

PRESS KIT

LES ISSAMBRES - LE VILLAGE - LA BOUVERIE

ROQUEBRUNE SUR-ARGENS



Everything you need is here

Combining the energy of the French Riviera and the authenticity of Provence, Roquebrune-sur-Argens is a year-round source of inspiration for families, couples and groups of friends in search of their next holiday destination.



The village of Roquebrune-sur-Argens

The church, fountains and porticoes all bear witness to the fascinating past of this thousand-year-old village. The narrow streets and picturesque village squares are the perfect places to go for a stroll and explore the characteristic charm found in the villages of Provence. The recognisable red stone of the rock can be seen behind the Saint-Michel chapel. Just below this majestic rock of Roquebrune, you'll find the river Argens and the Aréna lake. These natural sites are well known to watersports fans and nature lovers for their biodiversity.



Les Issambres

All roads lead to the sea ! In the gulf of Saint-Tropez, between the sandy beaches, the wild coves and the rocks, the incredible coastline of Les Issambres offers heavenly surroundings. Les Issambres is a peaceful, family-friendly seaside town with a wide range of watersports. Port San Peire is a great place to go for leisure activities, or to catch one of the 'Bateaux Verts' boats to Saint-Tropez ! The coastal path follows the craggy shoreline for 8 km, in unspoilt natural surroundings amid the scent of pine and the fresh sea



air. The Gallo-Roman fish reservoir, a listed Historical Monument dating from the 1st century, bears witness to the living standards of Roman times. The themed trails of the Gaillarde valley wind through a forest of strawberry trees, heather and cork oaks, as well as mimosas that bloom in winter. The hills offer a stunning panoramic view extending from the Estérel massif to the Gulf of Saint-Tropez. In the evening, an incredible sunset colours the horizon between the deep blue of the sea, the pale blue of the sky, the pinkish red of the Estérel mountains and the dark green of the Maures massif.



La Bouverie

Vineyards, prehistoric heritage and mountain walks. La Bouverie was a region of choice for prehistoric man, amid the hills and umbrella pines. Trodden even in prehistoric times, this land unfurls between scrubland and majestic umbrella pines. There is so much to see in the natural environment here, from lush-green forests to the ochre-coloured cliffs of the Blavet Gorges. In 2022, some new trails were opened for family walks near the Blavet Gorges, making the destination even more appealing.





9.30 am

Chocolate-lovers' tour

Learn all the secrets of a charming medieval village during this guided tour. On a journey through time, sweet treats and history combine as you taste chocolate, honey, olive oil, wine and many other local specialities. Available nearly all year round, this experience in the company of expert local guides offers visitors a chance to explore the fascinating history of this village from a brand new angle. Other tours are organised during school holidays, to the delight of the whole family. A **chocolatey treasure hunt** for families, the perfect experience for sweet teeth that combines walks in the village and various other options, including canoeing for the more adventurous.

Maison du Chocolat et Cacao
www.roquebrunesurargens-tourisme.fr

12 noon

Harvest time !

Strawberries, tomatoes, aubergines and much more. Basket in hand, off you go to harvest delicious fruits and vegetables straight from the land. La Cueillette du Rocher offers visitors the delicious and amusing experience of harvesting their own produce. Discover just how rich our land is here on the Argens plain. The children will love it. In this major vegetable producing region, Roquebrune-sur-Argens stands apart with one of the most fertile plains in Europe.

Cueillette du rocher
www.fermedurocher.com

1.00 pm

Provence in a plate

In the shade of the plane trees or under the orange blossom, the village terraces invite you to take the time to savour **the typical dishes of Provence**, such as Nice-style stuffed vegetables or Provençal daube, all prepared in-house. A real dilemma! The restaurant owners each add their own personal twist to the iconic dishes of Provence, creating a whole diversity of delicious new flavours.



2.30 pm

Hiking between land and sky

Roquebrune-sur-Argens is a heavenly place for hiking enthusiasts. A multitude of discoveries and challenges await walkers and sports enthusiasts, such as climbing to the top of the rock, 373 metres above sea level, marvelling at the splendour of the Blavet Gorges or recharging your batteries in the fresh sea air of the Mediterranean. You're bound to fall in love with this patchwork of landscapes that leave you in awe and trigger emotions with every step you take.

In 2024, the local council will pursue its undertaking to improve the hiking trails and nature spots. **Two new sites will open to the public with the creation or refurbishment of waymarked trails:**

The Raphèle site and its heart-shaped lake: By the Blavet Gorges in the Estérel foothills, these easy walks are on mostly flat terrain. Deep in the Mediterranean forest of umbrella pines and cork oaks, you'll see the heart-shaped lake, 'lac de coeur', along the way.

The 25 bridges: In the heart of the Maures mountains, just above the village, there are walks suitable for all levels that tell the story of water in Roquebrune. The 25-bridge aqueduct that carried water to the village of Roquebrune in the 20th century is the best illustration of this.

more informations:



5.00 pm

Cheers*

White, rosé or red, tannic or tangy, whatever takes your fancy when tasting the new vintages. Every bottle of wine tells a winegrower's story. In Roquebrune-sur-Argens, **8 wine estates put their unique savoir-faire into producing wines from this excellent terroir.**

In the aim of obtaining the **« Vignobles & Découvertes » seal of approval**, the Tourist Office is working hard on this project that unites the surrounding villages of Fréjus, Saint Raphaël, Puget-sur-Argens and the Pays de Fayence area. This quality label promotes the local food and wine sector through a well-organised and diverse offering.

*Alcohol can damage your health. Please drink responsibly

8.30 pm

« Tout en art » festival

The curtain rises. Take your family or friends to see a live concert or a play that has the whole audience laughing and rejoicing.

Les Esterelles
www.lesesterelles.com

a summer day

6.00 am

Sunshine galore !

On a peaceful summer morning, you take to the water on your paddleboard. You head out towards the horizon as the sun rises over the Estérel massif. This is the ideal activity for early birds!

The 8-km coastline of Les Issambres is a succession of beaches, coves and protected natural areas. The local council has been committed to nature preservation for several years now and holds the official title of 'Territoire durable, une COP d'Avance' ('Sustainable region, one COP ahead').

Plage de la Gaillarde

9.00 am

Market and coffee, a tradition

Every Monday morning, the market square of Les Issambres fills up with colourful stalls. The best way to soak up the friendly atmosphere is by ordering coffee with a view over the turquoise-blue Mediterranean Sea. **The markets of Provence are part and parcel of the local way of life** : on the coast of Les Issambres, in the medieval village of Roquebrune or at La Bouverie, the markets make local seasonal products available throughout your holiday..

Place San Peïre

11.00 am

Take to the water

A whole host of watersports is available along the coast of Les Issambres. Entertaining fun and fits of laughter guaranteed as you explore the sky, the sea or the depths of the Mediterranean. Le **Port San Peïre is the departure point for the Bateaux Verts boats** sailing straight to Saint-Tropez. It is also one of the main watersport hotspots, with jet skis, parasailing, seabobs, e-foils, boat rentals with or without a permit, scuba diving, sailing tuition, waterskiing and more. Truly watersports heaven for children and adults alike.

New in 2024: electric paddleboards with Eco Gliss

Eco Gliss
www.eco-gliss.fr

1.00 pm

Lunch on the beach

It's time for lunch in a heavenly setting. On the menu: sand between your toes, cocktails and fresh fish straight from the catch. Les Issambres is a quiet, unspoilt seaside town on the gulf of Saint-Tropez. The intimate, private beaches are an invitation to relax and switch off. Some of them have nothing to envy of idyllic spots in Greece or Costa Rica.



3.00 pm

Sunbathing and sandcastles

Lifeguards are present at both of these beaches, which makes them ideal for families. Armed with buckets and spades, this is where budding architects build their best sandcastles.

In July and August, San Peïre beach also has « **Handi Plage** » facilities for the disabled, including assisted access to the sea.

Plage San-Peïre, Les Issambres

5.00 pm

Afternoon ice creams

The traditional vanilla and strawberry ice cream, a bolder citrus and verbena sorbet, or a real **novelty such as rosé ice cream** ! A whole array of flavours is available from our traditional ice cream sellers, for a deliciously refreshing snack

8.00 pm

A holiday souvenir drink

Spread your picnic fouta on the banks of Aréna lake. This is the perfect spot from which to **admire the most beautiful sunset over the Rock of Roquebrune**.

Thanks to improvement work carried out in 2023, it is now possible to **walk around the lake**. The 3,5 km walk can be done by anyone, even with a pushchair. A stone's throw from the medieval village, it offers a chance to escape amid unspoilt natural surroundings.

Lac de l'Aréna, Roquebrune-sur-Argens

10.00 pm

In summer, evenings are lively too!

Every Tuesday evening during the summer, the creators' night market takes to the narrow streets of the village. It has become very popular among holidaymakers. Under the orange glow of the setting sun, then the starry night sky, the stalls are packed with entirely handcrafted items. Selected for their expertise and originality, these creators give the market its appeal and friendly atmosphere.

Marché Nocturne, Village de Roquebrune
www.roquebrunesurargens-tourisme.fr



9.00 am

Swinging on the green

Droplets of dew, the fragrance of freshly-cut grass and the subdued light of autumn accompany your round of golf. Alone or with family or friends, this sport has many benefits and is a great way to unwind in good company.

Roquebrune-sur-Argens boasts **two golf courses that stay open all year round**, thanks to the agreeable Mediterranean climate. The Democratic golf course is a compact 9-hole flat course for beginners and players wishing to progress. The Roquebrune golf course is a classic 18-hole course, managed by Resonance Golf since 2021. It was the first golf course in France to receive a 5-star rating. This golf course is part of an outstanding resort with a 5-star hotel and spa, « Le Daya » and a restaurant, ‘La Table de Louis’. The particularity of « Le Daya » is that it only has 6 rooms, making it the smallest 5-star hotel in France.

Golf de Roquebrune
www.golfderoquebrune.com

Démocratic Golf
www.democraticgolf.fr

12 noon

Sport gives you an appetite !

The narrow village streets or the area around Aréna lake may well conceal just the restaurant holidaymakers are looking for! Be it traditional cuisine or dishes from around the world, there’s something to satisfy every appetite at lunchtime.

2.00 pm

An electric MTB adventure

In the company of an enthusiastic guide, **this electric mountain bike excursion** near the Blavet gorges really takes you away from it all. Between pine forests, small lakes and vineyards, the Blavet trail reveals its secret spots.

A year-round activity for fabulous discoveries along the multiple routes, including :

- an itinerary to see the hidden treasures of the Maures mountains,
- another that leads from Roquebrune village to the sea,
- or the ridge trail above Les Issambres, offering a panoramic view over the gulf of St. Tropez, Fréjus and Saint Raphaël.

The electrically assisted bikes make this an easy activity suitable for anyone from the age of 12 years.

Mouv’Nature
www.mouvnature.fr



4.30 pm

An afternoon snack from the hive

Lavender honey spread on toast or tea sweetened with a spoonful of heather honey are just two ways to enjoy to your heart’s content the deliciously fresh honey produced by our beekeepers. Through the seasons, new flavours develop as the hives are moved from place to place. Meeting **these people with a passion for beekeeping** is an inspiring experience. Because in Roquebrune-sur-Argens, several generations of beekeepers have been passing down their family’s expertise and, more importantly, their passion for these precious creatures.

Jeanne Perrin, the beekeeper at the Amie Ailée farm, invites us to join an apitherapy workshop to learn more about the benefits of honey as well as its secrets.

L’Amie Ailée
www.lamieailee.fr

Rucher de la Bouverie
www.rucherdelabouverie.com

Rucher du Blavet
www.lerucherdublavet.com

5.00 pm

Chocolate, a divine pleasure

There’s nothing quite like a comforting cup of hot chocolate in the afternoon. Between traditional hot chocolate and new creations, there’s something for everyone. And in Roquebrune-sur-Argens, chocolate is a passion, nurtured by **4 chocolate makers** who have been here for a number of years, and a museum to introduce you to all there is to know about cocoa.

Each to their speciality: the famous chocolate rock from the Chocolaterie du Rocher, delicious chocolate pastries from Confiture de Lait, creamy marshmallows from Chocolats & Gourmandises and chocolate with rosé wine, a new creation from Cocoa Chocolaterie.

La Chocolaterie du Rocher
www.lachocolateriedurocher.fr

Cocoa Chocolaterie
www.cocoachocolaterie.fr

Chocolats et Gourmandises
www.chocolatsetgourmandises.com

Confiture de lait
www.patisserie-var.fr

8.00 pm

Fireside dining

A table for 2 by the fire, with a view over the Mediterranean, if you please! This restaurant serves creative, sophisticated dishes that should appeal to every appetite. The menu is based on seasonal produce and therefore changes through the year. This is one of the destination’s most prestigious eateries. Its prestige comes from the **seaview terrace offering a view over the gulf of Saint-Tropez**. For lunch overlooking the sailing boats of Saint-Tropez, or for dinner by the fireside, the dining experience is unique.

La Réserve Gayrard
www.lareservegayrard.com



10.00 am

The winter sea

Relax in a whirlpool bath or treat yourself to a feel-good massage. Thalassotherapy is an invitation to a journey via the senses in a whole range of treatments, textures and marine fragrances. So what is thalassotherapy? It is a **French concept based on treatments that harness the health-giving benefits of the sea**. Seawater holding the secrets to wellbeing is tapped offshore near Peiras beach and used in all the treatments as well as the pool. The thalassotherapy centre of Les Issambres has been reinvented and updated by a number of brands and is now managed by Thalgo. **Thalgo, a pioneer in research into the health-giving properties of seawater**, has been elaborating creams and treatments for nearly 50 years. Based in Roquebrune-sur-Argens, the factory where Thalgo products are manufactured is one of the biggest exporters in the French department of Var.

Thalasso les Issambres
www.thalassoissambres.com

0.30 pm

Culinary delights at the port

On the menu: a glass of white wine and fish from the catch*. Between the gentle swaying of the shrouds that support the masts of the sailboats, the delicate caress of the sun on your face and the sunny flavours of typical southern cuisine, this season has no lack of appeal.
*Alcohol can damage your health. Please drink responsibly

2.00 pm

Mimosa, the winter sun

In winter, the Petites Maures region is covered in a golden blanket of mimosa blossom, tiny pompoms dancing on the sea breeze. The mimosa-lined trail leading to the vestiges of local pastoral traditions offers an exceptional panoramic view of the sea. New: Roquebrune Tourist Office has once again joined forces with the artist **Monsieur Z** pour créer la nouvelle affiche de destination **« Mimosa in Les Issambres »**. Mr. Z has previously produced 8 of these visuals under a partnership spanning more than 6 years. This 9th illustration showcases Les Issambres, the resort's seaside district, in all its winter glory with the mimosa in full bloom. All posters and by-products of visual material produced by Mr. Z for the destination are on sale exclusively at the Tourist Office.



5.30 pm

The sun, a true artist !

That magical, fleeting moment when the sun sinks behind the horizon, setting the sky ablaze. The bright blue of the sky yields to tones of red, orange and pink. Winter is the best time of year to admire the beautiful sunsets that create a different picture every evening.

Plage San Peire

7.00 pm

« Ce soir, on soupe »

This festival is all about warming up on winter evenings with a delicious soup, from the most popular to the most sophisticated. Every year, **the great soup contest** offers an opportunity to try new recipes created by the locals. This event livens up the Roquebrune winter, as the whole village joins in with a quest to make the best soup ever. Loyal participants include our favourite grannies, classes from a local school and a host of cookery enthusiasts who come up with some of the most original recipes. This event organised by the ASCS association is a delicious celebration of great food and togetherness.

Ce soir, on soupe !
www.roquebrunesurargens-tourisme.fr



Eco-friendly holiday promises

A region one COP ahead :

The Roquebrune-sur-Argens town council has been committed to nature preservation for several years now. The town has obtained the « **Territoire durable** » (sustainable region) accreditation. This recognition rewards its efforts in the field of sustainable development :

- The « Pelagos Sanctuary », Charter for the protection of marine mammals in the Mediterranean,
- The « Zero Plastic Waste », Charter for beaches and the town,
- The « Blue Flag », Ecolabel for the environmental quality of Gaillarde beach, San-Peire beach and Port San Peire,
- The « Clean Harbours », signe d'excellence en matière de gestion environnemental des ports de plaisance.

In 2023, the town also achieved the official status of 'Territoires engagés pour la nature **« Territoires engagés pour la nature »**, for a duration of 3 years. This seal of approval from the Provence-Alpes-Côte d'Azur Regional Agency for Biodiversity and the Environment is awarded to local authorities that take action and implement concrete measures to protect the region's biodiversity.

Clé Verte® :

The « **Green Key®** » **label is the first eco-label** for holiday accommodation and restaurants that engage in effective environmental approaches to sustainable tourism that is both eco-friendly and socially responsible.

In 2023, Roquebrune-sur-Argens boasted 4 accredited accommodation providers :

- Domaine de la Bergerie (5-star campsite)
- Paradis des campeurs (4-star campsite)
- Pierre & Vacances Les Calanques (4-star holiday apartments)
- Hôtel le Daya (5-star hotel)

In 2024, the Tourist Office is at the side of professionals aiming to obtain this certification.



EVENTS :

Each year, the town enters into partnerships in favour of the environment, or hosts its own events :

- **World Clean up Day**,
- **Journée « Clean up the seabed »** with the help of businesses in the nautical sector.



Activities :

Local tourism professionals are developing a range of low-environmental-impact leisure activities that can be enjoyed by all. A few examples :

- E-bike rentals and guided excursions by electric mountain bike,
- Electric foilboards,
- Naturalist walks,
- Electric paddleboards, new in 2024.

A tourist office with a CSR commitment :

The tourist office proves its commitment to eco-friendly and responsible tourism with its CSR approach. Along with its entire staff, it is pursuing its promise to **make sustainability issues an integral part of its policy**, its internal function and its contractual relationships.

Targeted advertising among holidaymakers via our magazines, social media and our own website

« Nurture a love of nature »

The sea looks even more beautiful early in the morning or at sunset. Having the beach to yourself and avoiding the hottest part of the day is living the dream.

« Aimer la nature »

The beaches, coves and forests are truly nature's treasures. Every walk invites you to help preserve them.

« Visit in summer, or afterwards ! »

Roquebrune-sur-Argens is a beautiful destination at any time of year.

« Opt for local products »

The traditional expertise of farmers and producers is all part of the beauty of being on holiday. Roquebrune-sur-Argens is a fertile land with a rich farming sector. From vineyards and livestock to beekeeping and market gardening, not forgetting olive oil production, eating local takes on its full meaning here.

« Travel differently »

Sustainable travel is also about choosing accommodation providers and other tourism professionals who are committed to sustainable approaches both in terms of responsible consumption and resource management.

« Continue to behave responsibly on holiday »

Virtuous day-to-day habits - saving natural resources, reducing waste, recycling and avoiding air-conditioning when possible - should be kept up while on holiday.

« Respect the good hiker's charter »

With a few tips, hiking is both safe and respectful.

« Use alternative means »

Good habits also include opting for « soft » travel modes such as walking or using public transport whenever possible.

Events

27 JANVIER
Ce soir on soupe
Place Perrin - Roquebrune

3 MARS
Fête du Chocolat et des gourmandises
Place Perrin - Roquebrune

17 MARS
Fête du Pain
Place Salvagno - Roquebrune

20 AVRIL
Randonnée des Lucioles
(Trail sportif au rocher de Roquebrune et autour du village de Roquebrune)
Roquebrune

5 MAI
Äïoli
Place Perrin - Roquebrune

9 MAI
Lachens Mer - VTT
Salle de la Batterie - Les Issambres

9 MAI
Braderie des Issambres
Port des Issambres - Les Issambres

15-16 JUIN
Festival de la BD Historique
Place des Félibres - La Bouverie

23 JUIN
Fête Agricole et Fête de la Saint-Jean
Place Perrin - Roquebrune

30 JUIN
Journée de l’Océan et Fête de la Saint-Pierre
(Fête du Nautisme, Exposition Océan, Nettoyage des Fonds Marins)
Les Issambres

9 JUILLET
Soupe au pistou
Place Salvagno - Roquebrune

12 JUILLET
Concert groupe «Äïoli»
Complexe J. Calandri - La Bouverie

13-14 JUILLET
Fireworks
Roquebrune et Les Issambres

19 JUILLET
Miel en Fête
Place Perrin - Roquebrune

21 JUILLET
Fête des Vignerons
Prom. Beaumont - Les Issambres

Piano sur la mer
Plage San Peïre - Les Issambres

26-27 JUILLET
Les Nuits de la Saint-Roch
Chapelle Saint-Roch - Roquebrune

31 JUILLET
Piano sur le lac
Lac Aréna - Roquebrune

3-4 AOÛT
Festival Jazz et Classique
Chapelle Saint-Roch - Roquebrune

5 AOÛT
Nuit lyrique
Chapelle Saint-Pierre - Roquebrune

15 AOÛT
Fireworks
Roquebrune et Les Issambres

18 AOÛT
Marché des Potiers
Place Perrin - Roquebrune

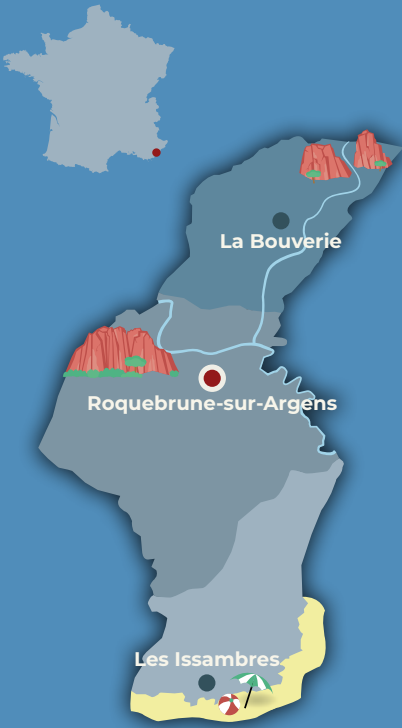
21-22 AOÛT
Les Nuits de la Saint-Roch
Chapelle Saint-Roch - Roquebrune

14 SEPTEMBRE
Promenade théâtralisée Manon des sources
Cavalières - Roquebrune

21-22 SEPTEMBRE
Journées du Patrimoine
Roquebrune

9-13 OCTOBRE
Roc d’Azur
Roquebrune


31 DECEMBRE
Bain de l’An
Plage San-Peïre - Les Issambres



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Our destination

 **28 km**
from north to south

8 km of coastline
around Les Issambres

3 districts

80 % 
of dense woodland

 **8**
hiking sites

24
marked trails

8 
wine estate

3 beekeepers

3 golf
courses

4 olive oil
producers

1 
thalassotherapy - spa

450 
makers classified holiday rentals

5
residences

4 holiday villages

7 hotels

9 
camping sites

35 
guest houses

2 motorhome area





**OFFICE DE TOURISME
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