



HENDAYE, TOURISM ON THE BASQUE COAST

PRESS KIT 2010



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HENDAYE : NEW FEATURES 2010

↪ **KEEP YOUR EYE OUT FOR GOOD OFFERS**

Discover the website with the best offers from Hendaye! Hotel rooms at reduced prices, last-minute promotions, ideas for stays at mini prices, jumble sales... everything is on-line at :

www.clic-hendaye.com

↪ **July 2010 : opening of a **HOTEL ON THE SEAFRONT**

The refurbished Hôtel Lafon has 14 rooms, one of them for persons with reduced mobility. Rates per room: €65-100.

↪ **From 17 April to 1 May, 26 June to 16 July and 23 October to 14 November 2010, "TRAVEL CLEVER"!**

Tourism operators in Hendaye make 3 promotions per year, with reductions of at least 10% on standard rates.

Information: Tourism Office - Tel.: (+33) (0)5 59 20 00 34

↪ **VISIT TO HENDAYE AT 360°C**

Get a bird's eye view of the Château d'Abbadia, zoom over Spain, plunge into the waters of the Marina... From January onwards, the Hendaye Tourism website offers a 360° degree view of the town!

www.hendaye-tourisme.fr





HENDAYE : NEW FEATURES 2010

↳ “RANDE PALMEE” WEEKEND

... from €69/person

Accompanied by an instructor, you set off to discover the delights of snorkelling. The instructor provides details of the excursion, with anecdotes about the secret life of the underwater world. The price includes 1 hotel night (B&B) and the palmate excursion (orientation and equipment)
www.hendaye-tourisme.fr



↳ UP TO 3 ! ...HOTEL CERT

The Hôtel de la Gare** was awarded a 'Hôtel Cert' certificate in December 2009, joining the Valencia and Uhainak hotels, which already had three stars.

↳ 11-17 October: SEMAINE DU GOUT (TASTING WEEK)

On the programme: street shows, cooking competitions and original menus in the town's restaurants.





HENDAYE, NATURE BETWEEN THE SEA AND THE MOUNTAINS

"Between France and Spain, you could say it is a lake, a charming little bay with tiny blue waves, and the boats bob up and down, the boats go fast..." *Pierre Loti*

Located in south-western France, on the border with Spain, Hendaye is an excellent gateway to discover the Basque Country.

With its feet in the Atlantic, the resort is surrounded by the green slopes of La Rhune (905 metres above sea level), the Trois Couronnes (Three Crowns) and Jaizkibel mountains, guaranteeing a mild climate all year round.

Biarritz Airport has daily flights to Paris and other European destinations and is only 25 minutes' drive away; the A63 and A64 highways serve Bordeaux and Toulouse respectively in 2 and 3 hours; San Sebastian, in Spain, is only 20 kilometres away!





HENDAYE, NATURE BETWEEN THE SEA AND THE MOUNTAINS

Le Domaine et le Château d'Abbadia

Arriving in Hendaye along the Route de la Corniche, you reach the **Domaine d'Abbadia**. This property, owned by the **Conservatoire du Littoral**, covers 65 hectares (8% of the surface area of the municipality). It offers a great variety of natural features (grassy meadows, groves, cultivated plots, pastures, scrubland, maritime moorland...) as a testimony to conserved nature, which is characteristic of the Basque coast. A large number of paths cross it, along cliff to cliff. The red-headed local *Manech* breed of sheep breed can be found here, and also a verger-conservatoire of old local fruit trees: 120 apple trees, 50 cherry trees, and 16 plum trees!

Above the estate stands the **Château d'Abbadia**, which takes its name from its owner, Antoine d'Abbadie d'Arrast.

Built by Viollet le Duc between 1864 and 1879, this jewel of neogothic architecture, with the appearance of a castle-fortress, features turrets, dungeons, arrow slits and, more surprisingly, elephants, frogs and gutter cats.

The decor inside, eclectic and very rich, is even more striking: each room is covered in frescos with scenes from Ethiopian life, colourful paintings, silky drapes, furniture from noble wood, statues in the Eastern African style, stuffed animals...





↳ A paradise for hikers and ramblers

↳ Covering 5 kilometres, the **Chemin de la Baie** (bay walk) invites you to discover the different parts of the Bay of Txingudi on foot, by bicycle or on roller skates. Starting at Hendaye-Plage, it runs an original route through the town centre before crossing over from France into Spain...

↳ The newest route through the town is the **Sentier du Littoral** (coastal path), with 25 kilometres of superb views along the Basque coast between Hendaye and Bidart.

↳ Marked out by red and white beacons, the well-known **G.R. 10** starts from the beach at Hendaye next to the old Casino ("La Croisière"). The G.R. then crosses the lower town before going through Béhobie before starting the mountainous stages.

↳ Located on the "Chemin de la côte" (coast route), Hendaye is also a stage on the **Pilgrim's Way to Santiago de Compostela**.

↳ And finally, the mountain peaks around Hendaye are excellent places for excursions or family outings.





Well-being & Thalassotherapy

Hendaie boasts an ultra-modern thalassotherapy complex: the **Serge Blanco** centre, located between the beach and the Marina in the Sokoburu area.

Alga therapy, aqua gym, modelling, hydro massage, sea mud baths, power showers... there are many things to be enjoyed.

The 'get fit' area covers 320 square metres with sea water pools (heated to 20°C, 33°C and 36°C), bubbling baths, hydro jets, swimming against the current, etc. Several other baths complete the centre, to keep you in good form: hammam, saunas, giant jacuzzi, gym and muscle training room, sports advice, etc.





HENDAYE, THE NAUTICAL RESORT OF THE BASQUE COUNTRY

A 3-kilometre-long beach

From the mouth of the river Bidassoa to the Domaine d'Abbadia,

Hendaye has an immense beach with fine white sands!

Protected from the ocean swells by Point Sainte-Anne and Cape du Figuier, it slopes gently to make it one of the safest beaches in Aquitaine, in contrast to nearby beaches with a strong undertow.

Since 2004 it has been classified Class A for the quality of its waters. It also has a Level 3 site for handicapped people.

The ideal place for nautical activities

Hendaye gives onto **two areas of water**: the Bay of Txingudi and the Atlantic Ocean.

This is unique in the Basque Country, and it enables the practice of a wide range of water-based activities.

There are 5 surfing schools for surfing, body-board and wave-ski; a sailing school has courses for catamaran, windsurfing and dinghy sailing. A number of private companies and associations organise deep-sea fishing, rowing, jet-ski, sea kayaking and diving courses.





↳ The third biggest Marina in Aquitaine

Hendaie has a Marina with **853 berths**.

Well protected from the wind and currents, it is accessible round the clock, and particularly in any weather.

The Marina can accommodate all kinds of boats from 5 metres to 16m (the basin is dredged to a depth of 3 metres) and offers amateur sailors a wide range of services: fuel day and night, car parks, toilets and private showers, power points and electricity on the landing stages...

The technical area (over 10,000 m²) is equipped with a 30-tonne boat lift, a slipway and a petrol station. An ideal stopover...





HENDAYE, A TOWN WITH A BASQUE SOUL

↳ Hendaye, the ideal gateway to the Basque Country

Thanks to its location, Hendaye is an ideal base to discover the whole of the Basque Country.

Bayonne and Biarritz are only 30 minutes away by car; Espelette and St Jean Pied de Port can be reached in less than an hour; Bilbao and the Guggenheim Museum are just an hour and a quarter away!

The resort has good transport links to nearby cities and towns. All year round, San Sebastian and the fortified town of Hondarribia (just across the border in Spain) are respectively served by a narrow-gauge railway (*Euskotren*) and a ferry shuttle service that takes 10 minutes to cross the river Bidassoa. There is a regular bus service to St Jean de Luz (15 km) every hour.

↳ Architecture and folklore

Hendaye does not have a great architectural heritage, but delightful buildings can be found everywhere. The Basque style of architecture can be seen on every street corner. The church of St Vincent, built in 1598, has all the characteristics of the churches in Labourde: a white façade and wooden galleries. The Gaztelu Zahar fronton (pelota court) rises high in the town centre.

The resort is also the venue, all year round, for pelota competitions and demonstrations, and also Basque rural sports and dances. Popular songs and festivities are also a common part of the summer scene...





Cuisine with a really authentic flavour

Gourmets, take note! The chefs of Hendaye are ready to titillate your taste buds!

A mix of Basque, French and Spanish gastronomy, the local specialities are numerous and can be enjoyed in local restaurants or cider houses.

On the menu are *marmitako* (tuna and potato stew), chicken Basque-style, anchovies, tuna or grilled baby squid, not forgetting the well-known *Ardi Gasna* (sheep's cheese) and 'gâteau basque'.

The **food markets held on Wednesdays and Saturdays** in the morning are a delight for the senses with fresh products on sale.





HENDAYE, THE TOURISM OFFICE'S COMMITMENTS

🔗 Welcoming all publics

The Tourism Office in Hendaye has been called **Tourism & Handicap, with 3 windows**, since August 2007.

It aims to welcome all visitors to the resort and make their stay as pleasant as possible. It organises personnel training, hearing loops to amplify sounds, booklets in Braille, documentation for wheelchair-bound people... everything is designed so that your holiday in Hendaye is the best!

🔗 Caring for the environment

In 2006 the Tourism Office decided to publish its brochures on recycled paper from forests that are managed on the basis of ecological criteria.

It also prints its documents, letters and envelopes in green certified (**Imprim'Vert**) printing houses. This means that that waste paper is sorted and stocked and that no toxic products are used.





Always improving the quality of our visitor reception

In 2005, the Tourism Office set up an internal procedure that guarantees the quality of the information given to visitors, apart from the services it normally provides.

For example, we are committed to giving a response to any enquiry about package tours to the resort within 48 hours, and we deal with any complaints by visitors according to a systematic procedure.

In February 2009, the Tourism Office was awarded the official **Qualité Tourisme** label. The first in Pyrénées Atlantiques!

In 2010, it started a training plan in which around 30 local companies are taking part. The objectives: to improve the reception of foreign clients (English and Spanish language courses) and courses on Web 2.0.





HENDAYE, USEFUL INFORMATION

📍 How to get there

✦ Biarritz-Anglet-Bayonne airport (25 km)

Daily direct flights to Paris (Air France & easyJet)

Daily direct flights to Lyon (Air France & easyJet)

Regular flights to Nice (Air France Regional) and Geneva (Baboo)

Daily direct flights to London and regular direct flights to Dublin, Birmingham, Marseille (Ryanair) and Bristol (easyJet)

Regular direct flights to Amsterdam (Transavia) and Helsinki (Blue1)

✦ San Sebastian airport (10 km)

Daily direct flights to Madrid and Barcelona (Iberia/Air Nostrum)

✦ Hendaye rail station

Hendaye-Paris: 5h20 (TGV)

Hendaye-Lille: 7h20 (TGV)

Hendaye-Nice: 1 direct train per day

✦ Irun rail station (5 km)

Irun-Madrid: 5h30-7h, depending on the train

Irun-Santiago de Compostela: 12h

Irun-Lisbon: 13h

✦ Highways

A10, then A63 to Paris and Bordeaux

A10, then A64 to Pau, Toulouse and Lyon

A8 to Spain





HENDAYE, USEFUL INFORMATION

🔗 Useful Internet sites

📌 www.hendaye-tourisme.fr

The website to discover Hendaye and the surrounding area.

📌 www.clic-hendaye.com

Good ideas and on-line promotions to prepare your holiday !

🔗 Press contact

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