

WELCOME TO LE TOUQUET-PARIS-PLAGE

Press kit



EDITORIAL



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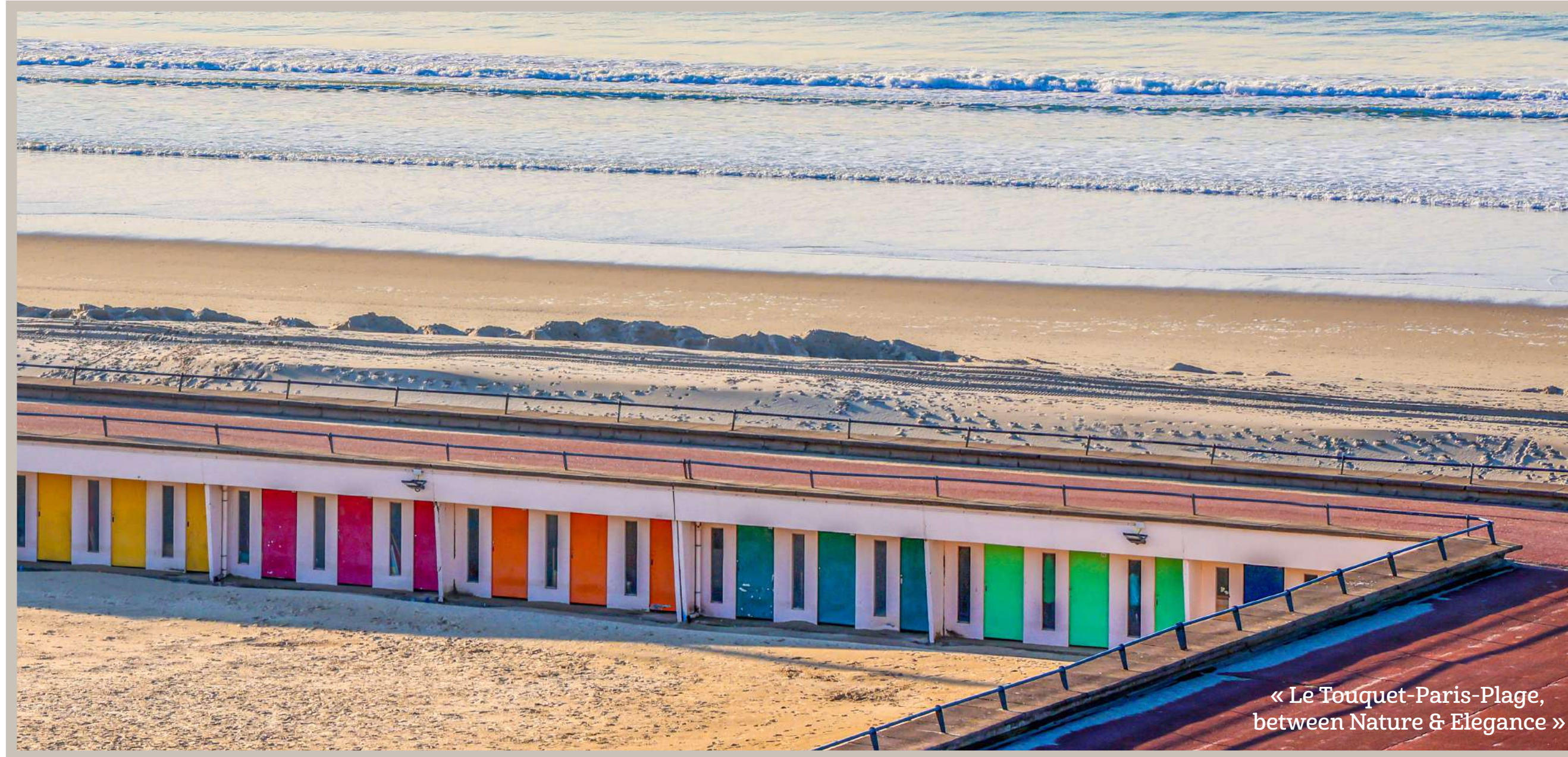
*President of Hauts-de-France
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At the crossroads of London, Paris and Brussels, escape to the heart of infinite landscapes offered by the Opal coast. The seaside station of le Touquet stands out by its art of living and invites you all year long to immerse in a bubble of serenity for a weekend, a short stay or a seminar.

Between culture, sports and heritage, everything is gathered to enjoy all the treasures of our destination with family and friends.

Our teams are at your service and would be pleased to welcome you.

Welcome to le Touquet-Paris-Plage, the most british resort in France.



« Le Touquet-Paris-Plage,
between Nature & Elegance »

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Welcome to Le Touquet-Paris-Plage !

On the Opal coast, Le Touquet-Paris-Plage is located between sea and forest. Staying here, is making the choice of a break far from urban turmoil. It is all about finding yourself, taking care of your loved ones, living the present moment and enjoying life's little pleasures. It is also experiencing moments of culture, sports, music and typical gastronomy that will remain unforgettable. Fly through the pages to discover a « Nature & Elegance » destination.

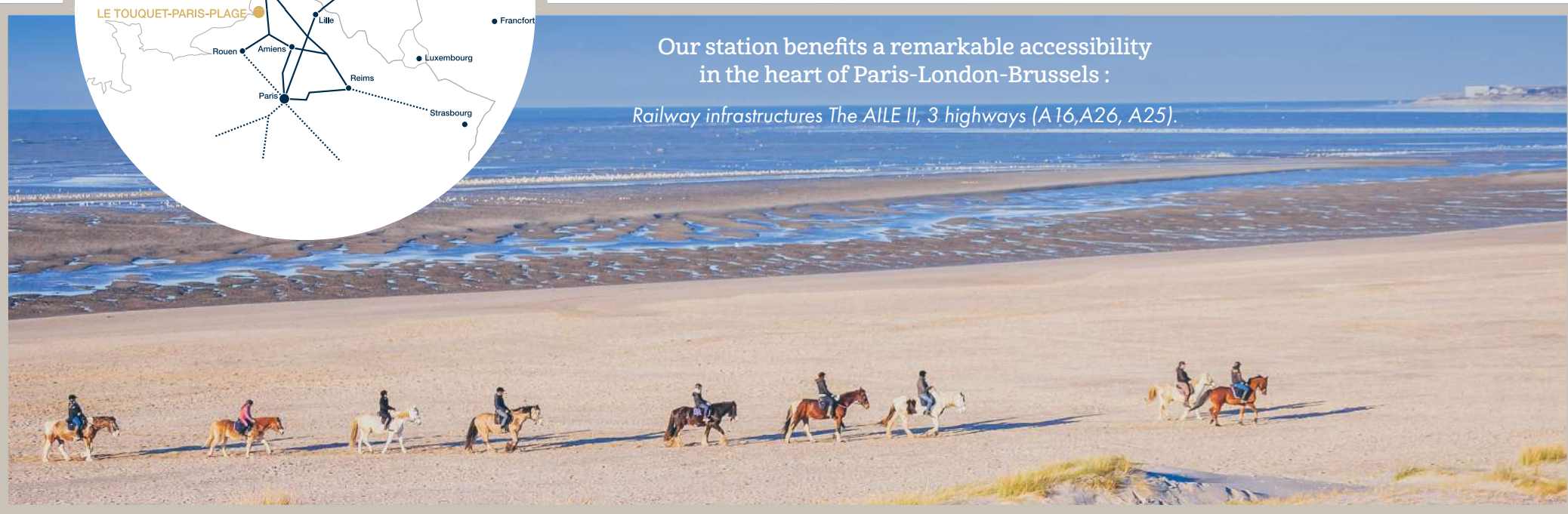
In the heart of a changing territory

Le Touquet-Paris-Plage is the perfect starting point to discover the assets of a region of great environmental wealth. It is located between two major sites : the Bay de Somme to the south and Les Deux Caps to the north. The Opal coast represents **145 km** of diversified coast on most frequented

strait of the world which extends from the Authie bay to the Belgian dunes facing England. Our territory includes the major French port of Boulogne-Sur-Mer and a dynamic socio economic fabric.

Our station benefits a remarkable accessibility
in the heart of Paris-London-Brussels :

Railway infrastructures The AILE II, 3 highways (A16,A26, A25).



« The city will be born out of light »

1837

Alphonse Daloz acquires land mostly constituted of dune cords. He plants a forest of 800 hectares composed of maritime pines, poplars and alders. It's the perfect setting for a house estate which was the project of his friend Hippolyte de Villemessant, founder of the well-known French newspaper « Le Figaro ». Their aim is to make this piece of nature become the seaside station of the capital. « Paris Plage » is born!

1912

The seaside station « Paris Plage » finds its definite name that we still know today « Touquet-Paris-Plage ». From then on, the « Perle de la Côte d'Opale » continued to shine in the North of Europe by its elegance and authenticity building and setting up through an exceptional natural and architectural heritage.

1944

At the time of the Liberation, Le Touquet-Paris-Plage was described as the « most heavily mined town in France. »

2012

Le Touquet-Paris-Plage is celebrating its centenary with the « 100 projects for 100 years » and a focus on light, featuring a series of events : the Inauguration of Place du Centenaire, the Lux Festival, the Bal du Centenaire,

1902

John Whitley and Allen Stoneham, owner of the British society « Le Touquet syndicate Ltd » pursue the adventure with a resolutely British spirit. They build many luxury hotels, two casinos, sport facilities....

2026

Le Touquet-Paris-Plage is constantly reinventing itself : following the renovation of its town hall, Le Touquet « Jardin de la Manche » has also developed an extensive cycling network and will soon redesign its seafont.



Scan and listen to
the French history
station podcast



«So British» since the beginning

Le Touquet always had strong links with the United Kingdom. At the end of the 19th century, the enthusiasm for the region of an English businessman led to the creation of Le Touquet Syndicate Limited, which extended the urbanized area, increased the number of facilities and developed activities and hotel occupancy in the emerging resort.

In **1904**, Lord Balfour, Prime Minister of England, inaugurated the golf. Le Touquet's prosperity becomes inseparable to the British presence.

From **1894 to 1913**, le Touquet which has a privileged location half way between Paris and London logically becomes the most British station of France. The English had long sought to find a resort close to « the city » which could be at the same time their sports field and their pleasure city. During the **First World War**, Allen Stoneham, made available the area of le Touquet to the British army : the British red cross and the duchess of Westminster opened a hospital with

400 beds for officers in the forest casino, whose construction had just been completed.

In the good old days, le Touquet became one of the most elegant stations of the world. The Prince of Wales (*futur King Edward VIII then Duke of Windsor after his abdication*) was a regular visitor. Princes, lords, billionaires, stars...the Duke of Norfolk, Lady Dudley, famous clubs as « **Bucks** » all rush in the station. During the interwar period, le Touquet has a worldwide reputation.

Aristocracy from all over the world runs into the one that is still called « **l'Arcachon du Nord** » : the maharajahs, the Aga Khan, Empress from Annam, Morocco Sultan and of course the British gentry. Automotive elegance competitions, polo competitions, the flower festival and the Franco-British celebrations all have a huge success.

The Franco-British relation is very strong.

1931

The townhall is inaugurated during the Franco-British festivities and one year later, the construction of the covered market is achieved.

The Prince of Wales inaugurated a new club-house and a 18 hole course at the golf.



Why le Touquet... That some writers described as « a piece of England misplaced on the Boulogne sur-Mer coast among the pines? » Because le Touquet remains the continent and the continent is for the British something that « makes all the difference ».

Fashion orders to go to the continent to meet people you met the day before at Mayfair; le Touquet becomes naturally London's extension.



1978

The city is twinned to Witney city located at the west of Oxford.

2003

Le Touquet hosted the 25th Franco-British summit in presence of Tony Blair, prime minister of the united Kingdom and Jacques Chirac, President of France.

2022 & 2026

Le Touquet-Paris-Plage welcomes during a unique event, the Royal Air Force and its Red Arrows.

The name of some villas and hotels are influenced by the British: Royal Picardy hotel, Westminster hotel, « Sunny corner », « Fair Way », « Rosemary cottage », « The Sandhill » villas (built by Allen Stoneham).

Other villas hosted English personalities as the villa Mad Cap where the Duchess of Westminster was welcomed. Villa Lambins Lalanne hosted the General Mirreles, cousin of the Queen of England. Edward, Prince of Wales stayed regularly at Villa Rodney Hut. Villa L'escapade hosted the famous writer Somerset Maugham. Villa Blanco was owned by Daniel Sitte, an English industrial. Villa Low Wood sheltered a famous British man of letters named Sir Pelham Grenville Woodhouse. His comedy « Tresor party » was put to screen with Jean-Paul Belmondo as headliner.

Many British celebrities marked le Touquet's history : The Prince of Wales is one of those who by his presence, contributed to the launching of the station.

This year, Le Touquet is base camp

of the English rugby squad during the rugby world cup. It's airport has just been renamed « Elizabeth II International Airport ».

We can also name Lord Balfour, prime minister of England, Marshall Haig commander in chief of the British army during the first world war who lived in villa « North wood », the duke and duchess of Westminster, Winston Churchill, Lord Mountbatten (British admiral's, Last Viceroy of India and First Army Chief of the defence staff), Princess Margaret and Lord Snowdon...

Ian Fleming, father of the James Bond saga was a usual visitor of le Touquet, city where he wrote a part of « Casino Royale », whose action takes place at « Royale les eaux » imaginary city inspired by le Touquet.

From these years, le Touquet has kept the audacity and the eccentricity that makes its charm and singularity which contributes to this image of elegance « **So British** » proper to the station.



Sports Paradise

With quality sports facilities, the resort as always been a true sports paradise.

There are plenty of opportunities for water sports : starting at age 8, land sailing offers an incomparable thrill. A team of certified instructors offers sessions tailored to every skill level, allowing you to discover the joy of piloting the craft. You can also head out on the water in a kayak or on an Optimist, kitesurf, stand-up paddleboard, surfboard or windsurfer - all excellent ways to let off steam while exploring the coastal scenery !

The **Equestrian park** with its 65 hectares, its equestrian center, its race course and its jumping courts is one of the most beautiful equestrian structures in France and an incredible place for walks with family along the Canche river.

The **Nautical Centers** of the Canche Bay for sailing and Manche « Bertrand Lambert » for sand yachting.

The **Tennistic Center** Pierre de Coubertin has 21 clay courts and 5 covered heated courts, 3 outdoor synthetic turf padel courts and an outdoor swimming pool open to all. It also offers a pro shop and a restaurant with terrace and bar.

The **Municipal Sports Center** with its sports hall « Paul Olombel » and the athletics stadium regularly organize competitions and host international teams for their physical preparations.

The **Golf**, located in an exceptional natural environment between dunes and forest is the flagship of golfs on the Opal coast. It offers the preserved heritage of these three exceptional courses.

Le Touquet is also the opportunity to play beach volley on the beach sheltered from the wind. You can also play football on synthetic or grass pitches or field hockey, etc.

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PARC ÉQUESTRE

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Pierre de Coubertin (1863-1937)

Eager to popularize sport, he reintroduces Olympism. In 1894, he manages to push through the Olympic games project by 79 representants of 12 nations : the international Olympic committee is created. Until 1925, as a president of the institution, he works for the development of modern Olympic Games. For le Touquet-Paris-Plage, he remains man who was the director of the station and sports from 1903 to 1905. He imagined and gave to the seaside resort the surname of « Sports paradise ».





1904

The **Touquet Golf Resort** welcomes amateurs and experienced players. During an initiation session, try the experience in the heart of one of the most beautiful golf resorts in France. In fact, with its 3 courses (one 9 holes and two 18 holes), the Touquet Golf is well known for the diversity of its courses and difficulty.

« **Le Manoir** » is ideal for training because it allows you to face every type of situations.
« **La Forêt** » brings you to a peaceful place under pines and sheltered from the wind to improve your technique.
« **La Mer** » tests you : in the windswept dunes, this course is difficult and exciting but above all of unparalleled beauty.

For lunch

We slip into the club house where the view on the course leaves you stunned. At the restaurant named « **The Spoon** » to enjoy fresh and local products : a necessary boost of energy to drive a few buckets of golf balls.

Between dunes and forests, golf is played all year on the greens in le Touquet. Concentration, accuracy, endurance all in an exceptional natural setting. There is enough to give you the taste of the game! Not surprising that the station adopted the caddy as symbol.



Between sea... The magic of the coast

Need to get some fresh air ?

The beach of le Touquet-Paris-Plage constitutes a natural jewel along **7 kilometers** of fine sand and dune areas, which extend as far as the view from the Canche bay in the north to the nearby resort Stella- Plage in the south.

From spring to autumn, it is the meeting place for the whole family and owes its reputation to the multiple activities offered. Sports competitions, beach clubs, music festivals and various entertainment are at the program for the joy of children and their parents !



...and forest! The forest in all serenities

The undeniable asset of the city is its natural heritage.

In fact, the more than century old **800 hectares** of pine, poplars and alder trees, are totally preserved and make this place the perfect setting to discover a rich and endemic fauna and flora diversity. Lined with cycle

paths and dotted with picturesque villas, the Touquet forest is the ideal setting for a resourcing walk. If walking combines the benefits of walking with those of contact with nature, spending time in the forest is always beneficial in all its forms. It is also the dreamed place for family activities that develop your imagination.

Paradise for children ...

Le Touquet-Paris-Plage labelled « Famille Plus » is the paradise for children. They have their own beach clubs and festivals. Here are **4 good reasons** to come with your family to le Touquet-Paris-Plage .

1. Your children will make friends :

it's at « **The Festival des Tout Petits** » (from mid-July to mid-august) or in the beach clubs that from the age of 3, your little holidaymaker will find a fellow builder of sand castles or a trampoline partner. At the program ? Nature workshop, circus, games of yesteryear, sport initiatives and cultural excursions. Long story short, it's the place to be !

2. They want to start a sports career :

it's probably what they will tell you once they finish their training in horseback riding, catamaran, golf, sand yachting, tennis or another emblematic sports of our seaside resort.

3. They will compete in inventiveness and creativity :

Around cultural, gourmet workshops, heritage awareness, at the top of the lighthouse, in Canche bay or in forest

4. They will want to extend their childhood memories around le Touquet :

Whether it's at the Labypark of Saint-Josse, at the amusement park Bagatelle of Merlimont, at Maréis d'Étaples museum or in Opalaventure tree climbing courses in Camiers-Sainte Cécile, there are activities for everyone!

For the end of the year celebration during the month of December, the event « **Si le Touquet m'était conté** » transforms the city in enchanted kingdom with fairy lights : a wonderful setting for all stories.

At certain periods of the year during school holidays, the operation « **Touquet resort kids** » welcomes children around games, recreational activities, excursions, animations while parents enjoy this free time for a shopping session or a massage.



... and youth

Some concerts of the station are particularly destined to youth like the Touquet Music Beach Festival. Night establishments, bars, casino parties, events and nightclubs create a dynamic atmosphere all night in the heart of the city. The sport facilities answer the criterias of this energetic youth by offering adapted courses, specific competitions and advantageous packages.

A wave of well being Your relaxing day

The fresh air, the beach, the fine sand are a call to relaxation and change of scenery. The natural environment combined to the excellence of the equipment's make it possible to resource yourself. Giving in to the pleasures beneficial to mind and body of a thalassotherapy, a spa or enjoying a moment of relaxation on the beach are also part of the charms of le Touquet-Paris-Plage.

08.30 am

The sun is rising ... a walk on the beach or at the Parc Nature de la Baie de Canche.

10.00 am

Heading towards the spa or a beauty institute for a few hours of relaxation and care.

01.00 pm

Lunch in a restaurant of le Touquet : brasserie, seafood restaurant, simple bistro or gourmet restaurant. At le Touquet-Paris-Plage, the choice is large.

02.30 pm

Digestive walk in the forest to discover the smell of pine forests as well as the local fauna and flora.

03.30 pm

The afternoon goes by.... It is time to wander around the streets and appreciate the shops of the station for a shopping moment.

06.30 pm

A walk on the dam?
Glass of champagne at sunset?
A walk in the heart of the city?
All choices are good before a festive or family evening.



Source of wealth

A cultural heritage

From the place du Centenaire on the seafront to the Jardin des arts, two steps from the Saint-Jean street, art is everywhere at le Touquet-Paris-Plage. Equipped with a museum of modern and contemporary art nestled in the forest and many galleries, the station inspires painters sculptors, photographers.... since its creation.

The villa Way Side in the heart of the forest, serves as a showcase for the Edouard Champion museum at le Touquet-Paris-Plage. This Anglo-Norman house built in 1927 was intended to the wife of the ambassador of the United States of America : **so chic!**

The Musée du Touquet-Paris-Plage Édouard-Champion

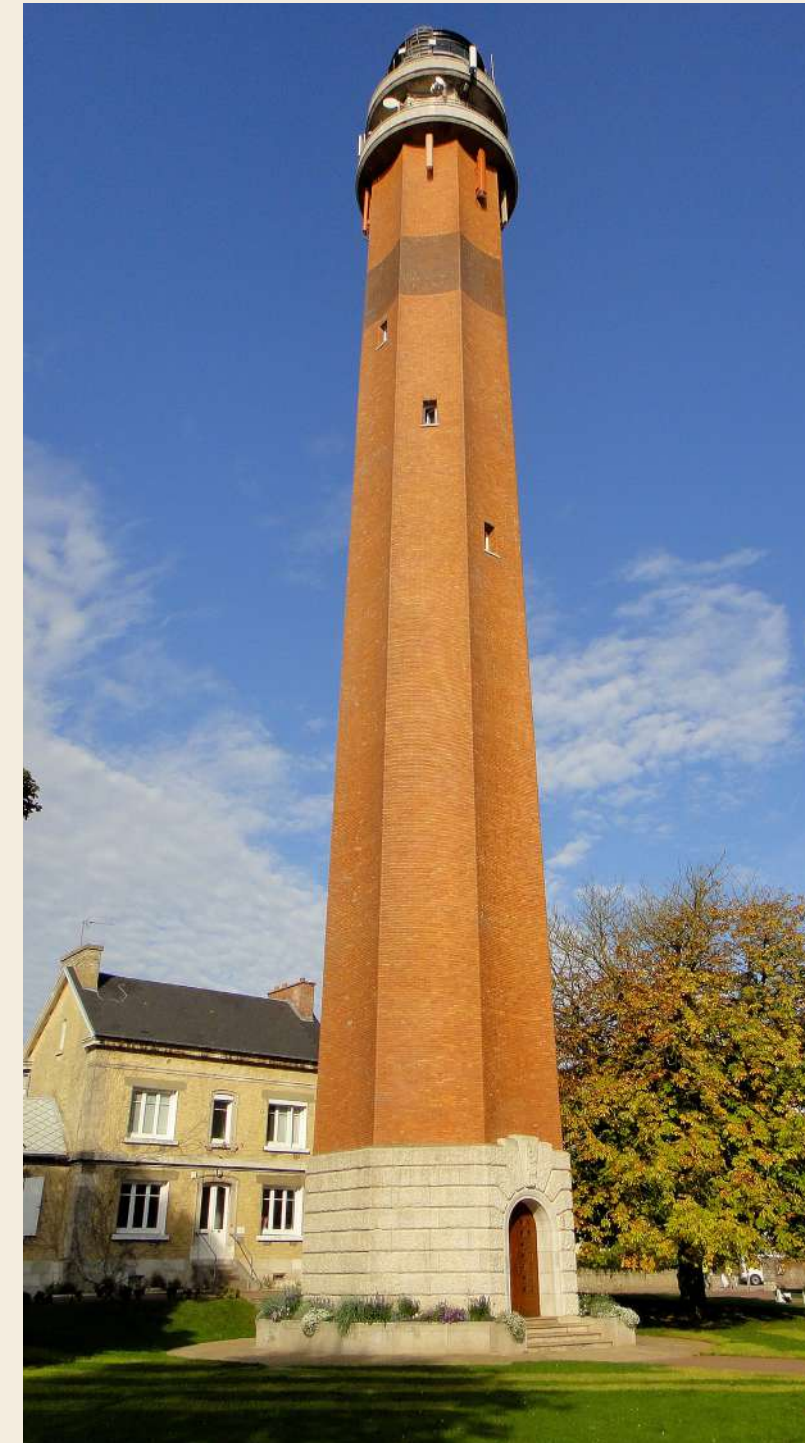
is the ideal place to discover art with your family. The team of the museum prepares original activities all year round to arouse the curiosity of the youngest !

A rich heritage

In the roaring twenties, Le Touquet was considered as one of the most beautiful stations of Europe. The city is growing and architects are having a bloom! Villas, hotels, residential and public buildings with clean and geometrical lines or bold forms are built and today testify to a true golden age. **20 buildings** are protected as historical monuments in the resort and of these, **18** are listed and **2** are classified (the townhall and the Phare de la Canche).



 museedutouquetparisplage
 patrimoineautouquetparisplage



The lighthouse pride of the city

The story starts in 1846

Two fixed-beam lighthouses were built, then destroyed by the bombings in 1944.

In 1949, Louis Quételart decides to give them a second life by building a new lighthouse (rotating lights), located at the same place, between the two old ones and 800 meters away from the beach. 57 meters high and 274 steps, this breath-taking monument offers a stunning view of the entire station. The lighthouse of the Canche, also named lighthouse of le Touquet, is classified as a historical monument and of course is a must see place.

Guided tours

Discover the exciting history of the resort, its heritage and its wide spaces. As a couple, with friends, with family, on foot or by bike: le Touquet-Paris-Plage has not finished surprising you !

The heritage service offers you multiple guided activities adapted to all! And if you prefer more autonomy, find for example the walk around « les Jardins de la Manche », labelled « remarkable gardens ».

Scan the QR code
to discover the tours !



Gastronomy and delicacies

With over **70 restaurants** of all sorts, le Touquet-Paris-Plage has a rare and rich gastronomy. This touquettois heritage has plenty to tempt your taste buds. At the hotelier high school, we train the artists of tomorrow. They learn to handle the knife, to take care of the presentation and also to put poetry in every dish.

Plenty of addresses to discover !

As well as an exceptional gastronomic offer, diversity is the key word for restaurants in le Touquet. Bistro, brasseries, theme restaurants or international cuisine...; enjoy food both on and off.

Don't worry, there are plenty of opportunities to snack, at any time of the day. From the traditional fish soup Chez Pérard to the burger made in le Touquet, through the timeless duo mussels-fries, the classics also have their place. It is the result of revisited know-how, their recipes are an integral part of gourmet heritage of le Touquet.



Seaside, forest, heart of town....the settings and atmospheres differ. But anyway, you will come to le Touquet and meet passionate cooks eager to delight you with talent.

All year : Thursday and Saturday
mornings from 8 am. to 1 pm.
Summer : Mondays from 8 am. to 1 pm.
And holidays.



Shopping destination

Treat yourself

A state of mind that is tamed especially on commercial streets of le Touquet-Paris-Plage. From big brands to small designer shops: the station invites to the soft follies and firm favourites.

Take Saint Jean street and come discover the heart of the city: rue de Paris, rue de Metz, rue de Moscou, avenue du Verger, place de hermitage, Place Quentovic without forgetting our shopping galleries.

Shop around to renew your wardrobe or find the right colors of lipsticks. In art galleries and antique shops, let yourself be tempted by an imperishable memory of le Touquet. But don't forget your beach essentials.

The markets

Under the high arcades of the covered market, the hubbub of conversations resonate joyfully. Located in the heart of the city, two steps away from Saint Jean streets and its shops, the halls inaugurated in 1932 is one of the most lively places in the station. Marmalades, fish, cheese and « Rattes du Touquet » are alongside fragrances, colors, vegetables, carts, textile and unusual objects.

Also discover Place Quentovic, the «Rendez-vous du Terroir» (local produce events), and the market featuring local creators and producers. And for a souvenir bearing the station's official logo, please visit **boutique.letouquet.com**

A Typical weekend

It's sunny outside? this opportunity to discover le Touquet

9 am, a good sea bath

To start a day in le Touquet , try the sporting opportunities on the beach, sand yachting, side loin, stand up paddle, yoga session, long walk on the sands or a small dive in the sea! Its an opportunity to breathe in the spray and iodized air on one of the biggest and most beautiful beaches of France.

11 am, be naturally shopping

Shop at the market on Thursday and Saturday morning (also Monday in summer) and extend this moment by walking through the heart of the city, find your favourites and go for a beautiful garment. If you don't have time to discover the 400 firms of the station, no worries : from Avenue du Verger to Quentovic area through the streets perpendicular to Saint Jean street, shops are open all day every day.

1 pm, a gourmet break

Looking for a little snack? Discover a range of snacks (pancakes, sandwiches, sushi, seafood, pizzas, croques, pies for example) in over 70 restaurants. The most difficult will be to choose where: seaside or forest? City center, facing the golf or facing Canche bay, on the seafront or why not in a beach bar? A unique setting for each of them will make your lunch a pleasant moment.

3 pm, learn, discover... So much to do!

Enjoy yourself and cultivate your minds ! Jazz concert, guided tour, museum visit ! Cultivate yourself in Le Touquet-Paris-Plage!

5.30 pm, enjoy the end of the day

In late evening, children finish their beach club activities, it's time to meet with family and friends on the beach. In one of the bars along the beach, don't hesitate and take a soft drink under the evening sunset, facing the sea of course. It is also possible to take the aperitif early in the evening.

8 pm, a hot and wild summer evening!

Take the opportunity to discover another restaurant of the resort! Chic, gastronomic, traditional brasserie or foreign cuisine. You lack neither choice nor quality in le Touquet. Then let yourself be guided by the music festival and special events until the sunrise.



*It's raining today ?
No problem !*

9 am, sport's time

Equip yourself for a run in the forest or in the Canche Bay Park, to discover the special smells that the rain reveals. You can only take advantage of a wet but sporting wake up to start your day! Seeking for wellness, you can follow with some care in one of our spas, thalassotherapy or esthetic institute.

11 am, don't wet your groceries

After a hot coffee in a bar of the heart of town, shop at the covered market (an advantage while raining) or in one of your favourite grocery shop. You can choose to take your car (or take an umbrella and walk), you will always find a carpark. Our merchants welcome you with a smile sheltered from the rain and give you recipe ideas and some tips

12.30 pm, time for lunch!

Rain does not prevent a gourmet lunch. Cook at home, warm a fish soup from « Chez Pérard », try some grilled fish or meat or have a go on a fish or beef tartare. The best thing to do is to let yourself be guided by the lunch menus of many restaurants.

2.30 pm, a sheltered afternoon

A trip to the cinema is a must ! However, if the movie lineup doesn't appeal to you, the Musée du Touquet-Paris-Plage Édouard Champion is the perfect place to check out the current exhibition. Alternatively, the library and media center awaits if you're in the mood of some reading.

5 pm treat yourself !

A hairdressing moment? A beauty treatment in a spa or beauty institute? Think about your friends and loved ones and bring them back a souvenir of le Touquet. Chocolates, biscuits, fish soup, tapered photo, fashion and decorative objects. Choose in a range of **400 shops**.

7.30 pm, the rain does not spoil the night

It is the time of conviviality before starting a long and tasty touquettoise evening : appetizer with friend, then dinner around a seafood dish before dancing in the nightclubs or have a go in one of the 2 casinos! Place your bets and good evening in Le Touquet!



Event destination

Le Touquet-Paris-Plage represents over 365 events per year around sports, culture and family.

Come and try the experience through these events :

shows,
entertainments,
festivals,
competitions
concerts,
...

All these events promise you stars in the eyes all year long. It is the opportunity to discover the resort, its high quality equipment's and all nature areas.

Activities throughout the year organized by le Touquet associations and the resort's stakeholders.

A few highlights

Palais des Congrès Cultural Season 2026–2027 :
With Calogéro, Elie Semoun, Julien Bing, Philippe Caverivière, Le Bourgeois Gentilhomme...

90th Anniversary of Le Touquet-Elizabeth II International Airport
from September 23 to 27.

ARP Cinematographic Meetings
At the Palais des Congrès, from November 4 to 6, 2026.



The main rendez-vous 2026

Enduropale
February

Winter Jazz Festival
February

Printemps Baroque
April - May

Touquet Raid Amazones
June

Festival des tout petits
July - August

Mercredis Jazz
July - August

Junior Davis Cup
August

Pianos Folies
August

Touquet Music Beach
August

Légendes du Touquet
September

Concours International d'attelage
September

Touquet Air Show
September

Rencontres Cinématographiques de l'ARP
November

Salon du Livre
November

Si le Touquet m'était conté
From late November to early January 2027

And more !

Find all the programming on www.letouquet.com

Useful information

Car

- **45 mn** from Calais,
 - **1.30** from Lille,
 - **2.30** from Paris-Londres-Bruxelles and Reims,
 - **4.30** from Metz and Amsterdam,
 - **5 hours** from Nantes,
 - **5.30** from Strasbourg.
- Highway exit number n°26 Etaples-le Touquet.

Train

- Train corail and TGV departing from Paris and Lille
- Etaples train station (5min). Taxis and bus services at Etaples train station.
- TGV connections with Calais Fréthun, London St Pancras **1h30** by Eurostar, Lille Europe, Paris Nord

- Regular ferry connections between Calais and Dover.
- Regular links Calais-Douvres through the tunnel.

Ferry

- **4 shuttle departures** per hour, 365 days per year. **35 minutes** crossing.

And why not by plane?

- Elisabeth II International Airport in le Touquet Paris Plage (**1.5km** away from the city center).
- A track open to public traffic(CAP) and international traffic. Regular connections with Lydd airport in Great-Britain: **20 minutes**.
- Weather and air traffic control services, refueling facilities, air maintenance companies, customs services, friendly reception and shops.
- Regular flights, business aviation, on demand flights, freight transport, medical evacuation, crew training, large gatherings and event organization.
- Track 1850m/48m Direction 14/32, tarmac coating.
- Free carpark **500 spaces**. Bike and car rental



Tourism Office

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Nature & Elegance
**LE TOUQUET
PARIS-PLAGE**

CO
Côte d'Opale
Pour être mieux