

2023

12 LANDS OF PROVENCE IN THE MEDITERRANEAN PRESSEPACK



- CARQUEIRANNE
- LA CRAU
- LA GARDE
- HYÈRES
- OLLIOULES
- LE PRADET
- LE REVEST
- SAINT-MANDRIER
- LA SEYNE
- SIX-FOURS
- TOULON
- LA VALETTE





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12 LANDS OF PROVENCE BY THE MEDITERRANEAN

Located in the Var department, Toulon Provence Méditerranée, a metropolis on a human scale, offers all the richness and complementarity of its 12 towns, nestled on the shores of the Mediterranean.

Its countless assets make it the preferred destination for holidaymakers in the Var department.

This tourist vitality is largely based on its seaside and sailing resources. More than 200 km of beaches, and iconic islands such as Porquerolles, Port-Cros, Le Levant and Les Embiez. But that's not all!



■ PORTRAIT OF THE DESTINATION

Land of nature and contrasts which stand out with their mosaic of landscapes both land and sea. Parks, natural spaces and forested areas across the region's 12 towns, make an ideal playground for different activities.

To preserve this exceptional biodiversity, actions have been put in place for responsible, sustainable tourism.

A land of history, inheriting and guarding a past which, through its stories and legends, takes our visitors on a journey. A land of architectural wealth with an exceptional architectural heritage: medieval castles, Vauban forts, military and religious buildings and all Belle-Époque villas.

A land of culture and art, where internationally renowned exhibitions take place: fashion, design and interior design within iconic structures such as Villa Noailles in Hyères or the Hôtel des Arts in Toulon. Numerous shows and festivals throughout the year: dance and theatre with the Scène Nationale Liberté-Châteauvallon, jazz festivals, street arts and photography at Villa Tamaris in La Seyne-sur-Mer.

A land of sport par excellence which hosts major events: base camp for the **Rugby World Cup 2023, partner of the 2024 Olympic and Paralympic Games**, the America's Cup ... and many others.

A land of flavours and fine living, a great way to awaken the senses, an authentic culinary experience for an inspiring, exciting destination.

These events are a definite lever for tourism development and add to the attractiveness of our destination.



Full of life throughout the 4 seasons ... the destination is yours to discover all year round. Thanks to its 300 days of sunshine, from spring which arrives as early as February with the full flowering of the mimosa, to the Indian summer which lasts until All Saints' Day: gatherings, activities, festive, cultural, sporting and gourmet events run throughout the seasons.

Finally, what would all these great assets be without this **special light**, so dazzling, which highlights the palette of greens, ochres, blues of the sky and Mediterranean which borders our coasts?

Throughout these pages we invite you to discover this area nestled in the heart of a natural setting, bathed in sunshine, with beaches, islands mountains and forests. Let yourself be seduced by its exceptional heritage, the cradle of a modern and creative cultural life, combined with a **gentle way of living** that has become an art form!

We hope that all you'll want to do is pack your suitcase, and join us whenever you like, because even if one can evade while reading really **living our South is so much better !**
See you soon...



Carqueiranne

Is located between hills and sea. The mild climate favours the production of flowers and, in particular, the tulip, which is also the town's emblem.

La Crau

A town between sea and countryside, located between Toulon and Hyères. Warm and welcoming, life is good around its squares, in its shopping street, with its evocative local market, fine wines, flowers and Provençal art of living.



La Garde

A town located between Mont Coudon and the shores of the Mediterranean. While the town has an attractive commercial and industrial area, it's managed to retain its air of Provence with its flowery alleyways in the old village, passing through the vast plains of the natural area and the wilder coastline. The town's protected natural areas are a hotspot for terrestrial and marine Mediterranean biodiversity.



Hyères

Situated in the extreme south of Provence, Hyères stretches out, between sky and sea, over a vast area renowned for the variety of its exceptional land, sea and underwater landscapes and mild climate. The oldest seaside resort on the coast, its Îles d'Or (Golden Islands) offer a real change of scenery. Hyères is today the meeting point for major international events in the fields of sailing, photography, fashion and design.



Ollioules

A Provençal town, nestled at the entrance to the gorges shaped and sculpted by the river Reppe, Ollioules is the city of the olive tree. It is a medieval village that has kept its charm and authenticity thanks to its restored buildings, its porticoed streets and flowered balconies.



Le Pradet

Has retained its Provençal village charm with its church square lined with restaurants, where the "baleti" (dances) are held in summer and numerous festivals throughout the year. The Coastal Path runs along beaches, coves and rocky cliffs providing admirable views.

PORTRAIT OF THE 12 CITIES



Revest-les-Eaux

The typical Provence village at the foot of Mont Caume, with its medieval tower and emerald waters of the Dardennes dam.

St-Mandrier-sur-Mer

The secret town, home of ancient navigators, it's managed to preserve its maritime heritage and retains its soul as a fishing village. Boasting its own microclimate, the town is home to natural beaches, green spaces and a great coastal path.



Six-Fours-les-Plages

A seaside, sports and leisure destination where, its beaches, coves, Provençal markets and playgrounds, will enable you to do a wide range of family activities or the wild nature on the Gaou Peninsula.



La-Seyne-sur-mer

A city of many faces, with more than 500 years of history in shipbuilding, renowned throughout the world. This city surprises with its grandiose preserved landscapes, legendary military fortifications by the sea and its crystal-clear waters. An old centre with a Provençal feel and the Tamaris district with its oriental air will take you on a journey to a bay that reminds us of the Bosphorus.



La Valette-du-Var

Nestled between sea and hinterland, it's a town with a Provençal soul, architectural heritage and preserved natural environment. With its labelled gardens, entertainment and shows during all four seasons, the town is a destination for all generations.



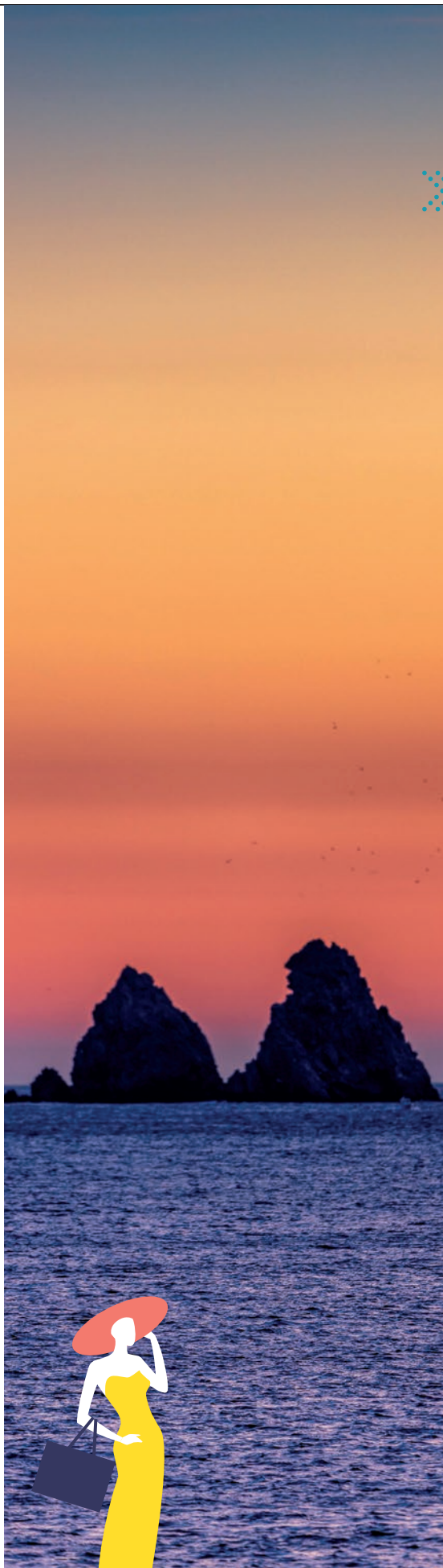
Toulon

Port du Levant, a strategically located Mediterranean city, a town between sea and mountains, bathed in light, sun and the Mediterranean. At the foot of Mont Faron, nestled in the heart of the most beautiful harbour in Europe, Toulon reveals its life, its colours, its many different faces and its Provençal lifestyle. A city with a rich past, it is today resolutely focused on the future. A city of discovery, novelty, freedom, passion; a city with all the attractions, all the possibilities, an artistic, cultural city which is full of activities with its various neighbourhoods, markets, shops and leisure activities.





KEY FIGURES



3rd urban centre on
the Mediterranean
coast with 12 towns
(including 6 classified as tourist towns)

*Carqueiranne,
La Crau,
La Garde,
Hyères,
Ollioules,
Le Pradet,*

*Le Revest-les-Eaux,
Saint-Mandrier-sur-Mer,
Six-Fours-les-Plages,
La Seyne-sur-Mer,
Toulon,
La Valette-du-Var*

➤ 450,000 inhabitants, 36,654 hectares,
more than 300km²

➤ 1st economic centre in the Var

➤ 1st European military port

➤ 1st service port for Corsica

➤ Leading French producer of cut flowers
(Le Var > Hyères) with more than 600 varieties of flowers





➤ Toulon (47th) and Hyères (50th)
in the TOP 100 best cities to live 2023
(The Sunday Journal January 2023)

➤ 5th most attractive metropolis in France
(Le Cadran magazine 2022)

➤ 200 km of coastline

➤ 2nd forestry department in France

➤ 63 parks and gardens, including 7
"Remarkable Gardens"

➤ A terrestrial and maritime National Park
Natura 200 - Coastal Conservatory

➤ more than 300 days of sunshine per year

➤ 76,000 economic establishments
as of 01/09/2022

➤ 18.8 million overnight stays in 2022

➤ a wide range of quality accommodation:
80,000 tourist beds

➤ 6700 tourism jobs

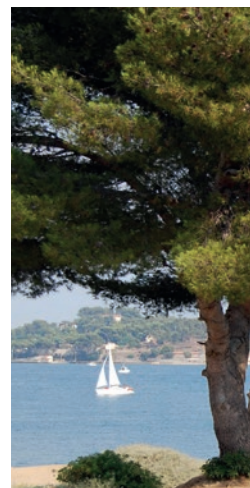


➤ 316 km of cycle routes

➤ 20 ports of call 22 marinas

➤ an unmissable cruise destination:
19,000 cruise passengers and
1.58 million ferry passengers

➤ an international airport on a human scale:
430,000 passengers





OUR FAVOURITES



To discover the flavours with their accents of the sun or enjoy idling away the time Provence-style, there are many ways to experience the South way of living.



The Provençal market

in Toulon

Authentic and welcoming, the Cours Lafayette market invites you to travel. Strolling by the colorful stalls of fruit and vegetables from the south, the fish stalls (traditionally run by fishermen's wives) and olive stalls.

You really must visit the "cade" seller to share a tray of it while it's still warm (don't miss it! It's the star product all year round, made from chickpea flour!).

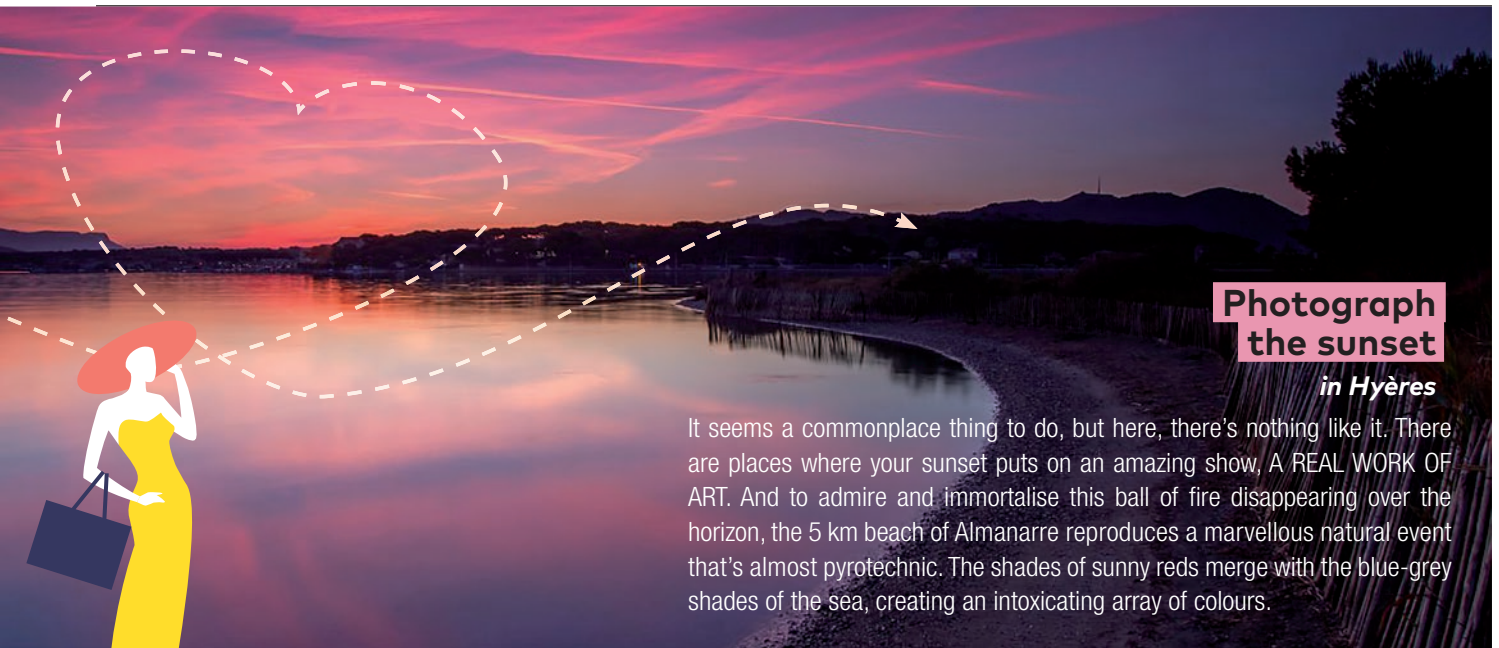


INTERESTING FACT

It happened here: the ball in the wall.

In Lafayette market, keep your eyes up and you're sure to see a ball stuck in the middle of a wall. The story goes that a cannonball was fired by an English ship in 1793 during the siege of the town, and it naturally embedded itself in the wall without the slightest impact on this building. So people have had fun decorating the point of impact and the cannonball itself.





Photograph the sunset

in Hyères

It seems a commonplace thing to do, but here, there's nothing like it. There are places where your sunset puts on an amazing show, A REAL WORK OF ART. And to admire and immortalise this ball of fire disappearing over the horizon, the 5 km beach of Almanarre reproduces a marvellous natural event that's almost pyrotechnic. The shades of sunny reds merge with the blue-grey shades of the sea, creating an intoxicating array of colours.



The taste of Provence

in Ollioules

An essential stop when you come to Provence.

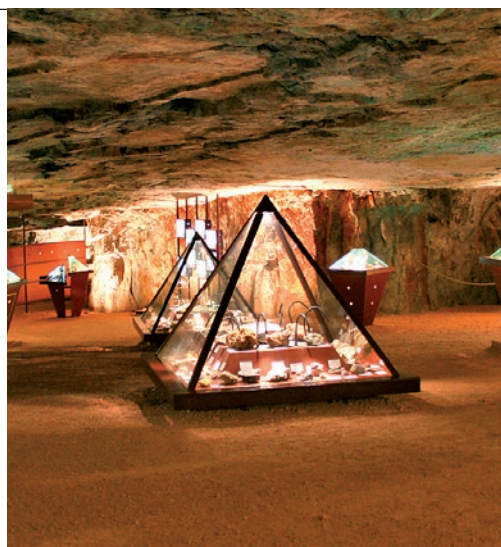
At the exit from the famous gorges which share its name, shaped and sculpted by the river Reppe, you enter Ollioules which is the city of olive trees and flowers par excellence. Very attached to its Provençal heritage, the town organises numerous festivals and traditional events. It's good to stroll in the alleyways, photograph the fountains and discover its rich cultural heritage. Ollioules is an extraordinary, authentic window on Provence: with its typical market atmosphere, discussions with local producers on pistou recipes or preparing tapenades, stopping at the olive and cheese stalls.



Walks

in Revest-les-Eaux

Standing out in the middle of lush greenery, this village is a remarkable site for hiking. As well as for flora lovers, where you can discover the traditional species of Provence. Between secret valleys, the entrance to sand and bauxite mines and prehistoric caves, a change of scenery is guaranteed.



Mining Museum of Cap Garonne

in Le Pradet

Located on the heights of Le Pradet, surrounded by nature, the Cap Garonne Mining Museum is the only French museum of copper and micro-minerals. From the life of the miners to the history of rock, grab your hard hats and dive into the heart of these ancient copper mines with this guided tour that we suggest you book. A living lesson, a fascinating adventure for young and old alike, to be enjoyed in Le Pradet.



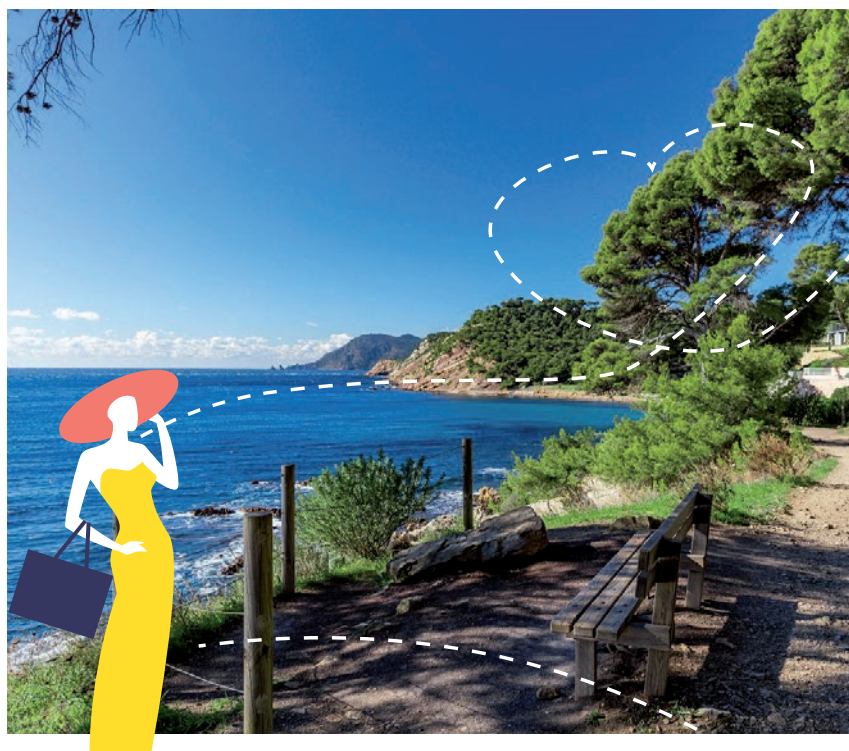
OUR FAVOURITES

The Coastal Path

at Saint-Mandrier-sur-mer

The Sentier du Littoral (coastal path), which goes from St Elme Beach to Cavalas Beach near the village, offers wonderful views of the Deux Frères rocks and Cap Sicié.

This trail includes some elements of built and natural heritage, including the Fort de Saint-Elme, Fort du Gros Bau, the Fortin the Coudoulière Fortin and the beautiful Ste Asile pine grove.



The Remarkable Garden of Baudouvin

in La Vallette

At the bottom of the slopes of the Coudon, streaked by its dry stone terraces, lies Domaine de Baudouvin. Labelled a Remarkable Garden, Baudouvin is a very popular place to walk. The atmosphere is full of the colours and scents that make Mediterranean gardens so charming. A garden of collections where the Provence Rose and Parma Violet grow side by side. It's an exemplary place in terms of traditional cultures and preservation of resources, thanks to the economical management of water and energy that it operates.



A Provençal Christmas to delight young and old

in La Garde

At this time of year, traditions mingle with new things in the area. Christmas events and craft chalets set up in several towns delight a wondrous public loyal to the many festive events. Merry-go-round, toboggan run, entertainment, parades...



Graffiti and street art route

in La-Seyne-sur-Mer

Over recent years, the town of La Seyne-Sur-Mer has become a place for urban artists to express themselves. While the industrial wasteland of Bois Sacré was their original playground, today the entire city centre has been taken over by internationally renowned street artists.

Here, you can discover graffiti, paintings, installations, local and international street artists like Kogaone / Astro / Bust the Drip / Snake / Shaka and many others...



Les Halles Milona

in La Crau

It's a proper traditional covered market, a friendly place of culinary sharing. A market like the halls of yesteryear, run by craftsmen, traders and producers rigorously selected for their know-how and complementary nature.



The Pins Penchés (Leaning Pines) park

in Carqueiranne

It is been a listed site beside the sea since 1937 and is known to many painters, who have depicted the charms of this pine forest, such as Paulin Bertrand, Vincent Courdouan...

The place is still a paradise for boules players and walkers who, in summer enjoy the shade provided by the splendid Aleppo pines.

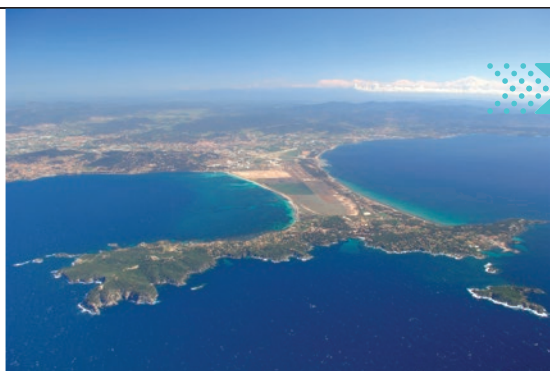


Stroll on the Gaou Peninsula

in Six-Fours-les-Plages

A real corner of paradise, ideal for relaxing and recharging your batteries, this wild peninsula is the extension of the port of Brusc, which is accessed via a wooden footbridge. Once on the peninsula, the smell of pines distorted by the mistral, the transparent sea and the small coves are a great place for swimming and resting.

A LAND OF ISLANDS and PENINSULAS



Exceptional marine heritage, a vast region renowned for its incredible marine wealth, mild climate and more than 300 days of sunshine per year. Our destination welcomes you with its legendary islands, iconic peninsulas and secret coves, brought to life by our intimate relationship with the Mediterranean.



EXCEPTIONAL MARINE HERITAGE



The Îles d'Or archipelago



Interesting fact

A legend, reported by Hyères writer Gustave Roux, surrounds the Îles d'Or, formerly called "Stoechades" (the aligned ones). Prince Olbianus had four daughters whom he cherished dearly, whose beauty was matched only by their skill and agility.

Exceptional swimmers, they didn't hesitate to venture far from the continental coasts. One day when they were far from the shore, the sails of a pirate ship appeared on the horizon. Their father begged them to return to the shore as quickly as possible, but alas! The barbarian ship took them.

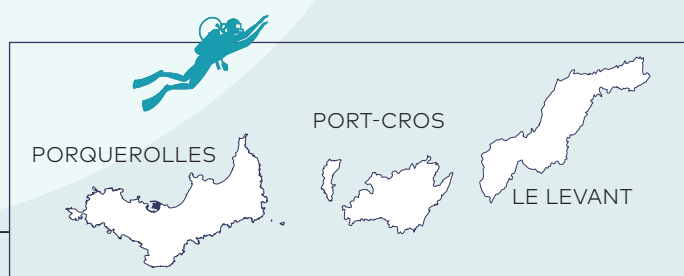
The prince, falling to his knees, implored the gods to spare his daughters from the kidnapping that awaited them.

Heaven was moved by his prayer and, even as the pirates were about to grab them, the princesses gradually felt their limbs freeze. Their bodies turned to stone; the three most distant sisters formed the Îles d'Or, while the youngest, desperately reaching out to her father, became what was later known as Giens.





THE ISLANDS



➤ Porquerolles island

in Hyères

A jewel with its beaches, vineyards and its 54 km of trails, Porquerolles is the biggest of the three "Golden Islands". Located furthest west, facing the Giens Peninsula, this Mediterranean paradise extends over 7 km.

Porquerolles stands out for the variety of its landscapes. The south coast is dominated by vertiginous cliffs and a few small coves sheltered from the wind. On the northern coast, you'll find some of the most beautiful beaches on the Côte d'Azur (Notre Dame, La Courtade, Plage d'Argent, Le Langoustier). A true paradise in spring when the maquis blooms (cistus, myrtle, tree heather),

Porquerolles transforms into an immense fragrant bouquet. The sea is exceptionally pure and the underwater depths are home to a wealth of fauna and flora. Pines, eucalyptus and white sandy beaches, on foot or by bike, this paradise is managed by the Port-Cros National Park, where forts and batteries bear witness to a turbulent past. The National Mediterranean Botanical Conservatory has been doing the fauna and flora inventory for 38 years.

➤ Port-Cros island

in Hyères

A protected island in the heart of the National Park; a sanctuary of biodiversity where time passes slowly... Port-Cros owes its current name to the hollow shape of its small port. It's the smallest, highest and most mountainous of the three islands. Boasting fascinating flora and a refuge for birds, it's the first marine national park in Europe.

A true living museum, it presents an extraordinary natural heritage through its fauna, flora and landscapes, but also through its history and architectural heritage. Today, no vehicles, not even a bicycle, circulates there, nature reigns and the island can only be discovered on foot.



In focus

PLAGE D'ARGENT

Its crystal-clear, shallow waters, fine white sand, beautiful pine forest behind the beach and being nicely sheltered from the Mistral make it the ideal beach for everyone...

➤ Levant island

in Hyères

Located to the east of the Îles d'Or archipelago, Île du Levant extends for 8 km. The island is covered with abundant vegetation and its arbutus trees are among the most beautiful in all of Mediterranean Europe. Covered like its sisters with rocky coves and bushy scrubland, Île du Levant surely merits its reputation for wild beauty. While the Levant isn't part of the Port-Cros National Park, another particular feature protects it from the crowds: it's a home of naturism. Its village of Héliopolis is an ode to the sun, nature and contemplation.



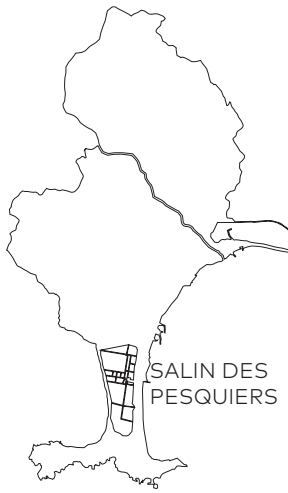
Wow

THE BLACK BEACH OF LANGOUSTIER

On Porquerolles island, it's a marvellous beach, sheltered from wind and swell. Here, the black sand owes its colour to the waste spilled in the 19th century by the old soda factory. Even though the image of the idyllic beach remains white sand and transparent waters, this beach remains one of the most enjoyable.

A LAND OF ISLANDS and PENINSULAS

GIENS PENINSULA



➤ Giens Peninsula

Between two strings of dunes shaped by sea currents extends the Giens Peninsula, starting point for trips to the Îles d'Or. This double isthmus is a rare geological formation, formed by the accumulation of alluvium, due to the proximity of the mouths of the Gapeau and Roubaud rivers, and the presence of favourable marine currents. The Eastern land bar has family beaches with clear waters. To the west, discover its wild side where the Almanarre Beach stretches out, a famous spot where thrill-seekers can try their hand at board sports: windsurfing, kitesurfing.



➤ The Salt Marshes

One of the most remarkable areas on the coast, you can marvel while watching the sunset and admiring the majestic flight of a pink flamingo above the salt marshes. This region conceals a thousand and one breathtaking panoramas. Formerly operated by the Compagnie des Salins du Midi, up to 30,000 tonnes of salt were produced there per year. The property of the Coastal Conservatory since 2001, the salt marsh is today labelled "wetland of international importance" and managed by the Métropole Toulon Provence Méditerranée (TPM), with technical and scientific support from the Port-Cros National Park. Recognised as part of the most remarkable natural spaces on the Var coast, the Salins d'Hyères are natural, fragile monuments which offer a stopover for migratory birds and shelter for nesters. While pink flamingos live there in large colonies, more than 260 species of birds have been recorded here in total. Guided tours organised by the Tourist Office and LPO (Bird Protection League).

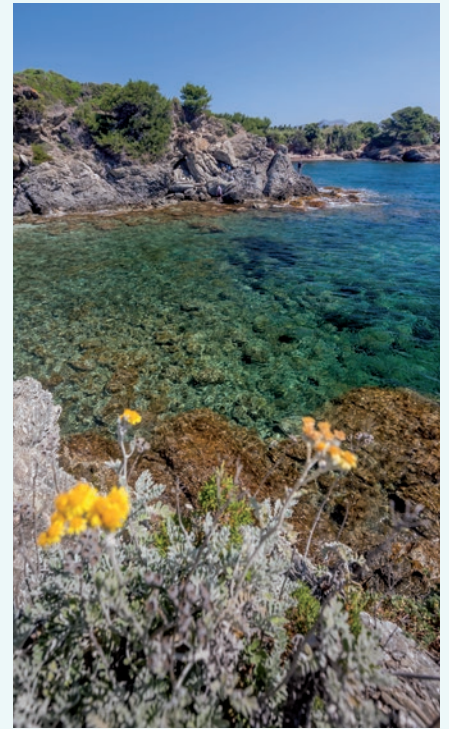
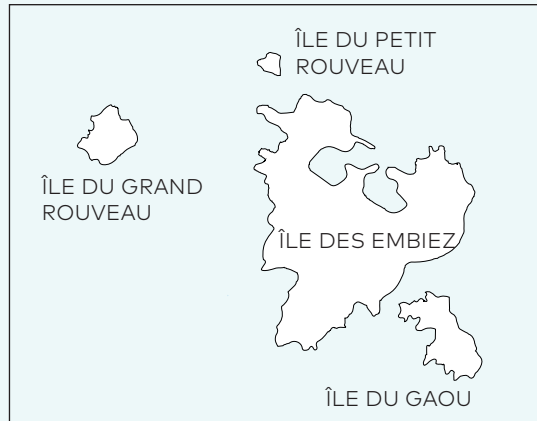




➤ The Embiez archipelago

at Six-Fours-les-Plages

The “Island” was once the Embiez archipelago, made up of the island of Embiez, the islets of Petit and Grand Rouveau and the “rocks” of Magnons. A little corner of paradise still hidden away, one of those magical places where time has no hold...



➤ The Embiez island

at Six Fours les Plages

Acquired in 1958 by Paul Ricard, this island is an internationally renowned site for pleasure boaters, divers and lovers of the sea. The island is also known for its oceanographic institute, whose mission is to understand, promote and protect the sea. 95 ha of preserved nature, a succession of secret sandy coves with their crystal-clear waters, and wild inlets to discover with family, friends or as a couple, on foot, by bike or little train. **A true ecological showcase, it's a 100% natural island with very limited vehicular traffic.**

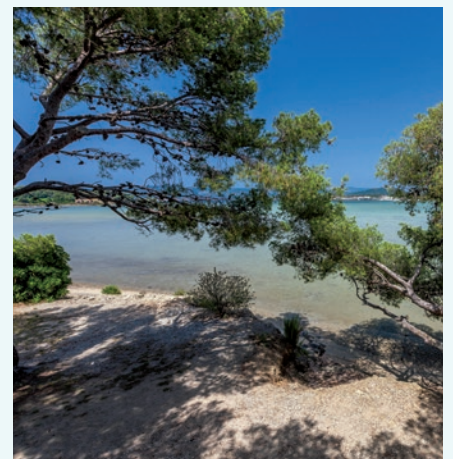


➤ The little and great Gaou islands

at Six Fours les Plages

At the very end of the Brusc, you'll find the tip of “Gaou”: It's a peninsula and an island linked together by a wooden bridge – Little and Great Gaou. On Little Gaou, you can admire the “Venus of Gaou emerging from the waves”, a stone statue which opens the way to the tip of the island. Great Gaou is a unique place for walks facing the Embiez island, accessible by a pedestrian footbridge, between coves and the lagoon. Discover the wind-battered pines (flattened by the Mistral). With the Mistral, it takes on the appearance of the Breton coast. The ideal place for a game of pétanque with friends or a family picnic sheltered from the wind.

But it's at sunset that the Gaou works its magic. The whole sky is adorned in gold and plays spot-lights ... It's time to stop time!



KEY FIGURES

200 km of coastline
93 beaches and coves

A LAND TURNED TO THE SEA



A MAJOR ASSET

Ports of call for cruise ships

With around a hundred stopovers recorded each year, the Ports of Toulon and La Seyne sur Mer have become a destination recognised by cruise companies. An expertise in accommodating cruise ships that dates back to the 1930s and 40s. After a post-war period which saw all the docks destroyed by bombing, the beginning of the 1970s saw the return of cruise ship stopovers. These 2 ports have the infrastructure to accommodate the largest ships in the world thanks to having a very deep draft. A special feature for passengers: a small train links the ferry terminal directly to the embarkation dock.

Yachting activity

The Metropolis of Toulon Provence Méditerranée is also a flagship destination for your stopovers, with its 22 ports located in Carqueiranne, La-Seyne-sur-Mer, Le Pradet, Hyères, Six-Fours-les-Plages, Saint-Mandrier-sur-Mer and Toulon. Bustling pleasure boating activity all year round, with sites equipped to welcome and cater for Mediterranean sailors. Places of life and interaction, our ports are certified "Active in Biodiversity and Cleanliness". Must-have equipment, advice and shops – an entire ecosystem dedicated to pleasure boating. Our ports are a museum of maritime civilisations and gateways to discover the wealth of our rich heritage on dry land



➤ Ferry activity

Toulon is the premier port serving Corsica, with more than 1200 rotations a year and around 2 million passengers transported. The very active Corsica Ferries, a historical operator on the coast, then brought other services to Italy and Spain.

➤ Saint-Mandrier-sur-Mer

Closing off the famous Toulon harbour, like a lock, the peninsula of Saint-Mandrier-sur-Mer, in ancient times, was made up of three closely spaced islands which over the centuries became the "Isle de Sépét". Congregating around its port, this village has preserved its maritime heritage and retains its fishing village soul. Boasting its own microclimate, the town is home to natural beaches, green spaces and a great coastal path.



➤ Heritage ports

Charming and easy to access, from the small port hidden from view to the port in the heart of the city ... some look like a nursery on the water, others are nestled at the foot of a historic fort, while others still can also accommodate the largest secretive ships of the Military Navy. These ports all have different characters.

- **Port du Niel:** this heavenly little port in the south of the Giens Peninsula has kept its authenticity thanks to its traditional fishing activity. You can even buy your fish there;
- **Port St Louis du Mourillon:** with its colourful sheds and pétanque courts, it truly represents the Provençal lifestyle;
- **Port du Brusc:** in the heart of a natural shelter, it's home to the traditional "pointu" boats;
- **Port de Saint-Mandrier:** located in a green setting right in the centre of the village, it offers a superb view of Toulon harbour;
- **Port des Sablettes:** don't be surprised to see a large number of fishermen using its location to practise their favourite activity;
- **Toulon Naval Military Base:** Toulon's military vocation dates back to the 16th century. Today, the leading military port in the Mediterranean, it is the base for the majority of French action forces.



A brief look

THE "POINTUS"!

What is this brightly coloured boat, made with fine wood and sometimes equipped with a sail? Of very ancient origin (Provençal, Catalan, Sicilian or even Ligurian), "pointus" were used for trammel fishing (net) or longline fishing (bottom line). These lateen sail and rowing boats are classified as Historic Monuments. Some boats have received the "Boats of Heritage Interest" label.



In focus

TOULON HARBOUR

One of the most beautiful harbours in Europe to discover by boat during a guided tour. An excellent way to understand the natural environment with the hills that overlook it. But it's also a way to discover its military heritage made up of forts, towers and, of course, the Arsenal (Naval Base) which has covered the history of Toulon since the 17th century. Protected by Seyne-sur-Mer, Saint-Mandrier and the great sea wall, the harbour stands out for its size and its past.



KEY FIGURES

20 ports of call
22 marinas



A LAND OF NATURE



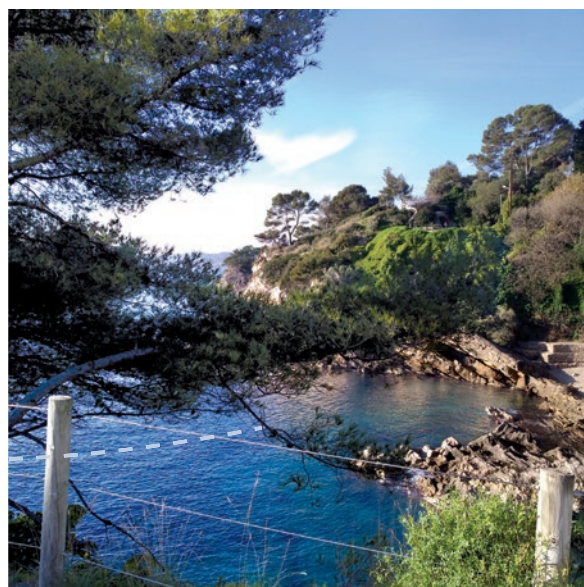
Between sky and sea, this destination is renowned for the variety of its exceptional land, sea and its underwater scenery and mild climate.

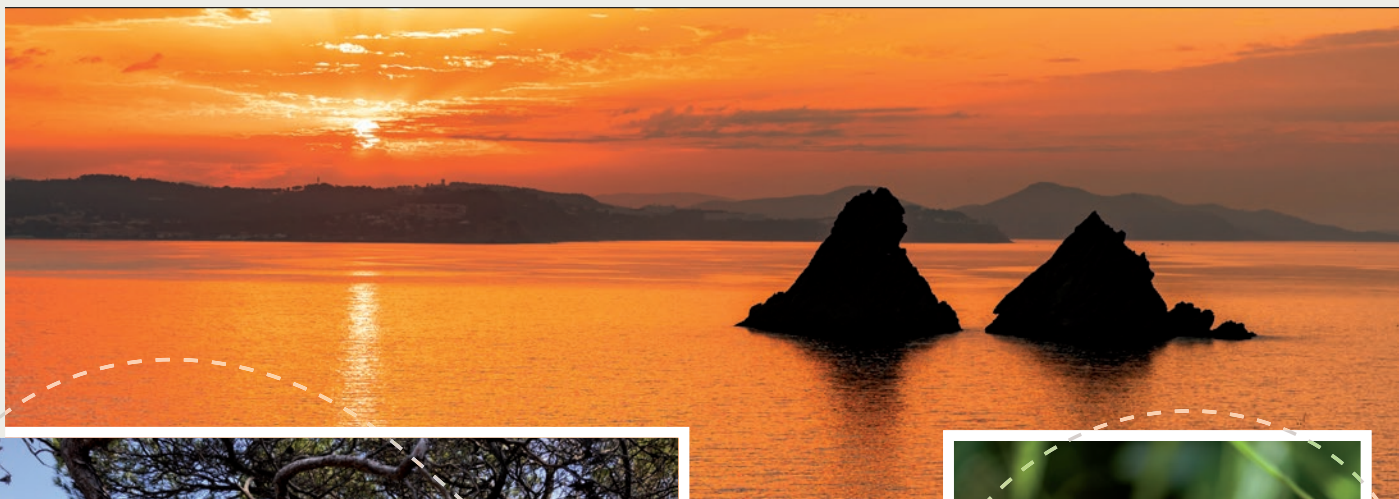
All year round, the landscapes are bathed in a special light: the shades of red, orange and yellow mix and give way to shades of blue and pink. Hiking on the 47 km coastal path from Six-Fours-les-Plages to Hyères via Toulon means you can discover our region in all its different aspects.

Breathe the fresh air in the heart of the Port-Cros National Park, stroll in the huge forest of Cap Sicié, take the cable car to the top of the Mont Faron and admire the immense size of Toulon harbour, tour the Colle Noire by bike or on a hike, picnic under a pine tree at Gros Cerveau... An endless choice but, above all, the possibility of making this choice all year round, a breathing in this authenticity and enjoying strong, unusual, extraordinary and surprising experiences.



A REMARKABLE HERITAGE





➤ Parks and Gardens

Places of relaxation, discoveries and encounters, subtle natural scents ... gardens offer a choice of pensive, cultural or educational walks in all seasons. Our destination boasts more than 60 gardens and parks, many of which have been awarded the "remarkable garden" label: Baudouvin / Domaine D'Orves / Jardin du Las / Maison du Cygne / Plantier de Costebelle / Olbuis Riquier / Parc St Bernard / Parc Ste Claire



➤ Beaches and Coves

The sea is everywhere and offers great holiday enjoyment: relaxing, swimming, sunbathing, family picnics, beach games and board sports.

Large expanses of white sand or wild coves drowned in vegetation and accessible to families, or a little more remote and hidden away, for lovers or even for naturists – the choice is yours! Everyone will find their little piece of the sea depending on the time of day and wind direction.

➤ Flower Growing

SICA Flower Market

The Var is the leading horticultural department in France. In the spotlight is the town of Hyères, which is considered the capital of cut flowers and which, since the 1960s, has produced roses, carnations, gerberas, tulips, gladioli, irises, anemones, strelitzias and chrysanthemums. The SICA market is the premier flower market in France and the 3rd in Europe, with 500 horticulturists and 1300 transactions per hour.

Queen Victoria was a great ambassador of Hyères flowers (the narcissus and violet) exported to the United Kingdom and Germany in the mid-19th century.



Interesting fact

Ollioules welcomes you to its Flower Museum, where the iconic heritage, objects and machines bear witness to a long, rich history of know-how based around flowers.

A LAND OF NATURE

➤ Hiking: outside all year round!

From Hyères with the Port-Cros National Park, to Six-Fours via Toulon, you'll be enchanted by the variety of landscapes during hikes suited to your individual requirements.

You can also choose to gain some height in the heart of our classified forests. They offer a palette of colours and exceptional views.

You can also discover hiking along the coast and neighbouring peninsulas, from Giens to Saint-Mandrier. Further inland, at the bend in a path, you can relive our history and local traditions, through a rich built heritage of forts, batteries, castles, juniper kilns that you'll spot along the way.



In focus

THE GORGES D'OLLIIOULES

The gorges have been shaped by water and time, which have dug out plunge pools, basins and caves in the beautiful white limestone. These gorges were in the 18th century the refuge of the famous brigand «Gaspard de Besse».



Interesting fact THE ROCK OF LA GARDE

Located in the middle of the La Garde plain. This rock is made up of basaltic andesite, which contains 7 minerals, while the andesite widespread in the Andes Cordillera has just 4! At the top, a Romanesque chapel from the 12th century and a tower, are the unique vestiges of the former residence of the Lords of La Garde, witnesses of a rich past where the fortresses of a château once stood.





Coastal Paths

The Sentier du Littoral, also known as the "customs path", was created under the First Empire. It was formerly used to deter smugglers of all kinds and for coastal surveillance. It stretches over almost 50km of coastline from Six-Fours to Hyères, offering a range of landscapes, sometimes up on a balcony, sometimes down by the water, with a diversity of natural and heritage sites.

Take time to admire the sublime views along the sea ... breathe in the sea spray and discover a new section of path to explore at each opportunity. The coastal path offers fresh air, physical activity, wonderment and discovery.

It's a favourite place for walks for local residents and holidaymakers alike. Eco-wardens crisscross the trail to provide surveillance, maintenance and inform walkers about the condition and usability of the trail.

Advice Walk in the Espace Nature Départemental du Plan in La Garde, the 2nd green lung in our holiday destination. Classified as a natural area of fauna and flora interest. Over 135 hectares, it contains 20km of trails dedicated to walkers, cyclists and even horse riders, with spaces for relaxation, discovery and observation.

Mountains and Forests

They reflect all the diversity and beauty of the region's landscapes. Here, everything harmonises around land and sea. In Toulon, the mountains overlooking the town (Coudon, Faron, Baou de Quatre Aures, Croupatier and Mont Caume) have been renamed "Toulon's mountains". Mont Faron dominates Toulon and is connected to it by a cable car, the only one on the Mediterranean coast. All year round, Toulon's mountains provide the setting for outdoor activities for young and old alike.

The Cap Sicié massif offers countless places for walks and viewpoints. It's a Mediterranean forest on shale soil with its highest point rising to 350m, extending over 1600ha between Brusac-Six Fours and Fabrégas-La Seyne. Yours to discover, especially in spring and autumn, where you can find many plant species, some of them protected.



Interesting fact

THE GUARDIANS OF CAP SICIÉ!!!!

The "Deux Frères" (two brothers). These are twin sugarloaf-shaped rocks located east of Cap Sicié. With their astonishing presence, they are the source of many legends which still haunt the waves... Legend has it that 2 brothers found an injured mermaid one evening on the beach... They looked after her and fell madly in love. In their madness, they killed each other. The mermaid, before returning to the waters, begged Poseidon to leave them an apparent form in memory of their passion. So the god of the sea erected the 2 rocks there. Other legends speak of giant octopuses and sunken treasures...



KEY FIGURES

25 massifs and forests

8 tourist towns including 6 "classified tourist resorts"



A ECO-RESPONSIBLE LAND



Be sure to protect our nature and environment; preserve natural resources and elements; prevent and remediate pollution, harmful substances and all existing or potential harm to natural and urban environments; improve and enhance all landscapes and develop biodiversity. Considering the environment is at the heart of regional policies and determines key actions in this area.

A COMMITTED REGION



PROTECTING OUR DESTINATION

➤ The National Park of Port-Cros

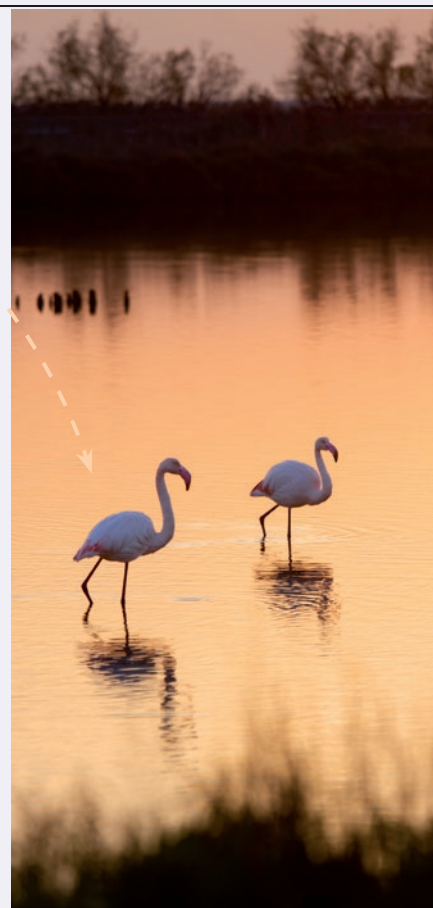
Created on 14 December 1963, it's one of the oldest national parks in France, the first marine park in Europe and, since 2001, the first "specially protected area of Mediterranean importance" (ASPIM). Its objective is to protect marine biodiversity in all its forms.

➤ The Coastal Conservatory

This public establishment, created in 1975 (without equivalent in Europe), has the mission of acquiring coastal areas threatened by urbanisation or degraded in some way. The main objective is to turn them into restored, landscaped, welcoming sites that respect the natural balance. This is how, for example, in 2001, the Conservatoire acquired 550 ha on Salins des Pesquiers, to protect this site from urban planning pressure. And so, Hyères harbour and the Îles d'Or are the subject of particular attention by the Conservatoire du Littoral.

➤ The Bird Protection League (LPO)

Recognised as of public utility, the LPO was founded in 1912 and aims to act and promote actions supporting nature and biodiversity. The strength of the LPO lies in its regional coverage and local network, allowing the involvement of citizens in the activities and causes led by the association to promote biodiversity.



➤ Eco-friendly stays

An eco-responsible approach, which limits the environmental impact in terms of accommodation and places of activity: this is (more and more often) the approach of a large number of professionals who wish to respond to environmental and social issues in our region. For this, some have been certified ECOLABEL.

> The Almanarre Plage hotel, in Hyères

Has undertaken eco-responsible actions that support their organisation by controlling water and energy consumption and waste sorting, using solar panels. But not only that... Their action is more generalised and also combines the choice of local bulk products with that of the activities offered to customers who are thus also involved in the green approach.

> Le Hameau des Pesquiers, Giens Peninsula

The first 5-star ecolodge on our coast, a true haven of peace and nature in the heart of the Port-Cros National Park, places sustainable development and preserving the environment at the centre of its actions. Obtaining the prestigious, selective European ecolabel is testimony to this.

> Lou Pantaï, in Le Pradet

Offers eco-responsible, comfortable, committed holidays by the sea. First campsite in the region to receive the European ecolabel, its eco-responsible approach aims to reduce the impact on nature and encourage authentic, considerate discovery of the region. All its actions are also visible from the campsite.

> Best Western la Corniche, in Toulon

4-star hotel in the heart of the Mourillon district, near the market and all shops, has a breathtaking sea view. But it's also a committed, eco-label certified hotel.

> Zenitude Hôtel Résidences, in Six-Fours-les-Plages

Respect for the environment is at the heart of this establishment's concerns. actively involved in protecting the environment, and offers its customers the chance to participate through good practices.



A ECO-RESPONSIBLE LAND

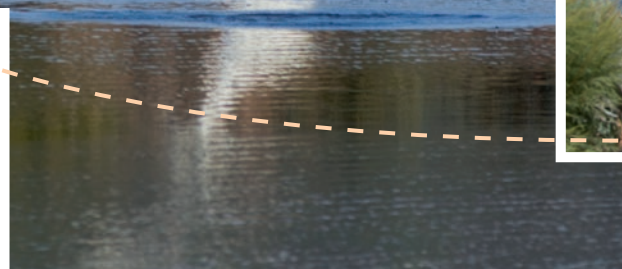
➤ Natura 2000

The region has also become a refuge for some rare species of fauna and flora. The biological value of some of its sites has also been recognised, at the **national and international** level, through multiple protection and management measures for human activity.

Our destination has in fact numerous sites labelled “**Natura 2000**”, including a large **maritime zone** (between La Seyne-sur-Mer and Six-Fours-les-Plages), **coastal wetlands**, such as the Salins d'Hyères (an iconic place) and certain **mountain ranges** (Mont Caume, Mont Faron, Cap Sicié massif).

The environmental prevention and protection approach also affects the ports of our destination.

- > Toulon is ranked 2nd-least polluted port of the 50 largest in Europe that host cruise liners
- > During 2023, electrification work on 3 docks at the Toulon terminal will be completed. Thus reducing air pollution, noise and vibration; This project is unparalleled in French ports and includes both an “energy mix” and “smart grid” technology.





> ECOLOGICAL ANCHORAGES

The twelve towns of the TPM Metropolis wanted to adopt the European SUBMED programme in 2004. The purpose of this programme is to promote underwater activities while protecting the marine environment and preserving the seabed damaged by anchorages on exceptional sites which are very popular during the summer period. So today, with **44 anchorages**, made available to those practising underwater activities, the destination is strengthening its commitment to promote and protect its heritage.

> PELAGOS SANCTUARY IN HYÈRES

This is a maritime area of 87,500 km² covered by an agreement between Italy, Monaco and France to protect the marine mammals that frequent it. It's home to exceptional biological diversity due to the presence of numerous species of cetaceans, which are particularly numerous in this area during the summer period. It's also a space dedicated to cooperation, so that the numerous human activities already present can develop there in harmony with the surrounding natural environment. And all this without compromising the survival of the species present and the quality of their habitats.

> NATIONAL MEDITERRANEAN BOTANICAL CONSERVATORY OF PORQUEROLLES

The Conservatory was founded in 1979 on the island of Porquerolles; it carries out an inventory of flora and natural and semi-natural habitats, in collaboration with a network of scientists (universities, museums, etc.) and field botanists: identification and census of populations of threatened species, assessing their status, nature and level of threat.

> OPERATION GRAND SITE IN HYÈRES

The Giens Peninsula has also obtained the "Grand Site de France" label for its sustainable development approach aimed at promoting the spirit of the place and its natural and cultural heritage.

> WETLAND OF INTERNATIONAL IMPORTANCE IN HYÈRES

The "Salins d'Hyères" salt marshes, made up of the Vieux Salins and Salin des Pesquiers, is a remarkable natural site labelled "wetland of international importance". Wetlands are vital for human survival. They are among the most productive environments on the planet; cradles of biological diversity, they provide water and the elements necessary for countless species of plants and animals on which their survival depends.



KEY FIGURES

- 59 beaches labelled "Excellent bathing water quality"
- 23 "Blue Flag" beaches
- 1 beach labelled "Tourism and Disability"
- 11 ports certified "Clean Port"

A LAND OF LEISURE



Relax and enjoy an exceptional playground all year round to experience thrills or simple pleasures: diving, hiking, kitesurfing, mountain biking, treetop trails, amusement parks, guided tours and much more...

Our region has many remarkable assets for enjoying outdoor sports (and more besides). The protected environment, the landscapes, the mild weather all year round, the exceptional sites which make it an ideal destination for all those who like to get active.

And for those who prefer relaxation and letting go, from Six-Fours to Hyères via Toulon, your stop in one of the thalasso & spa centres is an invitation to relax.

THRILLS OR RELAXATION?





Out of the ordinary

The underwater trail and amphorae in Hyères

At Pointe du Bouvet, Tour Fondue (Hyères), a marked underwater trail (in season only) with information panels awaits the curious diver. Nearby, at a depth of 6 m, archaeologists have reconstructed an easily accessible Roman wreck, so everyone can enjoy the experience of an underwater archaeological discovery.

And the big surprise?
A cargo of superb authentic amphorae!



➤ The pleasures of the sea, above or below!

With more than 200km of coastline, all sea-based activities are possible.

The cradle of diving in the Mediterranean is here! Our destination offers an underwater natural heritage for diving in spots protected by the Port-Cros National Park.

Certain activities are offered all year round in the form of courses or discovery days/weekends.

Sailing, windsurfing, surfing, paddleboard, kayaking, rowing, kitesurfing, pedal boats, canoes, dolphin watching, scuba diving, underwater observation, water skiing, parasailing, boat hire, swimming lessons, coastal wading, aquagym, boat licences and sea fishing ... all on world-renowned spots hosting international competitions.

➤ Having fun on land

To recharge your batteries in the heart of preserved Mediterranean nature.

Hiking by the sea or in our forests, or tree climbing, hiking and horse riding, mountain biking, walks, golf, archery, orienteering, tennis, paintball, escape game, cycling, karting...



In focus

BIKES

The destination offers hundreds of kilometres of trails through the scrubland, forests and trails of the island of Porquerolles.

The V65 cycle route lets you discover the coast or interior by following the route of the old Provence railway. So, saddle up, everyone!

➤ Fun in the air

Reach Mont Faron by air: Mont Faron, whose summit peaks at 584 m, is the true green lung of the Toulon area. Unique on the Mediterranean coast, this cable car visit is unmissable. And the panorama of the most beautiful harbour in Europe ... breathtaking! The words "Faron", "cable car" and "Toulon" are inseparable! A fun activity to also do with children, around 100,000 visitors a year take the cable car and, after a 6-minute climb, there's a real change of scenery.

Out of the ordinary

A Forest Bath (Shinrin Yoku)

Another way to visit and soak up the atmosphere. Communion with nature, a different way to discover our preserved environment: with Shinrin Yoku, an ancestral technique, a Japanese art that helps us reconnect with nature.

It's fresh. It's new.
It's surprising.
It's relaxing...
And it's happening
on the Giens Peninsula.

A LAND OF SPORT



An active, sporting destination, like a vocation that makes sport accessible to everyone.

A destination that promotes many values linked to education and land use planning, thanks to the facilities it offers. Sport as a vector of health is a strong focus for residents of course, and more broadly for displaying the dynamism of a city. An active policy in favour of sport, ambitious projects, applications and labels for events on an international scale. With more than 200 sports facilities and thousands of participants, the destination is resolutely focused on sport.



**...HERE WE
GET ACTIVE!**
ALL YEAR ROUND



In focus

THE LEGENDARY ALMANARRE

(4km of beach) international watersports centre and training ground for the French windsurfing team.





GLOBAL EVENTS

It's THE sporting highlight of 2023: from 8 September to 28 October, France will host the **Rugby World Cup**.

The announcement has been made in the land of the oval ball: in 2023, our destination, the Toulon Provence Méditerranée Metropolis, will welcome, as its base camp, the South African team, the formidable "Springboks", as part of the Rugby League World Cup. Rugby Club Toulonnais and the City of Toulon are joining forces for this event. The Metropolis region will live to the beat of the Rugby World Cup France 2023.

But that's not the end of it for our region, which will host THE global event in 2024: labelled **"Land of the Games 2024"** by the Organising Committee of the Olympic and Paralympic Games, the city of Toulon has received a distinction which recognises the city's involvement in the sporting field. A wonderful opportunity to reach out to certain markets, in partnership with the two other host cities of Marseille and Nice. And with a central objective: to encourage spectators to stay longer with us and make our destination their "base" during their stays in France!

... because Toulon ...

➤ MAYOL STADIUM

Thrills to share in the temple of Toulon rugby! A legendary, unusual venue, Stade Mayol is a symbol in its own right of French rugby and of Toulon, located in the heart of the city. It was built in 1919 thanks to Félix Mayol, a singer from Toulon who fell in love with rugby.

The structure has changed over the years, affected in turn by a storm in 1930, then the bombings of the Second World War in 1943. In 1965, the Club transferred the stadium to the City of Toulon, which then launched a renovation plan.

Many legends have trodden the grass of this "Temple de Besagne" (J. WILKINSON, T. UMAGA...) and not just with studs on their feet: different music stars have given concerts here, such as Johnny Halliday in 1977, Bernard Lavilliers and even Bob Marley for one of his last concerts in 1980. Construction flourished around the stadium in the early 1990s, confirming the central position of Mayol in the Provençal city (construction of a shopping centre, car park with 3000 spaces under the stadium, a convention center and hotel). The Mayol stadium now has a capacity of more than 17,300 seats.



Wow

GUIDED TOUR

Thrills in red and black!!

On holiday, passing through or on business in our destination, you can discover the history and go behind the scenes at the stadium, from the locker rooms to the boxes and including the pitch itself, not forgetting the central figure without whom Mayol wouldn't be the home of rugby. But you can also attend one of the matches of the RCT, the Rugby Club Toulonnais (the historic club of the city of Toulon) and get carried away by the warm welcome and enthusiasm of the supporters. It's not unusual to discover the soul of a supporter and set the Stade Mayol wild singing the «Pilou Pilou»!

SOME EXAMPLES OF OUR FACILITIES

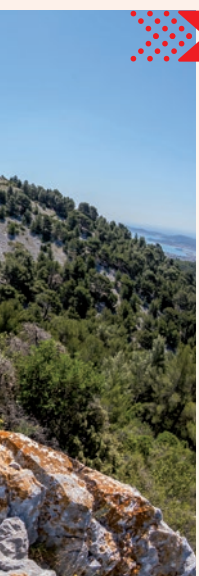
The Toulon Provence Méditerranée Velodrome in Hyères (hosts the France Elite et Avenir Championship with unique facilities at the national level), the Léo Lagrange sports complex in Toulon, Base Nature et Sport du Vallon du Soleil in La Crau, the Palais des Sports TPM, the Estagnol sports complex in La Crau, Hyères Racecourse...

Not forgetting: Sports halls, stadiums, gymnasiums and sports and tennis complexes, water sports centres, climbing gyms, swimming pools, skate parks, etc.

Everyone has their own sport: amateur, beginner, senior or top-level athlete, our destination offers sporting activities for everyone and almost all disciplines.

> **At sea:** sailing clubs and bases offer facilities for a ll water sports such as windsurfing, kitesurfing, sailing, canoeing, kayaking, diving.

> **On land:** the uplands, mountains and cycle paths constitute an outdoor playground and leisure area that's ideal for physical activity.



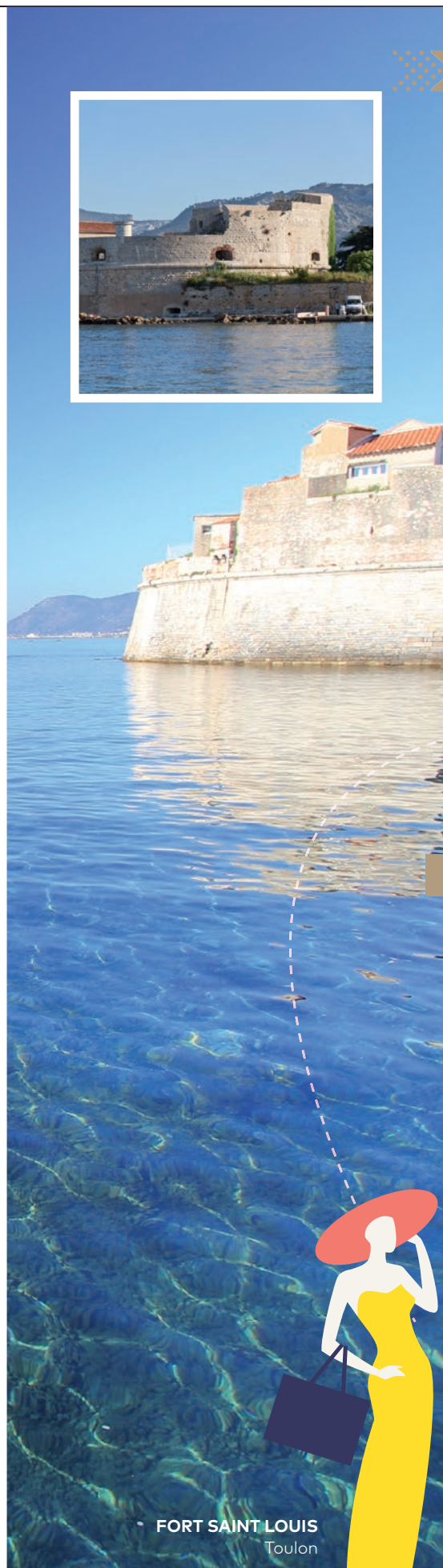
A LAND OF HISTORY



Witnesses to history, conquests and wars, the towers, citadels and medieval châteaux are a tangible heritage of turbulent times in our region. From the Royal Tower in Toulon via Fort Balaguier in La Seyne-sur-Mer, to the Batterie du Cap Nègre in Six-Fours-les-Plages and the Greek town of Olbia in Hyères, the coastline of the metropolis has no less than thirty fortifications. Inland, some archaeological sites are classified as "national monuments".

A history we can see everywhere with visible traces of the passage of Greeks and Romans on the coast, in the mountains and in the city centres.

2400 YEARS OF HISTORY



FORT SAINT LOUIS
Toulon

MEMORIAL OF THE LANDINGS IN PROVENCE
Toulon



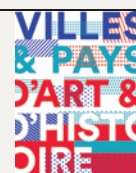


ROYAL TOWER
Toulon

➤ Royal Tower

in Toulon

Built in the 16th century, on the orders of Louis XII, it was the first defensive tower of the port and the first cannon tower built on the edge of the harbour, a solid barrier to counter invasion. It remains famous for its role as a prison, but above all for the memory of the wife of General Bonaparte who came to see her husband's departure for Egypt in 1798.



➤ Beaumont Tower

in Toulon

Located at the top of Mont Faron at an altitude of 542 m, it's one of the most beautiful viewpoints on the coast and its view of the harbour is unique. It was in the 19th century, under the reign of Louis-Philippe and Napoleon III, that Mont Faron was covered with fortifications. Built from 1842 to 1845, the Beaumont Tower was part of the harbour's defensive and surveillance programme. It was the focus of violent fighting in 1944. The Tower is now the Memorial museum of the Allied landings in Provence in August 1944. The monument is part of the «Route of the historic sites of Provence».



ARCHAEOLOGICAL SITE OF OLBIA
Hyères

➤ Olbia site

in Hyères

The archaeological site of Olbia (2.7 ha), classified as a National Monument, is the only Greek site preserved in its entirety on the French coast. Here, you can discover the remains of an ancient city spanning 500 years of existence, with fortifications, sewers and walkways, residential blocks, plus communities, sanctuaries and thermal baths. On the ruins abandoned in the 4th century, an abbey was built in the 13th century.

➤ Old Château

in Hyères

A maze of alleyways climbs up the hill to the Old Château. Of the latter, only imposing but remarkable traces remain. A great way to plunge into the eventful history of what aroused the desire of the counts of Provence, thanks to the defensive architecture of the Middle Ages from the 11th century.



Interesting fact

The old Hyères wash house (1888) is an iconic place in the city which has been redeveloped, improved and redesigned to become a reception space for cultural and festive events.



THE OLD CHÂTEAU
Hyères

› **Fort Saint-Agathe** - *Île de Porquerolles - Hyères*

Built on the island of Porquerolles in the 16th century, under François I, it's an imposing building. This fort protected the islanders against Barbary invasions. Today, it's managed by the Port-Cros National Park and transformed into an exhibition space.

› **Medieval Tower** - *Revest Les Eaux*

Perched on a rocky outcrop, it dominates the village and undoubtedly represents the keep of a 13th-century castle. A place of refuge for the population and an emblem of power. Its origin remains unknown, but it is assumed that it was part of a fortified enclosure called "Castrum de Revesto".

› **Feudal castle** - *Ollioules*

Located on Ste Barbe hill, this castle, occupied from the 11th century until 1520, marks the birth of the medieval period following the first occupation of Ollioules on the Courtine site.



FEUDAL CASTLE
Ollioules

› **Batterie du Cap Nègre**

Six-Fours-les-Plages

This military fortification, built between 1846 and 1850, prevented enemy ships from anchoring in Brusc harbour before attacking the port of Toulon. It now houses a historical interpretation centre dedicated to local maritime activity and the military past of this old fortification.

› **Fortified village and castle**

La Garde

The old fortified medieval village is topped with a castle and Romanesque chapel from the 12th century. It occupies a dominant position which made it an ideal refuge, as evidenced by its fortified gates its protective enclosure.



NOTRE DAME DU MAI
Six-Fours-les-Plages

FORT BALAGUIER

La Seyne-sur-Mer



SAINT-PIERRE COLLEGIATE CHURCH
Six-Fours-les-Plages

Fort Balaguié

La Seyne-sur-Mer

Erected in 1636, under Louis XIII, and intended to cross fire with those of the Royal Tower in Toulon, it deterred vessels from trying to force their way into the harbour to attack the port or town. Along with the Royal Tower and Fort de l'Eguillette, the fort was one of the harbour's three main defensive works in the 17th century. Today, it's the town's main museum.



In focus

ARCHISTOIRE

Mobile app for cultural and heritage tours published by the Architecture, Urban Planning and Environment Councils (CAUE).

The first national app for discovering heritage and the regions, developed by professionals, Archistoire is a true digital educational tool for interpreting the natural and built landscapes that surround us.



Wow

SPIRITUAL TOURISM!!

The destination's religious heritage and history hold great wealth for developing spiritual and religious tourism, pilgrimage tourism or simply worship.

➤ chapel from the 6th century, collegiate church from the 11th century in Provençal Romanesque style, cathedral and churches offering varied architecture

REMARKABLE: Ex-voto collection from the Collegiate Church of St Paul in Hyères. Proving a great source of wealth thanks to their value as testimony to a society and its relation to the sacred, the 430 ex-votos of the collegiate church of Saint-Paul are one of the most important collections in Provence.

CHAPELLE DE PEPIOLE

Six-Fours-les-Plages



KEY FIGURES

2 Cities of Art and History

A LAND OF CULTURE



ART MUSEUM
Toulon

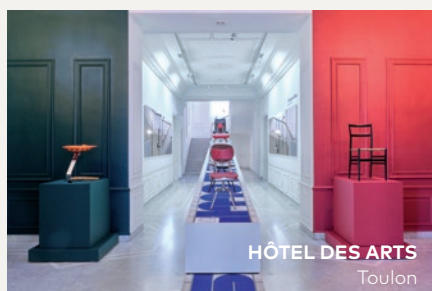
Because culture is much more than just spectacle, in the Toulon Provence Méditerranée region, culture has its own place. More than just a tool for social cohesion and lever for development, culture helps improve the quality of life of residents and brings out the identity of the region. It adds to the attractiveness of the region through its numerous facilities dotted throughout the various towns. A rich and dynamic region which stands out for the quality of its productions and works, but also through the imposing beauty of its historic, majestic, original infrastructure. From Toulon to Hyères via La Seyne, all these towns are focused on creation and design. You can marvel at an exhibition in Six Fours, celebrate a festival in a 16th-century château, attend a concert in a 12th-century cathedral and cheer on a parade in iconic places like Villa Noailles in Hyères or Villa Tamaris in La Seyne, discover the latest art gallery of the Carmignac Foundation, or feel the emotion while sitting on the stands of the amphitheatre in Chateaufallon.

But there again, you could also decide to stroll along Rue des Arts to meet artisans and young creators and artists, dance to the electro rhythm during festivals, get caught up in the great tunes of the Opera to bursts of laughter at the café-theatre. Culture is everywhere and for everyone.

AN EXCEPTIONAL SETTING FOR A WIDE VARIETY OF OFFERS



HÔTEL DES ARTS
Toulon



HÔTEL DES ARTS
Toulon



BOTTIN LAYET MUSEUM
Ollioules

Large-scale facilities, quality programming, popular festivities and choice training: the 12 lands of Provence offer and live to the rhythm of culture for all. Everywhere and all year round!

Let's mention some examples

Théâtre Liberté, Opéra de Toulon, Théâtre Denis in Hyères, Théâtre Chateauvallon in Ollioules
Conservatoire National à Rayonnement Régional, Espace des Arts in Le Pradet, Auditorium du Pasino in Hyères, Casino Joa in La Seyne

Chalucet media library, Zénith in Toulon, Carmignac Foundation in Porquerolles, Maison des Comoni in Revest, Maison du Cygne in Six Fours, Maison de la Photographie in Toulon, Museum of Asian Arts in Toulon...

The area is full of museums to satisfy everyone's thirst for knowledge, from Asian arts to the Provence landings and including photography and painting.

So, to the east, the Jean Aicard Paulin Bertrand Museum in the town of La Garde pays tribute to the author of "Maurin des Maures", recounting his travels and his passions.

In Hyères, La Banque, **Museum of Cultures and Landscape**, stores more than 8000 works from different disciplines of fine arts, natural sciences, ethnography, archaeology...

Now installed in the heart of the old centre thanks to support from the City, the **History Museum of Toulon** and its region collects and promotes works of art and documents relating to the history of Toulon. **The Hôtel des Arts**, a space for discovering contemporary art in which exhibitions by nationally and internationally renowned artists are held.

The **Marine Museum**, open for nearly 2 centuries, celebrates the special ties that unite Toulon and its "Royal". It welcomes around 60,000 visitors each year.

To the west, the **Natural History Museum**, in the greenery of Jonquet Park, highlights the fauna and flora of the department.

KEY FIGURES

2 National Stages,
1 National Museum,
1 Museum of France
and Writer's House,
1 House of the Famous

A LAND OF CULTURE

Toulon, passion for culture!

Culture in the region also includes museums open to all interests, as well as artist studios and galleries. While some have been there for a long time, many others have sprung up more recently. Rue Pierre Sépard, known as “art street”, is a permanent theatre with a wide and diverse offering for art lovers. And at the heart of an architectural heritage steeped in history, the arts trail consists of marked paths which guide visitors to discover craftsmen, artists' workshops and designers.



CRAFTS
Ollioules



Crafts

Ollioules

Since 1998, the town of Ollioules, holder of the “Craft City” label, has hosted a large number of artisans who promote Provençal cultural heritage and know-how. As such, ancestral skills and contemporary creation combine with tradition and modernity, creating and bringing singular, original creations to life for everyone to enjoy.



VILLA NOAILLES
Hyères

Outstanding

The International Festival of Fashion, Photography and Accessories in Hyères has become a real institution, a springboard that's introduced a large number of creators to the public. Since 1986, the festival, which takes place at Villa Noailles (contemporary art centre of national interest) has promoted and supported young international fashion designers. It's recognised as the oldest fashion competition for young professionals in the world. Since 1997, a competition has been open to emerging photographers, and since 2016, another competition has rewarded new accessory designers.



VILLA NOAILLES
Hyères



LA BANQUE,
MUSEUM OF CULTURES AND LANDSCAPE
Hyères



ART MUSEUM
Toulon

For culture lovers, 2023 should be a great year

More than ever, our destination invites visitors to add a touch of culture to their stay. Another way to do tourism and discover the heritage that forges the identity of our 12 towns.

Contemporary art, design, classical, music, live performance, for young and old alike, theatres, museums, monuments, conservatories and art centres, the whole region will live to the rhythm of numerous highlights in 2023 (see details on page 48)



In focus

BEHIND THE SCENES OF CHALUCET

A 5000m² media library in the heart of the Eco-district of creativity and knowledge, located in Toulon town centre. Spaces devoted to public reading, documentation, work, mediation and cultural events offered throughout the year with around 70,000 documents in all media, which can be borrowed or consulted on-site!



CHALUCET
Toulon



VILLA NOAILLES
Hyères



THE OPERA
Toulon



Interesting fact TOULON OPERA

Inaugurated in 1862, it has a capacity of 1300 people. It was the source of inspiration for the Opéra Garnier in Paris, which was inaugurated just 13 years later.



A LAND OF GOURMETS



Pistou soup



Have fun strolling through our Provençal markets, taste the local specialities of the Provençal market, stroll through the market stalls of our towns and breathe in the flavours of the Mediterranean; fill your eyes with all the shades of colour released by the stalls of local producers, with whom you'll probably end up discussing the latest tips for a fragrant, original "bourride provençale*": It's a "way of life"... prioritising the simple, authentic things in life.

**Bourride provençale is a relative of bouillabaisse, but prepared only with white fish and usually accompanied by aioli instead of rouille.*

What's the word that comes to mind? Inspiring? Because in our region, the colours, perfumes, products, accents, sun, delights and specialities, history and traditions ... they all inspire travel, togetherness and sharing...

Because in our region, you travel from vineyards to orchards, to olive groves and market gardening plains...

Because our nurturing land offers excellent raw materials that allow the creation of succulent end products.

THE SUN ON YOUR TABLE





BESIDES ...
WE'VE CHOSEN A
RECIPE FOR YOU:

COME ON ... let's give it a try

Pistou soup

It's a preparation based on olive oil, garlic and basil, inspired by Italian pesto. It's the traditional Provençal summer soup and is very nutritious.

For 4 people:

- 200g green beans
- 350g fresh white and red coconuts
- 400g courgettes
- 1 leek
- 1 tomato
- 200g carrots
- 200g potatoes
- 70g elbow pasta
- Pistou: 1 bunch of basil,
3 cloves of garlic, 15 cl of olive oil
- parmesan

Preparation: 25 min **Cooking:** 1 hour
Boil 2 litres of salted water and add the vegetables:

- shelled white beans.
- green beans cut into small pieces.
- diced carrots.
- diced potatoes
- diced courgettes
- diced leek
- seeded tomatoes, diced.



Over the course of a weekend

Head for our part of France for a culinary stay, to taste the many delights of our region. Vibrate from the taste of green or black tapenades from all our markets, immerse yourself in the century-old history of nougat, burn your fingers to taste "cade" from the market (obviously, you just can't wait for it to cool down), savour mussels cultivated in the Bay of Lazaret around cabins mounted on stilts in Tamaris, sit facing the sea with a rosé from Provence while savouring the moment of tasting octopus stew or fish soup...



In focus

THE MUNICIPAL HALLES OF TOULON

In Toulon town centre, the Halles BILTOKI have returned to their original vocation: setting the pace of Toulon life around good local products from land and sea. Converted back into a gourmet market, they host around 30 food retailers. There's something for everyone, in a superb Art Deco building! The roof-top offers great views of the typical rooftops of the city centre.

AOC wine estates

Wine production in Provence is a traditional ancestral art. Tasting activities, fun, unique, original wine tourism tours are on offer in one of the red, white and rosé AOC Côte de Provence and Bandol production estates. But more than a simple tasting, it's a whole world, an atmosphere in its own right...

With friends, family, for amateurs or food and drink lovers, for everyone to enjoy, ALL YEAR ROUND!

The wine tourism sector in our region is:

In focus

OLIVE OIL, THE NECTAR OF PROVENCE

The olive trees dotted everywhere, with their foliage filtering the light, their round, shiny fruit ... all for you to enjoy. With sometimes twisted trunks, the olive trees, in rows in a field or cascading over terraces, rustle and sing of the Mediterranean, bringing the southern sun to our plates!



Interesting fact

SPIRULINA FROM THE ÎLES D'OR

A small type of algae with exceptional properties which has been produced for 5 generations in the Hyères region. Micro-algae, green in colour with a spiral shape, it's considered the best food of the 21st century for its exceptional nutritional composition, which gives it numerous health benefits.



KEY FIGURES

35 wine estates,
2 appellations (Bandol
and Côte de Provence),
more than 1000
hectares of vines

A LAND OF AUTHENTICITY



Beyond its geographical assets, its natural, historical and heritage wealth, the destination of the Toulon Provence Méditerranée Metropolis is like an artform, a search for a sensitive, memorable experience. But above all, it's there to be discovered through its traditions, its lifestyle, its authenticity.

An authenticity anchored in its history, specific to its identity and culture. An authenticity linked to its traditions which, over time, help forge the identities of the urban space and the people who inhabit it. Traditions that coexist with modern times. And this duality is also present in the fabric of our region of Provence Méditerranée.

Tradition is in fashion and our foundations are based on these values. It helps build a strong image and unites people around common values.

A WHOLE ART OF LIVING



The aperitif

A key moment which often also marks the end of a day, at home or more often in a Provençal square, near a fountain, in the shade of an olive tree. A friendly sharing moment over a pastis (alcoholic drink flavoured with aniseed and liquorice) and a tapenade with friends “putting the world to rights”.

Putting the world to rights: “chatting and conversing often until very late over facts about society, the world and politics in a serious but also absurd way!”

Taking a siesta

In Provence, it's not just a need, it's part of the lifestyle, almost a leisure activity. Thanks to the mild climate, during the hottest hours of the day, it's hard to resist the temptation to lie down for forty winks. It's an invitation to take things easy, a sign of well-being and source of inspiration for many artists.

Cicadas

Still an ever-present part of the landscape; they spend most of their lives underground, and then, as soon as the temperature reaches 25 degrees, they come out to sing early in the morning and continue throughout the day, until sunset. We love them!



The song of the
Mediterranean



The game of pétanque

a great moment of interaction

In the shade of a plane tree, a pine, down by the sea, or even on the village square, in Provence Méditerranée, the smallest piece of land can become the ideal terrain for a game of pétanque with friends. Originally called “game of bowls”, the term pétanque later came from the expression “pés tanqués” which means “feet together”. You can spend entire afternoons trying to shoot or point your boules. As a simple amateur or a competitor (yes, it is indeed a sport and there are also pétanque championships!), it's a good time often spent in a warm, friendly Provençal setting.

The 13 desserts, a gourmet tradition

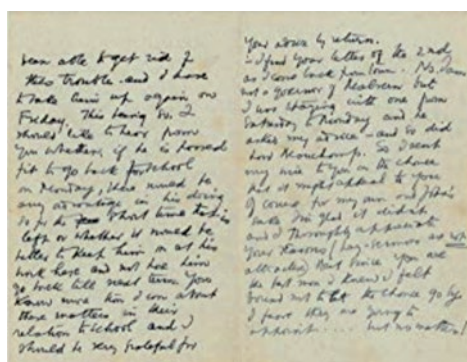
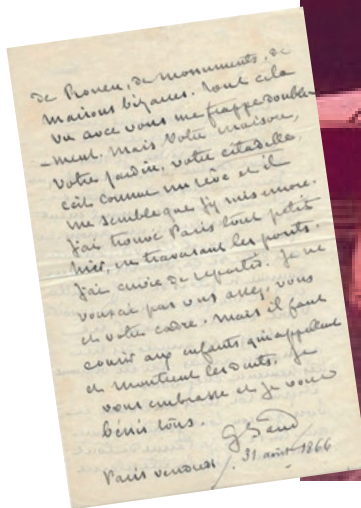
Since the 17th century in Provence, a Christmas tradition which involves serving an assortment of sweet dishes - the 13 desserts - at the end of the main supper, a meal enjoyed during the evening of 24 December.

For the curious and food fans: nuts, dried figs, almonds, raisins, white and/or black nougat, dates, Aix calissons, quince paste, white grapes, oranges or clementines or mandarins, candied fruit, dried apricots and oreillettes.



A LAND OF CREATION and INSPIRATION

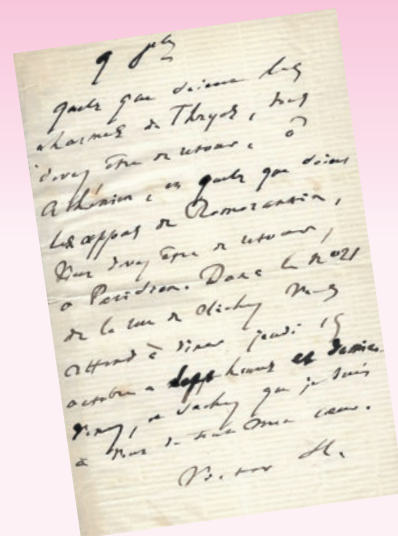
THEY FELL
UNDER
THE SPELL





It's in Provence Méditerranée, a haven of light and beauty, that painters, writers, filmmakers and architects have drawn their inspiration to bequeath us their works over time.

Many prominent people, such as Queen Victoria, also appreciated and enjoyed the mild climate during their stays in Provence. Our lands have inspired their pens and their songs, the beauty of our light has featured in their works, and our idyllic contrasting landscapes have graced the sets of numerous cinema productions.



Queen Victoria - Raoul Dufy - Eugène

Baboulène - **Vincent Courdouan** - Henry

Bordeaux - Paul Bourget - Joseph Conrad -

Alexandre Dumas - Francis Scott

Fitzgerald - **André Gide** - **Victor Hugo**

- Rudyard Kipling - **Lamartine** - Paul Landowski

- **Pierre Letuaire** - The Lumière Brothers - **André**

Malraux - Frédéric Mistral - **Marcel Pagnol** - Saint

John Perse - **George Sand** - Georges Simenon - Robert

Louis Stevenson - **Tolstoy** - Eugène-Melchior De

Vogué - Edith Wharton - **Gilbert Bécaud** - **Félix**

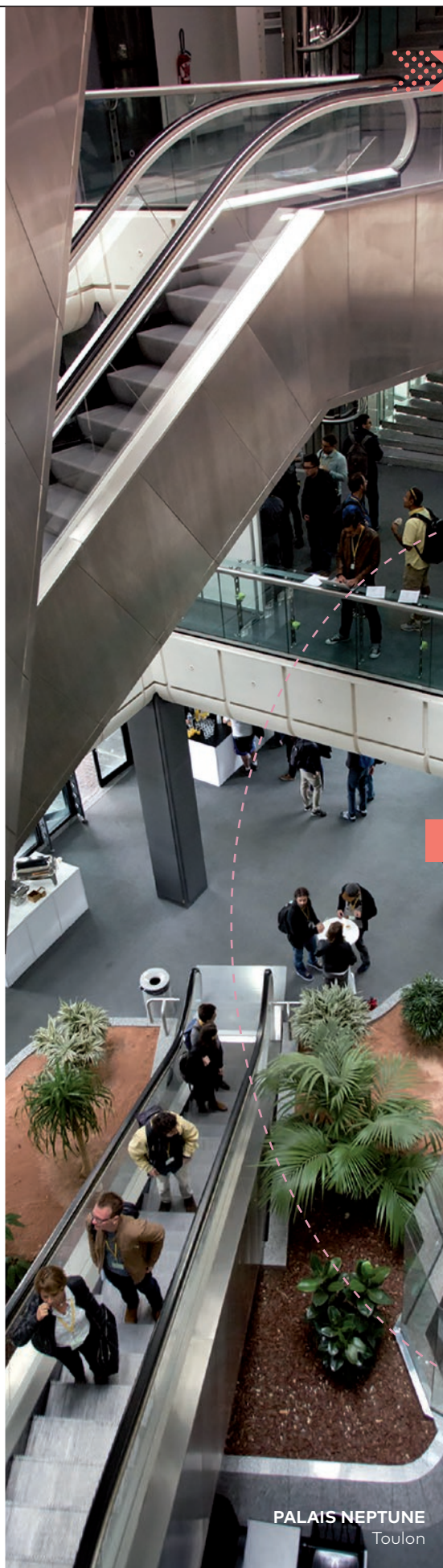
Mayol - Alain Bombard - Jules Michelet - Haroun Tazief -

Alexis Godillot - **Charles & Marie-Laure De Noailles** - Fernand

Pouillon - **Pierre Puget** - Paul Ricard - **Kungs** - Jonny

Wilkinson

A LAND OF SEMINARS



An essential destination to host your corporate events, bring your teams together, discuss your themes and create bonds. A conference, an exhibition, a fashion show, a product launch, training, a PR operation or BtoB meetings ... in our region, you'll find all the reasons for your flagship event to take place in the best conditions.

TOULON
ÉVÉNEMENTS
& CONGRÈS

AN
INCENTIVE
DESTINATION!





CASINO DES PALMIERS
Hyères



High-performance facilities

(estates, exceptional rooms, hotels, etc.)

With spaces that can accommodate 10 to 2000 delegates by the sea, in the city centre or on the islands and depending on the formats

Unique assets

With more than 300 days of sunshine a year, protected nature, towns and villages steeped in history



CASINO JOA
La Seyne

A life-size playground

With unusual guided tours, land and water activities, ALL YEAR ROUND, and surprising, charming sites for your receptions

A quality range of hotels

With a wide choice of establishments spread throughout the region

Easy access

Thanks to an international airport, 2 TGV high-speed train stations, a motorway network and marinas, commerce and freight ports



In focus

MTPM CONGRESS AND FILMING OFFICE

To listen to your requirements and support you in your event projects, help with your filming work within the region, guide you and offer the best our region has to offer, the Office has in-depth knowledge of the towns in the region and can help your organise your castings, offers the necessary locations and sets, as well as a network of qualified partners.

For more information:

www.congres-tournages-tpm.fr

HIGHLIGHTS 2023



The programme of highlights for the TPM Metropolis is very rich. Here are a few events to remember

A LAND OF FESTIVALS AND EVENTS

Welcoming the World Champions, the South Africa team - the Springboks

France Land of the Games 2024

60 years of the Port-Cros National Park, several events, cultural, sporting and scientific highlights will take place throughout 2023

Bacchus, Wine and Gastronomy Festival

Mang'Azur Festival

Design Parade International Festival

Var Book Festival

Bonaparte Festival

Pointu Festival

Toulon Beach: Electro-Pop concerts

Olive Tree Festival

The Collegiate Festival

Swan Nights

International Fashion and Accessories Festival



Villa Noailles celebrates its 100th anniversary!!

A symbol of modern architecture, this resort home, designed by Robert Mallet-Stevens for patrons Charles and Marie-Laure de Noailles, will celebrate its centenary in 2023 and promises a range of events throughout the year. The launch of the centenary year will take place on 30 March, and the entire programme of events can be viewed on the website <https://villanoailles.com>

WHAT'S NEW IN THE REGION



Facilities

- **The bike circuit**
with 136 km of cycle paths and greenways
- **Fort du Pradeau in Hyères**
historic monument interpretation centre
- **Villa Magdala**
place of art and culture in Hyères nestled in the heart of a wooded park
- **The Niel Museum**
place of exhibitions of painters from the 1950s
- **Electrification of quays**
“zero smoke stopover”

Green, protected spaces

- **Parc de la Loubière**
in Toulon
- **Gentle discovery route to Salin des Pesquiers**
in Hyères, summer 2023, which lets you discover the site over 1.6km
- **Gardens of Villa Simone**
in Six-Fours, an 8000m² park in the heart of the town

Accommodation

- **Unusual accommodation**
Caravans on the farm, Domaine des Trois Chênes
- **Hameau des Pesquiers Ecolodge**
Curio Collection By Hilton
- **BandB hotel**
in Toulon with 82 rooms
- **Les Suites du Bistro**
at the entrance to the small port of Brusc in Six-Fours:
5 bright rooms and suites with a contemporary atmosphere.

Activities & Services

- **New airlines:** FLYBE and ODYSSEY increase the commercial offering of Toulon - Hyères International Airport (Air Corsica / Easyjet / Luxair / Transavia and TUI Fly already present)
- **Opening of the Toulon-Bordeaux line:** from 30 June 2023 served by EasyJet, 2 flights/week on Friday and Sunday
- **Hameau des Pesquiers:** in Hyères. 5* Ecolodge (Curio Collection By Hilton) & Spa Nuxe. Located in a listed pine forest by the sea.
- **Saliniers restaurant:** Hameau des Pesquiers in Hyères. Discovering local products.
- **Rooftop by les Ceps d'Or:** Hyères, in a breathtaking panoramic setting
- **Le Vic for Victoria:** Pasino restaurant in Hyères with its elegant, modern look, offers you all the flavours of cuisine with Mediterranean influences
- **Caravan on the farm:** Domaine des 3 Chênes in Hyères. Total immersion in the heart of a wine estate.
- **O'Boulodrome:** Pétanque and drinks in Toulon. 3 indoor pétanque courts.





TO REACH US



WELCOME



BY ROAD

A50 from Marseille (140 km from Nice airport and 80 km from Marseille airport)
A8 from Nice, then A57



By bus: _____

Mistral bus network
ZOU! network (Var and South Region bus network)



By train: _____

Toulon and Hyères TGV stations
Regional train (TER) stations



BY AIR

Toulon-Hyères International Airport Destinations (to date)
FRANCE: Paris Orly, Paris CDG, Brest, Nantes, Ajaccio, Bastia, Figari, Bordeaux
EUROPE: London, Luxembourg, Rotterdam



BY SEA

Mistral shuttles (Toulon /La Seyne-sur-Mer and Saint-Mandrier)
TLV shuttles (Îles de Porquerolles/Port Cros and Le Levant)
And shuttles to the Île des Embiez and Bendor
Corsica Ferries
Port for cruise ships

MAKE YOUR REPORTING EASIER

Do you have an idea, draft article or report?

Are you looking for a location, information, a contact, or simply images or the latest news?

We're here to help, support and advise you.

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THE TOURIST OFFICE AT YOUR SERVICE ALL YEAR ROUND

www.provencemed.com

The mission of the Tourist Office of the TPM Metropolis is multiple: develop the reputation of the destination and the economic benefits for the region during the 4 seasons; unite and lead tourism stakeholders; publicise and motivate the destination; structure and qualify the tourist offer throughout the metropolitan region; collect, manage and disseminate all tourist information; promote the destination in France and abroad; sell the products of professional partners of the Tourist Office; develop business tourism through the Convention Bureau; welcome, inform and advise visitors about the destination as a whole; encourage sharing of experiences through social networks

OUR MISSION & COMMITMENTS

The Métropole TPM Tourist Office is continually committed to a policy of improving the quality of its services and welcome. Never failing in this mission - this is the aim of the Metropolis and its 12 towns



A FEW QUESTIONS TO SLIP INTO YOUR LUGGAGE

- | | |
|---|--|
| 1. Spirulina is a Christmas attraction invented in Provence in the 19 th century | <input type="checkbox"/> True <input type="checkbox"/> False |
| 2. The pomegranate is one of the 13 Christmas desserts | <input type="checkbox"/> True <input type="checkbox"/> False |
| 3. The 2 Brothers are mushrooms found on the Gros Cerveau massif | <input type="checkbox"/> True <input type="checkbox"/> False |
| 4. The Îles d'Or, according to legend, were crustaceans | <input type="checkbox"/> True <input type="checkbox"/> False |
| 5. On the Gaou Peninsula, you can only walk barefoot | <input type="checkbox"/> True <input type="checkbox"/> False |
| 6. On the Salins salt marshes, you can easily admire the pink flamingos | <input type="checkbox"/> True <input type="checkbox"/> False |

USEFUL CONTACTS

10 reception points open all year round

Our multilingual teams are waiting for you all year round in the Metropolis.

Reservation services to make life easier for you: for individual and group customers, we offer original ideas for guided tours and leisure activities: boat trips, transport, bike rental...

Boutiques "Made in Provence": because we always like to leave with a souvenir to treat ourselves or others, our boutique offer local, original products for young and old alike.

TOURISM AND DISABILITY

We have hearing terminals for the hearing impaired and specific editions for the visually impaired.

accessible@toulontourisme.com





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MÉTROPOLE
TOULON
PROVENCE
MÉDITERRANÉE



- CARQUEIRANNE
- LA CRAU
- LA GARDE
- HYÈRES
- OLLIOULES
- LE PRADET
- LE REVEST
- SAINT-MANDRIER
- LA SEYNE
- SIX-FOURS
- TOULON
- LA VALETTE

Terres de Provence
en **Méditerranée**

www.provencemed.com

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