



Press kit

2026





Welcome

to Médoc Atlantique



Lacanau

1 town, 3 atmospheres



Soulac-sur-Mer

With its 1900s villas



Carcans-Maubuisson

Where ocean, lake and forest come together



Hourtin

Simplicity of the ocean, nestled between lake and forest



Naujac-sur-Mer

With its legendary beach, Plage du Pin Sec



Grayan-et-l'Hôpital

Combining historical heritage and vast natural spaces



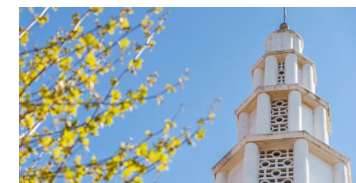
Le Verdon-sur-Mer

A land between ocean and estuary



Vensac

From nature to tradition



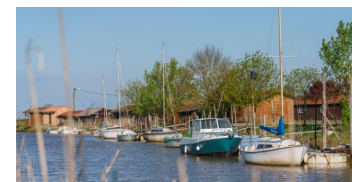
Saint-Vivien-de-Médoc

From the traditional market to aquaculture farms



Queyrac

The land of vineyards and marshes



Valeyrac

With its small port and old oyster huts



Jau-Dignac-et-Loirac

Featuring the lighthouse, fishing huts on stilts and views over the estuary



Talais

With its charming little oyster port

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Key figures

13
unspoilt
communes

2
Nature
Reserves &
5 protected areas

124 KM
of beaches
of which 22 are
supervised beaches

15
of the best
surf spots
in Gironde

400 KM
of cycle tracks

THE
BIGGEST
freshwater lake
in France

351 KM
of hiking
trails

2 SITES
recognised by
UNESCO

JUST 1 HOUR
from Bordeaux

46 KM
of the Chemin d'Amadour
to Rocamadour

The Cordouan
LIGHTHOUSE

4
Golf
courses

8
ports

63
campsites

189 000
Beds for tourists

1 of the oldest
naturist centres
in France

THE
OLDEST
lighthouse in Europe
on the open sea
and 2ND favourite monument
of French people in 2025

THE
BIGGEST
estuary
in Europe

Must-see sites

THE EXPERIENCE, INSTANTLY



124km
of beaches
without
interruption

On the Atlantic coast, Médoc Atlantique offers a unique shoreline between dunes and pine forest. From Lacanau to Le Verdon-sur-Mer, the fine sandy beaches stretch as far as the eye can see and provide a **playground suited to everyone**: surfers, kitesurfers, hikers, families... And above all, a nightly spectacle that is always renewed: breathtaking sunsets!

In season, the **22 supervised beaches** ensure safe swimming and relaxation thanks to **nearly 190 lifeguards**.

15 surf
spots

A historic stronghold of French surfing, Médoc Atlantique thrills enthusiasts with its renowned spots all year round. Every summer, Lacanau becomes the surfing capital of France thanks to the **Caraïbos Lacanau Pro**. The only Qualifying Series on the World Surf League (WSL) programme, this event will celebrate its 45th edition in 2026 from **7th to 14th July**. Along the entire coast, surf schools welcome beginners and experienced surfers for lessons supervised by qualified instructors. Here, **surfing is much more than a sport**: it is a way of life in step with the tides, in close connection with nature and the spirit of freedom that characterises Médoc Atlantique.



The largest natural freshwater lake in France

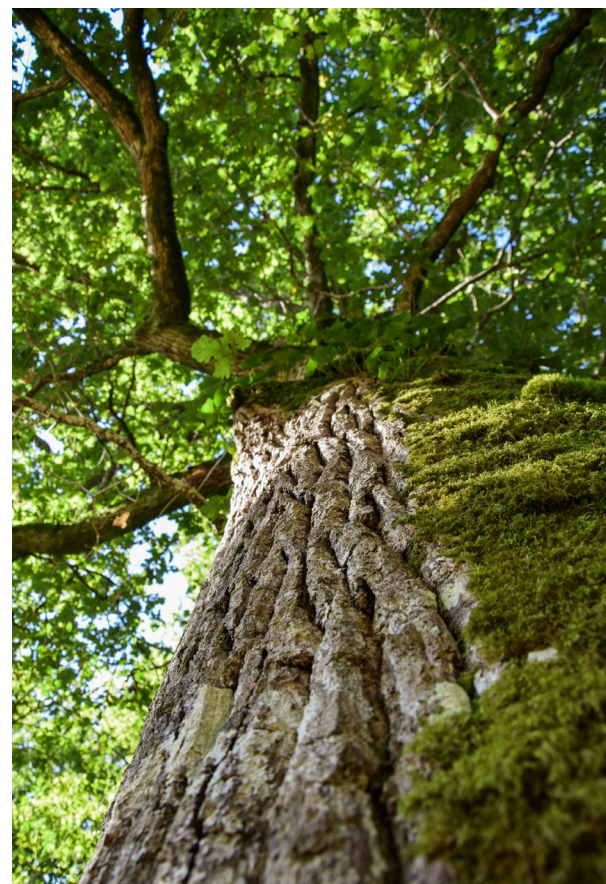
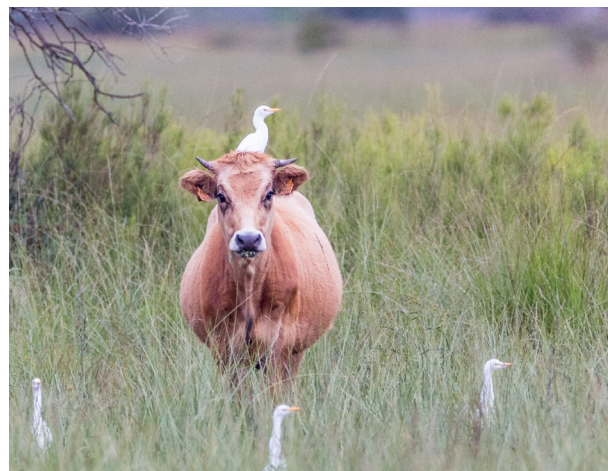
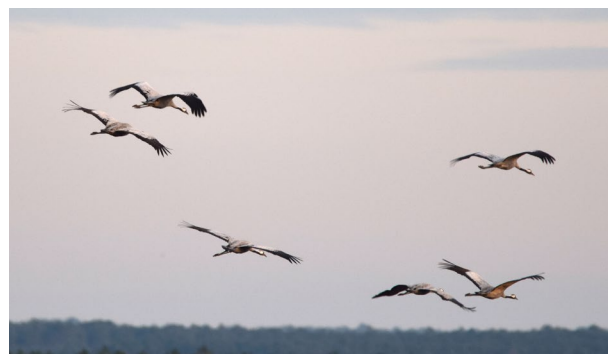
An immense stretch of water bordered by pines and dunes, **Lake Hourtin-Carcans** is the largest natural freshwater lake in France, with nearly 6,000 hectares. A true haven of tranquillity, it appeals as much to families as to water sports enthusiasts. On the **beaches of Piqueyrot or Maubuisson**, swimming is perfectly safe, while **sailing, paddle and kayaking** allow you to explore its calm waters and canals. Its shores are home to remarkable biodiversity, discovered along the paths on foot or by bike. Between pine forest, blond sand and soothing silence, the place embodies nature in its purest form.

Lake Lacanau, tranquillity a stone's throw from the ocean

Further south, **Lake Lacanau** unfolds its 2,000 hectares in a more intimate atmosphere. Its tranquil waters and shaded coves attract families and lovers of paddle, sailing or fishing. Around the lake, the **beaches of Moutchic and Longarisse** invite to relax, while the pine-lined paths offer superb panoramas to cyclists and hikers. Less busy than the ocean coastline, the lake is a true bubble of nature, ideal for switching off, just a few minutes from the ocean.

The Canal des Étangs, a natural link between two lakes

Between Lake Hourtin-Carcans and Lake Lacanau, the **Canal des Étangs** links the destination's two largest bodies of water. Around ten kilometres long, it offers an off-the-beaten-track playground for the more adventurous.



The Hourtin Dunes and Marshes Nature Reserve, between lake and ocean

Covering **2,150 hectares**, the Reserve encapsulates the diversity of Médoc Atlantique's landscapes: wild dunes, wetlands and golden sandy beaches bordering France's largest freshwater lake.

A true sanctuary for local biodiversity, it shelters remarkable fauna, from European pond turtles to short-toed eagles, and offers routes suitable for families as well as experienced hikers.

In autumn, the **stag rut** resounds at the heart of the Reserve, offering a rare spectacle. This protected area perfectly illustrates the balance between preservation, discovery and observation, just a stone's throw from the ocean.

2

Nature Reserves

The Étang de Cousseau Nature Reserve, a refuge where nature reigns

Between Lacanau and Carcans, accessible only on foot or by bike, this Reserve covers **900 hectares** and offers - along its paths - varied landscapes: heathlands, wooded dunes, wet meadows and reedbeds.

This protected site is home to exceptional wildlife and flora: herons, European pond turtles, roe deer and, in winter, **common cranes** bring these protected spaces to life.

Observation points allow this biodiversity to be admired with the utmost respect. Here, nature is free to thrive: **Marine-Landaïse cows and water buffalo**, introduced as part of ecological management, help to maintain the habitats.



THE EXPERIENCE, INSTANTLY

400 km of cycle paths



THE EXPERIENCE, INSTANTLY

With its safe cycle paths, Médoc Atlantique can be explored at pedal pace. Between dunes, forests and lakes, the routes offer total immersion in nature.

Among them, the **Vélodyssée**, France's longest cycle route, crosses the destination for **84 km**, linking Lacanau to Le Verdon-sur-Mer. Ideal for families as well as adventurers, it alternates shaded stretches with sections facing the ocean or skirting the lakes.

Rest areas punctuate the route, perfect for a picnic stop. A true invitation to gentle roaming, these routes allow you to travel differently, at the heart of a protected area that is accessible to all.

351 km of walking trails

Médoc Atlantique invites discovery along its many hiking trails. Here, walking lets you explore a mosaic of landscapes: dunes, pine forests, marshes and authentic villages.

The **Way of St James** runs along the Atlantic coast, from Le Verdon-sur-Mer to Lacanau-Océan. It guides walkers through the pine forests and the endless beaches of the coastline, offering an experience of spirituality, history and wide-open spaces.

The **GR81** - also called the **Chemin d'Amadour** - offers more than 500 km of hiking from Soulac-sur-Mer to Rocamadour via Saint-Vivien-de-Médoc. This route follows the Gironde estuary, between marshes, oyster-farming villages such as Talais and small harbours at Jau-Dignac-et-Loirac and Valeyrac, revealing an authentic heritage shaped by water and time.

2 UNESCO sites

The Cordouan Lighthouse, the "Versailles of the seas"

Off the Pointe de Grave, the Cordouan lighthouse has watched over the Gironde estuary for more than 400 years. **Listed as a UNESCO World Heritage Site since 2021**, this **68-metre-high** monument is accessible only by boat, offering an extraordinary experience to every visitor.

An architectural feat blending Renaissance heritage and classicism, Cordouan houses a chapel at its core and was the first lighthouse to be equipped with a **Fresnel lens**, recalling the history of maritime signalling.

Voted the French people's 2nd favourite monument in 2025, it fascinates and embodies the alliance between humankind and the sea: a meeting of craftsmanship, navigation and shifting landscapes.



THE EXPERIENCE, INSTANTLY



THE EXPERIENCE, INSTANTLY

Notre-Dame-de-la-Fin-des-Terres, from burial in sand to rebirth

Listed as a UNESCO World Heritage Site since 1998 as part of the Routes of Santiago de Compostela, the basilica of Soulac-sur-Mer is much more than a monument: it is a miraculous survivor.

Buried for centuries beneath the dunes, it was rediscovered in the 19th century, gradually revealing its architectural and historical secrets.

On its façade, mysterious attachment rings recall the time when the ground level was at the top of the building, when it was buried under sand.

Today, its Romanesque silhouette and the soft light that bathes its nave offer a timeless moment. Whether one is a pilgrim on the road to Compostela or simply curious, one feels the quiet power of a place shaped by the centuries... and by the sea.



Exceptional wines: an appellation known all over the world

Médoc wines are often associated with the **Grands Crus Classés**, symbols of expertise recognised worldwide. In the north of the peninsula, between estuary and ocean, the Médoc Atlantique vineyard reveals other faces: small-scale estates, direct encounters with winegrowers, and a diversity of terroirs that shape the wines' style.

Here, the vine benefits from a temperate climate and varied soils - sand, gravel, clay - favouring precise, balanced reds. The proximity of water brings freshness, and each plot finds its balance between soil character and exposure. Around the estuary, Valeyrac, Jau-Dignac-et-Loirac and Queyrac offer ideal stopovers to meet those who craft these wines and to understand the **Cabernet Sauvignon-Merlot blend** at the heart of the Médoc style.

Creative momentum can also be tasted in the glass: the **AOC "Médoc Blanc"**, created in 2025 by the INAO (National Institute for Origin and Quality), showcases historic grape varieties and offers cuvées partially aged in wood. In the same spirit of exploration, some cellars produce blancs de noirs (white wines from black grapes), broadening the Médoc palette.



THE EXPERIENCE, INSTANTLY

The largest estuary in Europe

With its **75 kilometres in length** and up to **12 kilometres in width**, the Gironde estuary impresses with its immensity: it is the largest in Europe. This is where the fresh waters of the Garonne mingle with the Atlantic tide, in a constant alchemy.

Each flow and each ebb redraws the scene: a shifting maze of channels, reedbeds and mudflats, where the light plays with reflections and with the seasons.

On the Médoc shore, the **small estuary ports** of Saint-Vivien-de-Médoc and Talais set the rhythm of daily life, where you can watch oyster farmers at work. Along the banks, the **carrelets**, those fishing huts on stilts, punctuate the landscape and recall traditional know-how.

The estuary is also a hotspot of biodiversity: the wetlands are home to numerous bird species, offering special moments of observation throughout the year. At the Pointe de Grave, the estuary blends into the ocean and the silhouette of Cordouan Lighthouse appears offshore, an emblematic landmark of this meeting of two waters.



Fresh air : new sensations

Ocean glide, 2026 edition



Here, surf culture opens to complementary practices: **waveski** to approach waves differently, foil to fly over the waves and golden-hour sessions to play with the light. Along a coastline of **15 spots** from Soulac to Lacanau, learning remains supervised by local schools for all levels.



Two wheels & every surface

Beyond leisurely rides, cycling becomes exploration: **fatbike** to float over sand and soft trails, mountain biking in the pines, or mixed outings linking beach, forest and lakes. Families roll easy, athletes chase segments—same route, different sensations.

Lakes, multi-glide mode

Head for calm waters to mix **sailing, kayaking, paddleboarding...** From Lake Hourtin-Carcans to Lake Lacanau, the beaches of Le Moutchic, Longarisse, Piqueyrot and Maubuisson serve as natural bases to learn, progress, or simply cross from one cove to the next.



Forest & open sky

From **rope parks** under the canopy and **horseback riding** on trails to **aerial sports** (parasailing, skydiving) for a higher vantage point, outdoor formats run from ground to sky. One idea guides them all: enjoy gentle terrain, wind and wide-open spaces, dialing the intensity to the mood of the day.

Médoc Atlantique :

hospitality, security, fair price

Esti'Talents: a journey from one season to the next

Created in September 2024, the **Esti'Talents** programme responds to a clearly expressed need in the field: to better support seasonal workers and their employers throughout the year.

Led by **Médoc Atlantique Tourisme**, the programme structures action around three complementary levers:

Recruitment

Employer-candidate platform, job dating,...

Training

Médoc Atlantique Académie platform, support for campsite reception staff, awareness-raising on health issues for professionals and seasonal workers...

Everyday support

Advantage Pass, Welcome Party, welcome kit...



Esti'Talents is based on an inter-regional partnership with the **Vallée des Belleville, including the Val Thorens resort**, to create continuity of employment between the winter season in the mountains and the summer season on the coast.



In 2025, Esti'Talents was awarded the **Horizons Trophy in the 'Responsible Employer' category** (Sustainable Tourism Players). This award recognises initiatives that manage

human resources responsibly and reinforce the positive impact of an organisation. This recognition therefore confirms the programme's ambition: to secure career paths, develop skills and improve the living conditions of seasonal workers.



MORE INFORMATION

Safety on beaches and lakes



With 124 km of coastline and several lakes, Médoc Atlantique makes safety a priority. Across **26 supervised bathing areas, 22 lifeguard posts** operate from late April to October, staffed by nearly 190 locally trained lifeguards. Appropriate equipment, ongoing training and the "Alerte Baïne" rip-current program ensure rapid response. In 2025, **no drownings were recorded during supervised periods**—thanks to prevention and public awareness.

Training doesn't stop at the beach: regular recruitment sessions ensure teams are ready and well-versed in local conditions. This robust organisation, coupled with education for youth, residents and visitors, builds lasting trust and places Médoc Atlantique among France's safest seaside and lakeside destinations.

An accessible year-round destination

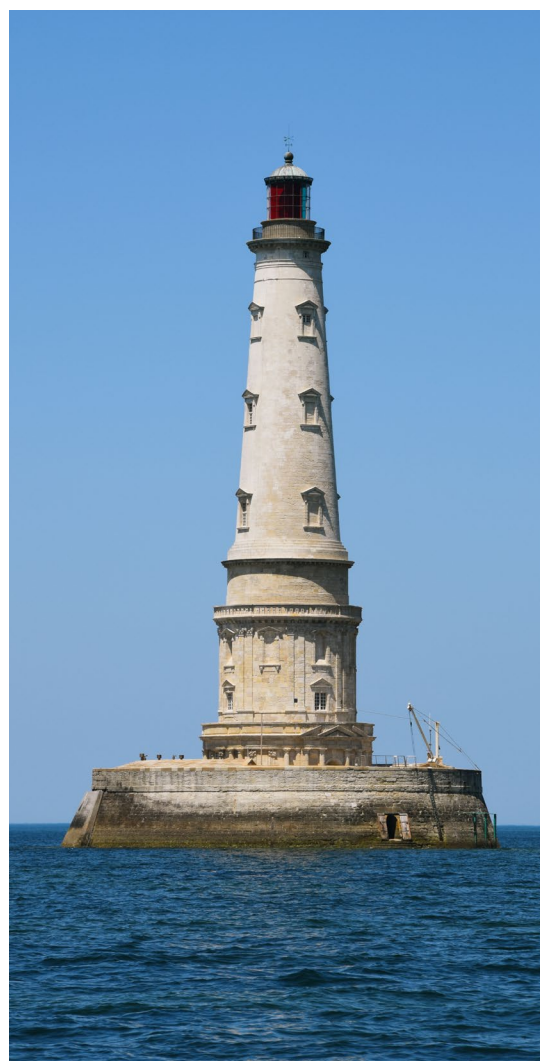
Médoc Atlantique combines **quality with controlled budgets**: a wide range of accommodation (notably campsites, plus hotels and guesthouses) and free or affordable activities—hiking, natural sites, supervised beaches. Ocean, forests or lakes: the variety of settings and services allows stays for everyone, all year long, without sacrificing comfort or experience.



An exemplary territory

multi-awarded in 2025

In 2025, Médoc Atlantique established itself as a model of vitality and balance. Sport, environment, heritage, tourism: each distinction received tells the same collective momentum. Behind this record of achievements emerges the face of an exemplary territory, driven by passion, coherence and a profound sense of sharing.



International recognition

At European level, Médoc Atlantique has been named **Tourism Destination of the Year 2025 – South West France and European Travel Experience Excellence Award 2025**. These two awards confirm its influence beyond French borders.

These distinctions are part of the European Travel Awards programme run by EU Business News Magazine: for the fourth consecutive year, this initiative celebrates winners who make a significant contribution to the world of travel and adventure in Europe. This recognition places Médoc Atlantique among the European destinations that are shaping **sustainable visitor experiences**.

Cordouan Lighthouse, in the hearts of the French

After its inscription on the UNESCO World Heritage List in 2021, the “king of lighthouses” continues to shine: it took **2nd place in the 2025 “France favorite monument” competition** following the national vote. Further recognition for this maritime jewel, emblematic of the Gironde coast.



Lacanau South Beach, voted Best Beach in France 2025

With a **perfect score of 100/100**, South Beach received for the first time the **La Belle Plage** label awarded by the association Eau & Rivières de Bretagne. A distinction that salutes the impeccable **quality of bathing water**, public awareness initiatives and scientific partnerships conducted around coastal issues.

Lacanau, the second most sporting small town in France

According to the Ville de rêve barometer, Lacanau took **2nd place nationally among the most sporting small towns**. Four criteria weighed in this ranking: the proportion of licence-holders, the richness of facilities, the dynamism of associations and the diversity of federations represented. A result that illustrates the culture of outdoor sport, embedded in the DNA of Médoc Atlantique.



Slow tourism :

arrive light, get around gently

Sustainable transport journeys



In Médoc Atlantique, travelling goes hand in hand with simplicity and freedom. From Bordeaux, the train takes you to the Pointe du Médoc and the **cycle greenway** leads to Lacanau - without a car. On site, you let yourself be carried along by bike or on foot along the **Vélodyssée** linking Le Verdon-sur-Mer to Lacanau. Repair stations, **Accueil Vélo-certified** accommodation, rental companies and partner sites ensure comfort and autonomy at every stage.



Walking also becomes an experience in its own right: short stages, stops in the estuary villages (Talais, Saint-Vivien-de-Médoc) thanks in particular to the **Chemin d'Amadour – GR81**, crossings of pine forests and pauses facing the ocean on the coastal section of the **Path to Santiago de Compostela**. Itinerant travel becomes light, set to the rhythm of the public transport network and the gentleness of the landscapes.

Low-carbon stays

Committed to the ecological transition, Médoc Atlantique is launching **low-carbon stays**: getaways designed to reduce environmental impact while maximising the pleasure of travel. Eco-responsible accommodation, local dining, soft mobility and nature activities combine to offer an **authentic, respectful experience**. Travelling here means choosing the right rhythm - that of the land, the wind and the ocean.



Inspiring portraits

Salomé Sebbah

Technician-facilitator at the CPIE (Permanent Centre for Environmental Initiatives)

At the CPIE, Salomé Sebbah divides her time between facilitating activities (for schools and the general public throughout the year) and ecological monitoring: managing the Marais du Conseiller and Mattes du Paladon wetlands, observing otters, dragonflies and amphibians. On the **Saint-Nicolas dune**, she explains a fragile system that is currently undergoing accretion (sand accumulation), whose role is to **slow down coastal erosion**. The balance depends on fixative plants that are very sensitive to trampling; as a water resurgence area, the site welcomes amphibians in the spring, including a heritage species. In summer, Salomé leads 'Dune at dusk' tours and birdwatching walks to provide simple guidelines and preserve the environment.

'The dune seems immutable, but everything moves there; understanding how it works makes you want to take care of it.'



Estelle Jardot

Project manager at SIAEBVELG (Medoc Lakes Association)

The Medoc lakes are fragile environments that are home to exceptional biodiversity on their shores. They are also assets for tourism in the region and are very attractive. Estelle Jardot oversees the detailed **management of the Hourtin-Carcans and Lacanau lakes and the surrounding aquatic environments**. This involves quantitative water management, opening sluices and drainage gates to manage rainwater and prevent flooding by using the buffering role of wetlands, while retaining enough water to avoid drought and preserve the natural heritage and uses of the lakes, such as boating and swimming. This daily management is carried out via the canal des étangs, which connects the lakes to the Arcachon basin. Water levels, quality and natural environments are closely monitored throughout the 1,000 km² catchment area, which has a very gentle slope.

'Water resource management in the catchment area aims to strike a balance between flood and drought prevention, preservation of natural heritage, and uses and activities.'



Elise Uijtewaal

Winemaker at Château Saint-Hilaire

Returning in 2018, Elise Uijtewaal continues the story begun by her father (vineyard planted in 1982, first vintage in 1995, celebrating 30 years in 2025). An agricultural engineer, she oversees production, winemaking, wine tourism and exports alongside her parents and partner. The estate combines **vineyards with the breeding of Blonde d'Aquitaine** cattle for local butchers; fertilisation is carried out using only manure, in line with HVE and Terra Vitis standards. In the cellar, Elise explores: after a successful trial in 2024, the Saint-Hilaire **blanc de noir** – with its citrus freshness, ideal with Médoc oysters – is renewed in 2025

'Here, everything responds to each other: vines, livestock, soil. In the cellar, the objective remains simple: precise wines, faithful to our terroir.'



Franck Collin

Petrified wood sculptor

Based on the shores of Lacanau Lake, Franck Collin works with **petrified wood** recovered from the lake bed: thousand-year-old trunks, preserved without oxygen and then mineralised by silica. Every year, he dives to recover the unanchored pieces, leaves them to dry for a year, then sculpts them, revealing two materials: the **raw sedimented skin** and the **polished, shiny part**. The colours reveal the essence of the wood (deep black for oak, red for arbutus). Exhibited in the region (including Vertheuil Abbey) and made to order, his works connect the lake landscape with the memory of the wood.

'Underwater, time works on the wood. In my workshop, I simply shape this history – without betraying it.'

Heidi Moriot

Visual artist and project manager at Maison de Grave

Visual artist and illustrator, Heidi Moriot moved to the Médoc region 14 years ago. Driven by a desire to make culture accessible to all, she has developed and provided artistic direction for projects and residencies combining contemporary art and local roots. With the **SEA (Site d'Expression Artistique)** association, her multifaceted and participatory projects and her taste for unconventional approaches, she has demonstrated that art is indeed for everyone. Since 2023, she has also been co-developing the programmes for the **Maison de Grave** projects, owned by the Conservatoire du littoral and managed by the Gironde Department. At this site, scientific and artistic culture has become a means of raising environmental awareness among a very wide audience.

'Art is a thought that takes shape: a vehicle for talking about the region and opening people's eyes.'



XXL
events

Frenchman Triathlon



THE EXPERIENCE, INSTANTLY

Carcans-Maubuisson 13 to 17 May 2026

Over four days, Carcans-Maubuisson becomes the capital of the discipline during this fastest triathlon in France. **More than 6,500 athletes** set off in the heart of the Médoc pine forest and around the largest freshwater lake in France over four distances: **XS, M, L and XXL** (3.8 km swim, 180 km bike, 42,195 km run for the largest format).



Soulac 1900

THE EXPERIENCE, INSTANTLY



Soulac-sur-Mer 5 to 7 June 2026

For one weekend, Soulac-sur-Mer shifts back to 1900. The town centre becomes an open-air stage where **circus performers, street entertainment and concerts** follow one another. On the sand, blue-and-white striped tents extend the **Belle Époque** aesthetic. Behind the scenes, seamstresses prepare outfits for the event all year round from archives. An immersive weekend that you must experience at least once in your life!



Lacanau Alps Open

Lacanau
18 to 24 May 2026

On one of the region's emblematic courses—the 18-hole **UGolf Lacanau**—this international tournament hosts a stage of the Alps Tour, a key European circuit for rising golf talents. **Over 140 women and men** from across Europe compete over several days, balancing precision, strategy, and wind management. Spectators are welcome along the fairways to follow the action up close at this high-level sporting event.



THE EXPERIENCE, INSTANTLY

Caraïbos Lacanau Pro

THE EXPERIENCE, INSTANTLY



Lacanau
7 to 14 July 2026

The only French World Surf League Qualifying Series event will celebrate its **45th edition** in 2026. On the program: a week of top-level surfing, concerts, a sustainability program (workshops, events, conferences), and a village dedicated to surf brands and products—right by the Atlantic.





Marathon des Châteaux du Médoc

THE EXPERIENCE, INSTANTLY



Pauillac
5 September 2026

A 42,195 km race through the vineyards, between great châteaux and “Médoc-style” refreshment stops. In 2026, the event celebrates its **40th edition on the theme of the “1980s”**. Fancy dress, tastings and music accompany a demanding route that changes every year. **8,500 marathon runners** from all over the world will line up at the start: an iconic rendezvous to experience as a runner... or as a spectator along the course.



Tong Masters

Lacanau
26 July 2026

Head for one of the most fun competitions on the shores of Lake Lacanau. The Tong Masters, an unusual event, combines flip-flop throwing, offbeat performances and an electric atmosphere. **One thrower propels the flip-flop with the foot, their teammate catches it in mid-air.** In Junior, Family or Adult pairs, it's time for the qualifiers and then the final, at the heart of the entertainment village. After an **inaugural record of 36.80 m** in 2025, the 2026 edition continues the quirky and spectacular spirit of the event.



THE EXPERIENCE, INSTANTLY



Events

2026

ALL THE EVENTS



In Médoc Atlantique, events mark the passing months

Sports competitions, open-air concerts and cultural festivals bring the villages and beaches to life, providing perfect moments to enjoy with family and friends. Each season, the destination offers a rich and varied programme, reflecting its dynamism and diversity.



Gurp TT

10 and 11 January

Sand motocross competition combining beach and woodland sections. Round of the French Championship.

📍 Grayan-et-l'Hôpital



Hourcancilloise

11 and 12 April

Bike and run around Lake Hourtin-Carcans and several running courses. / Carcans-Maubuisson

📍 Carcans-Maubuisson



Musical Océan

Spring : 9 to 11 April

Summer : 20 to 22 et 24 to 26 August

Musical weekends in Lacanau with international performers and young talents, offering a varied program.

📍 Lacanau



Lacanau Beach Handball Xperience

12 to 14 June

International beach handball tournament bringing together teams from around the world on the oceanfront.

📍 Lacanau



Festival Bulles en Médoc

11 and 12 July

Comic-book festival, combining meetings with authors and unique pairings between graphic universes and wine châteaux.

📍 Vertheuil



Soulac'n Jazz

20 to 23 August

Jazz festival with concerts by international artists and free activities for all audiences.

📍 Soulac-sur-Mer



Lacanau Triathlon

2 and 3 May

More than 1,200 triathletes push their limits around Lake Lacanau over two distances.

📍 Lacanau



Festival du Court Théâtre

23 and 24 May

Outdoor arts event where students from Cours Florent Bordeaux, Montpellier and Brussels practise the short theatre form.

📍 Carcans-Maubuisson



La Bambino fait son Show

6 and 7 June

A festival for children, combining shows, games, entertainment and fun workshops for young and old at the Île aux Enfants.

📍 Hourtin



FEFOMM (Fête de l'Environnement, de la Forêt et des Métiers du Médoc)

11 to 13 September

A variety of demonstrations and activities, including woodcutting competitions and fun activities for all.

📍 Carcans-Maubuisson



Lacanau Half Marathon

26 September

1st edition of this road race between the ocean, the lake and through the pine forest.

📍 Lacanau (Nouveauté 2026)



Lacanoël

December

A festive two-day Christmas market with numerous activities and incredible homemade decorations.

📍 Lacanau

Experience Médoc Atlantique

in 4 days...

...between ocean, lakes and vineyards :

Day 1 - Lacanau & the wild coast

MORNING:

Arrival from Bordeaux and transfer to Lacanau. First immersion in the slow spirit: a **bike ride** between pines and the blue reflections of the lake and the ocean.

MIDDAY:

Lunch by the water with your feet in the sand.

AFTERNOON:

Introduction to **surfing** or **waveski** for ocean lovers, or an escape by **canoe** on Lake Lacanau.

EVENING:

Apéritif and dinner at sunset.



Day 2 - Nature and heritage: between lake and estuary

MORNING:

Departure by bike towards Carcans-Maubuisson: crossing the forests and nature stops at the **Étang de Cousseau Nature Reserve**.

MIDDAY:

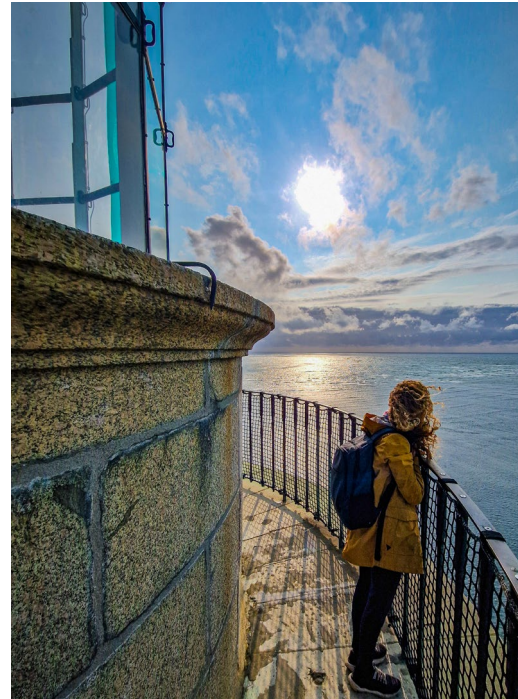
Picnic by the lake, swimming or a nap under the pines.

AFTERNOON:

Head for the estuary and stroll through the **small oyster-farming ports** of Talais and Saint-Vivien-de-Médoc.

EVENING:

Dinner in a gastronomic restaurant.



Day 4 - Back to the past

MORNING:

Stroll through the historic heart of Soulac-sur-Mer to discover the **400 Belle Époque villas** and the **Basilica of Notre-Dame-de-la-Fin-des-Terres**, recognised by UNESCO.

MIDDAY:

Lunch on the seafront in Soulac-sur-Mer to take in one last breath of ocean air and enjoy the view.

EARLY AFTERNOON:

Return to Bordeaux by train, the travel journal filled with the scent of the sea, the smell of pine trees and human encounters.

Day 3 - Médoc vineyards: from the estuary to the Pointe du Médoc

MORNING:

Visit to a **wine estate**, meeting the winegrowers and a guided tasting.

MIDDAY:

Country-style lunch in the heart of the marshes, a stone's throw from Europe's largest estuary.

AFTERNOON:

Excursion to **Cordouan Lighthouse**, the "Versailles of the Seas" — on the World Heritage List and accessible only by boat — for one last breath of fresh air.

EVENING:

Dinner and overnight in Soulac-sur-Mer.



MORE INFORMATION

New offers

For families



Étang de Cousseau Nature Reserve: family investigation in Lacanau

Every Friday morning in July and August, the **“Mission Cousseau”** takes parents and children on a nature exploration full of **discoveries** and **puzzles** to solve together.

The vineyard for families

The vineyard opens up to curious youngsters! At **Château Fourcas Hosten**, visits become playful with the **“Extension Famille”**: sensory workshops to experience together, discovering wine through the five senses. At **Château Croix du Trale**, indulgence takes centre stage with two alcohol-free new features: homemade grape juice and Merlot jelly to enjoy as a family.



For sports enthusiasts



Airotel L'Océan Camping & Spa ***** an XXL playground in Lacanau

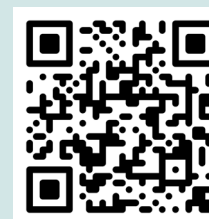
A **new play area** delights the youngest (swings, elephant climbing frame, trampolines), while a vast sports field welcomes the more active: **pumptrack, padel, multisport, beach volleyball...** The “sports-holiday” spirit in all its energy!

Camping Le Gulp: an ideal stop for cycling adventurers in Grayan-et-l'Hôpital

Just a stone's throw from the Vélodyssée, the campsite is inaugurating an **“Accueil Vélo”** station designed for cycle tourers: a convivial space, kitchenette, workshop for small repairs, pump station, and charging points for e-bikes and phones... Everything you need to set off again with a smile and fully charged — in every sense!



> Find out more about our partners



ALL OUR PARTNERS



THEIR ACTIVITIES TO BOOK

How to get here!



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LACANAU • SOULAC-SUR-MER
CARCANS-MAUBUISSON • GRAYAN-ET-L'HÔPITAL
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