

1<sup>st</sup> September 2023



WELCOME TO THE ARGENTINA  
DELEGATION OF RUGBY



# LA BAULE- ESCOUBLAC

Host destination



# RUGBY WORLD CUP FRANCE 2023

# LA BAULE-ESCOUBLAC

# HOST DESTINATION

“Indeed our seaside town offers remarkable reception and working conditions: calm and exceptional environment, easy access, modern and perfectly adapted infrastructures, top-of-the range accommodation capacities, discreet residents, easy-to-secure-site...”

**Franck Louvrier**  
Mayor of La Baule-Escoublac  
Vice-president of Regional Council of Pays de la Loire

*La Baule-Escoublac, a seaside town on the Atlantic coast, is renowned for its 5.4 km long fine sandy beach and its gentleness way of life.*

## La Baule-Escoublac, a way of life !

From its elegant listed villas, witnesses of family memories for generations, its dynamic shopping streets, its restaurants with their feet in the sand, to mythical hotels, through its international sporting and cultural events and its legendary fine sandy beach, the city of La Baule, ranked among the most beautiful bays in the world, promise you an unforgettable stay under the mild Atlantic sun.....

Its environment is regularly awarded the «Flower cities» (gold flower).



## The average weather for the month of September

  
22  
days of sunshine

  
13°C / 21°C  
night / day

  
67  
mm of rain in total



## Key data

22  
sqm surface area



47  
hectares of protected pine forest



16 132  
inhabitants

+160 000  
inhabitants during summer  
season



2  
Railway stations



120  
videoprotection cameras



Palais des congrès avec cabines de traduction et plateau télé

### Reception and leisure facilities :

- ▶ 30 hôtels de ★ à ★★★★★ including 3 hôtels ★★★★★
- ▶ 1363 rooms et 3224 beds
- ▶ 1 palais des congrès
- ▶ 1 casino
- ▶ 1 multiplex cinema
- ▶ Bars, restaurants
- ▶ 3 food-markets
- ▶ Nightclubs
- ▶ 1 thalassotherapy center

# La Baule-Escoublac, sports city !

La Baule-Escoublac offers a playground of exceptional dimensions, conducive to sporting activities. La Baule-Escoublac is also 110 hectares of remarkable wooded areas, 10 hectares of sports facilities and 42 hectares of green spaces in the city area where walkers, runners and horse riders are invited to revitalise themselves within a preserved nature.

Since 2017, La Baule-Escoublac is ranked « **Ville Active et Sportive** ».



Tour de France 2018



Jumping of La Baule



Sports course in the Escoublac forest



World Company Sport 2018

## Key data

10

hectares of sports facilities

8 784

sports licensees

40

sports associations

## Welcoming sports delegations national and international



With its unity of place, its high-level hotel facilities, the integration of event expertise and high-quality sports facilities, La Baule-Escoublac has been able, for many years, to host and to be present at major sports events with great expertise in the organisation and services for its guests :

- ▶ **Jumping International of France** (60th édition in 2021);
- ▶ **World Company Sport** en may 2018;
- ▶ **4th stage of the Tour de France** en july 2018;
- ▶ Training camp of **National Football team of Poland** – Euro 2016 of football;
- ▶ Trainings sessions of **National Rugby team of England** Rugby World Cup 2007;
- ▶ Trainings sessions of National Football team of England – Football World Cup 1998 ;
- ▶ **Triathlon Audencia - La Baule** dsince 1988, with some 7,000 athletes, 70,000 spectators for 10 races, 500 volunteers at each edition and the final stage of the French championship;



Triathlon of La Baule



National Football team of Poland in 2016

Several famous and professional teams organized trainings sessions and preparation matches in La Baule : **Paris-Saint-Germain, Football Club de Nantes, Marseille, Auxerre, Le Havre...**



FC Nantes team

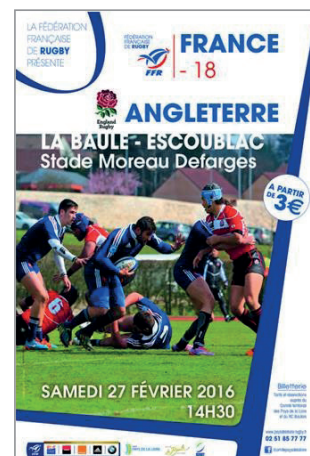
## La Baule-Escoublac, Rugby land



Since 1972, the local association hosted, the «**Rugby Club Baulois**» is the leader club of the area. It has more than 270 members, from young to seniors players. The RC Baulois plays in the one of the top level of the French Championship (5th national division). Its own jersey's colours are blue and white, like the sky and the sand, or also the same colours of Argentina.

For the pleasure of the youngest, a **rugby school** allows them to train and become familiar with the all techniques of the different games, from 3 years old.

In 2012, the city of La Baule-Escoublac hosted **the National French Rugby Federation Congress** for a weekend, proving that its team and facilities (sports gymnasiums, rugby stadiums, congress center) are able of hosting large size sporting events.



La Baule-Escoublac hosted the France v England match in 2016

## La Baule-Escoublac, « Land of Olympic Games »

In 2024, France will host the Olympic and Paralympic Games.

The city of La Baule-Escoublac has been awarded the «Land of Olympic Games 2024».

We will host international sports teams in accordance with the requirements of the International and National Federations in terms of experience in hosting high-level sports teams, availability of transport networks, accommodation and catering adapted to the athletes and concordance with the local sports programme.



### A whole expert team dedicated to your needs

The City of La Baule-Escoublac, concerned about the comfort of its guests, provides dedicated contacts, specialised and highly qualified technical teams (gardeners, technicians etc...).



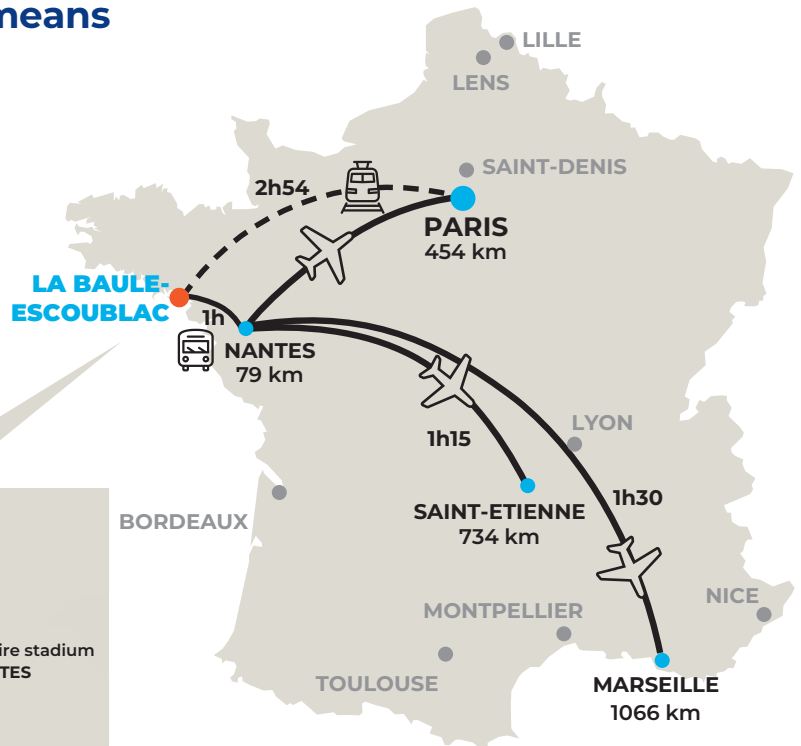
Fully experienced in the specificities of hosting international sports teams for international competitions, we will be fully mobilised throughout your stay in order to adapt, even at the last minute, to the technical and sporting needs of your delegation.

# TRANSFERS EASY ACCESS FOR THE CHAMPIONSHIP

The means transfers in the proximity of the sports venues and Team base hotel, allow quick access to the to the 2023 Rugby World Championship facilities .

## Easy and quick access to the means national transfers

By train, road or air, the city of La Baule-Escoublac is easily accessible. The train station located less than 10 minutes from all the base team facilities (hotel and training center) puts Paris less than 3 hours away. The Saint-Nazaire aerodrome is 20 minutes away and the Nantes airport is 1 hour and 15 minutes away, making it easy to get to more distant cities..

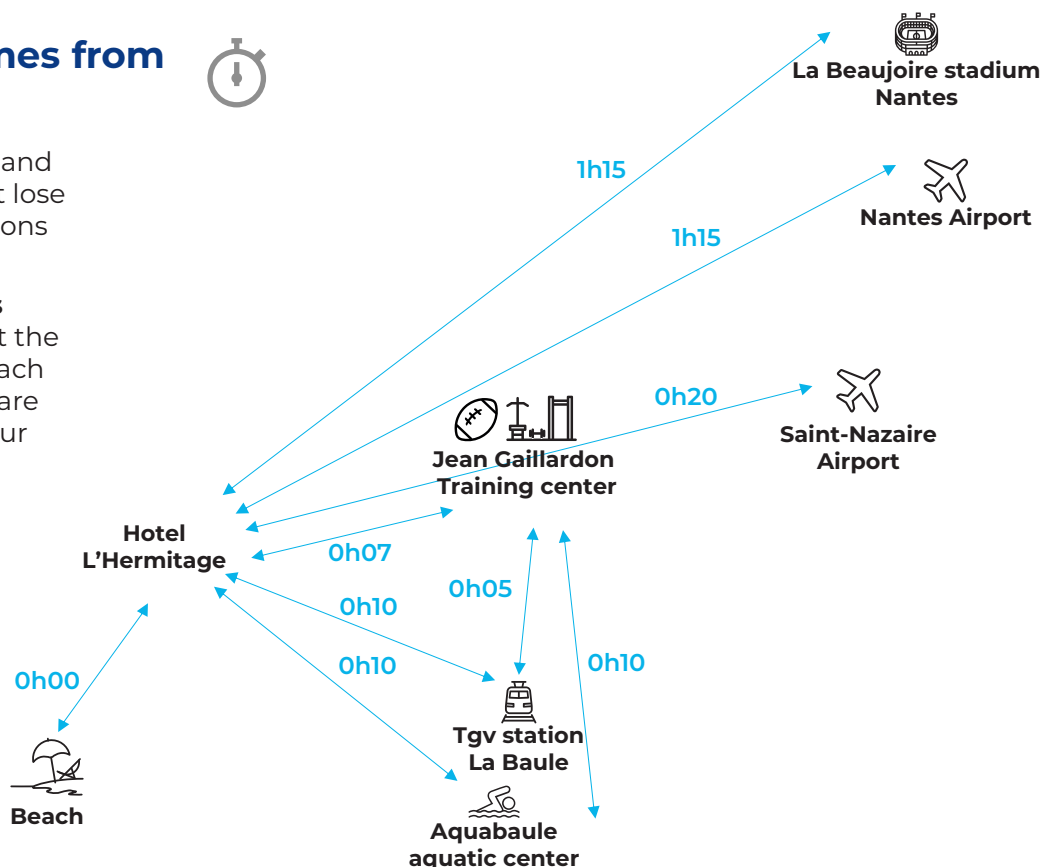


## Reduced travel times from the base camp



Close to all sports facilities and transport means, you don't lose time to go to training sessions and matches.

From each facilities, **in less than 10 minutes** you are at the training center and the beach and others, some of them are even accessible on foot. Your travels is optimised.



# TRANSFERS

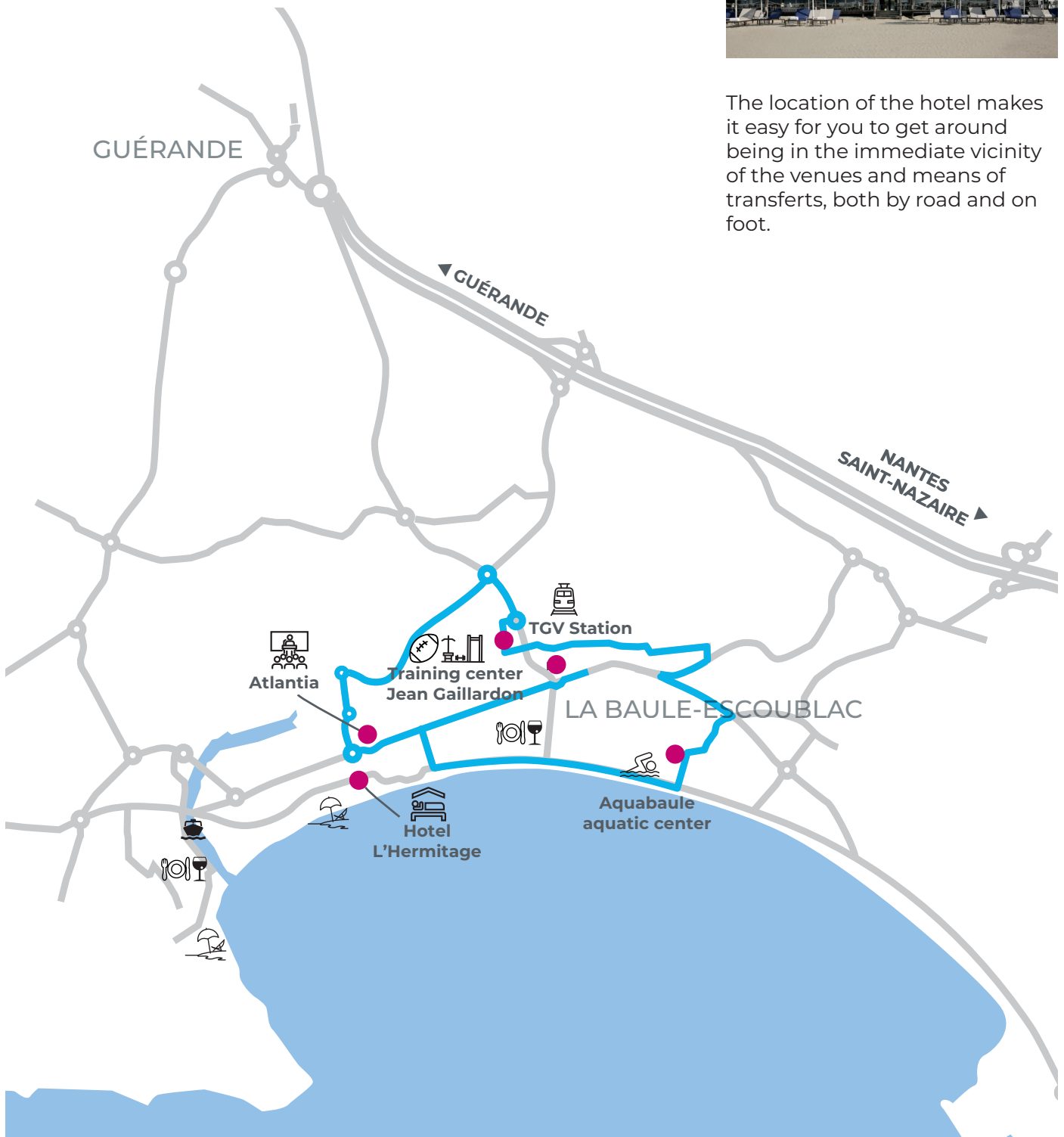
## A UNIQUE BASE CAMP

*The fluidity of the traffic road and the simplicity of the routes allow for easy and quick travel to the facilities.*

**Less than 10 minutes between all training facilities.**



The location of the hotel makes it easy for you to get around being in the immediate vicinity of the venues and means of transfers, both by road and on foot.



# TRAINING CENTER JEAN GAILLARDON - LES SALINES

The training center, ideally located close of the hotel (less than 10 minutes by bus), will be entirely privatised for the whole duration of the team's presence.

## The training center

Totally renovated in 2014, the venue brings in an only one place all the infrastructure necessary for ideal training conditions :

- ▶ the natural grass pitch of international quality;
- ▶ high quality gymnasiums;
- ▶ fully equipped strength/relaxation rooms;
- ▶ multimedia work spaces for the team;
- ▶ the possibility to install the team's media ;

The complete modularity of the facility's spaces allows the complex to be personalised, arranged and customised to suit the specific needs of the team and offer ideal working and staying conditions.

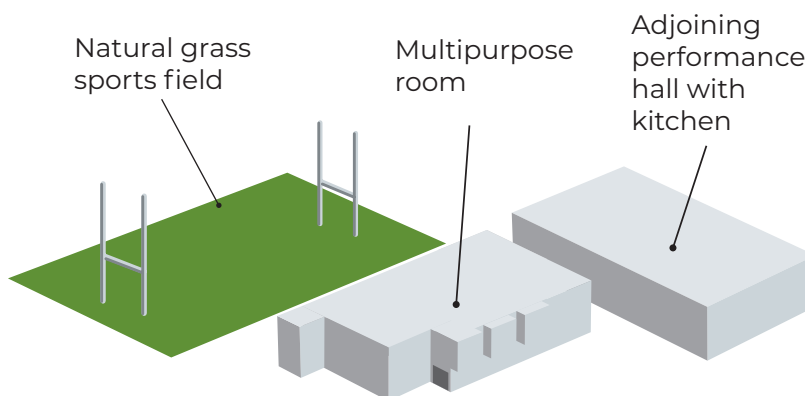


### Accès

- ▶ Less 10 minutes from Team Base Hotel
- ▶ 7 minutes from swimming pool
- ▶ 5 minutes from fine sandy beach

### Equipment of the multi-purpose sports complex :

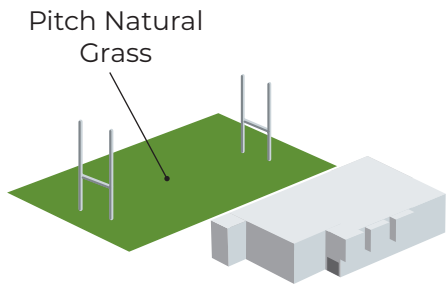
- ▶ Free Wifi
- ▶ Meeting room
- ▶ Media room possible
- ▶ Private protected parking
- ▶ Independent and secure access to the training center



Function	Area (sqm)
Meeting room	144
Snack	100 + 150
Physiotherapist	30
Medical	12
Anti-Doping	15
Storage	200
Media area	640



# Pitch Natural Grass



- ▶ Pitch Natural Grass  
98.5 m x 67 m
- ▶ 150 lux lighting
- ▶ fully enclosed within sight
- ▶ Secure access
- ▶ Grass maintenance adapted to the requirements of the competition
- ▶ 320 spectator seats



*The field is directly accessible from the multipurpose room*

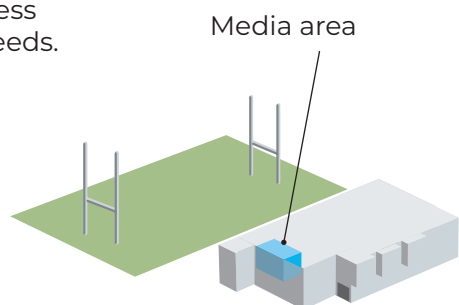


Name	Dimensions (m)	Ground type	Protection area (m)
Terrain de rugby	98.5 x 67	Natural grass	3.6 à 11.10

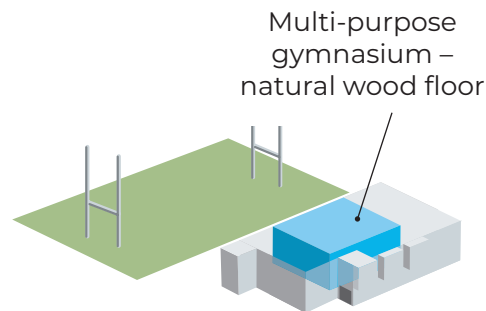
# Media area



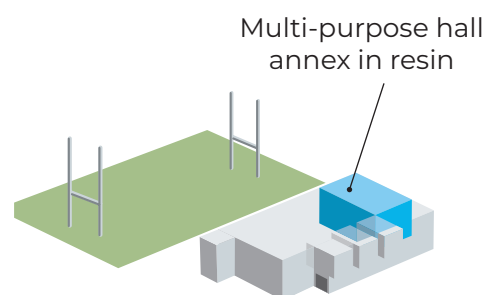
A space of 0.640 sqm is suitable for the press according to your needs.



# Multi-purpose gymnasiums



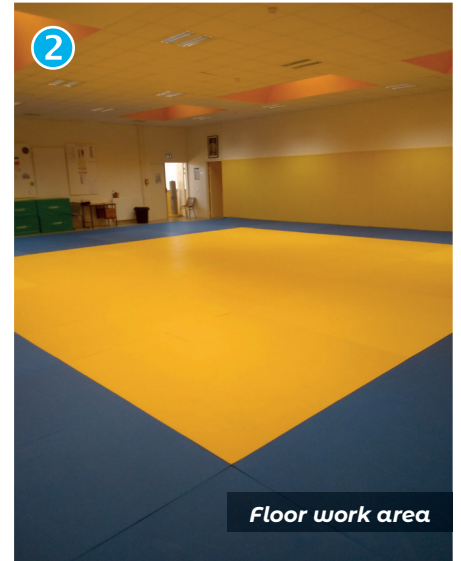
- ▶ Multi-purpose gymnasium – natural wood floor
- ▶ Multi-purpose hall annex in resin
- ▶ Direct access to pitch
- ▶ Secure access
- ▶ Fully enclosed within sight
- ▶ Specific arrangement possible on request on the annex room



Name	Dimensions (m)	Floor surface	Height (m)
Gymnasium 1	44 x 24	Natural wood floor	11
Gymnasium 2	38 x 18	Resin	7

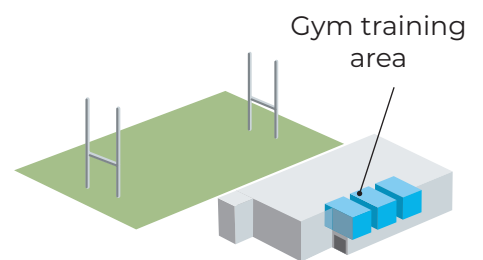


# Gym training area



Gym area that can be fitted out on request, consisting of 3 separate areas that also communicate with each other:

- ▶ A gym area
- ▶ A specific area for floor work
- ▶ An area that can be fitted out on your requests

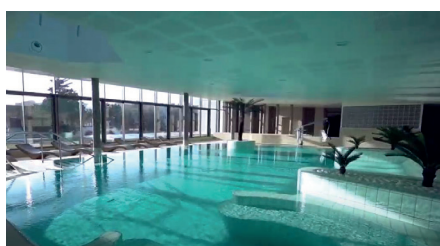
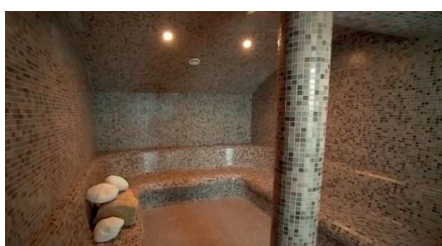
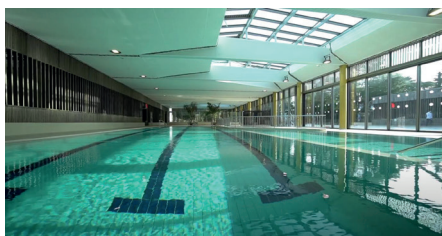


Name	Dimensions (m)	Floor surface	Area (sqm)
1. Training room	15 x 12	Vinyle	0,180
2. Relaxation room	15 x 12	Tatamis	0,180
3. Gym room	12 x 12	Vinyle + natural wood	0,142



# AQUATIC CENTER AQUABAULE

Located 10 minutes from the hotel and the Training Center Jean Gaillardon - Les Salines, the Aquabaule aquatic center has a 25-metre sports pool and a 33 meters outdoor pool.



## An aquatic area

- ▶ 1 large bath of 25 m at 28° with 3 swimming lines and a relaxation area,
- ▶ 1 small bath of 12.5 m at 28° with 4 swimming lines,
- ▶ 1 Nordic bath (outdoor) of 33 m at 30° with 3 swimming lines,
- ▶ 1 paddling pool

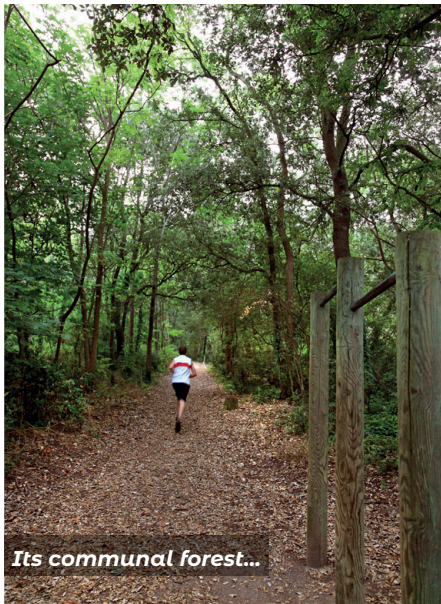
## Wellness areas

- ▶ 1 indoor tropical bath at 30° of 100 m<sup>2</sup> with herbal tea room,
- ▶ 1 outdoor relaxation pool (Nordic area) of 140 m<sup>2</sup> at 30° with solarium,
- ▶ 1 sensory area including 2 saunas, 1 hammam, 1 salt grotto and 4 massaging showers.

Avenue Honoré de Balzac  
44500 LA BAULE-  
ESCOUBLAC

[www.aquabaule.fr](http://www.aquabaule.fr)

# TOURISM AROUND LA BAULE-ESCOUBLAC



*Its communal forest...*



*The Brière natural park...*



*Salt marshes...*

## **Un environnement privilégié**

- ▶ 2 600 hectares of salt marshes
- ▶ 9 seaside towns

## **Complementary sports facilities**

- ▶ 1 climbing wall in Saint-Molf
- ▶ 373 km of walking, horse riding and cycling routes



*The medieval city of Guérande...*



*Cycle paths*

# IN BRIEF

## Highlights of La Baule-Escoublac



Secure city with video protection



Central accommodation



Renovated sports facilities that meet national and international competition standards



Single venue : a sports field and training areas on the same site



Customised press area



A team of experts dedicated to the organisation



Other infrastructures available if needed.

## The distinguishing features



A quiet and discreet city, far from the turbulence of large urban center



Less than 10 minutes between each training venues



An easy and quick access to national transport



A holiday spirit !

**More informations:** Hôtel de ville de La Baule-Escoublac  
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