



DESTINATION S MÉDOC ATLANTIQUE

PRESS KIT 2024


VÉLODYSSÉE


THE PILGRIM'S WAY TO SANTIAGO DE COMPOSTELA


CHEMIN D'AMADOUR


OYSTER PORT


LIGHTHOUSE


OLD FISHING PORT


TOURIST OFFICES


SUPERVISED BEACH


VINEYARDS

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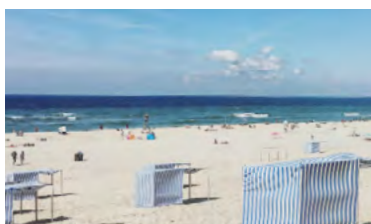
THE EDEN OF AQUITAINE

13 UNBELIEVABLY CHARMING COMMUNES!

In Médoc Atlantique, each commune has its own identity, its history, its geography and its own “little quirks”.

As you move from one landscape to another and meet with the inhabitants of the 13 communes that make up this remarkable area, you will be immersed in a whole host of different atmospheres.

Here is a little taster of your holiday!



WELCOME TO MÉDOC ATLANTIQUE!

THE DESTINATION

This destination, with salty Atlantic sea breezes, is full of surprises. The vastness of this area will amaze you: the majestic Cordouan lighthouse, the age-old pine forest or the 124 km of wild beaches along the coast. Inland, the Médoc vineyards, the largest natural freshwater lake in France, the Gironde estuary (the largest in Europe) and the flora and fauna of its marshes ensure that you enjoy a truly natural experience.

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KEY FIGURES

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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

80 KM

**OF HIKING
TRAILS**
leading to
Santiago-de-Compostela



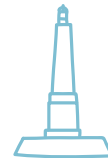
2 SITES
recognised by
UNESCO

JUST 1 HOUR

FROM BORDEAUX

46 KM

OF THE CHEMIN D'AMADOUR
to Rocamadour



The Cordouan
LIGHTHOUSE

4

**GOLF
COURSES**

8

PORTS



63

CAMPsites

THE
OLDEST

LIGHTHOUSE IN EUROPE
on the open sea

189000

BEDS FOR TOURISTS

1

of the oldest
NATURIST CENTRES
in France

THE
BIGGEST

ESTUARY
in Europe



A SENSATIONAL DESTINATION

Discover the unique charm of Médoc Atlantique area with its preserved historic heritage and remarkable natural areas. Immerse yourself in history as you explore our UNESCO World Heritage sites, wander through unspoilt nature reserves and parks, sail on our peaceful lakes and explore world-famous vineyards. Médoc Atlantique is a destination that will appeal to all those who appreciate history, nature and new discoveries.

SOPHIE GOUACHE

GOUACHE-LOUDENNE VINEYARDS

After an intense professional career in Paris, Sophie and Christophe Gouache decided to give up their business to combine their passion with their professional life. Purchasing Château de Bellerive in Valeyrac marked their first foray into the wine business, followed by an unforgettable case of love at first sight when they bought Château Loudenne in 2018. As true wine lovers, the Gouache family embodies not only a love of the land and the vines, but also the desire to share their story.



According to Sophie Gouache, Loudenne is an integral part of the Médoc region: "You just have to come and have a look to understand. This pink château, which rises up out of 132 hectares of land like a central island, represents the typical double sided style of the Médoc, with meadows on one side and the estuary on the other. The estate has its own harbour and can therefore be accessed by boat. What's more, Loudenne also has 350 years of history, which we love to share with visitors".

The family aims to create unique and emotional experiences by sharing its organic wine with visitors. You can buy a picnic lunch at the estate, then sit back and enjoy it in peace and quiet on beautiful tablecloths in the gardens, while taking in the natural beauty of the surrounding area. There is also a pop-up restaurant offering a unique culinary experience. Access to the site is now easier thanks to the possibility of arriving by boat via the port of Loudenne, adding an original touch to the overall experience.

Loudenne offers a complete, peaceful and tasty experience, while remaining as close as possible to nature and the history of the area. "When you come to Loudenne, you never forget it, it's engraved in your memories".

ADMIRE UNESCO WORLD HERITAGE SITES



THE BASILICA OF NOTRE-DAME- DE-LA-FIN-DES-TERRES

The Basilica of Notre-Dame-de-la-Fin-des-Terres in Souillac-sur-Mer, recognised by UNESCO in 1998 as part of the Pilgrim's Way to Santiago de Compostela, has a very special history. It was built between the 11th and 16th centuries and for a long time was swallowed up by the sand, from which it now majestically emerges. As the starting point of the Chemin d'Amadour, it is one the Médoc's remarkable sights, bearing witness to human perseverance in the face of the elements.



THE CORDOUAN LIGHTHOUSE

Nicknamed the "Versailles of the sea", the Cordouan lighthouse was built in the early 17th century, making it one of the oldest maritime lighthouses in the world. As the last manned lighthouse out on the open sea, it sits enthroned at the mouth of the estuary, offering a panoramic view of the Atlantic and neighbouring coastlines. Once one of the "8 wonders of the world", this exceptional site has been a UNESCO World Heritage Site since 2021, making it a real must-see in the Nouvelle Aquitaine region.



EXPLORING PROTECTED AND LISTED AREAS



THE MÉDOC REGION NATURE PARK

The Médoc Region Nature Park is valued at a national level and reveals its exceptional natural and cultural heritage over almost 200,000 hectares extending along the Atlantic coast. Unspoilt, it offers unique diversity in terms of ecology and landscapes that can be explored on foot, by bike or even by canoe. This enchanting region reveals the natural beauty and unique cultural heritage of the Médoc. With the commitment of 51 communes grouped into four Communities of Communes, the park is part of a sustainable development project in place for the next 15 years, promising a balanced and unspoilt future.

THE ÉTANG DE COUSSEAU NATURE RESERVE

The Etang de Cousseau Nature Reserve, an unspoilt area extending over 900 hectares, has been home to remarkable biodiversity since it was created in 1976. It offers a fascinating natural spectacle with mammals such as the European otter, over 200 species of birds, reptiles, amphibians including the European pond turtle, and an impressive variety of invertebrates. In particular, from autumn onwards and throughout the winter, thousands of grey cranes choose the Reserve as their migratory stopover, adding a spectacular dimension to these incredible landscapes. An invitation to marvel at the unspoilt natural surroundings of the Médoc.





THE DUNES ET MARAIS D'HOURTIN NATURE RESERVE

Created in 2009, the Dunes et Marais d'Hourtin Nature Reserve is the second largest nature reserve in Aquitaine, extending over 2,150 hectares from the ocean to the lakes, and incorporating marshes, beaches and forests. Home to a rich biodiversity, it offers refuge to nine protected species, including the European pond turtle and the European mink. Managed by the Office National des Forêts, the reserve organises outings throughout the year, giving locals and visitors alike the opportunity to discover the treasures of this unspoilt natural area. A nature sanctuary to explore.



EXPLORE THE NATURAL LAKES



LAC D'HOURTIN - CARCANS

Lac d'Hourtin-Carcans, the largest natural freshwater lake in France, offers 6,000 hectares of unspoilt splendour between beaches, dunes and forest. Bordering Carcans-Maubuisson and Hourtin, this natural setting can be explored on foot, by bike or by boat. From Piqueyrot to Pointe de Coben, via La Gracieuse, these little corners of paradise provide locals and visitors with an enchanted getaway in perfect harmony with nature. A daydream in the heart of the Médoc!

LAC DE LACANAU

The majestic Lac de Lacanau, extending over 20km² and fed by the rivers of the Médoc, reveals the charm of Le Moutchic to the north, with its beach and water sports, including paddleboards and pedal boats. The west bank offers a breathtaking diversity of landscapes, from the wild expanses of Longarisse to the majestic Pointe du Bernos. The islands nestling in the lake provide an idyllic sanctuary for the local flora and fauna, particularly Ile aux Oiseaux, which can be accessed by canoe for a moment of absolute relaxation. A place where nature and water sports come together in an enchanted break from reality.



LOU PINASSOTTE BOAT TRIP ABOARD A TRADITIONAL PINASSE

Take a 4-hour trip aboard the beautiful "Hélène", Lou Pinassotte's traditional pinasse, to enjoy a moment of relaxation on Lac d'Hourtin-Carcans, with the opportunity to picnic, enjoy an aperitif and swim in the lake's waters.

Ô LAC

Located just 2 minutes from Lac de Lacanau and surrounded by nature, Alexandra offers five guest rooms, all decorated in wood for a relaxed moment with the ones you love.



CAMPING HUTTOPIA

Set in the heart of the Domaine de Bombannes, this campsite welcomes tents, vans and motorhomes, and offers you the chance to experience glamping with its fully-equipped "Toile & Bois" tent. Perfect for making the most of all the sporting activities on Lac d'Hourtin-Carcans!



ENJOY GRANDS CRUS

Throughout the centuries, the Médoc has been the epitome of vineyard excellence!

Médoc Atlantique is not to be outdone, with a wealth of vineyards and six Médoc appellations spread over more than 16,000 exceptional hectares. Each vineyard parcel is steeped in unique terroirs and bears the imprint of the history and passion of the wine producers working it. The major families that make up the official crus behind the region's reputation are revealed in a series of informative tours. Authentic tasting experiences, from vineyard walks to meetings with wine producers, allow visitors to dive into the art of Médoc wine. An unforgettable immersive experience in the destination's rich wine-growing heritage.



NEW!

LOUDENNE BOAT CRUISE

Aboard the 12-seater launch "Loudenne II", Château Loudenne takes visitors on a wine tour of the estuary, in an idyllic setting featuring lighthouses and "carrelet" fishing huts on stilts, and of course wine tasting.



APERITIF ON THE SHORES OF THE ESTUARY

Château Tour Castillon offers a unique experience with its Apér'O Carrelet. This wine and tapas tasting experience takes place on a traditional "carrelet" fishing hut on stilts, at the foot of the fortress of Château Tour Castillon, for a unique atmosphere in which to relax on a fine summer's evening. An exceptional moment on the banks of the estuary awaits you, combining gourmet pleasure with an enchanting setting.



NEW!

FINE DINING IN A CHÂTEAU

Château Rousseau de Sipian in Valeyrac opens its doors for its table d'hôtes experience. Offering a single menu made using seasonal produce, their simple, wholesome cooking aims to delight diners with dishes that are, for the most part, rooted in tradition.

MEETING UP AT KEY EVENTS



SOULAC 1900

Every first weekend in June, Soulac-sur-Mer takes a trip back in time to the Belle Époque, evoking the early days of the seaside resort. The streets are transformed into a stage setting, complete with period vehicles, horse-drawn carriages, lace dresses, parasols and top hats. This must-do event celebrates the very first bathing traditions, canoeists and corsets, offering an immersive experience in the city's history.

> 1 and 2 June in Soulac-sur-Mer





CARAÏBOS LACANAU PRO

The Caraïbos Lacanau Pro, an international competition since 1979, is a key stage in the Qualifying Series for professional surfers from all over the world. As well as the competition itself, the event offers a festive atmosphere with concerts, craft stalls, sports lessons and introductory sessions to surfing, offering a complete immersion in the dynamic world of this popular sport.

➤ From 12 to 18 August in Lacanau




SUNSKA FESTIVAL

The SunSka Festival, a not-to-be-missed reggae event, takes place at Domaine de Nodris in Vertheuil every August. Imbued with an eco-responsible atmosphere, this event promotes reggae and ska music and sustainable values in an exceptional natural setting. A festive and meaningful event combining incredible sounds and respect for the environment.

➤ From 2 to 4 August in Vertheuil

A WILD DESTINATION

A full-page background image showing a surfer in silhouette riding a wave. The scene is captured at sunset or sunrise, with a warm orange and yellow sky. The water is a deep blue, and the wave's crest is breaking, creating a spray of white water. The surfer is positioned on the right side of the frame, leaning into the wave.

Popular with surfers and van life enthusiasts, Médoc Atlantique is the ultimate wilderness destination, where nature reigns supreme. With its endless beaches, natural dunes and pine forests as far as the eye can see, the region is the perfect playground for lovers of sports activities supervised by professionals, and provides visitors with an irresistible opportunity to explore its natural surroundings. In these captivating landscapes, every moment holds the promise of real adventure and total immersion in the raw beauty of Médoc Atlantique.

CORINNE BARON

CANOE KAYAK LACANAU GUYENNE

Corinne Baron, known as Coco by her friends and family, is at the heart of the action as a member of the CKLG sports club's season secretariat. The club is dedicated to waveskiing and aims to promote this little-known sport while supporting its competitors in international competitions. "Every season, the funds we raise are used to support our world-class competitors. We pride ourselves on our not-for-profit status, and our ambition is to excel for Lacanau and to win medals that will help promote the town and all it has to offer"



According to Coco, Médoc Atlantique is much more than just a destination. It's a land of freedom, nature and tolerance. Living here is a privilege, and it is real luxury to have the opportunity to learn to swim in the lakes and enjoy the vast open spaces.

At CKLG, two complementary activities set the pace: waveskiing on the ocean and canoeing on the lake. Waveskiing, synonymous with fun, waves, beach and ocean, is a sport for everyone, even people with disabilities and even dogs. Canoeing, meanwhile, offers an immersive experience of nature, and an opportunity to access an area that is difficult to explore on foot. The two activities converge to reinforce the idea of a land of freedom and a wild destination.

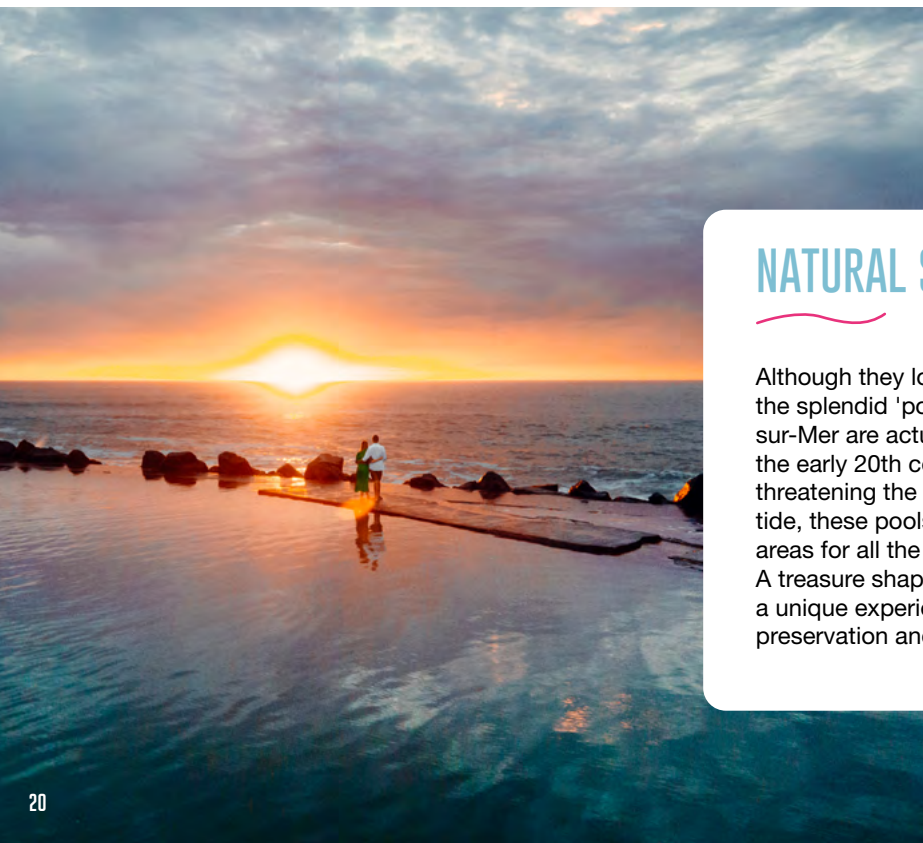
"Come to Médoc Atlantique if you want to take your time and enjoy it. Here, we press the pause button, and embrace the vanlife approach to things for an experience that goes far beyond a simple visit."

MARVEL AT NATURAL TREASURES



PINE FORESTS

The endless stretches of maritime pines offer a breathtaking spectacle, their tops dancing to the rhythm of the Atlantic wind. The pine forests of the Médoc play a crucial role in the ecosystem by protecting the dunes from erosion. Perfect for hiking or cycling, these natural areas provide great shelter for local deer. A delightful scene and setting that awakens the senses and offers an unforgettable immersive experience.



NATURAL SWIMMING POOLS

Although they look natural at first glance, the splendid 'pools' to the north of Soulac-sur-Mer are actually seawater dykes built in the early 20th century to counter the erosion threatening the Pointe du Médoc. At high tide, these pools fill with water, creating play areas for all the family as the tide recedes. A treasure shaped by necessity, offering a unique experience combining coastal preservation and family fun.



LE SUNRISE

Whatever the time of day, Le Sunrise welcomes you in the shade of the pines on the shores of Lac de Lacanau to enjoy home-made platters to share or for a live concert in the evening.

LE PIQUEYROT

With its large terrace offering incredible views over Lac d'Hourtin-Carcans, Le Piqueyrot is the ideal calm, cosy spot to enjoy a traditional gourmet menu, all year round!



LIFE'S A BEACH



PIN SEC BEACH IN NAUJAC-SUR-MER

The magical Pin Sec beach, extending for 4km alongside the Naujac-sur-Mer forest, is a well-known surfing spot. Among the wildest in the region, it can only be accessed by a single road, giving you the feeling of arriving at the end of the world. Carefully preserved, this unspoilt and natural area has a minimalist campsite and wooden bungalows housing snack bars and surf schools. An authentic experience for lovers of secluded beaches and great surf.

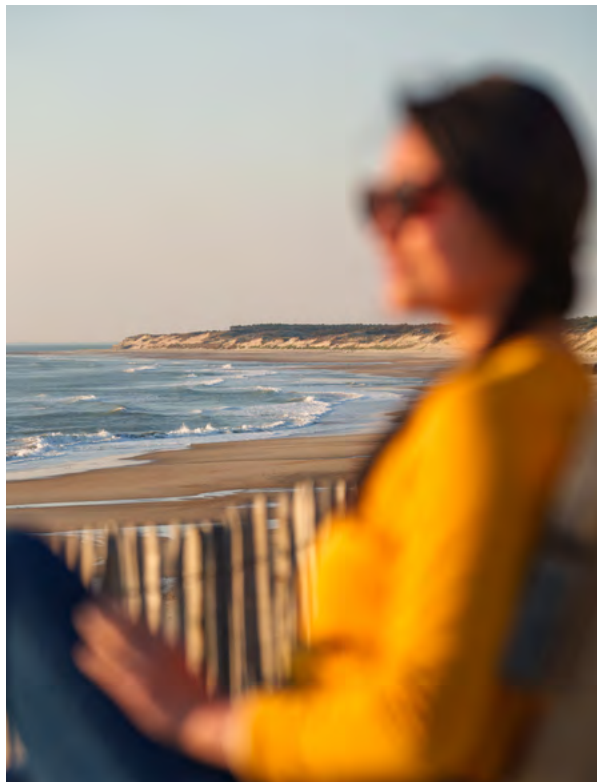
CHAMBRETTE BEACH IN VERDON-SUR-MER

Along the Gironde estuary, Chambrette beach boasts unbeatable views over the port of Le Verdon and the beaches of Charente. This beach is perfect for families, offering a safe environment for children to play in the water without worrying about the waves. Nearby, the Cercle Nautique du Verdon offers a range of water sports activities, with something to suit all water sports enthusiasts.



GURP BEACH IN GRAYAN-ET-L'HÔPITAL

Access to Gulp beach in Grayan-et-l'Hôpital is easy, whether you choose to come by car or by bike, with a direct link to the Vélodyssée cycle path. This stretch of sand is bordered by unspoiled dunes and has a natural charm all of its own. This beach has historic charm and interest, with many Second World War bunkers, that have become artistic playgrounds transporting visitors back in time. A getaway blending nature and history for a memorable experience.



LIVE LIFE TO THE FULL

The destination offers plenty of opportunities for water-based activities, whether on the lakes or in the ocean: ideal for trying out all the new surfing trends!



SURFING ON THE ATLANTIC COAST

Surfing is THE activity in Médoc Atlantique! Whether you're a beginner or a professional, the destination is packed with famous spots such as Lacanau, Le Gup and Le Pin Sec, attracting young and old alike. With surf schools dotted along the Atlantic coast, it's really easy to get your hands on equipment and advice. The perfect opportunity to enjoy new sensations at any time of year.

LACANAU SURF CLUB

Along the Gironde estuary, Chambrette beach boasts unbeatable views over the port of Le Verdon and the beaches of the Charente. This beach is perfect for families, offering a safe environment for children to play in the water without worrying about the waves. Nearby, the Cercle Nautique du Verdon offers a range of water sports activities, with something to suit all water sports enthusiasts.



THE FOIL REVOLUTION

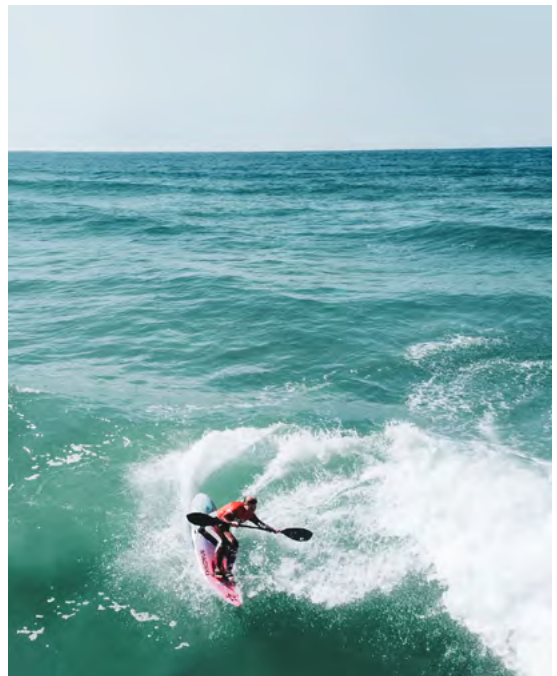
The foil is revolutionising nautical activities with its special fin, offering an extraordinary experience of 'flying' on the water. This innovative technology has transformed action on the waves, offering water sports enthusiasts an unrivalled feeling of lightness and gliding sensation. A spectacular development that redefines the limits of the aquatic adventure.

EVOLUTION 2

Embark on a magical ride that'll make you feel like you're flying on water with Evolution 2. Start with the electric foil, then once you're comfortable, discover the wing foil to learn how to master the wind!

WAVESKIING, BETWEEN KAYAK AND SURF

Waveskiing, an exciting combination of kayaking and surfing, is emerging as a thrilling sport out on the waves. There is no denying that Lacanau is a fertile breeding ground for champions, and a number of talented youngsters have emerged, including Lou Peter and Pablo Arrouays, who have gone on to win world titles and top places on the podiums. This sport offers a unique combination of technical mastery and adrenalin, making Lacanau an exceptional training ground for future international waveski champions.





CRIS LOISIRS ACCESSIBLE WATER SPORTS THANKS TO ELECTRIC ASSISTANCE

NEW!

Cris Loisirs in Lacanau is innovating by offering electric assistance options on its kayaks and stand-up paddleboards. The aim is clear: to make board sports more accessible, more fun and, above all, safer!



THE YELLOW VILLAGE! WESTERN

This family campsite in Hourtin offers an incredible immersive experience in the Great American West. Enjoy a friendly and fun moment in the saloon, try out western horse riding, relax in the heated swimming area: paradise!



SURPASS YOURSELF WITH SPORTS EVENTS



H&A FRENCHMAN

Organised by Benjamin Sanson on the shores of France's largest freshwater lake at Carcans, the H&A Frenchman has established itself as France's must-do triathlon for setting benchmark times on flat terrain. For this 11th edition, a SUB8 project for the men and SUB9 for the women are aiming to beat the best recorded times on the course! With its varied formats, the H&A Frenchman welcomes beginners and experienced athletes alike, promising everyone a stimulating sporting experience.

➤ From 8 to 12 May at Carcans-Maubuisson

LACANAU BEACH HANDBALL XPERIENCE

In 2024, Lacanau will become the epicentre of beach handball when it hosts the finals of the European Beach Handball Tour! Uniting the best players from all over Europe, the competition promises to be an exceptional sports event for players and spectators alike, and all in a unique setting. The friendly atmosphere will enable spectators to familiarise themselves with the techniques of the athletes, and gives them the opportunity to try their hand at this fast-developing sport during introductory sessions. A not-to-be-missed event where passion for handball meets the natural splendour of Lacanau!

➤ From 7 to 16 June in Lacanau




LA RONDE DES PHARES

The Ronde des Phares is a 10km event for running enthusiasts, with a shorter 1km version for children! The route crosses the loop from Port Médoc to Le Verdon-sur-Mer, offering exceptional views of the town's three iconic lighthouses: the Cordouan lighthouse, the Grave lighthouse and the Saint-Nicolas lighthouse. A sporting experience in a magnificent setting.

➤ 11 August in Verdon-sur-Mer



A SURPRISING DESTINATION



Exploring Médoc Atlantique means venturing off the beaten track to enjoy some unique and tasty experiences! Let yourself be charmed by the specialities of the Médoc, immerse yourself in the remains of its maritime and fishing past, and experience the passion of the destination's major events. Every moment becomes an opportunity for unexpected discoveries, an invitation to broaden your horizons and savour the very essence of Médoc Atlantique.

OLIVIER TRICHET

TROTT IN MÉDOC

Olivier Trichet, manager of Trott In Médoc, is a true ambassador for the destination. He offers all-terrain electric scooter rides around the tip of the Médoc, providing visitors with a unique and surprising experience. "When people think of scooters, many imagine small wheels, but we're breaking down these preconceptions with scooters fitted with fat bike tyres that can go anywhere."

Participants are often surprised by the versatility of scooters and discover the Médoc from a new angle, far from the beaten track.



"Out on our rides, our aim is not just to ride, but to enjoy constant interaction with the participants. We stop to discuss wildlife, flora, the estuary and local history, making every moment of the outing informative and memorable."

This interactive approach adds an educational dimension to the experience, allowing participants to find out about the subtleties of the Médoc far beyond a simple scooter ride.

"The Médoc is so much more than a seaside destination. It's a land of contrasts, with an incredible diversity of forests, beaches and estuaries. Our activity allows visitors to appreciate this richness by exploring the hinterland, which is often overlooked by those who focus solely on the coast."

DISCOVER LITTLE-KNOWN PLACES



THE MARSHLANDS AT THE POINTE DU MÉDOC

The banks of the estuary, which were once marshland but were largely drained by the end of the fourteenth century, are the backdrop to some unique outings:

- Visit Marais du Guâ in Vensac, accessible via a picturesque trail, and home to a multitude of butterflies.
- The Marais du Logit in Le Verdon-sur-Mer, a vast and open Sensitive Natural Area (ENS), is an invitation to explore.
- The Baluard oyster marsh in Talais, between the ocean and the estuary, is home to a number of oyster farms.
- These sites are an opportunity to discover the unspoilt nature of the Médoc.



THE CANTABRIA SHIPWRECK

The Cantabria shipwreck in Lacanau is a submerged maritime relic and a unique attraction. This ship ran aground on 26 August 1937 with 500 Spanish republicans on board who were fleeing the city of Santander, which had fallen into the hands of the Nationalists during the Spanish Civil War, offering a fascinating dive into history. This unique site has been accessible at low tide since 2014 following a series of storms.



THE “CARRELET” IN THE GIRONDE ESTUARY

The traditional “carrelet” fishing huts on stilts stand along the estuary and are a familiar sight to summer visitors and Médoc residents alike. This hut on stilts, linked to the shore by a wooden pontoon, is equipped with a square fishing net that is lowered into the waters of the Gironde estuary at high tide. At low tide, this net is lifted, catching prawns and small fish. A soothing stroll alongside the carrelets brings serenity and sea breezes.

OTON'NEAUX STRESS

Located in Saint-Vivien-de-Médoc, Oton'Neaux Stress offers you an unusual stay in the heart of nature, in accommodation shaped like barrels! Complete with bedroom, bathroom and kitchen, everything is designed to offer you maximum comfort in unique conditions.



TASTE NEW FLAVOURS

OYSTERS & PRAWNS

A number of aquaculture farms have sprung up along the banks of the Gironde estuary, each producing exceptional oysters and prawns every year. Bathed in the estuarine and oceanic waters, these tasty seafood treats offer a unique flavour that you can enjoy to your heart's content. A gastronomic experience you won't want to miss out on as part of your exploration of the culinary world of the Médoc.



SPIRULINA

The Pointe du Médoc is the birthplace of a natural stimulant? Really?

Spiruline de la Pointe d'Argent produces spirulina all year round, strengthening the body with its high iron and vitamin content. Whether in flake or tablet form, this precious seaweed can be enjoyed on its own or incorporated into a variety of recipes, from smoothies to guacamole and salads. A natural source of energy to be discovered at markets across the Médoc or directly at the farm.

LE GRENIER MÉDOCAIN

Perfect for summer aperitifs, Grenier Médocain is a charcuterie to be enjoyed hot or cold, with an intense flavour. Made using just pork stomach, salt, pepper and garlic, this Médoc delicacy is definitely worth discovering.



CRAFT BEERS

Just like its famous wines, the Médoc's craft beers delight visitors with their distinctive character. Whether lager, white, ale or IPA, local brewers offer a variety of flavours to suit all tastes. A detailed tasting session reveals the art of Médoc brewing, where each brew embodies the authenticity and creativity of this popular region. Explore the unique palette of Médoc beers, a sensory experience in its own right.



LES NOISETTINES DU MÉDOC

Since 1981, the Noyez family has been running a traditional confectionery that has updated a seventeenth century recipe to create Noisettines du Médoc, a delicious hazelnut treat. Made naturally and without colouring, these hazelnut-coated treats are also available as a spread or in shortbread. Gourmet know-how driven by passion.



LA BENARDERIE

A family-run farm in Hourtin, La Benarderie welcomes locals and visitors alike to its farm shop, for fruit and vegetable picking or a picnic break, and also to its corn maze around which themed evenings take place!



LA CABANE

Just a few metres from the ocean in Lacanau, La Cabane restaurant serves fine cuisine in an exotic setting reminiscent of Indonesian gardens and terraces.



TRY YOUR HAND AT DIFFERENT ACTIVITIES

NEW!

BEACH WRESTLING

Carcans Fight Club and the Fédération Française de Lutte present Beach Wrestling, a fun, popular and accessible activity at Carcans Plage from March to November. What involved? Open-air wrestling where the bouts take place directly on the sand in a symbolic circle, guaranteeing optimum safety.



NEW!

XXL TREETOP ASSAULT COURSE

Ecopark Adventures Lacanau offers a unique experience in the heart of nature. Nestling in an exceptional setting, this eco-park offers ten fun assault trails in the treetops, with over 120 challenges, a suspended net park accessible from the age of two, 30 zip lines including one over a hundred metres long, and dedicated teams to guarantee a safe and memorable experience. An iconic venue to take a break from the usual and create some great memories!

TROTT IN MÉDOC

Trott In Médoc offers guided tours on electric scooters between the estuary and the ocean, passing through the vineyards - the perfect way to admire the landscapes of the destination.



SHARE UNUSUAL MOMENTS

WORLD FLIP-FLOP THROWING CHAMPIONSHIP

Try out a truly unique experience at Médoc Atlantique! Lacanau is hosting the World Flip Flop Throwing Championship, a fun competition taking place on the Moutchic beach on the shores of Lacanau lake. This unusual sport is played in pairs, with a flip-flop thrower and a catcher, both following a set of well-defined rules. It's an exceptional opportunity to experience a unique competition that's part of the Médoc summer.

> 11 August in Lacanau



LA FÊTE DE L'HUÎTRE - OYSTER FESTIVAL

In the picturesque village of Talais, the Médoc oyster takes pride of place, attracting locals and visitors alike in a fun and friendly atmosphere. The village enthusiastically celebrates this emblematic product of Médoc Atlantique, creating a warm and festive setting where the flavours of the sea mingle with joie de vivre. A must for an authentic gourmet experience.

> 13 July in Talais

MARATHON DES CHÂTEAUX DU MÉDOC

The Marathon des Châteaux du Médoc offers a unique experience, combining a 42.195km race through the Médoc vineyards, wine tastings at prestigious estates and fun with a costumed theme each year. In 2024, the Olympic Games will be the celebrated theme. A sporting adventure that combines a passion for running with the pleasure of the flavours of the Médoc!

> 7 September in Pauillac



A SLOW DESTINATION



As the perfect gentle tourism experience, Médoc Atlantique lends itself particularly well to the concept of 'slow tourism', inviting you to enjoy a peaceful getaway in the heart of nature, far from the hustle and bustle of urban life. Here, we encourage visitors to slow down, enjoy the surrounding beauty, play the role of intrepid explorer, take to the cycle paths that wind through the region, or wander through the bustling markets and small fishing ports. Each moment becomes a welcome break from the hectic pace of everyday life.

ROMAIN BENARD

LA BENARDERIE

In the commune of Hourtin, Romain Benard, farm manager at La Benarderie, and his family run a business focused on local development. Together with his parents and wife, the family runs a farm shop that is open 7 days a week, all year round. Their offer includes not only their own products, but also those of other local traders. From June to September, the farm offers a variety of fruits and vegetables such as blueberries, tomatoes, courgettes and apples, providing a varied experience to suit all tastes.



In addition to the farm shop, visitors can enjoy the farm's "Laby'Médoc", a corn maze open exclusively during summer. The venue offers a wide range of activities, including a fun trail for younger children, an escape-game for teenagers and adults, and themed evenings.

From summer 2024, visitors will also be able to pick their own flowers and create their own bouquets. La Benarderie aims to become a place where interaction with nature blends harmoniously with floral design.

La Benarderie embodies the 'slow' side of Médoc Atlantique, encouraging a connection with nature while promoting local produce. "It's a place where you can pick your own plants, vegetables and fruits and have fun at the same time". The experience aims to provide visitors with special moments surrounded by nature and its benefits, while supporting the consumption of local products.

ENJOY A FAMILY MICROADVENTURE



TÈRRA AVENTURA

Exploring Médoc Atlantique as a family in a really interesting and unusual way is possible thanks to Tèrra Aventura geocaching. These interactive adventures, accessible on foot or by bike via a dedicated app, offer a fun way to explore the Médoc's hidden treasures. An innovative, free and entertaining way for families to immerse themselves in the cultural and natural wealth of the destination, while enjoying a unique discovery experience.

➤ Available in Lacanau, Hourtin and Soulac-sur-Mer, Le Verdon-sur-Mer and Carcans-Maubuisson from 2024!



TRAIL IN CARCANS-MAUBUISSON

NEW!

This 3.5km loop will take investigators on a quest to discover the origin of the name "Carcans". The peaceful setting of this trail, alongside the lake and in the heart of the pine forest, makes it the perfect place for a family getaway, offering an enriching experience in the heart of nature and a fun way to teach the youngest visitors about the local flora and fauna.



LES PISTES DE ROBIN

Discover the Médoc Atlantique with Les Pistes de Robin, free treasure hunts for self-guided micro-adventures in the Médoc's charming communes. It's a fun and informative way to discover the region, and the youngest visitors will be rewarded with a gift at the end of the tour. It's a really great way to explore the cultural and natural riches of the destination, and perfect for families!

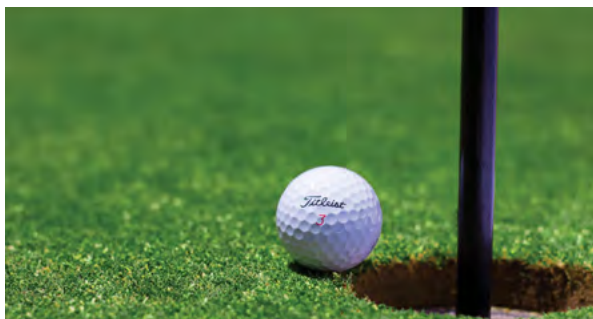
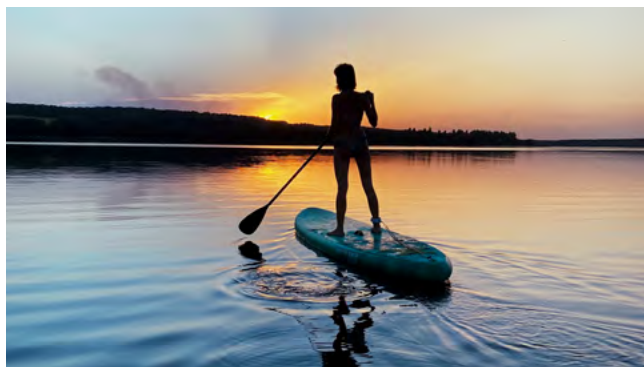


ILE AUX ENFANTS IN HOURTIN

L'Ile aux Enfants in Hourtin port is a haven of fun for little adventurers, with its climbing structures and sports trails. This pedestrian space offers a welcoming picnic area, creating a paradise where children can express their carefree spirits in nature.

PADDLEBOARD MICRO-ADVENTURE WITH FORCE 7

For a gentle getaway, Force 7 offers you the chance to hire paddleboards and set out to explore the calm waters of Lac d'Hourtin-Carcans before heading down the Canal des Étangs to Lac de Lacanau.



MINI-GOLF IN LACANAU

Ideal for beginners or families, UCPA Golf du Baganais offers a mini-golf course with water, sand and obstacles: perfect for stress-free practising before moving on to 9-hole golf.

CAMPING PARADIS DES PINS

Choose a holiday in harmony with nature at Camping Paradis des Pins. Close to Amélie beach in Soulac-sur-Mer, the campsite is set in the heart of a forest of oak and pine trees, ensuring total relaxation!



PEDAL BETWEEN FORESTS, LAKES AND OCEAN



400 KM OF CYCLE TRACKS

The 400 km of cycle tracks in Médoc Atlantique are a paradise for all cyclists, whether amateur or semi-professional! The tracks wind their way through incredible landscapes, offering a cycling experience that really awakens the senses. They take two-wheeled enthusiasts on a visual and sensory odyssey through the hidden treasures of Médoc Atlantique, between golden beaches, enchanted forests and picturesque seaside resorts.



THE VÉLODYSSÉE ROUTE

La Véloodyssée, which winds its way through Médoc Atlantique from Verdon-sur-Mer to Lacanau, is a cycling adventure along the Atlantic coast. Taking in majestic lighthouses, golden beaches and shady forests, it offers a picturesque 81 km journey of unforgettable cycling through the enchanting landscapes of the Médoc.

TOWARDS THE MEDITERRANEAN

For those who want to go even further, it's possible! Take the cycle paths from Lacanau-Océan through pine forests for 68 km to Bordeaux. From there, you can follow the green route along the Canal des 2 Mers, a 500km cycle ride to the Mediterranean. An exciting adventure for cycle tourists!

HIKE CLOSE TO NATURE AND HISTORY



THE CHEMIN D'AMADOUR

The Chemin d'Amadour is a 500km trail that runs between Soulac-sur-Mer and Rocamadour. This beautiful trail starts in the spectacular setting of Médoc Atlantique. With its breathtaking coastal scenery, it offers a spiritual and picturesque adventure, immersing walkers in the history and unspoilt beauty of the Médoc. A journey steeped in mystery, spirituality and the magic of the Médoc's horizons.



THE PILGRIM'S WAY TO SANTIAGO-DE-COMPOSTELA

The Médoc is part of the Pilgrim's Way to Santiago de Compostela, via the coastal route, also known as the Soulac route, offering 96 km of pilgrimage trail along the Atlantic coast. By taking a diversion to Grayan-et-l'Hôpital, pilgrims can admire the Chapelle Saint-Jean-Baptiste, a remnant of the Templar commandery. The Maubuisson campsite, which has been awarded the "Accueil Chemins de Compostelle de France" label, is a welcoming stop-off point on this spiritual route.

RECHARGE YOUR BATTERIES THROUGH SPORT



LACANAU: A GOLF DESTINATION



The Lacanau golf experience includes three exceptional courses, between the lake and the ocean, in the heart of the majestic pine forest. With 9- and 18-hole options, Exclusiv Golf by UGOLF, Golf Bluegreen Lacanau-la-Méjanne and the Baganais golf and mini-golf courses offer a sporting getaway in a breathtaking natural setting where deer and hinds regularly watch golfers at sunrise. With its impeccable greens and the welcome shade of the pine trees, Lacanau offers the perfect golfing experience for fans of this sport who seek to combine competition, relaxation and being in nature.

ALPS TOUR **NEW!**

Enjoy golfing excellence at UGolf, nestled in the prestigious Ardilouse estate in Lacanau. The site will host a leg of the Alps Tour, a renowned European professional men's golf circuit. Classed as the Third European Division, this tournament will bring together 120 professional golfers. A unique experience not to be missed.

➤ From 20 to 25 May in Lacanau

THE LAKES: SAILING PARADISE

Lacanau and Hourtin-Carcans lakes offer an idyllic setting for sailing, whether you're looking for peace and quiet out on the waters or more sporting adventures. Local sailing schools make it easy for beginners to enjoy this water sport, while experienced sailors will fully appreciate the tranquillity of the lakes, letting their sails float with the wind.

LIVE LIKE A LOCAL



HEAD TO THE MARKETS

Local markets are the perfect place to meet Médoc Atlantique producers and discover local specialities. Whether you're in Saint-Vivien-de-Médoc, at the foot of its superb church, in Lacanau walking up the alleys towards the beach, or in the covered market in Soulac-sur-Mer, each market has a friendly atmosphere. By chatting with stallholders, you will really get an insight into the authenticity and gastronomic richness of the Médoc. A real tasting journey featuring local artisan products!

THE LITTLE FISHING PORTS

Along the estuary are a number of small unspoilt fishing ports, steeped in history and offering a warm welcome to visitors.

- In Talais, a small village shaped by fishermen, the channel and its renovated huts create a unique atmosphere. Gourmet food lovers can enjoy oysters direct from the producer.
- Saint-Vivien-de-Médoc, a picturesque fishing and yachting port, borders a narrow channel, and is a great place to explore on foot.
- In Neyran, although no longer used for fishing, the port is a good starting point for exploring the region's oyster-farming history.
- Unspoilt stopovers for gourmet and cultural discoveries along the Médoc estuary.





PORT D'HOURTIN

The picturesque port of Hourtin, on the shores of the lake of the same name, has retained its traditional and unspoilt atmosphere. The small private boats add a unique charm, while the surrounding pine trees provide a beautiful natural backdrop. In season, the village square comes alive with its delightful restaurants and shops, creating a warm atmosphere where local flavours blend with relaxation and conviviality. A haven of tranquillity in an unspoilt natural setting.

PORTS IN LE VERDON-SUR-MER

Le Verdon-sur-Mer is located at the mouth of the estuary and has four ports to optimise its maritime activities:

- Port Bloc, departure point for the BAC boat to Royan
- Port Médoc is a modern and ecological port and the starting point for visits to the Cordouan lighthouse
- Grand Port Maritime de Bordeaux, dedicated to trade and cruise ships on stopover
- Vieux Port aux Huîtres, an old oyster port preserving its picturesque atmosphere in the heart of the village.



LE RELAIS DE SOPHIE EN GUINGUETTE

Located in the charming village of Talais, le Relais de Sophie en Guinguette serves seafood, shellfish, oysters and meat à la plancha for all to enjoy, with a breathtaking view of the northern Médoc sunsets from its terrace.

SHARE UNIQUE MOMENTS



FESTIVAL DU COURT THÉÂTRE

The Festival du Court Théâtre, held in Carcans-Maubuisson by the lake, features a thrilling competition between students from the Cours Florent stage schools in Bordeaux, Montpellier and Brussels. Over the course of two days, these talented performers challenge each other by presenting short plays of no more than 20 minutes, juggling a minimum of props and exploring a variety of theatrical styles. A fascinating event where the art of theatre is expressed in all its diversity and creativity.

➤ From 18 to 19 May at Carcans-Maubuisson





NEW!

SOULAC'N'JAZZ

Immerse yourself in the history and charm of Soulac-sur-Mer, where jazz takes centre stage for a few days, inviting everyone to join in the dance in a joyful and festive atmosphere. Renowned artists take to the stage one after the other, adding an intoxicating note to this unique musical experience in the heart of the seaside town.

> 23 and 25 August in Soulac-sur-Mer



NAUJAC BUS CAMP

At Naujac Bus Camp, ocean, sun and music blend harmoniously. This event brings together "van life" enthusiasts with their VW Combis and converted vans, providing an opportunity for exchanges, discussion and fun with like-minded people in the heart of an idyllic setting between the majestic pines and the sparkling ocean at Le Pin Sec. An immersive experience that brings the nomadic spirit to life.

> From 14 - 15 September in Naujac-sur-Mer

A UNIQUE DESTINATION



Médoc Atlantique has a timeless charm that spans the ages while preserving its distinctive characteristics: the unique architecture of its religious buildings and villas, the captivating history of its lighthouses, and its past marked by conflict. The destination has successfully risen to the challenge of protecting and restoring its historic remains while embracing innovation and progress.

In a harmonious fusion of preservation and modernity, Médoc Atlantique offers visitors an immersive experience in a rich history, both rooted in the past and looking to the future. An invitation to discover how this unique destination has evolved over time.



PATRICE MARCHAND

FESTIVAL OF THE ENVIRONMENT, THE FOREST AND TRADES IN THE MÉDOC

In Médoc Atlantique, lots of events showcase the ocean, ports and oysters, but what about the forest? This question inspired Patrice Marchand, the man behind the creation of the Fête de l'Environnement, de la Forêt et des Métiers du Médoc (FEFOMM). Organised every year in Carcans by a group of local residents, the simple aim of this event is to "highlight one of the environments in which the village's residents live".



The FEFOMM is the embodiment of this unique destination, thanks to the collective, which aims to promote this very important aspect of the terroir that was not previously celebrated in the Médoc. Carcans has 17,000 hectares of forest, so it's vitally important to promote and preserve it. The forest is visited by locals and tourists alike, but they are not necessarily aware of its diversity, its fragility or the way it is managed. The FEFOMM aims to explain to everyone how the forest lives, and the intensity of its existence. "Between the dune and the vineyards, the forest is a haven of peace for cyclists, walkers and lake boaters".

Carcans and FEFOMM are slowly becoming ambassadors for the forest, revealing its hidden treasures and raising awareness among locals and visitors alike of its crucial role in the local ecosystem.

As Patrice so rightly says: "Nobody goes through the Médoc, you come here. So come and discover this peaceful and dynamic way of life by celebrating the Environment, the Forest and the Trades of the Médoc".

ADMIRE THE LIGHTHOUSES



GRAVE LIGHTHOUSE AND ITS MUSEUM

At Le Verdon-sur-Mer, the Grave lighthouse is a historic symbol of navigation. This lighthouse, which is easily recognisable with its square white tower with black cornerstones, is twinned with a museum, the Musée du Phare de Cordouan & des Phares et Balises. The museum tells the story behind the local lighthouses and demonstrates the important role of these maritime sentinels.



RICHARD LIGHTHOUSE

Located in Jau-Dignac-et-Loirac, Richard lighthouse was carefully restored between 1982 and 1990 and has a peaceful atmosphere. Offering panoramic views of the coastline, estuary, carlelet fishing huts and marshes, this remarkable site is the perfect place for walks and enjoying a meal outside. Visitors can also explore the history of the estuary since the 19th century on guided tours, making the Richard lighthouse an essential stop-off point to learn about the Médoc's heritage.



LA BOHÈME LAUNCH BOATS

From the must-see Cordouan lighthouse to the troglodyte caves of Meschers-sur-Gironde, the Vedettes La Bohème launch boats take you on a tour of the banks of the Gironde estuary from Le Verdon-sur-Mer.

LA FLEUR AU FUSIL

Working with local produce, chef Marion Métenier offers a menu that evolves with the seasons, the catch and the inspiration of the day. The restaurant La Fleur au Fusil is located in the heart of the village of Saint-Vivien-de-Médoc and has a peaceful terrace for diners.



DISCOVER OUR HERITAGE BUILDINGS



VILLAS IN SOULAC

Soulac-sur-Mer has been a popular seaside resort since the 19th century and is celebrated as the "town of 500 villas", thanks to its delightful residences built between 1860 and 1890. With their colourful facades and manicured gardens, these villas bear witness to Soulac-sur-Mer's flourishing past as a popular summer destination. They contribute to the picturesque, retro atmosphere of the town, revealing its history and charm.

Dating mainly from the beginning of the 20th century, these villas were built in the seaside architectural style of the period. Four styles stand out in particular: the Picturesque, with its slightly whimsical appeal; the regional style of the Arcachon Basin with its gabled walls; the neo-Basque style with its red-coloured panels; and a local urban style reminiscent of the single-storey houses in Bordeaux. These buildings bear witness to the architectural diversity of Soulac-sur-Mer.



THE ARROS BATTERY

The Arros Battery at Soulac-sur-Mer is an emblematic historic site that reveals the Gironde's military past. Built to defend the estuary, this fortification dates from the Second World War and offers visitors an immersive dive into history with its preserved bunkers. Guided tours are available to explore and learn about this remarkable heritage, which bears witness to the strategic role played by the Pointe du Médoc during the war.



THE CHURCH IN SAINT-VIVIEN-DE-MÉDOC

The church in Saint-Vivien knows how to spark conversations and opinions among visitors and locals alike. Located in the heart of the village of Saint-Vivien-de-Médoc, it was bombed in 1945 before being restored in 1957. The restoration work preserved its Roman style while adding a surprising new touch: a Moorish bell tower that is unique in the Gironde!



SAINT-JEAN-BAPTISTE CHAPEL IN L'HÔPITAL

Nestling in the village of l'Hôpital, on the "historic variant" of the Pilgrim's Way to Santiago de Compostela, the 12th century Saint-Jean-Baptiste Chapel has been brought back to life thanks to the efforts of the Friends of the Chapelle Saint-Jean-Baptiste de l'Hôpital association. The aim of this initiative is to open the doors of the chapel to the public on a regular basis, to contribute to its preservation and restoration, and to host cultural events such as conferences, concerts and exhibitions.

"23" GUEST HOUSE

A charming, fully restored Soulac villa, "23" Guest House has four bedrooms and a magnificent garden, and offers breakfast and an evening meal option.



EXPERIENCE TYPICAL EVENTS IN MÉDOC ATLANTIQUE



LES FÊTES DE LA MER

Every year around 15 August, the Fêtes de la Mer pay tribute to the lives lost at sea. This event is an opportunity for everyone to gather together and ask for the ocean's benevolence during a real moment of festivity and communion between the inhabitants and the ocean.

FÊTE DE L'ENVIRONNEMENT, DE LA FORÊT ET DES MÉTIRS DU MÉDOC

Every year at Carcans-Maubuisson, FEFOMM celebrates the traditional skills of the past, with a fascinating demonstration of a century-old steam-powered mobile sawmill, as well as agricultural and forestry trades and a host of sporting activities that start in Maubuisson.

➤ From 7 to 8 September in Carcans-Maubuisson



A SMART DESTINATION



Médoc Atlantique has a high-quality seminar offering specially designed for professionals looking for a unique setting. The destination's flexible facilities can accommodate groups of all sizes, providing an environment conducive to creativity and productivity. Original team-building activities, with unique experiences inspired by the Médoc region, guarantee that you enjoy an authentic experience. Finally, Médoc Atlantique Travel online solution makes it easy to book your entire stay, from transport to accommodation and activities.

CLÉMENT REY

AQUITAINE RAID

Clément Rey, Aquitaine Raid's passionate manager, took over at the head of the company two years ago, after a fruitful eight-year partnership with Thierry. This transition was more than just a professional change for him, as it embodied a deep commitment to the activities he cherishes and which enable him to share his passion for the region with a variety of business groups.



Working on Médoc Atlantique destination has a special significance for Clément. It's an opportunity for participants to discover an exceptional natural region, with its lakes, forests and ocean. Cycling, canoeing, stand-up paddleboarding and sailing on the lakes of the Médoc, as well as exploring the vast expanses of forest, are all great opportunities to raise awareness of the local ecosystem.

"For us, Médoc Atlantique destination offers so much more than just a setting. It's an opportunity to showcase the region's natural riches and diversity through a range of outdoor activities."

"Our priority is to develop events that strengthen cohesion and create shared memories. Each activity is an opportunity to discover the Médoc in a unique and fun way"

According to Clément Rey, a seminar at Médoc Atlantique is synonymous with a total change of scenery and immersion in nature, with its forests, lakes and oceans. A wide range of activities are designed to suit all participant profiles, and hotels and restaurants tailored to corporate groups offer a warm welcome. What's more, Médoc Atlantique destination is actively involved in eco-responsible initiatives, so conferences and seminars can be organised to reflect companies' CSR commitments.

BOOK YOUR STAY



NEW!

MÉDOC ATLANTIQUE TRAVEL

Make the most of your holidays with Médoc Atlantique Travel! Created by the Médoc Atlantique Tourist Office, this centralised platform allows you to book all aspects of your stay via a single interface. With transport, accommodation, activities, rental and restaurant options, this practical solution simplifies your bookings from Lacanau to Verdon-sur-Mer, guaranteeing a single secure payment process. A carefree travel experience, designed for your comfort and peace of mind.



TEAM-BUILDING



BATTLE ARCHERY

For an original sports challenge between colleagues, La Forêt de Robin offers a battle archery competition in the heart of nature at Soulac-sur-Mer, ideal for motivating the troops and creating great team memories.



THE COASTAL BIKE ECO-RALLY

Explore a whole new team-building experience with Aquitaine Raid: "L'éco-rallye des petites reines de la côte" - or the coastal bike eco-rally. Take part in cycle adventure challenge around Lacanau, where teams discover eco-responsible initiatives, while learning about sustainable development and environmental conservation. An original and dynamic way of strengthening team spirit while contributing to a more sustainable future. Enjoy this unique adventure that combines discovery, challenge and ecological commitment.

SHARE A TEAM MEAL



CAFÉ MARITIME

With its authentic and creative French cuisine, Café Maritime can be hired out for business events. Its panoramic bar offers breathtaking views of the Atlantic Ocean at sunset, perfect for afterworks or seminar dinners.



LE BISTROT DES COCHONS

Le Bistrot des Cochons is a very cosy place to enjoy old-fashioned dishes in the shade of the wisteria, for convivial evenings out with colleagues.



FRÈRES NICOLL'S

Les Frères Nicoll's offers both a catering service with home-made food prepared on the terrace's brazier, and a coworking space to combine business with pleasure!

GROUP STAYS IN MÉDOC ATLANTIQUE

CAMPING & SPA AIROTEL L'Océan*****

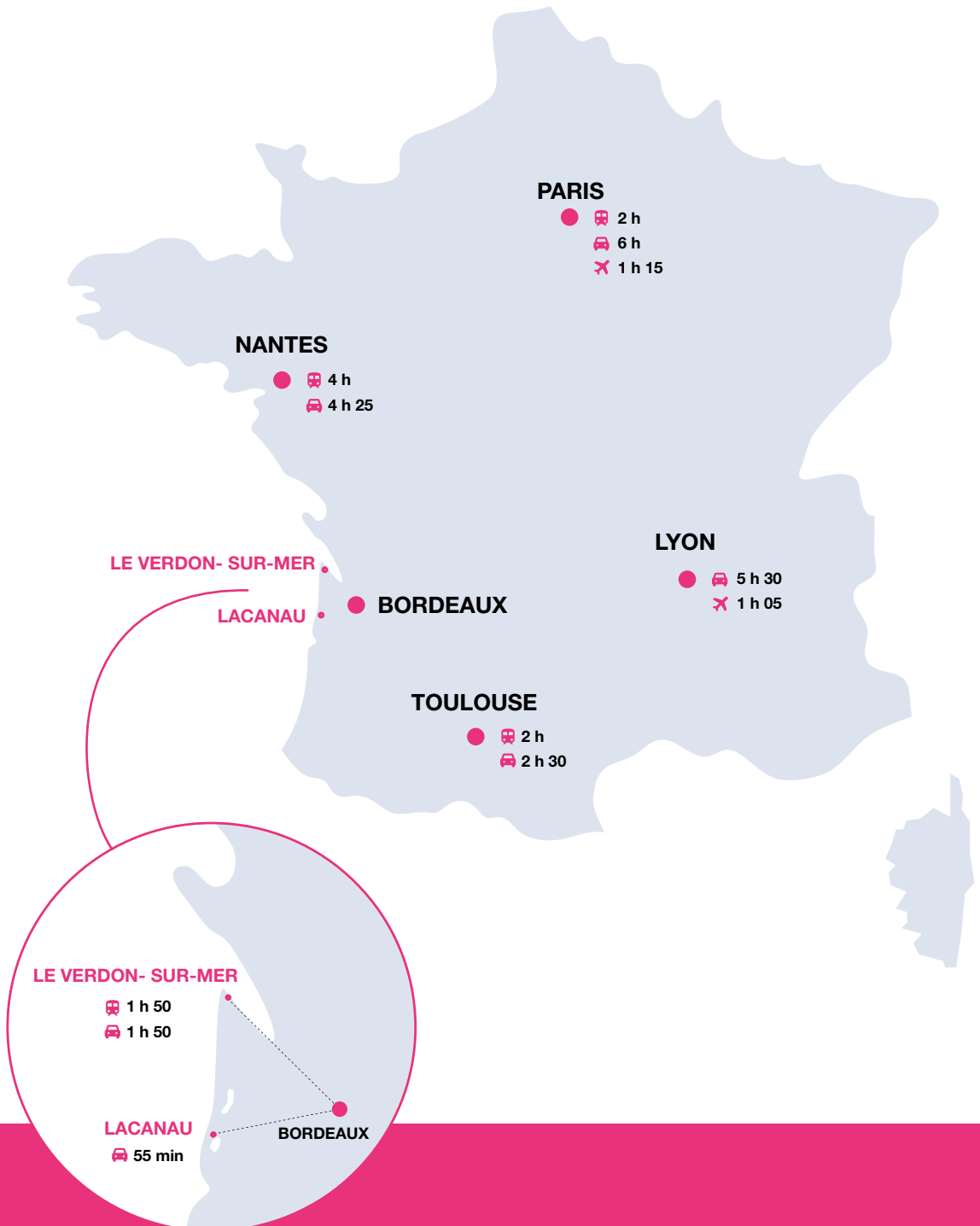
With its accommodation, fully-equipped meeting rooms and "Aqualiday" aquatic centre and spa, Camping & Spa Airotel L'Océan offers an all-inclusive seminar experience.



VITALPARC HÔTEL**** RESTAURANT & SPA

In the heart of the pine forest, between the ocean and the lake, Vitalparc is the ideal place to work and relax in Médoc Atlantique. It has a restaurant, meeting rooms, a fitness room, a swimming pool and a spa: everything you need for a memorable seminar.

HOW TO GET THERE



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LACANAU
SOULAC-SUR-MER
CARCANS-MAUBUISSON
GRAYAN-ET-L'HÔPITAL
HOURTIN
NAUJAC-SUR-MER
LE VERDON- SUR-MER
VENSAC
TALAIS
SAINT-VIVIEN-DE-MÉDOC
JAU-DIGNAC-ET-LOIRAC
QUEYRAC
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