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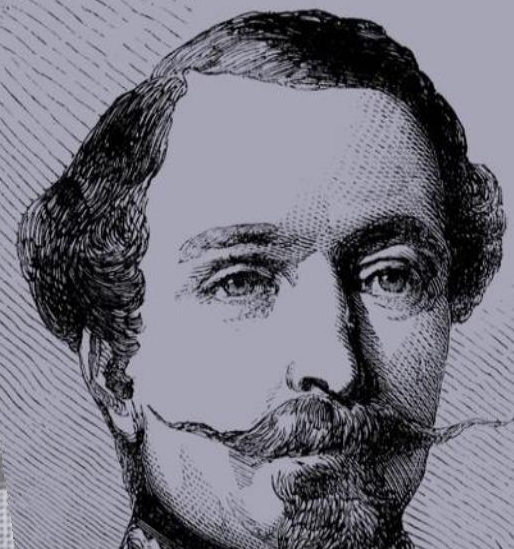
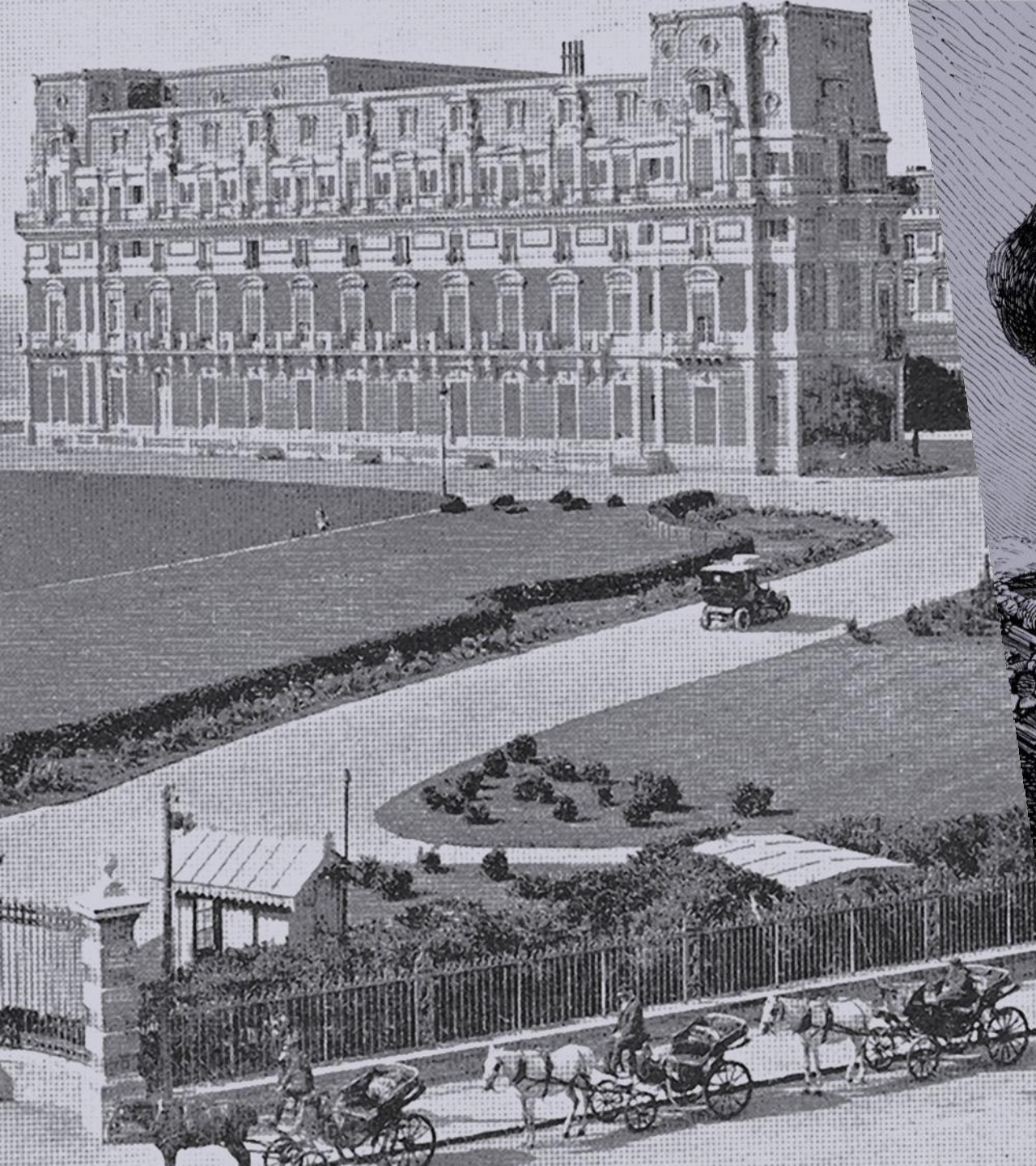
HÔTEL DU PALAIS

BIARRITZ

EMBRACE *the extraordinary*

Press Kit

PART OF THE UNBOUND COLLECTION BY HYATT



HÔTEL DU PALAIS
N°1
BIARRITZ





“I am very honoured to be at the head of the Hôtel du Palais today and it is with great humility that I take the reins of this prestigious and unique Palace category hotel on the Atlantic Coast.

The recent phases of renovations have safeguarded the hotel’s history and legendary status while giving it the modern touch it needed, preserving its values of excellence as well as the premium and prestige services expect from a Palace.

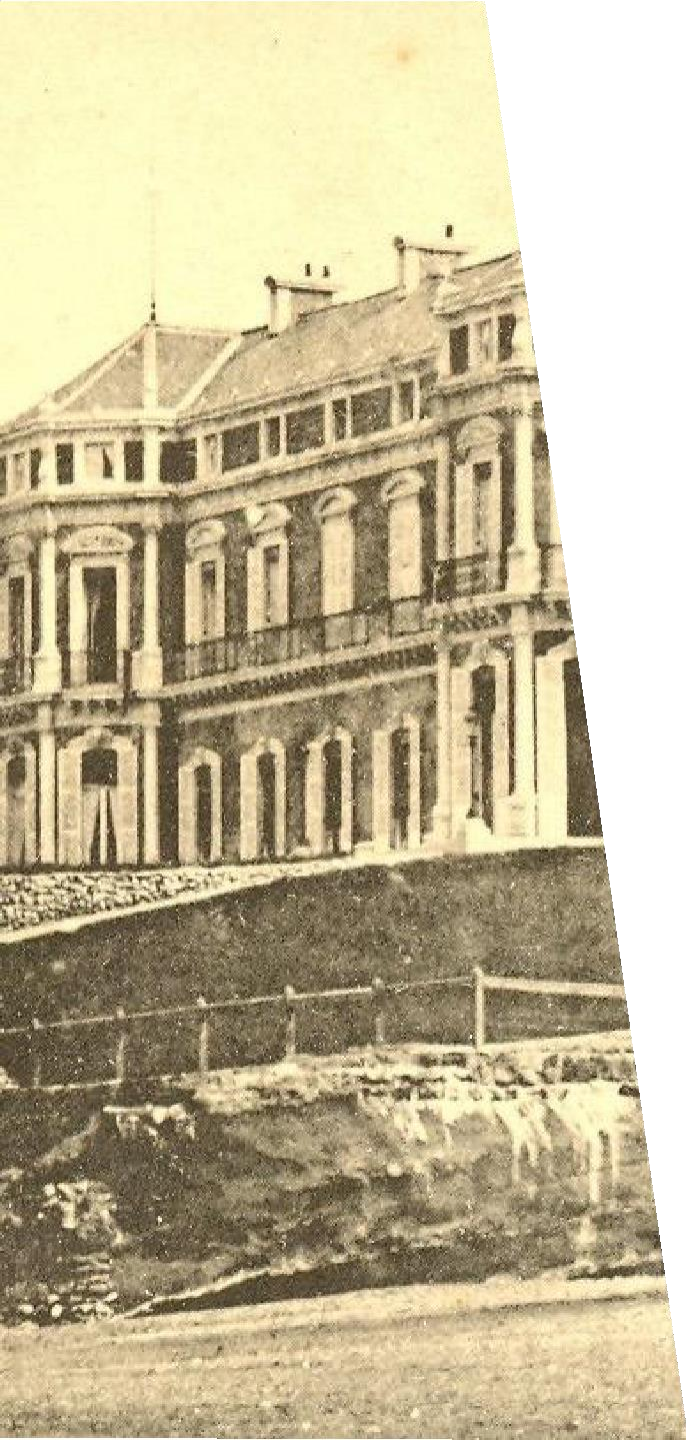
Owned by the city of Biarritz, the Hôtel du Palais is now managed by the Hyatt group. As a premium property, it joins The Unbound Collection by Hyatt, a compilation of the world’s most beautiful hotels.

I am determined to preserve the heritage, the DNA and the soul of this venue steeped in emotions and memories while ushering it into a new era, in step with the times, and adapting to the challenges of the environmental transition.

Beloved by residents of Biarritz and the entire region, the Hôtel du Palais is their hotel. I would like them to feel at home. I invite them to step into the majestic entranceway, to enjoy a drink in the “Napoleon III Bar”, have a family lunch in “La Rotonde” fine dining restaurant, bask in the summer sun on the oceanfront terrace or at a poolside table at the “Sunset” restaurant. And, why not, spend the night and relax at the Imperial Spa and Club.

A festive venue for over a century, the Hôtel du Palais offers today’s clients the dreams, the magic and the enchantment that have written the pages of its history”.

Alessandro Cresta
General Manager



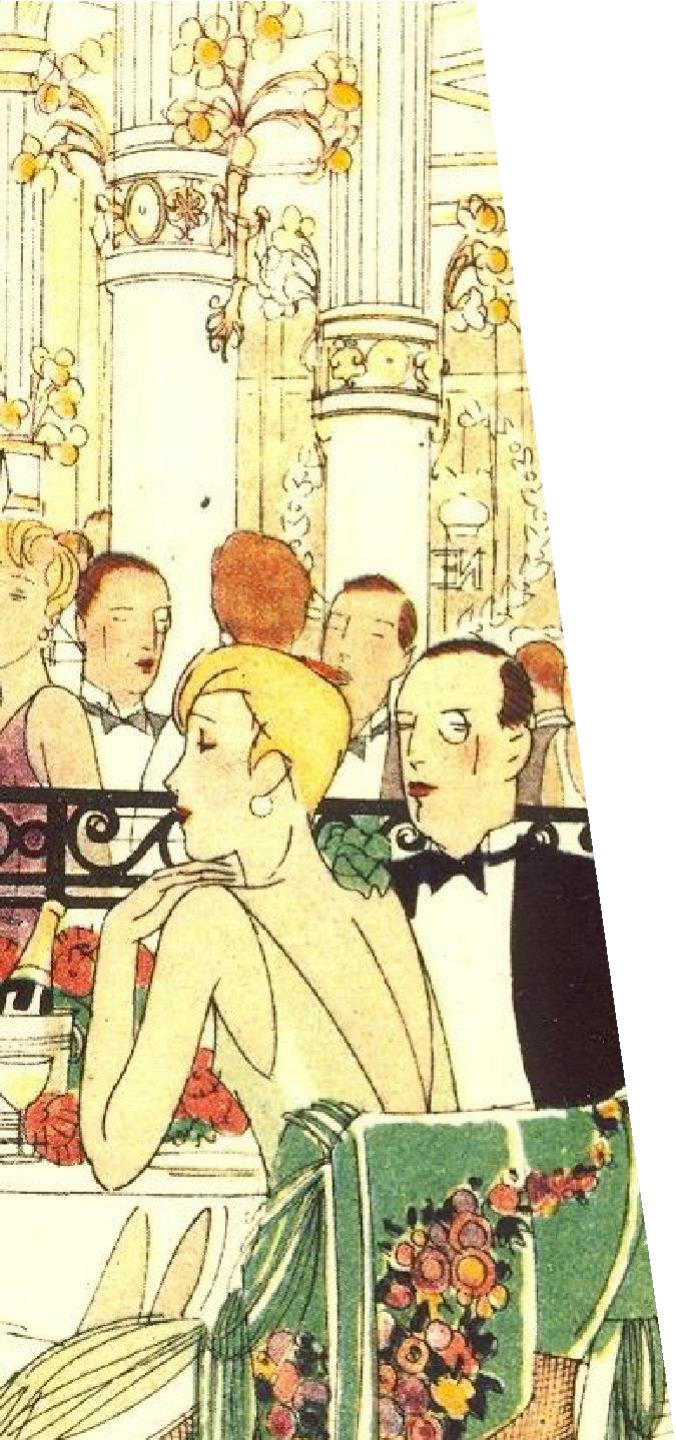
FROM THE VILLA EUGENIE TO THE HÔTEL DU PALAIS, *from 1854 to present day*



As a child, Eugenie de Montijo, daughter of the Count de Montijo and an Irish aristocrat, spent her family vacations in Biarritz playing on the beach and paddling in the ocean. After marrying Napoleon III, sweet memories of these carefree holidays remained etched in her mind.

In 1854, she convinced her husband to buy 20 hectares of oceanfront property and to build her a summer villa. One year later, the Villa Eugenie stood sentinel at the water's edge. Soon, it became a magnet for the crowned heads of Europe and the crème of high society. The Duchess and Duke of Windsor, Queen Isabelle of Spain, Leopold II of Belgium, the King of Württemberg and Edward VI all gathered to enjoy seaside amusements, sumptuous balls, spectacular fireworks and picnics in a frenzy of outings and activities.

In 1882, the Villa Eugenie was sold and converted into a hotel-casino, which, 10 years later, became the Hôtel du Palais. In 1903, a fire broke out in the rafters, burning almost the entire building to the ground. In September of the same year, a casino company bought the ruins and rebuilt the hotel, following the floor plan in the form of an E, a tribute to the Empress Eugenie.



The Hôtel du Palais made Biarritz famous the world over. The city soon welcomed a colony of Russian aristocrats exiled in France and became a favourite spot for organizing sumptuous galas and entertainment.

After the first world war, the Marquis d'Arcangues, well known in the region for his party planning flair, organised the legendary "Second Empire" ball, which was followed by other memorable parties such as the "Russian" ball. Champagne flowed freely, women rivalled each other for elegance, men boasted and preened, fortunes were made and lost...

As the years went by, the kings and queens were gradually replaced by literary, art and fashion celebrities: Coco Chanel, Victor Hugo, Hemingway, Frank Sinatra, Gary Cooper and Barbara Streisand are among the hotel's famous guests.

The Hôtel du Palais has always remained an exceptional venue, hosting a French and international clientele as well as royalty, celebrities and politicians, not to mention a number of film shoots.

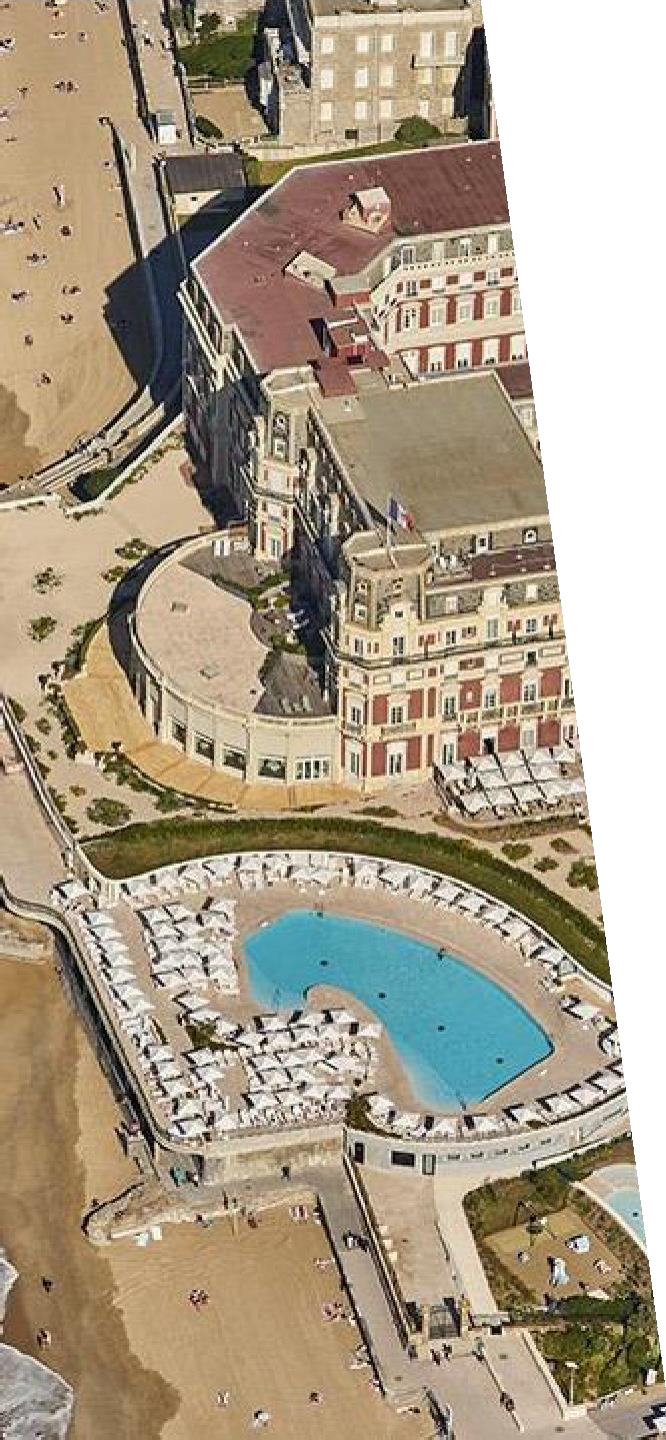
In 2011, it received the "Palace de France" distinction, attributed to only the finest French hotels and, in 2012, it earned the "E.P.V." label, as a Living Heritage Company. It is also a member of the prestigious Comité Colbert.

A RENAISSANCE THAT USHERS *the past into* *the future*

The Hôtel du Palais, the only French Palace category hotel on the Atlantic coast, has completed its ambitious renovation programme. After months of work, it is rejuvenated and more beautiful than ever, ready to open its doors once again on March 26, 2021, welcoming guests with its new-found splendour.

Since Autumn 2018, it has undergone several renovation phases overseen by the Parisian interior architecture firm, Atelier COS, and by conservation architect Isabelle Joly.

First, its exteriors, the roof and utility areas were renovated, before revamping its guest rooms, restaurants, bar and reception area. The period furniture, tapestries, furnishings and drapes as well as trompe l'œil paintings on the lobby columns have all been painstakingly renovated, or created, by a team of Hôtel du Palais artisans and craftspeople—cabinetmaker, painter-decorator, furniture upholsterer, seamstresses and sewers—employing traditional Second Empire methods and techniques.



A few renovation facts and figures:

- 70,000 roof tiles were replaced.
- 15,638 litres of paint were applied to the façades.
- 410 kg: the weight of the chandelier in the Napoleon III Bar. It required nearly 250 hours for its restoration: full disassembling, stripping and cleaning, various repairs, ensuring electrical norms and reassembling.
- 27,500 litres of paint on the interior walls and woodwork.
- 6,030 m² of carpeting laid, including 3,057 m² in the guest rooms.
- About 5000 tonnes of rubble carted off to be recycled.

The Hôtel du Palais has stepped definitively into the 21st century, adopting an environmental and social philosophy that features local actors and producers. The renovations also took into account energy consumption, replacing all the light bulbs with LEDs, a compost bin was set up to recycle biodegradable waste... these initiatives, among others, aim to make our world a better place.

Owned by the city of Biarritz, the Hyatt Group took over hotel management at the end of 2018. On this date, the Hôtel du Palais joined **The Unbound Collection by Hyatt**, an exclusive group of 24 hotels worldwide. This is the Group's premium brand which includes a portfolio of independent hotel owners, combining urban historical treasures with exclusive boutique hotels or trendy contemporary hot spots. Each hotel preserves its own identity to create original and new experiences for its clients.



THE ROOMS AND SUITES, *a blend of tradition and modern comfort*

Highlighting its architecture and history, the hotel has 86 rooms and 56 suites ranging from 28 m² to 100 m² for the Royal Suite. Historic details have been preserved in each room and suite such as the ceiling woodwork, Napoleon-era gold leaf and drapes in delicate colours creating an intimate feel. The period furniture and tapestries in the suites are maintained by master craftsmen in the Hotel's own workshops.

The Hôtel du Palais is the only Palace with an in-house team dedicated to the upkeep of its historic pieces. The chosen colours play a harmonious and soothing score featuring tones from sandstone to raw silk, echoing the natural decor of the beach and ocean.

Nearly all the rooms and suites have been renovated and refurbished, including the bathrooms, most of which enjoy natural daylight, ultimate comfort and offer a historic touch with paintings by Georges Ancely chronicling the Public Baths of the city of Biarritz.

A few rooms and suites on the hotel's top floor offer a marine ambience reminiscent of transatlantic crossings with rounded windows and portholes.

From the private terraces and balconies, we catch ourselves dreaming of far-off lands as we savour the sea breeze and admire the surfers riding the waves below.

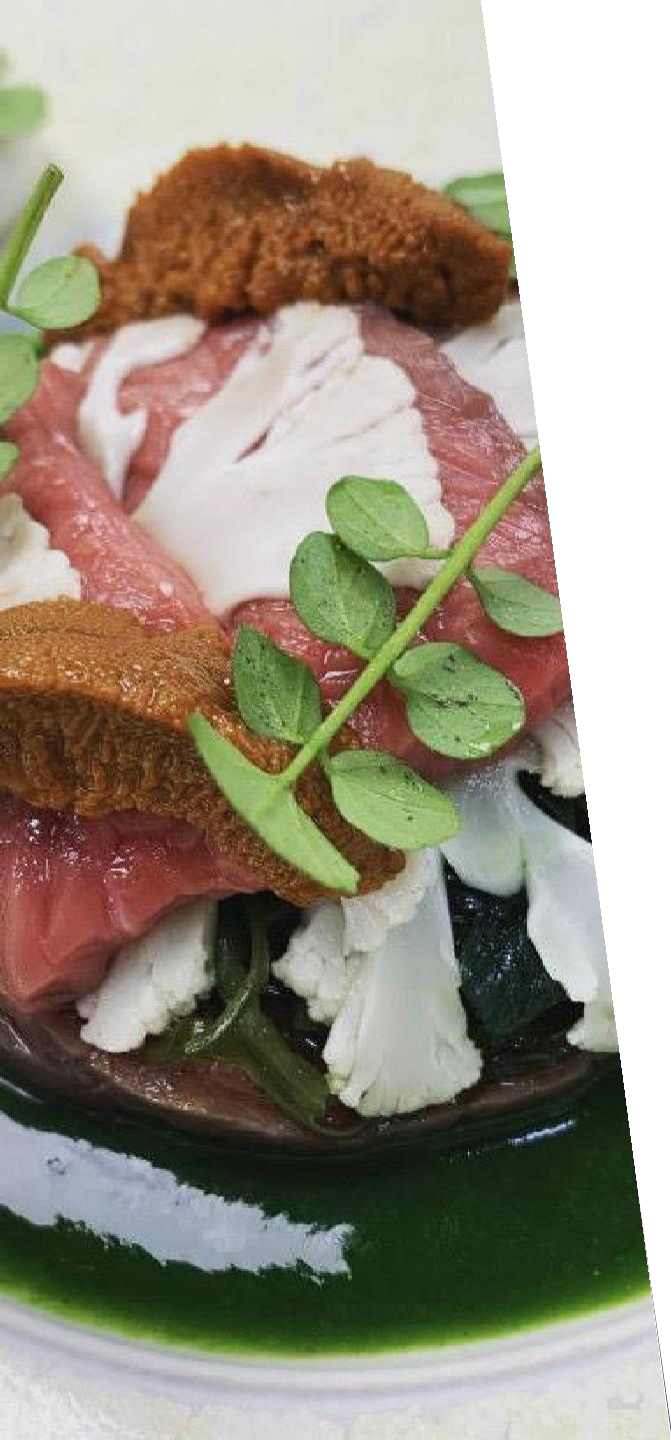
EXCEPTIONAL RECEPTION ROOMS *in Second Empire style*

The Hôtel du Palais has six reception rooms including the prestigious Salon Impérial and its 300 m² winter garden. Formerly used as a ballroom by Napoleon III and the Empress Eugénie, it still exudes imperial elegance with its allegorical murals painted by Paul Gervais, its original marquetry flooring with Hungarian point parquet and its glass ceiling culminating at seven metres, making it an exceptional reception venue.

After becoming a hotel in 1893, the Hôtel du Palais hosted a large number of sumptuous parties and events. In the 1930s, the Salon Impérial even earned a reputation as the meeting place par excellence for the European elite.

Nearly two centuries later, the Hôtel du Palais upholds its festive – and romantic – tradition by offering a magical setting for celebrating life's most important milestones: birthdays, family reunions and weddings. The Hôtel du Palais is steeped in passion, a veritable symbol of Love. After all, Napoleon III offered his wife this Palace as a token of his love soon after their marriage, imbuing the venue with infinite, and eternal, romance.

Five other, more intimate, function rooms ranging from 32 to 78 m² and equipped with high-speed WiFi enable meetings and seminars to be held under the very best conditions.



AURÉLIEN LARGEAU, *a militant Chef* *from ocean side to mountain top*

The Hôtel du Palais is proud to welcome its new chef, Aurélien Largeau. Ten years after joining the Hôtel du Palais as a commis, he is honoured to return to his first love and take the helm of this prestigious hotel. Originally from La Rochelle, this 28-year old hotel-school graduate has honed his skills over the years with world-class chefs.

His first job was at the Grand Hôtel in Saint Jean de Luz, before arriving at the Hôtel du Palais to work with Jean-Marie Gautier, the former Michelin-starred chef who spent twenty-nine years in the kitchens before taking a well-deserved retirement. He taught him the secrets of French gastronomic cuisine.

Then, Aurélien decided to return to his native region with the Coutanceau Family in La Rochelle before moving on to "Le Richelieu" hotel-restaurant on the Ile de Ré.

Four years later, he assisted Christophe Hay, the two-starred chef of the "La Maison d'à Côté" restaurant in Montlivault near the Château de Chambord and, in June 2018, he was promoted chef at the "Table d'à Côté", Christophe Hay's second restaurant in Ardon near Orleans. Six months later, he earned his first star before being named, in 2019, "Young Talent" by Gault et Millau with a note of 14/20.



In 2020, he returned to his first love, the kitchens at the Hôtel du Palais. Aurélien loves cultivating his locavore tastes, procuring supplies from local produces according to product seasonality. He is also a great believer in human interaction and is very attentive to the eco-responsible commitment of suppliers and producers.

Today, ecology, respecting our planet and our environment are at the very heart of the how the Hôtel du Palais runs its business.

“I truly enjoy meeting each producer and forging relationships based on trust. I selected a race of Pyrenean cattle which reach maturity at the age of eleven; it is a rare product which will not be available year-round, but I prefer quality to quantity. The fish are caught locally between Capbreton and Hendaye. And the cheeses are chosen by Beñat, the legendary cheese maker of the Saint Jean de Luz market. Eric Ospital and Pierre Oteiza, hands down our country’s most famous charcutiers, save their best hams for me. I want to share this taste for quality, seasonal products and respect for the people who cultivate and product locally. You won’t see any strawberries from Chile on my table in December, but there will be delicious kiwis from Anglet! ”

An aficionado of wild herbs and flowers, Aurélien Largeau has created a dedicated plot in the hotel gardens to enhance his recipes. He also offers cooking classes with seasonal themes for parents and children.

“It is such an honour to join the Hôtel du Palais. Its cuisine brings people together and expresses strong values: generosity, a taste for sharing, tolerance and open-mindedness. We must continue to develop the character of this jewel of the Atlantic and the Basque country.”

SERVING MEALS THAT SHOWCASE *local specialities*

In unique and spectacular settings, the Hôtel du Palais offers its guests elegant, sophisticated culinary experiences inspired by iconic Basque Country products from the ocean and from traditional farms.

In step with the times, the cuisine of young Chef Aurélien Largeau is full of surprises. It features mainly local and seasonal products, sourced from the region's seaside, rivers, farms and mountains.

Working with the head sommelier, Aurélien Largeau explores subtle food-wine pairings that offer clients unique and refined culinary moments. The most difficult part is choosing, the Hotel du Palais wine cellar boasts over 1000 different wines including many local vintages.



LA ROTONDE

Considered by many epicureans to be “one of the most beautiful dining rooms in the world”, the hotel’s fine dining restaurant, “La Rotonde”, offers a breathtaking 180° view of the Atlantic ocean. A legendary venue in a magical setting.

Extending out from the Lounge, this semi-circular room preserves the codes of Second Empire salons, with its majestic period crystal chandeliers and its walls covered in mouldings and gold leaf. The grandiose decor, inside and out, enables this dining room to dazzle clients with its splendour.

THE LOUNGE AND THE TERRACE

Located between the reception and La Rotonde, the Lounge is a lively space that invites guests to drop in any time of day. Beneath period chandeliers, comfortably seated in deep bench seats, guests relax throughout the day with a late breakfast, a plate of grilled fish or delicate pastries prepared by the new Pastry Chef, Aleksandre Oliver, while sipping a specially selected rare tea.

The outdoor Terrace overlooks the hotel gardens and the Grande Plage. Enchanting, this area is an invitation to linger over coffee, lunch or a cocktail against a sunset backdrop.

LE SUNSET

Open during the extended summer season, this outdoor poolside restaurant enjoys a spectacular view of the Grande Plage.

Seated at parasol-topped tables, out of the sun, guests can enjoy light, inventive cuisine with seasonal dishes served throughout the day.



THE NAPOLEON III BAR

This lounge borrows the codes of the Second Empire with its royal blue walls, bronzine-gilded mouldings and chandelier dripping with crystal prisms while adding a modern touch with studded leather bar chairs. Comfortably seated in this cosy, intimate bar with its warm, hushed atmosphere, clients can browse through the collection of rigorously selected gins. The menu also includes vintage Champagnes, whiskeys and artisanal Basque drinks that will delight connoisseurs and the simply curious.

Cocktails are made to order by the team of the new Head Barman, Jérémy Lauilhé. Time-honoured classics and seasonal creations are all shaken and stirred to the highest mixology standards and can be enjoyed with Pintxos, platters to share or delicious hors-d'oeuvres.





THE IMPERIAL SPA, *an invitation to a unique well-being experience*

The Maison Guerlain and the Hôtel du Palais have enjoyed a close relationship since the earliest days of the Villa Eugénie. The Empress, a great fan of fashion and beauty, bestowed upon Pierre-François-Pascal Guerlain the title of “Patented Perfume-Maker to Her Majesty” for his Eau Impériale. Created especially for her in 1853, this iconic cologne was made from her favourite fragrance, orange blossom. The bottle created for this Eau de Cologne is decorated with 69 golden bees, a nod to the Empire which had adopted the bee as its symbol. Imperial bees can also be found on the main staircase carpet and in various other decors around the hotel.

The Imperial Spa is a 5-storey, 3,000-m² haven of peace. The fresh water counter-current pool, heated to 28°C and equipped with goose neck fountains and Jacuzzi, is perfect for unwinding or enjoying one of the new aquatic relaxation classes. A hammam and sauna are also available. Nine body care booths, including two for couples, have been fully renovated in light sand tones featuring marine touches such as driftwood and natural hessian. The spa offers a wide range of facial and body treatments in partnership with the Maison Guerlain as well as premium hair care with the Leonor Greyl Institute.



NEW GUERLAIN *treatments*

The “8” body ritual, 90 minutes €220

- A unique massage experience targeting 80 muscles in your body and face, using a delicate wooden massage tool especially designed for this ritual. Ideal for muscle relaxation.

Black Imperial Orchid facial, 60 minutes €280

- A revolutionary anti-age facial combining Guerlain signature technology with cutting edge massage techniques for a glowing complexion and smoother, plumped skin. This ritual can be booked separately, or as part of a cure for visible rejuvenation of the skin.

In summer, an ephemeral oceanfront spa will be set up each morning for clients to enjoy massages while listening to the soothing music of the waves.

On the top floor, a fitness centre equipped with the latest generation of Technogym equipment allows clients to work out while admiring a spectacular ocean view. Our team of coaches is available for Pilates, yoga, QiGong, Boxing, Toyboard, meditation and Gyrotonic lessons.

In the hotel gardens, a new ritual has been developed using fresh plants and can be found on the list of Imperial Spa treatments.

THE IMPERIAL CLUB, *a universe of leisure activities*

The Californian sea water pool, heated to 28°C, overlooks the Atlantic ocean. The famous poolside Cabanas are part of the history of the Hôtel du Palais, rented for the season or by the day. For beach aficionados, private tents are available on the sand of the Grande Plage complete with sun loungers and refreshments. Sports lovers can take advantage of the swimming and surfing lessons for adults and children.

Around the children's swimming pool, five tents provide all the comfort and equipment necessary for mothers who need to change a nappy, heat a bottle or lay infants down for a nap. During school holidays, the Kid's Club offers an exciting choice of fun-filled activities focusing on environmental respect for children between 3 and 14 years old.

For guests who want to explore the surrounding area by bike, nothing could be easier. The hotel will lend them a bicycle along with an optional picnic packed by the chef, to head off down cycling paths towards the city of Bayonne or along the banks of the Adour river.

"We wanted to combine the Imperial Club and Spa, two unique and complementary areas that enable us to offer each guest a full range of daily activities and well-being."



THE FOLIN WORKSHOPS, *home to* - *French savoir-faire*

The Hôtel du Palais is the only Palace hotel boasting its own team of artisans and craftspeople, dedicated to the restoration and upkeep of the furniture, drapes, interior decor... They work together to beautify the hotel while respecting traditional techniques.

The legendary Palace hotel perpetuates a unique savoir-faire dedicated to maintaining an exceptional heritage.

The seven-member team includes a cabinetmaker, two decorator-painters, one of whom has earned the coveted title of 'Meilleur Ouvrier de France', two furniture upholsterer-decorators and two upholsterer-sewers specializing in decoration. They restore furniture in the style of Napoleon III with 19th century lacquering and gilding techniques. They repaint the hotel's columns and lift doors in trompe l'œil. They revive any of the two hundred and fifty armchairs belonging to the hotel. No fewer than twenty-five hours of painstaking work are necessary to return an armchair to its former glory. The workshops also produce new curtains, cushions and bedspreads, all in the Palace's inimitable style. Antiques mingle with modern elements, in the strict respect of the hotel's themes and colours.



TRANSPORT :

Biarritz Airport – 5km / 10mins

San Sébastien/Spain Airport – 35km / 40mins

Biarritz train station – 2km / 10mins





EMBRACE the extraordinary



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PART OF THE UNBOUND COLLECTION BY HYATT

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