



En Provence

Press Release

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The Discreet Charm of Provence and the French Riviera...

Var Prestige is a 27-strong alliance of the beautiful Var region's finest hotels, golf courses, vineyards, wine cellars and exceptional leisure providers. The Club operates as a "close friends" network to offer authentic, tailored and compelling travel experiences unlike any other in the world.

Stretching inland from France's glittering Riviera coast to the gorgeous countryside of Provence, the Var region is a sunny little corner of paradise, handily located just a quick hop from Europe's main cities. Its delicious climate and legendary *savoir vivre* attracted aristocrats and royalty as far back as the early 20th century.

The Var is of course home to Saint-Tropez, one of those magic names dreams are made of. The beauty of this old fishing village made it a favourite haunt for artists such as Picasso, Chagall, Matisse, Cocteau and Renoir, long before it was spiralled to fame by Bardot et al in the Fifties and Sixties. The Bay of Saint-Tropez harbours a wealth of world-famous resorts and pretty old villages, bordered by untouched hills and vineyards.

Heading inland on the trail of Europe's ancient civilisations, the wild and peaceful landscapes of Provence hide a breathtaking palette of medieval hilltop villages, ancient monasteries and stunning natural sites such as the Verdon Canyon, tucked away among olive groves and vineyards.

The Var Prestige Club members are situated in some of region's loveliest locations. And because the Var is handily compact, its countless treasures are never more than a short ride away. Guests will appreciate the discreet-but-warm elegance of the Club's magnificent, character-filled hotels, all serving delicious cuisine by top chefs. Var Prestige also features some of the world's most celebrated golf courses and vineyards, plus truly exceptional leisure activities including Formula 1 racing and polo.

Var Prestige has everything to offer demanding travellers, seeking to unwind and pamper their soul...

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