, from recreational to competition level.

Sailing offers thrilling sensations for all: Optimist, dinghy or catamaran sailing, as well as windsurfing.

Surfing has already won over many enthusiasts on the coast of Vendée. The surfing spots of Brétignolles sur Mer and Saint Gilles Croix de Vie have been thoroughly tried and tested, attracting passionate surfers of all levels.

Kitesurfing is a cross between flying a kite and windsurfing. This boardsport appeals to fans of high-flying stunts.



Sandyachting can be done on most beaches of the Saint Gilles Croix de Vie region. It offers the exhilarating experience of skimming across the beach, an amazing sport that's just as fascinating for spectators.

Sea kayaking is the ideal way to explore along the coast, no matter how much or how little time you have to spend. Kayaking is the latest trend, a revitalising, physical activity that's also eco-friendly.

Jet skiing, available from the port of Saint Gilles Croix de Vie, is the perfect choice for adrenalin seekers.

Waveski surfing is somewhere between surfing and kayaking. Sitting on a fat surfboard and armed with a paddle, waveski surfing very quickly offers all the thrill of riding the waves.

The stand-up paddle board or SUP is a long, wide board on which the user stands up and propels themselves with a long paddle.

Seawading is walking in the sea, along the shore at tummy depth, sometimes with the help of a paddle.

The waterski machine allows you to waterski on a lake, towed along by a system of cables.

The Hawaiian dugout canoe offers an alternative way to explore into the marshes.



Surfing in the Saint-Gilles region

From north to south, the Saint Gilles Croix de Vie region has plenty of fabulous surf spots where you can ride on the crest of the waves. Surfing heaven, especially between October and May when the ocean waves are frequently present.

A surfing destination by nature, Brétignolles sur Mer boasts two choice spots highly appreciated by the locals, one for surfers who enjoy a challenge (La Sauzaie), the other more suitable for novices (Les Dunes).

La Sauzaie

The spot at La Sauzaie has built itself quite a reputation thanks to its reef wave, a rarity in France. This spot with a rocky seabed is reserved for experienced surfers. The rocky plateau is ideal for perfecting their technique. Here, the reef-break seabed produces powerful waves that form hollow tubes opening both to the left and right. Surfable at mid and high tide, the reef break commands caution and greater than ever respect of priorities, as this stretch of water features a single peak.

Les Dunes spots 1 & 2

With vast sandy stretches, spots 1 & 2 at Les Dunes (restricted area in summer) offer ideal conditions for beginners. Here, there's always a wave to ride. These spots are surfable whatever the tide, depending on the sandbank formations, and are suitable for all surfing levels (novice to expert). Away from the swimming area, a zone is indicated for surfing and another for kitesurfing. Surfing lessons and board rentals on site.





Port la Vie: a marina in the heart of the town

Rooted at the centre of a town full of character and sheltered behind the Garenne dune, Port la Vie invites you to stop over.

With 1,100 wet-dock berths and 160 moorings for visitors, the marina of Saint Gilles Croix de Vie has the great advantage of being permanently accessible, whatever the tide. Facing Ile d'Yeu, it has already been for many years one of the main French ports on the Atlantic coast.

It is also a key spot for high-level sailing and a major port of call on the route of the Solitaire du Figaro race. The marina of Saint Gilles Croix de Vie is also the starting point of another race, the Sardinha Cup!

The Bénéteau shipyard

Established in 1884 at the docks of Saint Gilles Croix de Vie, the Bénéteau shipyard has crossed the years and generations by placing innovation at the core of its development. From the very first rowing boats that Benjamin Bénéteau determinedly equipped with engines, to the latest Monte Carlo and Sense models, the shipyard owner's story is all the more incredible that he did all of this while remaining absolutely loyal to the values that continue to drive the shipyard today.

Through the successive generations of employees and managers, Bénéteau has consolidated its position as leader in the sailing world, boosted by a passion for the product, a talent for innovation and a remarkable sense of customer service. Besides having 130 years' experience, the brand has become a group that now puts within everyone's reach products of high added value, ranging from boats to mobile homes.

Be it in woodwork, interior fittings or layout optimisation, the Vendée-based firm has acquired unrivalled experience and its expertise in the industrial-scale production of complex products in high volumes has made it one of the most competitive companies on the market.


www.beneteau.fr





Heritage

Explore history



The heritage features of the Saint Gilles Croix de Vie region are symbols of the local traditions. They include vestiges from every period of history, from the Neolithic era to the Vendée wars and from the region's seafaring past to the more recent trend of sea bathing. To visit the built heritage and other historic features is to understand the very essence of the region.

BUILT HERITAGE


SEASIDE ARCHITECTURE

Saint Gilles Croix de Vie and Saint Hilaire de Riez

The Corniche de Boisvinet, in Saint Gilles Croix de Vie, has retained all the charm of a Belle Epoque seaside district, with its diversity of picturesque villas dating from the late 19th and early 20th century. The Sion sur l'Océan district of Saint Hilaire de Riez reminds us how sea bathing became fashionable, with its architecture of the 1920^s-30^s.

THE SO-CALLED JOSEPHINE TOWER

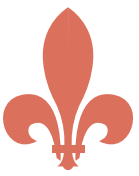
Saint Gilles Croix de Vie



The Joséphine Tower was probably the first lighthouse built at the port, signalling the port entrance up until 1875. The Vieux Môle tower was then used to store civil engineering explosives, and also became known as the 'dynamite tower'.

The building is traditionally referred to in speech as the 'Josephine Tower', which confirms the theory that it dates back to the French Consulate or the start of the Empire. There was also a custom by which newly weds would go to the foot of the tower and dance in a circle around it. This was believed to be an omen of good luck!





SAINT NICOLAS CHURCH IN BREM

15 Rue du Prieuré - 85470 Brem sur Mer

The church of Saint Nicolas has been a protected Historical Monument since 1956. Built in the 11th century, it is most certainly one of the oldest religious buildings in Vendée. Its triangular pediment featuring very unusual sculptures may originate from the Templars.

Inside the Romanesque church are two 12th-century frescoes portraying the crucifixion of Christ and the arrival of the Holy Women at the Tomb. Learn more about it during a guided tour.



COMMEQUIERS CASTLE

Impasse des Tours - 85220 Commequiers

Standing tall and proud amid the greenery, the castle of Commequiers still has a few secrets to unveil.

It was built in the second half of the 15th and in the 16th century, by Louis de Beaumont.

Octagonal in shape, it stands like a remote fortress, its 8 round towers still intact and connected by curtain walls.



MUSEUMS AND VISITOR CENTRES

LA MAISON DU PÊCHEUR

Saint Gilles Croix de Vie

The 'Maison du Pêcheur' fishing museum is a reconstitution of the interior of a house from the 1920s. Comprising two rooms and a small courtyard, it features furnishings, utensils and clothing from that period, as well as temporary exhibitions on the fishing sector and local life. Each cottage in the Petite Ile district, also known as the 'Morocco' neighbourhood, has retained its own original character but with an added individual touch. Here, everything reflects the simple life of the people of that era. The name, which has little to do with the life of local seafarers, is a nod to the arrival of the Moors in the late 16th century.

ESCALE PÊCHE

Saint Gilles Croix de Vie

Located in the port of Saint Gilles Croix de Vie, this unique visitor centre takes you on a journey punctuated with personal stories and hands-on activities. Designed to offer a panoramic overview of the fishing world, the permanent exhibition, entitled 'The journey of fish; from the ocean to the plate', set up within the fish auction house, provides insight into the wealth of occupations in the fishing industry.

www.escalepeche-vendee.fr

L'ATELIER DE LA SARDINE

Saint Gilles Croix de Vie

The Atelier de la Sardine is a museum, art gallery and shop rolled into one. It takes you through the stages that comprise the remarkable expertise of La Perle des Dieux: sardine fishing and its history, sardine selection, preparation and canning by hand at the last canning factory in Vendée.

www.laperledesdieux.com/sites-touristiques

LA BOURRINE DU BOIS JUQUAUD

Saint Hilaire de Riez

La Bourrine du Bois Juquaud, an official Museum of France, features authentic earth constructions with reed-thatched roofs, a nod to life in the Marais Breton region of Vendée in the early 20th century. This former farm comprises the actual 'bourrine' (thatched cottage) a restored and still-furnished dwelling, and multiple outbuildings (dairy, chicken shed, etc.). Find out more about life at this site in the time of Armandine, its last occupant.

www.sainthilairederiez.fr/la-bourrine-du-bois-juquaud/





LA VILLA GROSSE TERRE

Saint Hilaire de Riez

For fans of the Corniche Vendéenne, this property with stunning views was, until now, something of a missing link on the coastal path. Its inaccessibility enshrouded it in mystery. Now that the grounds are open to the public, visitors can approach this villa, an icon of 1930s seaside resort architecture and yet so unique in its Italian style.

Grounds open all year round

- 1 April to 15 October: 8am to 8pm
- 16 October to 31 March: 9am to 5pm



FOLLOW THE GUIDE...

The Saint Gilles Croix de Vie region is a land of many facets, waiting to be explored during guided tours, on foot or by bike, in the company of a qualified guide.

Prior registration required at one of the 4 Tourist Offices or on www.payssaintgilles-tourisme.fr

SAINT NICOLAS JEWEL OF THE BREM REGION

Brem sur mer

Learn about its history as you listen to your guide. You'll be amazed by what you hear about the Romanesque church of Saint-Nicolas. Built in the 11th century, it is architecturally unique in Vendée and has yet to unveil all its mysteries. Despite being left to ruin in the 17th century, it still has some incredible vestiges, like the 12th-century frescoes and the gate decorated with superb enigmatic carvings which are the subject of multiple interpretations...

This mystery-steeped tour plunges both children and adults right into the Middle Ages.

Tour dates on www.payssaintgilles-tourisme.fr



LOCAL FIGURES

who have left their mark on the history of the Saint Gilles region



ADELINE BOUTAIN

Between the late 19th and mid 20th century, I captured in photographs the town of Saint Gilles Croix de Vie and northwest Vendée. At the time, it was a very fashionable profession but was still dominated by men. In 1904, I opened a new shop opposite the Croix-de-Vie station: Au Grand Bazar de la Tentation, one of the first local shops offering both residents and tourists the chance to buy trinkets, souvenirs, tobacco, etc. And in the backroom, I developed my own photos and also began publishing postcards.



NARCISSE PELLETIER

Born in Saint Gilles sur Vie, I was 14 years old when, in 1857, I became the ship's boy of a three-master, the Saint Paul. After the vessel sank off New Guinea in 1858, the crew was attacked by the islanders and fled in a lifeboat. During an expedition to find water, the lifeboat left without me. Found near to death by an aboriginal family, I was taken in by their clan and lived with them for seventeen years. In 1875, at the age of 31, I was taken away, against my will, by an English ship. Reunited with my family, I had difficulty returning to Vendée life and getting used to a world that was no longer really my own.



HENRY SIMON

Born in 1910 in Saint Hilaire de Riez, I was a painter, ceramicist and decorator. As a witness to my era, I expressed myself through uncountable works over a period exceeding 60 years, inspired mostly by the topics of the sea, day-to-day life and religion. Today, my life and works can be explored at the Atelier Henry Simon – Les Rimajures in Saint Gilles Croix de Vie.



PIERRE GARCIE-FERRANDE

I was born in 1441 in Saint Gilles sur Vie. As a coastal shipping owner and a well-read intellectual, I am considered to have been the very first French hydrographic surveyor.

In 1483, in Saint Gilles, I finished writing my nautical guide to maritime routes, which would be published in 1520 under the title 'Le Grand Routier' (the great rutter). This book, applauded by François I, became a reference for navigators for three whole centuries. Today, a dock in Saint Gilles is named after me, where you can admire a statue of my bust sculpted by Olteanu.



MARINA TSVETAÏEVA

I was a Russian poet (1892-1941) considered to be one of the greatest of the 20th century. Exiled from Russia a few years after the Bolsheviks took power during the revolution of 1917, I stayed in Saint Gilles from April to September 1926. Zourab Tsereteli created a bronze statue of me, which can be seen on Quai Garcie Ferrande in Saint Gilles Croix de Vie.



For families

Family holidays!

The Saint Gilles Croix de Vie region has always been a family-friendly destination. It makes the ideal playground for holidaymakers looking for a mix of cultural activities and fun outings. Take your pick: treasure hunts, boat trips on the sea, canoeing, horseriding, horse and carriage rides, an unusual tour of a miniature village... A host of activities waiting to be discovered!

A family-friendly destination

The Saint Gilles Croix de Vie region is decidedly a great place for families, where everything is done to offer a wide range of activities suitable for all ages.

Water sports

Beach clubs, water sports for young children, dinghy sailing and surfing courses, boat trips, sea fishing trips, canoeing, Hawaiian dugouts, waterski machine, indoor wave surfing pool, etc.

Leisure activities

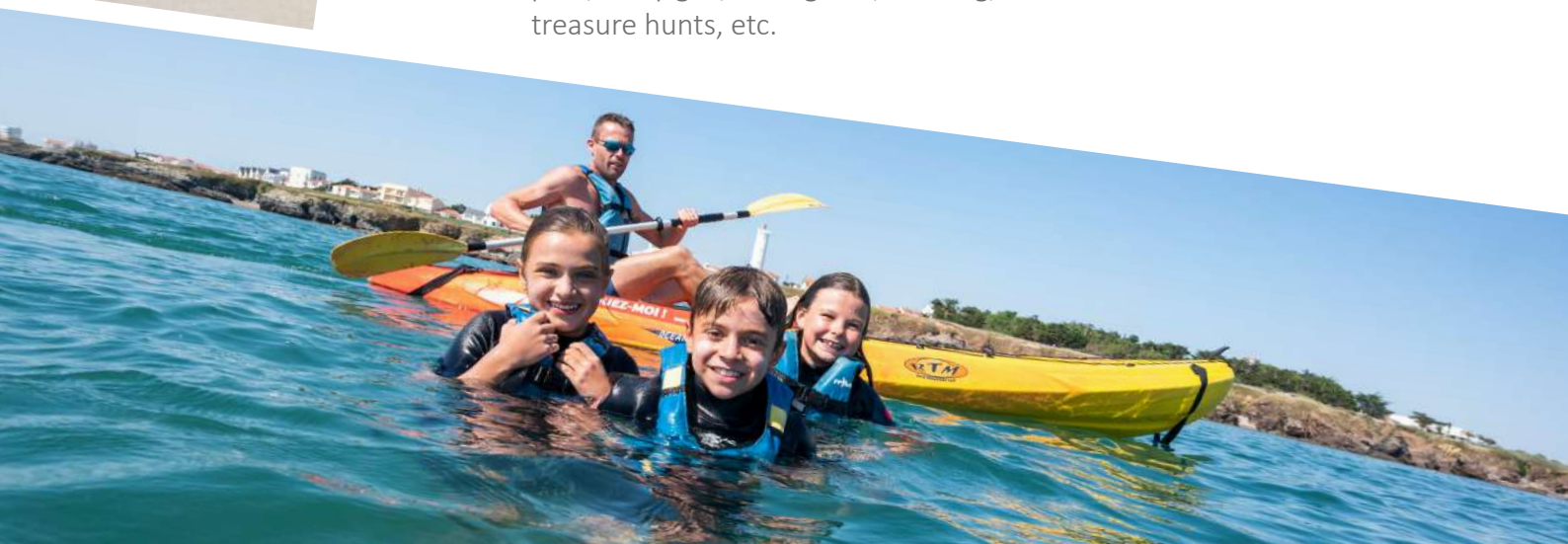
Horse riding, go-karting, paint-ball, rail bike, golf, little tourist train, skate park, crazy golf, laser game, bowling, treasure hunts, etc.

Recreational tours

Escale Pêche, Vendée Miniature, Maison du Pêcheur, Atelier de la Sardine, Dino's Park...

Special events

Festivals, free concerts, folklore festivals, funfair, Les Instants Famille (introduction to magic, juggling and caricature drawing, recycling workshop, etc.).





Festivals

Get near the action

Current music, pop, rock, reggae, gospel and jazz. Every year, the Saint Gilles Croix de Vie region explores every artistic discipline out there, through an ambitious programme of festivals. La 7^{ème} Vague The fun starts on Ascension weekend with this festival in Brétignolles sur Mer, followed by Saint Jazz sur Vie at Whitsun. In July, Les Musicales du Pays de Saint Gilles livens up the atmosphere of 7 towns and villages, not forgetting the festivals La Déferlante and Vers les Arts.

Music festivals

LA 7^{ème} VAGUE

Brétignolles sur Mer
on 19 & 20 May 2023

Hosted by Brétignolles Animations, La 7^{ème} Vague is THE festival for all fans of current music. Among the line-up for this 21st occasion of the festival are Bob Sinclar, Matmatah, Tiakola, Josman, Suzane, Che Sudaka, Tagada Jones & les Bidons de l'Enfer, Kalush Orchestra and more. Not forgetting the event sidelines, a well packed programme of togetherness, live from the market hall in the village centre and the

Morinières park, with a variety of family-friendly musical entertainment that will keep the atmosphere going all day long on the Saturday, between musical interludes and games.

www.7vague.com



SAINT JAZZ SUR VIE

Saint Gilles Croix de Vie

19 May and from 26 to 28 May 2023

Every year in spring, this festival offers a mixed line-up of world-class artists and lesser-known, high-quality performers, in the Conserverie hall and on the streets of Saint Gilles Croix de Vie.

For its 39th occasion, the festival programme includes: Empreinte Gospel, Stochelo Rosenberg, Geoffroy Tamisier, Cyrille Aimée, Stéphane Atrous – Julien Martin Duo, The Crispy Tenders Trio and more.

www.saint-jazz-sur-vie.com

L'ODYSSÉE FESTIVAL

on 1 and 2 September 2023

The 2nd Odyssée Festival will take place in the Conserverie hall in Saint Gilles Croix de Vie. The line-up includes: Charlie Winston, Ko Ko Mo, Zaoui, Hilight Tribe, Yoa, Nina Lili J, Désert Désir & St Graal.

<https://www.odyssee-festival.fr/>



Street art festivals

VERS LES ARTS

Saint Hilaire de Riez

From 2 to 4 August 2023

In a magical place, a lush green haven tucked between forest and marsh, come and see street performers, dancers, circus artists and live musicians, all vying with one another for originality in a friendly family atmosphere. The previous eighteen Vers les Arts festivals have built a fabulous reputation for this event, now a must-see among street performance fans. Games and relaxation areas with various activities for children of all ages as well as their parents. Food available on site.

www.sainthilairederiez.fr



LA DÉFERLANTE

Saint Gilles Croix de Vie

Saint Hilaire de Riez

Brétignolles sur Mer

Ascension week-end and July & August

For the last 30 years, 10 seaside resorts on the Atlantic coast have teamed up to put together an original programme of free cultural activities every spring and summer. The result is an array of popular, festive shows of high quality, performed by national and international troupes. The cultural buzz kicks off on Ascension weekend with the spring La Déferlante festival, devoted entirely to street arts.

www.ladeferlante.com

RUES EN SCÈNE

La Chaize Giraud

5 August 2023

Concerts, street performances and activities for children.

www.facebook.com/rues-en-scene-313622065472184



Slow Tourism

Recharging your batteries in the countryside



Need a breath of fresh air, a nature break, entertainment and a sense of escape? The Saint Gilles Croix de Vie region is the ideal slow tourism destination where you can unwind and enjoy the feel-good vibes in natural surroundings, to really get away from it all!


Accommodation

What is slow accommodation?

It is a place close to nature that oozes with tranquillity and generates a sense of togetherness. A cocoon in which to recharge your batteries after a day out exploring, a unique or unusual place that's off the beaten track...

Emphasis is placed on contact with the owners, so they are often small structures with an eco-friendly focus.

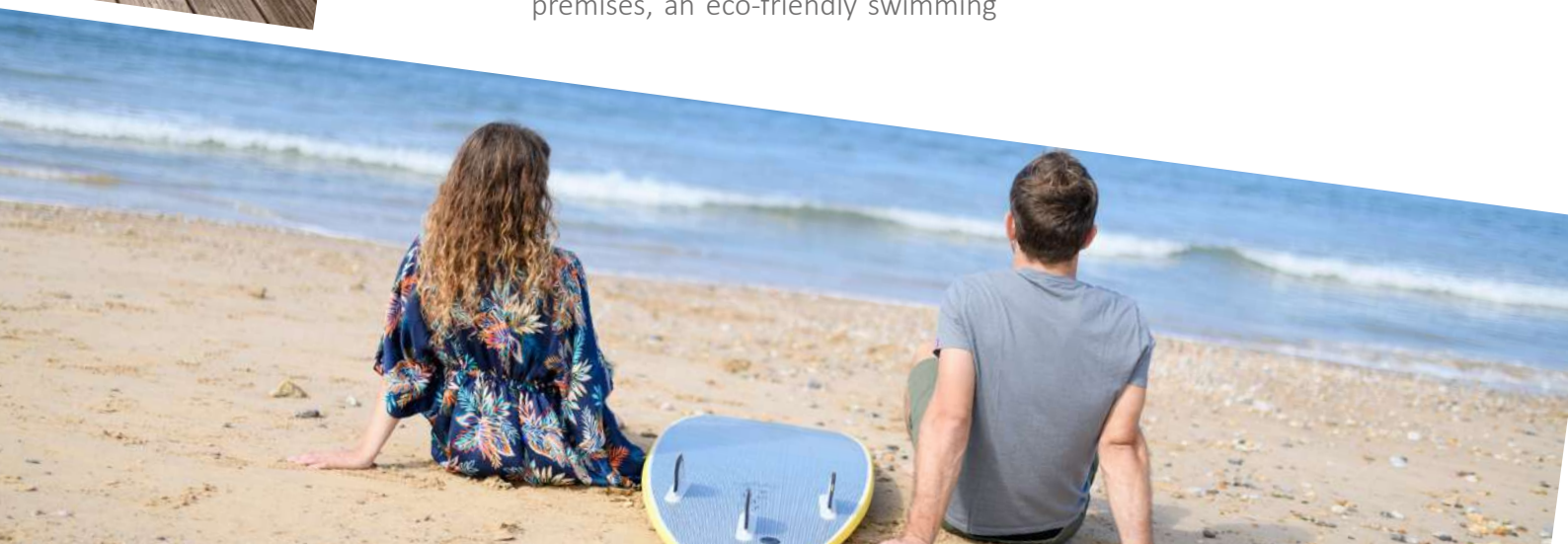
La Ferme du Marais Girard



A stone's throw from the ocean, in Brétignolles sur Mer, the ecolodge at the Ferme du Marais Girard is the ultimate example of slow accommodation. Pontoon villas, studios, greenhouse villas, etc. Difficult to choose between these tempting experiences. On the premises, an eco-friendly swimming

pool, a natural drying room and a vegetable garden complete the experience and help you to totally switch off.

www.lafermedumaraisgirard.fr



Les Balades de Chloé

Seawading and paddleboard fitness

Seawading is an original sport that has really taken off with an increasing number of fans. Because this activity requires no specific preparation, nor the level of fitness of a seasoned athlete, it can be enjoyed at any age. Armed with a neoprene wetsuit that Chloé will lend you, give your energy a boost with a seawading session followed by muscle-strength exercises, on the Beaches of La Pège and Les Demoiselles in Saint Hilaire de Riez, or on the main beach at Saint Gilles Croix de Vie. If you fancy the idea of gently building your muscles and improving your balance, Chloé will introduce you to paddleboard fitness training, on the river Vie in Saint Gilles Croix de Vie or on the lake, Plan d'eau des Vallées in Saint Hilaire de Riez.

Each session is followed by stretching exercises, meditation, and a cup of tea or herbal tea.

<https://lesbaladesdechloe.fr/>



Les Canoës du marais

Canoes, kayaks, paddleboards and pedalos

Explore deep into nature between land and sea! From Givrand, take your family or friends to explore Saint Gilles Croix de Vie by canoe, kayak, paddleboard or pedalo. You'll follow the Jaunay, a tranquil river with no current and no danger that everyone can enjoy! After crossing the marshes and the forest, you'll continue along the foot of the dunes to the heart of the seaside resort.

You'll be able to stop off in Saint Gilles Croix de Vie to visit the markets, beaches, port, restaurants and shopping streets. You'll admire a diversity of settings in a Natura 2000 protected site. Book ahead for one of the evening excursions organised in July and August. A unique experience to enjoy at sunset!

<http://www.les-canoes-du-marais.com/fr/>



Local produce

Flour from the Moulin des Gourmands

Quality flours produced locally.

The Moulin des Gourmands, a flour mill still in production is the only windmill in the Saint Gilles Croix de Vie region where the flour is ground by a flint millstone in the traditional way.

It produces flour of various types: brown wheat flour, wholegrain wheat flour, buckwheat flour and einkorn flour.

www.moulin-gourmands.fr



Salt from the Prédevie satl marsh

As an independent salt manufacturer established since 1 April 2020 in the Prédevie marsh, Alexis Gautier takes into account the local biodiversity of his 2 hectares or so of salt marshes in Saint Hilaire de Riez.

He opens his marsh to visitors, inviting them to learn about salt farming through various topics:

- Formation of the marsh
 - Bird spotting and flora observation
 - How a salt marsh functions and the salt farmer's work
- His products are available at the site.

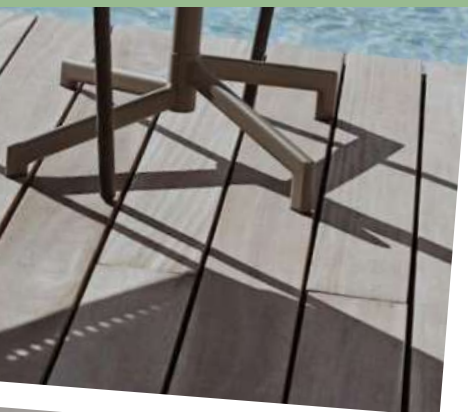
<https://www.facebook.com/Marais.salant.predevie/>





Accommodation

A stress-free holiday



Whatever type of accommodation you're looking for, the Saint Gilles Croix de Vie region has a wide selection to satisfy every need. Campsites, holiday apartments, guestrooms, furnished lets... there's something to keep everyone happy!

L'ENVIE GUESTROOMS

Simplicity itself. Here, time stands still. The elements come together to help you escape from the everyday routine. L'Envie is a guesthouse standing right in the heart of the old part of Saint Gilles Croix de Vie.

A crossroads between tranquillity and togetherness is an apt description.

Four separate guestrooms, each with its own powerfully soothing atmosphere, where you can be at one with the elements: air, water, fire and earth. A 9 x 4 metre pool heated to between 25° and 27° Celsius from May to the end of September. A hammam heated to 42° Celsius, available on request from 6pm to 8pm. All the comforts essential to your wellbeing are at your disposal: private bathroom and toilet, hairdryer, television, air conditioning free Wifi, secured car park. Access to the breakfast room possible for an afternoon tea, coffee or cold drink, and to the small reading lounge.

<https://www.maisondhotes-lenvie.fr/>

SEA VIEW

The Sea View Hotel faces the ocean, just 50 metres from the beach, 100 metres from the jetty for Ile d'Yeu, and 800 metres from Saint Gilles Croix de Vie train station.

Hotel facing the ocean, 10 minutes from the town centre, 50 metres from the beach, 100 metres from the Ile d'Yeu jetty and 800 metres from the train station. 13 rooms including 7 with sea views. 2 seaview suites, spacious terrace.

Free internet access, air conditioning, bar, seaview breakfast buffet and terrace.

<https://www.hotelseaview.fr/>



DOMAINE DE BACQUEVILLE

Near Vendée's best beaches, Brétignolles sur Mer and Saint Gilles Croix de Vie, our estate stands in the heart of the countryside. At a quiet spot, you'll stay in one of our 5 inviting guestrooms. An outdoor heated pool is at the disposal of our guests, as well as a private lake of 2 hectares, ideal for anglers and walkers. Kitchenette and terrace for your convenience, as well as a common room with free Wifi. Disabled parking and access.

<https://www.bacqueville.net/>

LA FERME DU MARAIS GIRARD

(seaside ecolodge - '3 épis' Gîtes de France rating)

Located 200 metres from the beach, the Marais Girard farm is a mix of traditional rural architecture and modern style that blends perfectly into the landscape. The owners were determined to restore the existing buildings while retaining the spirit of the site. It is an ensemble of villas built on pontoons and tucked away in the wildest part of the grounds, but also 5 studio flats.

The idea is to offer an experience of spaciousness during your stay, while taking special care to meet the needs of holidaymakers.

Also worth trying, the greenhouse villa, an unusual accommodation unit of 70 m² that basks in bright light thanks to the adjoining 58 m² greenhouse! Furnished like a lounge, it is a pleasant place to spend the long cool evenings of spring and autumn.

www.lafermedumaraisgirard.fr

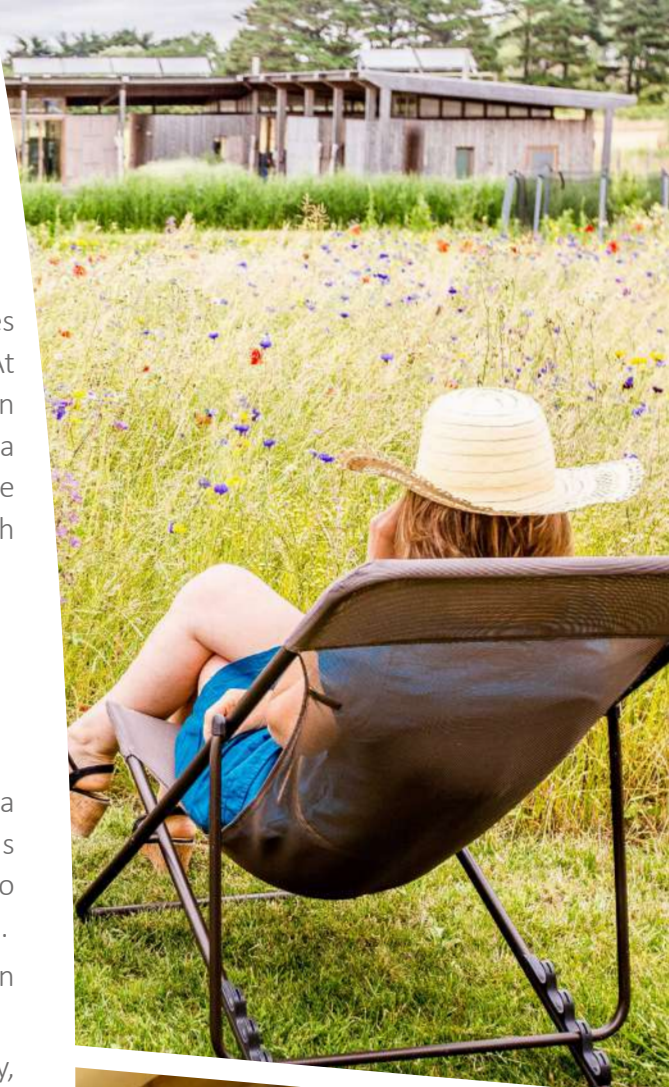
LES PINÈDES DE LA CAILLAUDERIE CAMPSITE**

Les Pinèdes de la Caillauderie invites you to switch off and recharge your batteries in a setting that the current owners and their family have taken care to preserve for over 50 years.

Between the beach and the forest, this is an opportunity to visit a space that has retained its authentic feel, in which trees and old stone have been preserved as well as the ecosystem (thanks to the Green Key quality label and the Pays de Saint Jean de Monts environmental measures).

Marion and Cédric are on hand to share with you their eco-responsible values, through guided walks designed for families, DIY workshops for children (6-10 years), but also the use of the vegetable garden and the chicken run...

<https://www.camping-pinedes-caillauderie.com/>





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