

L'ESSENTIEL

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ROQUEBRUNE-SUR-ARGENS
LES ISSAMBRES

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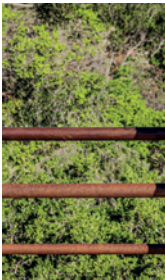
The Destination at a Glance

With **80% of its land preserved as natural areas**, the territory offers a protected setting bathed in sunshine **more than 300 days a year**. Featuring **15 marked hiking trails** and an unspoilt **8 km coastline**, it stretches **28 km from north to south**, revealing a uniquely rich and diverse landscape.



La Bouverie

Nestled between pine forests, vineyards and red rocks, La Bouverie is an invitation to disconnect. This hamlet, surrounded by pristine nature, embodies the Provençal garrigue: hiking, local produce, passionate growers... A peaceful haven for those seeking authenticity.



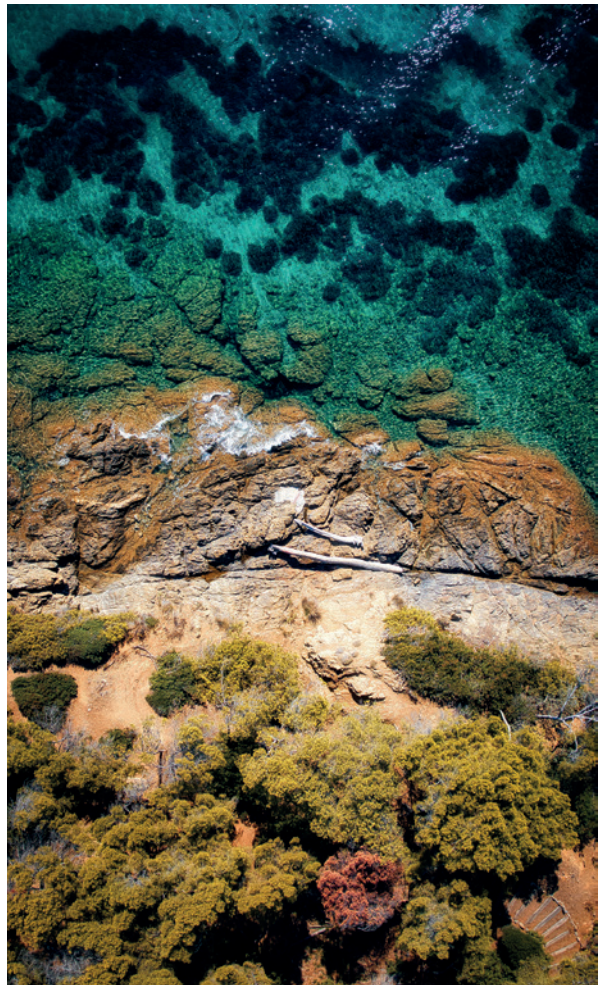


Roquebrune-sur-Argens, village

At the foot of its legendary Rock, the medieval village of Roquebrune-sur-Argens unveils cobble streets, colourful façades and shaded squares. Between chapels, fountains, museums and passionate artisans, visitors are immersed in the vibrant soul of Provence.

Les Issambres

Facing the Gulf of Saint-Tropez, Les Issambres stretch across 8 km of golden beaches, hidden coves and protected calanques. Between sunbathing, watersports and Provençal markets, the Mediterranean art of living can be savoured here, far from the crowds.



Here, we take the time to do things right.

A preserved natural setting

Our territory unfolds like a mosaic of landscapes where sea meets hills. The Rocher de Roquebrune overlooks the vineyards that change colours with the seasons, while the River Argens winds its way between fields and forests. Beyond, a crystal-clear sea laps gently against the shores of hidden coves, offering both intimacy and serenity. Along shaded woodland paths, the scents of garrigue and Provence drift beneath the generous canopy of umbrella pines.

*“ Here, nature is lived in its purest form:
no artifice, only the essentials. ”*



An identity passed down through generations

Locals don't leave – they stay and pass on their heritage. Some work the land, others welcome travellers or perpetuate local flavours in the kitchen. Many share traditions, with their lilting accent and a know-how patiently honed over time. Artisans, winemakers, farmers, guides and hosts embody a living heritage. Provençal culture is deeply rooted here: it can be heard in a lively market, savoured around a shared meal, discovered in an anecdote whispered beneath a plane tree, and felt in everyday gestures imbued with generosity.

*“ Here, every place has its story,
every face its memory, every
encounter its intensity. ”*



Richness in diversity

Roquebrune-sur-Argens is a land of harmonious contrasts, where gentle living intertwines with adventure, and heritage meets creativity. There is something for everyone: wonder for those who contemplate, inspiration for the curious, a challenge for the sporty, and culinary delight for the gourmets. Diversity is expressed both in landscapes and in craftsmanship: a glass of characterful wine, olive oil from local groves, honey born from the hills, and the creations of artisans and producers who infuse their work with life and respect.



*“ Here, the authenticity of the land
and the creativity of its people turn
diversity into a true art of living. ”*

A destination designed for those who love what's real

Lovers of sunny days

Couples, friends, single parents, city-dwellers in search of sunshine and landscapes.

They seek the charm of the South and simple pleasures: a turquoise cove, a glass of rosé at sunset, dinner with their feet in the sand. Escape is lived between sea, nature and authenticity.

Highlights: the coves of Les Issambres, the old village's cobbled lanes and Provençal markets.

Epicureans in search of meaning

Wine enthusiasts, food lovers, craft seekers, curious travellers and fans of short supply chains and living heritage.

Here, local products are savoured and the people behind them are met. Every wine, olive oil or chocolate has a story. Craftsmanship, gastronomy, local produce: the taste of terroir, on a human scale.

Highlights: vineyards, local markets and artisan workshops.





Tribes who want to experience it all

Active, blended or extended families looking for a programme to please everyone.

Each member finds their own joy: children marvel, teens get moving, parents breathe. Between beaches, hikes, kayaking or gourmet visits, everything is within reach.

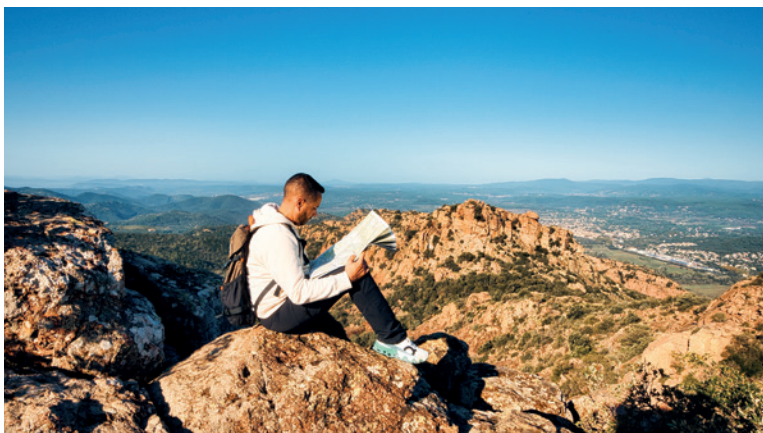
Highlights : the leisure lake, supervised beaches, easy hikes, guided activities, and kid-friendly restaurants.

Everyday explorers

Hikers, heritage lovers, sporty families, nature and culture enthusiasts.

They love to walk, observe and understand. Every path leads to a surprise: a panorama, a chapel, a story... The territory is best discovered on foot, by bike or by canoe, between nature and living heritage.

Highlights: marked trails, kayaking along the River Argens, heritage sites and scenic photo spots in the heart of nature.



Seekers of suspended time

Active retirees, city-dwellers seeking reconnection, city-dwellers on a break, slow travel devotees.

They search for calm, for authenticity. Here, one slows down, breathes, chats and contemplates. Intimate accommodation, gentle nature, sincere encounters: a rejuvenating pause, lived at their own pace.

Highlights: wellness retreats, paddle yoga, local produce circuits and nature immersion.



Your best memories begin here

Climb the Rocher, between sky and earth

An unmissable ascent: a hike leading to the highest point of the territory at 373 m. From the top, a 360° panorama unfolds: sea, hills, vineyards and villages. A life-sized postcard and the feeling of having conquered something real.

“ Adventure is not at the end of the world, it is in every step that dares to leave habit behind. ”

Swim in the crystal-clear waters of Les Issambres

Golden sand, umbrella pines, preserved coves and a laid-back atmosphere: the seaside resort of Les Issambres embodies the dream of summer. Sunbathing or paddleboarding, swimming or reading in the shade, a grilled fish lunch or sunset aperitif... Holidays taste like freedom.



Wander and indulge in the lanes of the old village

At the corner of a little square, discover a craft boutique. Look up and admire colourful shutters and a century-old wisteria. A fountain, a story, a hint of lavender... And always a welcoming table to linger over local flavours. In Roquebrune-sur-Argens, strolling is an art.



Savour local wine at the heart of a family estate

Push open the gate of a vineyard where the winemaker greets you personally, sharing stories of the soil, the vines, and the family history. Taste wines* infused with the scents of garrigue and the sea, talk about grape varieties, and laugh around a board of local delicacies. More than a tasting: an authentic, generous encounter.

*Excessive drinking is harmful to your health. Enjoy responsibly.



Paddle along the Argens, immersed in nature

Far from noise and crowds, glide by canoe along the Argens, among European pond turtles and migratory birds (different species depending on the season). Follow the meandering river between fields and forests, in an almost Amazonian atmosphere. Perfect for reconnecting with what truly matters.



Experience it all in Roquebrune-sur-Argens

*“ A vast natural playground
where every desire finds its own
adventure. ”*

Well-being & Slow Life

Picture a sunrise paddleboarding session, a yoga class in the heart of nature, or a moment of pure relaxation at a thalasso overlooking the sea in Les Issambres. Intimate accommodations invite disconnection, while a guided tour of local orchid greenhouses reveals a delicate and soothing savoir-faire.



On the water

The sea becomes an endless playground: seabob rides, water skiing, sailing courses, sensations unfold at every pace. Marine life lovers marvel at preserved seabeds while snorkeling or diving, while others prefer convivial moments on a boat trip or a parasailing adventure. Treat yourself to a relaxing break on a private beachy facing the sea.



Culture & heritage

Roquebrune-sur-Argens unveils a rich and vibrant heritage. The old village, its chapels and history-filled lanes can be explored on guided tours. Food lovers delight in the Chocolate Museum or in local tastings, while markets and artisan workshops reveal the soul of Provence. Throughout the year, festive gatherings and cultural events set the rhythm of local life.



Nature & sport

The territory is a paradise for outdoor enthusiasts. Hikers explore the majestic red rocks of the Blavet and the sweeping hills of the Maures Massif. Sports lovers can try climbing, a round of 18-hole golf with a sea view, or trail running along the hill path linking Les Issambres, the village and La Bouverie. For a gentler break, a horseback ride through the pines offers a unique immersion in nature.



Flavours & terroir

The Roquebrune terroir can be savoured tours and tastings in family-run wine estates, encounters with local producers of olive oil, honey or spirulina, and wine tourism walks among vineyards and olive groves. Local restaurants, invite visitors to extend this journey in a convivial, sun-drenched atmosphere. Producers of orchids, peonies, roses and even tropical plants seduce you with captivating scents.



Iconic settings for high-quality features

All year round: eclecticism & character

Fishing ports, Provençal bastides, garrigue trails, wild calanques, rocky footpaths, fountains, churches, cobbled squares... Every detail can become a main stage. The contrasts between seaside and village heart multiply the possibilities for shots and atmospheres.



Spring: bucolic scenes & soft light

The green vineyards of La Bouverie, bordered by stone walls and olive trees, come alive under a gentle light. The River Argens meanders peacefully between blossoming trees, an ideal setting for poetic scenes or immersions in nature.



Summer: sunny vibes & holidays

The hidden coves of Les Issambres, the deep blue of the Mediterranean, the lively lanes of Roquebrune's old village... In summer, the destination flourishes fully, offering moments of joy, intimacy and freedom under the sun.



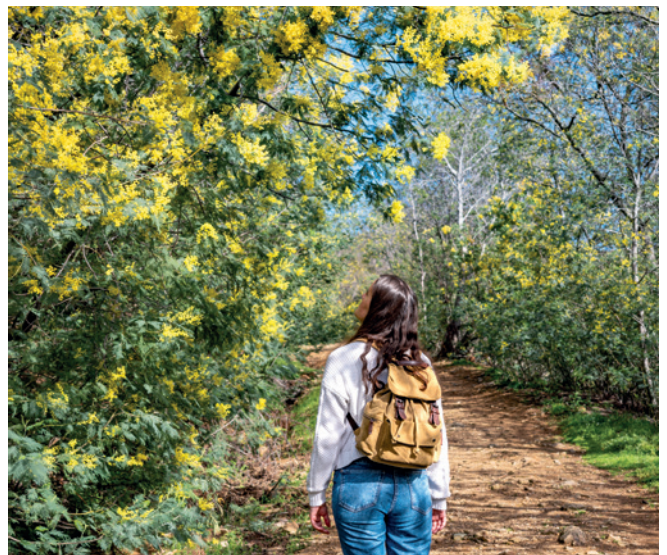
Autumn: golden reds & warm atmosphere

In autumn, the Rocher de Roquebrune is adorned with fiery colours, worthy of a Provençal western. Vineyards come alive to the rhythm of ancestral gestures, providing a powerful, genuine and timeless setting.



Winter: cinematic tones

Winter sets a unique mood. The river wrapped in mist, mimosa in golden bloom, the ochre rocks of the Blavet, dark pines and silvery skies create a strong visual palette, perfect for contemplative projects.



**Journalists, influencers,
partners: welcome!**



Tailor-made media support

From press trips to filming, feature stories to bespoke stays, the Roquebrune-sur-Argens Tourist Office is here to make your project seamless and inspiring. We provide end-to-end assistance: location scouting, logistics, accommodation, permits, local contacts, and even extras. Our dedicated team ensures your story finds the most striking settings and authentic encounters.

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