



CHÂTEAUX-HÔTELS & RESTAURANTS  
Grandes Etapes Françaises



## PRESS KIT

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# The origin of the château-hotel concept

At the end of the '50's', René Traversac invented the concept of the château-hotel. René Traversac was a graduate engineer from the "Ecole des Arts et Métiers" who became an industrial photographer and who had never found the atmosphere and charm of a certain "art de vivre" in the hotels he visited.

In 1956, he acquired a charming Renaissance stately home, Le Prieuré, in the Anjou region in order to transform it into a hotel of character and charm. He set up a polished establishment in which guests might enjoy the advantages of a hotel of character in an incomparable setting.

"It is rare for a château to be designed to become a hotel" said René Traversac. As an inventor expert in many disciplines, it was a challenge to embark on a project of this nature and it was also a pleasure to create something that was particularly original.

## **The concept of the château-hotel had come into existence**

This was the start of a genuine passion for the restoration and transformation down to the smallest detail of magnificent châteaux or manor houses into hotels of charm.

Today, Pierre Traversac is the Chairman of the Board of Grandes Etapes Françaises.

Each of the stately homes has its own style, each of its rooms and suites is individually decorated in its own personal style with all the luxury facilities that its visitors now expect.

With a reputation for quality, the restaurants of Grandes Etapes Françaises, offer a refined regional gastronomy which highlights its "local regional menus".

In this way, for the last 60 years, Grandes Etapes Françaises has been carrying on the traditions and values that were central to their creator's ethic, combining a traditional "art de vivre" with up to the minute service and comfort.

# The founding of Grandes Etapes Françaises

With hotels transformed into prestige hotels, Grandes Etapes Françaises forms a group of hotels and restaurants unique in France.

A family S.M.E. created in 1956, Grandes Etapes Françaises is made up of beautifully decorated establishments where guests enjoy staying in a hotel with character, set in an unrivalled site, with all the comforts provided by professional staff with a tradition acquired from more than fifty years of experience.

Grandes Etapes Françaises has been part of Relais & Châteaux for over 20 years. Founded in 1975, this chain was born out of the merger of Châteaux-Hôtels de France and Relais de Campagne, with Relais Gourmands being added.

The stately homes have been renovated and refitted in strict accordance with their prestigious past and their many individual features, each with its own style and character.

The hotels have a peaceful and restful atmosphere and are situated in huge parks or quiet gardens. Set in the centre of tourist regions, all the establishments guarantee an individual welcome of unsurpassed quality with attentive service, an inventive cuisine which draws inspiration from culinary tradition and a number of leisure facilities.

Refinement, the art of welcoming guests and respect for their surroundings are the key words which characterise Grandes Etapes Françaises.

# Grandes Etapes Françaises

## The location of the hotels



1. [Château d'Artigny](#), in the Loire valley, near Tours
2. [Le Choiseul](#) in the Loire valley, in Amboise
3. [Château de l'Ile](#), in Alsace, near Strasbourg
4. [Château d'Isenbourg](#), in Alsace, near Colmar
5. [Château de Gilly](#), in Burgundy, near Dijon and Beaune

# The history of the hotel

## Date & opening

### **Château d'Artigny (1962)**

A symbol of the Age of Louis XIV in Touraine (10 km south from Tours)

This château was built by the famous perfume magnate, François Coty, in pure 18<sup>th</sup> century style. It is the second link in Grandes Etapes Françaises and was transformed into a luxury hotel immediately after it was purchased.

65 rooms and suites (in the château, the Pavillon d'Ariane, the Cité des Parfums) with cable television and lifts, the fitness center (in partnership with Wellness) and the many conference rooms.

In the 25-hectare park there are circuits for walks, a heated open air swimming pool in summer (with restaurant facilities around the pool in fine weather), 2 tennis courts, a «pitch and putt» golf course...

Not forgetting a magnificent cellar of 10,000 bottles and cooking that gives prominence to products from the region, widely known as the «Garden of France» !

### **Château d'Isenbourg (1974)**

Property overlooking the old city of Rouffach on the Alsace wine route (10 km south from Colmar)

Once one of the residences of the Austrasian crown (Merovingian period), the royal dwelling was made a gift by Dagobert II to the Bishopric of Strasbourg.

In 1380, it was also a part of the defence system of the town of Rouffach. Besieged and taken by assault between 1635 and 1675, it was finally sold as a national asset. Please note: the cellars go back to the 16<sup>th</sup> and 17<sup>th</sup> centuries.

39 rooms and 2 suites, a panoramic dining room and terrace overlooking the vineyard and old Rouffach, a heated open air swimming pool in summer, an indoor pool and tennis court. In a peaceful environment, the Isenbourg SPA offers a wide range of treatments created to enhance a perfect relaxing moment in Alsace for your body and mind: Thai massages, facial and body treatments, jacuzzi, sauna, Turkish bath.

### **Le Choiseul (1985)**

Three charming residences erected in the 18<sup>th</sup> century charm at the foot of the château d'Amboise (25 km from Tours)

Its transformation from private dwelling to a hotel has left few marks on the buildings down the years. Pierre Traversac purchased this "house" in 1985, undertook its restoration and the hotel came to life again in the spring. As the years went by, the property increased in size with two others houses on the same site.

Little by little, harmony was created between the various elements which make up the establishment and its services.

26 rooms and 4 suites in 3 buildings: the Hermit's House, the Duke's House and the Apothecary's House, as well as conference rooms, a heated open air swimming pool in summer...

In the park, «Les Greniers de César» are part of the historic and tourist curiosities and form a unique and unusual site.

«Les Greniers de César» are a listed troglodyte complex composed of several monumental rooms and are well worth a visit!

### **Château de Gilly (1988)**

The residence of the abbots of Cîteaux, in the centre of Burgundy's greatest vineyards (20 km south from Dijon)

The Cîteaux abbey was founded in the 11<sup>th</sup> century. There, the monks developed vineyards and built the château du Clos de Vougeot. They purchased the Priory of Gilly to make it their summer residence and store their wine. The château was completely renovated in the 17<sup>th</sup> century. At the Revolution, the asset was sold and became a farm. In 1978, the Regional Council purchased the château to make it into a theatre.

Finally in 1988, René Traversac acquired it in order to make it into a hotel. Two 14<sup>th</sup> century rooms survive today.

36 rooms, 12 apartments (the Abbot's Pavilion has become a duplex of 120 m<sup>2</sup>!), a superb 14<sup>th</sup> century Gothic hall for the restaurant, private conference rooms for business and meetings, a heated open air swimming pool in summer, tennis ... cooking based on local Burgundian specialities and a remarkable cellar with more than 15,000 bottles.

### **Château de l'Île (1994)**

A typically Alsatian complex in a wooded meander of the Ill, the river that flows through Strasbourg (6 km from Strasbourg, halfway between the airport and the centre of town).

Built in the 13<sup>th</sup> century by a bishop in Strasbourg, it was initially known as the Schloss Iselburg, and later suffered considerable damage. Rebuilt in the 18<sup>th</sup> and 19<sup>th</sup> centuries, it has retained its traditional Alsatian architecture, set in a 4-hectare park, close to Strasbourg. In 1918, the château was transformed into a tisane factory. However, the advent of the Second World War and then new legislation governing pharmaceutical products brought about the decline of the "château de l'Île Teas". The property was abandoned in the early sixties. When it reopened its doors in April 1994, it had become a hotel.

62 rooms and suites, 2 dining rooms, including a typical «Winstub» (wine bar), overlooking the river and the nearby woods, as well as private drawing rooms, all of which are totally air conditioned. Local style cooking includes traditional Alsatian specialities.

Dedicated areas for leisure: the Heydt Bar, and the indoor swimming pool. Moreover, the SPA of Château de l'Île offers you a wide selection of relaxation method based on the "resourcement": Thaï massages, facial and body treatments, sauna, Turkish bath, jacuzzi.

# A word on gastronomy...

## Catering policy

It is based on 8 principles:

- Quality (choice of quality products)
- Adaptability (in seeking to better understand guests' desires)
- Variety (menus and dishes regularly refreshed)
- Regional bonds (creativity & celebrating the culinary heritage of the regions)
- The encouraging of dining room service (advisers for guests and ambassadors from the Chef)
- Hygiene (HACCP standards)
- In-house training (teaching skills for service heads)

## The Chefs

The restaurants of Grandes Etapes Françaises are determined to celebrate the culinary heritage of their region. Each guest is invited to sample the "regional menus" through which the chefs give new life to local traditions.

### Château d'Artigny

Grown up in the Touraine region, from the age of 10, in a family dedicated to the art of cooking, no wonder that **Hervé Guttin** has intended to take up a culinary career. After obtaining his certificates, he has acquired experience from several chefs and restaurants: evenness in quality, product sublimation, Mediterranean cuisine...After 4 years spent in a lakeside four-star hotel in Switzerland, he has decided to come back to Loire valley. He has taken over the reins of **château d'Artigny** since september 2017. Passionate chef, refusing monotony, he will regularly change the 'carte' with seasons and whenever to suit his fancies.

### Le Choiseul

Among his experiences, **Hervé Lussault** has worked at distinguished restaurants such as *Le Lucas Carton* in Paris, and *Le Charles Barrier* in Tours for the last twenty years. In 1998, he opens the *Bistrot de la Tranchée* enhancing local products and wines. His new challenge is now to offer gastronomic cuisine with a personal touch from his Asian extraction. He values most the love in his art of cooking and the clients satisfaction.

### Château d'Isenbourg

The Alsatian head chef **Matthias Lingelser** is in charge at château d'Isenbourg since November 2013. Graduated from the "Ecole hôtelière de Strasbourg-Illkirch", he had the opportunity of improving his art in several and distinguished establishments: *Les trois soleils de Montal* in Saint-Céré (1 Michelin macaron), *La Pommerai* in Sélestat (1 Michelin macaron), *Les Enfants Terribles* in Megève...



### Château de Gilly

From his training at the *Relais de la Charnie* (Pays de la Loire region), **Stéphane Ory** has successfully acquired experience all over France with famous chefs and prestigious restaurants: Joël Robuchon at *Jamin*, Roger Verger at *L'Amandier* (Mougins), *Le Taillevent* (Paris), *L'Auberge des Templiers* (Loiret), Francis Chauveau at *La Belle Oters* (Carlton – Cannes)...His previous experience before joining château de Gilly was the three Michelin starred gastronomic restaurant *Le Pré Catalan* where he worked closely with the executive chef Frédéric Anton (Meilleur Ouvrier de France). His new challenge at château de Gilly is to celebrate and enhance wonderful products from Burgundy region: vegetables from the Saône valley, Bresse poultry, Charolais beef fillet, red fruits, wine, mustard and anise. According to Stéphane Ory, the art of cooking is working in team, passion, evenness in quality and sharing for a unique aim: the pleasure of the guests.

### Château de l'Île

**Yannick Mattern** was trained by some of the renown chefs of Alsace.

Chef des cuisines at the château since October 2005, Yannick Mattern develops his menus from the region's countryside and offers a flavourful cuisine which respects the fine product. He likes to rework traditional Alsace dishes and present them in his own way, which he then offers in the two restaurants.

In 1998, he ranked the 3rd place in the worldwide championship of French creative cuisine.

# Managers and addresses of each hotel



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**Manager: Rémy Besozzi**

# Grandes Etapes Françaises

## An imaginative range of hotel services

### evenings, packages, features

Grandes Etapes Françaises offer stays and evenings on themes that vary with each hotel and season: "Evenings at the château"

**Musical Evenings** were started over 50 years ago and feature many artists of international renown.

The evening begins at about 07:30 pm with a cocktail and the concert starts at around 08:00 pm. A candlelight dinner or a weekend may prolong these evenings.

With concerts that feature jazz, classical music and other musical styles, the château d'Artigny, château d'Isenbourg and château de Gilly offer several packages.

Based on the wealth of history of their houses, Grandes Etapes Françaises also offer themed evenings. Their originality lies in their marriage of the pleasures of the table with the relaxation of themes such as hunting, grape harvesting, fancy-dress ball...

And, for a slightly longer stay: **Theme packages**

These are stays of one or two nights which combine sport, relaxation, gastronomy and history, enabling you to discover a region. Fixed price leisure stays follow themes.

### Features

- SPA: Château de l'Île and château d'Isenbourg in partnership with Asian Villa. Château d'Artigny in partnership with Wellness Partner.
- Wi-Fi, ADSL: all properties equipped.

### Welcome to children

At Grandes Etapes Françaises, children feel at home the moment they arrive: every detail is designed for their pleasure.

- For a child under 12, free bed in the parents' room. Breakfast offered.
- Light meals to young children and menus "Gastronomes Juniors" to the eldest (20 €, one drink included)
- Special equipment for babies and young children : high chair, bottle-warmer, baby phone...
- Baby-sitting facility on request : reservation and payment at the Reception.

Information on sport, play as well as cultural activities close to the hotel are available at the Reception.

# Whether for business or pleasure...

## Grandes Etapes Françaises on the Net

### **Tourism**

Grandes Etapes Françaises has offered Internet users a multilingual site (French, English, German, Portuguese, Spanish, Italian, Chinese and Russian) which presents a wide and dynamic range of services in a comprehensive and user-friendly manner.

[www.grandesetapes.com](http://www.grandesetapes.com)

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Grandes Etapes Françaises has thus adapted themselves to the new technologies while perpetuating the traditional "art de vivre" of the châteaux-hotels.

The site gives a detailed presentation of the eight properties with numerous photos to enable travellers to select the place of their stay.

In this way, they will learn more about our chefs, wine waiters, food specialities.

Internet users will discover the list of theme evenings (whether musical or other), stays on a theme, gift certificates, last minute special offers...

A significant section is devoted to **last minute information**.

The main goal of this site is a regular updating of Grandes Etapes Françaises information, in order to attract a wide range of guests from all around the world.

It is also possible to place online brochure orders on the group on line (these will be sent by post within a short space of time (24 to 48 hours), as well as making on-line bookings.

If you would like to receive this newsletter regularly, all you need to do is enter your e-mail address on the first page of our website. Anytime then, you can choose the unsubscribe.

The mailing list gives you the opportunity to receive a quarterly information bulletin by e-mail. Through this newsletter you can obtain the latest information, cooking ideas, special offers, find out about vacancies, contact us...

The online- booking system AVAILPRO is secure and makes the act of purchasing easy. From home, internet users can thus plan their stay and find out about our last minute special offers with just a few mouse clicks, using a secure form.

Our website for private guests has been available in Italian and Spanish since July 2003. Ever since, new versions are available in Russian, Chinese and Portuguese languages.

## **Business**

Grandes Etapes Françaises creates the event. With exceptional surroundings which add prestige to a company's image, Grandes Etapes Françaises enables its customers to benefit from their "savoir-faire" for the organisation of events such as gala evenings, reception dinners, motivation or reward trips, conferences, product launches, etc.

The group offers equipment and programs to suit the tastes, needs and the image of each company.

«Business menus» (except for weekends and public holidays) offer fixed prices (first course, main course, dessert, wine and coffee) at attractive prices which vary with each hotel.

For meetings, all hotels provide conference facilities along with audiovisual and computer equipment.

The hotels host other types of events which include a variety of entertainments, with the choice of the best service providers:

- interactive entertainment: wine tasting and enrolment into a wine confraternity, casino evenings, fancy dress evenings, themed evenings,...

- musical and dance entertainment, with disk jockey, karaoke, orchestras, folk groups, variety, hunting horn calls,...

- exterior sound and light entertainment, fireworks, hot air ballooning, helicopter flights,...

- sports entertainment: treasure hunts, descents of the Loire in canoes and kayaks, speed ball, electronic clay pigeon shooting, driving courses,...

Through their new website, Grandes Etapes Françaises offers companies the possibility of organising their seminars, business meals and prestige events in one of their châteaux hotels with a simple mouse click:

[www.seminaire-prestige.com](http://www.seminaire-prestige.com)

The website offers Internet users a technical sheet which includes, for each of the hotels, the conference rooms capacity Internet users, activities, access maps, etc... and supplies all of the information needed for the organisation of prestige events.

Requests for quotations, project studies and the sending of documentation are processed on line within 48 hours.

## **Wedding**

Our chateaux and luxury hotels in France, all nested in vast parks or gardens, combine history, authenticity and professional service all together to meet your expectations.

Whatever your wedding style, a somptuous ceremony in a fairy-style chateau or a more intimate event in a charming residence, we will provide attentive service throughout this unique day.

More information (photos, amenities...) : [www.grandesetapes.com](http://www.grandesetapes.com) (see "weddings in a French chateau")

# Grandes Etapes Françaises in a few figures

5 hotels – 240 rooms and suites

225 to 260 employees upon seasons

Turnover: 20 000 000 euros V.A.T

## **Meals**

Number of meals served: 121 000

## **Accommodation**

Number of rooms let: 69 000

## **Breakdown of the guests**

Nationalities:

French (45 %)

Foreigners (55 %)

# Grandes Etapes Françaises

## 2018 Rates

### **One night for two people:**

- Room: from 150 to 650 euros  
(depending on the category of room and season)
- Junior Suite : starting from 450 euros
- Suite: starting from 650 euros
- Breakfast per person: from 23 to 25 euros

### **Meeting with accommodation in a single room (full board, excluding optional extras)**

- Per person: from 200 to 310 euros.

# Top Quality Partners

**Small Luxury Hotels:** welcome, comfort and quality service

All properties of Grandes Etapes Françaises are members of a prestigious chain of hotels, the Small Luxury Hotels of the World (SLH).

With English and American origins, SLH is widely established in Anglo-Saxon countries in America, Asia and Australia.

Each Small Luxury Hotel is independent and highlights its unique charm.

[www.slh.com](http://www.slh.com)



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[www.chateau-mariage.com](http://www.chateau-mariage.com)  
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