



LA
BULLE
VERTE

EXPLORATION TRANQUILLE

PRESSE kit

2026



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EDITORIAL

REINVENTING THE WAY WE EXPLORE DESTINATIONS

As the world's leading destination, France captivates travelers with its unmatched regional diversity—from iconic heritage and sweeping landscapes to vibrant vineyards, local craft, and authentic stays. Yet, a destination's true quality depends as much on what it has to offer as on how seamlessly visitors can discover and explore it.

Amid shifting travel habits and the urgent need for an ecological transition, destinations now face a shared, strategic challenge: enabling visitors to fully explore their surroundings while reducing reliance on private cars. Solving this "**tourism last mile**" has become essential to elevating the visitor experience, better managing footfall beyond overcrowded hotspots, and supporting regional development.

La Bulle Verte provides the answer to this critical issue. Since 2020, we have partnered with destination stakeholders to design immersive, low-carbon exploration routes that blend soft mobility with deep local storytelling.

By bridging the gap between mobility and territory, we empower destinations to:

- **Elevate the visitor experience:** Connect travelers directly to the authentic landscapes, producers, and characterful spaces that shape regional identity through rich, immersive journeys.
- **Optimize visitor flows:** Spread tourism beyond main attractions to foster sustainable economic impact across the entire region.
- **Drive ecological transition:** Transform destination appeal with low-carbon, future-proof mobility solutions that make slow travel actionable and engaging.



Cyrielle Nau
Co-founder & Managing Director,
La Bulle Verte

**THE CONCEPT
THE GREEN BUBBLE:
A DIFFERENT APPROACH
TO TRAVEL**

THE CONCEPT

Created in 2020, La Bulle Verte works with tourism stakeholders and destinations to develop new ways of exploring places through sustainable mobility. The company designs tailor-made routes, services and innovative infrastructure that enable travellers to explore a destination **without relying on a car.**

Designed as a solution for vineyards, accommodation providers, tourist information offices, natural sites and local authorities, the La Bulle Verte model serves **a dual purpose: enhancing the visitor experience while strengthening the appeal of destinations.** By turning the tourism last mile into an opportunity for discovery, it encourages encounters with local stakeholders, promotes exploration beyond traditional routes and creates new connections between visitors and the destinations they are discovering.

At the heart of the experience, a **geolocation-enabled app** allows visitors to discover points of interest, accommodation, local recommendations and experiences available throughout the destination. It accompanies travellers throughout their journey, connecting points of interest, producers, accommodation providers and local stakeholders through routes accessible on foot or by bike or e-bike.

Along the way, **winemakers, producers, craftspeople, accommodation providers and heritage enthusiasts open the doors to their worlds and share what makes their destination unique.** Encounters, tastings, visits and conversations add another dimension to the journey, while audio, video and photographic content, together with immersive storytelling, provide insight into landscapes, local expertise, products and the history of each place.

At the crossroads of **slow tourism, innovation and immersive experiences,** La Bulle Verte helps structure a coherent tourism offering at destination level while showcasing the unique identity of each area. In just a few years, **the company has deployed its model across 8 French regions and now brings together nearly 80 partner sites.**

Having developed a network of immersive experiences across France, La Bulle Verte is now entering a new phase of development with **the rollout of its autonomous stations.** This evolution builds on the ambition that has guided the company since its creation: making destinations easier to explore, improving their accessibility and supporting the evolution of tourism practices.



71 BULLES VERTES

TO DISCOVER ACROSS 8 FRENCH REGIONS: A UNIQUE NETWORK OF DESTINATIONS TO EXPLORE



From Champagne to Provence, and from the Bordeaux region to the Basque Country, Bulles Vertes form **a unique network of destinations to explore through sustainable mobility.**

Located at the heart of regions with distinct identities, each Bulle Verte is designed in collaboration with local stakeholders to showcase what makes the area unique.



Vineyards, villages, natural areas, cultural sites and lesser-known routes come together to create **a mosaic of experiences reflecting the richness and diversity of France's regions.**

With 71 locations across 8 regions, La Bulle Verte is helping to build a nationwide network for discovering France differently, bringing visitors closer to the unique identities of each destination.



COGNAC

- Vignerons UNIRÉ (Ile de Ré)
- Maison Rémy Martin (Cognac)
- Maison Martell (Cognac)
- Hennessy (Cognac)
- Vignobles H. Begey (Cognac)
- Ernest & Louis (Jonzac)

BORDEAUX

- Châteaux des Tourtes (Blaye)
- Château Meyney (Saint-Estèphe - Médoc)
- Château Prieuré-Lichine (Margaux - Médoc)
- Château Mauvesin Barton (Moulis-en-Médoc)
- Château du Taillan (Haut-Médoc)
- Château Prieuré Marquet (Bordeaux Supérieur)
- Château Hôtel Grand Barrail (Saint-Emilion)
- Château Montlabert (Saint-Emilion Grand Cru)
- Château Quintus (Saint-Emilion Grand Cru)
- Vignobles Bardet (Saint-Emilion Grand Cru)
- Château Mauvinon (Saint-Emilion Grand Cru)
- Château Bigaroux (Saint-Emilion Grand Cru)
- Château St Ferdinand (Lussac Saint-Emilion)
- Château de Lussac (Lussac Saint-Emilion)
- Château Coucy (Montagne Saint-Emilion)
- Vignobles Cardoso (Bordeaux Côtes de Castillon)
- Domaine Grand Jour (Bordeaux - Vins de France)
- Château Fage (Graves de Vayres)
- Château Thieuley (Entre-deux-Mers)
- Château Réaut (Cadillac Côtes de Bordeaux)
- Château Carbonnieux (Pessac Léognan)
- Château Larrivet Haut-Brion (Pessac Léognan)
- Château Malartic-Lagravière (Pessac Léognan)
- Château Léognan (Pessac Léognan)
- Château La Garde (Pessac Léognan)
- Château Olivier (Pessac Léognan)
- Domaines de la Parrhésia (Graves)
- Château de Portets (Graves)
- Château de Cérons (Cérons - Graves)
- Château Doisy-Daëne (Barsac Sauternes)
- Château Sigalas Rabaud (Sauternes)
- Château Guiraud (Sauternes)

ARMAGNAC

- Château Arton (Haut-Armagnac)

PAYS BASQUE

- Auberge Basque - Hôtel Restaurant Relais & Châteaux (Saint-Jean-de-Luz)
- Le Chantaco - Hôtel Golf & Wellness (Saint-Jean-de-Luz)

LANGUEDOC ROUSSILLON

- Domaine de Montcalm (Sable de Camargue)

PROVENCE

- Domaine de la Cadenière (Coteaux d'Aix-en-Provence)
- Domaine La Font des Pères (Bandol)
- Domaine de la Bégude (Bandol)
- Domaine de la Navicelle (Côtes de Provence)
- Château La Mascaronne (Côtes de Provence)
- Domaine de la Castille (Côtes de Provence)
- Domaine de Favanquet (Côtes de Provence La Londe)

VALLÉE DU RHÔNE

- Château Gigognan (Châteauneuf-du-Pape)
- Maison Ogier (Châteauneuf-du-Pape)
- Domaine de Cassan (Beaumes de Venise)
- Domaine du Vas (Ventoux)
- Château Croix des Pins (Ventoux)
- Château Pesquié (Ventoux, Vallée du Rhône)
- Château Beaubois (Costières de Nîmes)

LIMOUSIN

- Lac de Vassivière (Creuse et Haute-Vienne)

BEAUJOLAIS

- Domaine de Frédéric Berne (Lantignié)
- Domaine de La Roche (Lantignié)
- Château de la Perrière (Brouilly)

CHAMPAGNE

- Champagne Varicour (Montagne de Reims)
- Champagne Edouard Martin (Montagne de Reims)
- Champagne Bauchet (Montagne de Reims & Côte des Blancs)
- Champagne Piot Sevillano (Vallée de la Marne)
- Champagne Charles Pougeoise (Côte des Blancs)
- Auberge Saint Fergeux (Côte des Blancs)
- Champagne Chassenay d'Arce (Côte des Bar)
- Office du Tourisme d'Epernay (Epernay)

BRETAGNE

- Les Vergers Kermabo (Morbihan)

LOIRE

- Lionel Gosseaume (Touraine)

AUTONOMOUS STATIONS

A NEW TOURISM INFRASTRUCTURE DEVELOPED BY LA BULLE VERTE

La Bulle Verte is taking a new step forward with the rollout of its autonomous stations. This marks a new stage in the company's development, complementing its network of immersive experiences and trails with **an infrastructure designed to make it easier for visitors to start exploring their destination as soon as they arrive.**

Following the launch of its first station in Cérons (Gironde) in 2025, the company is entering a new phase of development, supporting destinations as tourism habits and mobility patterns evolve.

Built from **recycled shipping containers and powered by solar energy**, these stations house a fleet of electric bicycles available to visitors. Located near train stations, tourist accommodation, town centres or key points of interest, they serve as genuine **gateways to discovering a destination.**

Still guided by the geolocation-enabled app, travellers can easily reach points of interest, explore the surrounding area at their own pace and access immersive routes.

Designed for local authorities and tourism stakeholders, this model provides a practical response to the challenges of the tourism last mile by **promoting low-carbon mobility** and **strengthening connections between the different sites within a destination.** It helps make destinations more accessible while encouraging visitors to adopt more sustainable ways of getting around.

Its deployment is supported in particular by private investment, enabling local authorities to **host these infrastructures without installation costs.** This approach is designed to facilitate the development of low-carbon mobility solutions across destinations.





IMMERSIVE EXPERIENCES AT THE HEART OF THE REGIONS

THE FIRST LOW-CARBON WINE ROUTE IN GRAVES & SAUTERNES

Just outside Bordeaux and accessible by train or car, **this route connects 12 wine estates** (*Château Olivier, Château Carbonnieux, Château Larrivet Haut-Brion, Château Malartic-Lagravière, Château Léognan, Château La Garde, Domaines de la Parrhésia, Château de Portets, Château de Cérons, Château Doisy-Daëne, Château Sigalas-Rabaud and Château Guiraud*).

At each Bulle Verte, visitors can enjoy a unique experience:

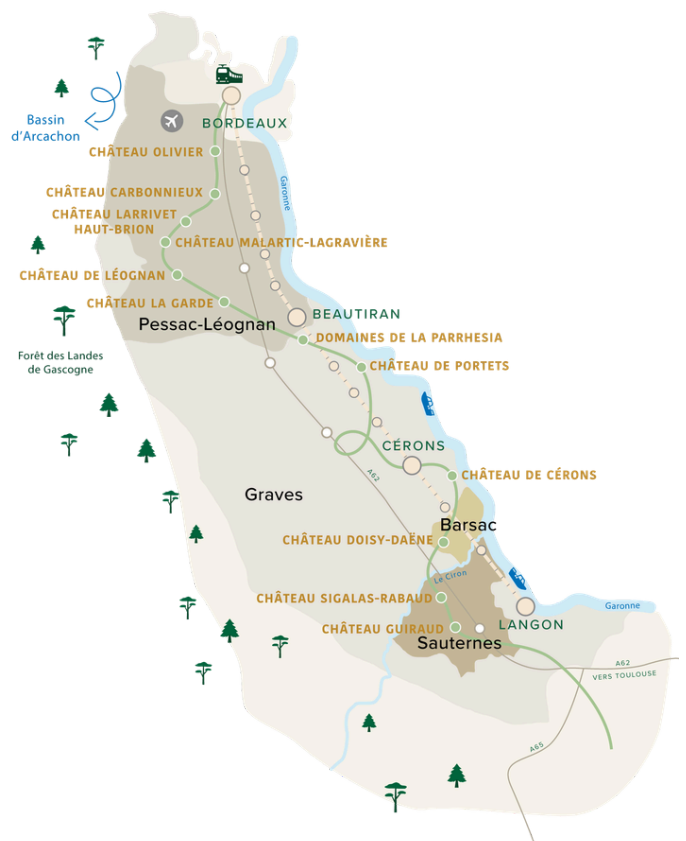
a themed walk or electric bike ride, a French-style picnic or dinner, a wine tasting, charming accommodation among the vines, or even a traditional winemaker's siesta...

A truly immersive wine and cultural experience, with a low-carbon approach. These road trips can be enjoyed independently or as part of a gourmet half-day, full-day or multi-day package.

Through their distinctive and innovative approach, **the Bordeaux Wine Route in Graves & Sauternes and La Bulle Verte offer a new way to discover this particularly dynamic wine region and meet the passionate winemakers who bring it to life.**



© Château de Cérons



THE BULLE VERTE ROUTE IN CHAMPAGNE

With the **“Route de l’Exploration Tranquille de Bulle en Bulle”** (the “Peaceful Exploration Route from Bulle to Bulle”), the Épernay Tourist Office invites nature lovers to enjoy a series of environmentally friendly stops throughout the Épernay area in Champagne, made possible by the presence of 6 Bulles Vertes:

- **The Épernay Tourist Office** (walking route)
- **Auberge St Fergeux**, duck farmers and Champagne producers (electric bike route)
- **Champagne Piot Sevillano** (walking route)
- **Le Relais du Vigneron Hotel** (electric bike and walking routes)
- **Champagne Varicour**
- **Champagne Chassenay d’Arce**

In Champagne, around Épernay and its picturesque villages, these tailor-made routes offer a delightful succession of experiences, at a relaxed pace. Whether you are passionate about heritage, a food lover, looking for a wine experience or simply in search of fresh air and wide-open spaces, you have come to the right place.

Discover rolling plains, forests and an endless sea of vineyards. Champagne offers an extraordinary variety of lush, vibrant landscapes, while providing access to a wealth of unique experiences.

Here, nature offers activities for visitors of all ages, complemented by heritage sites and welcoming accommodation options, each with its own pleasant surprises.



LA BULLE VERTE IN NUMBERS

2020
COMPANY
FOUNDED

5
EMPLOYEES

71 BULLES VERTES DEPLOYED



FRENCH REGIONS

+150
ROUTES
ACROSS
DESTINATIONS

+1000
KM OF ROUTES
ACROSS
FRANCE

+22K
TRAVELLERS
WELCOMED
SINCE 2024

4 SEASONS
TO MEET LOCAL
PRODUCERS

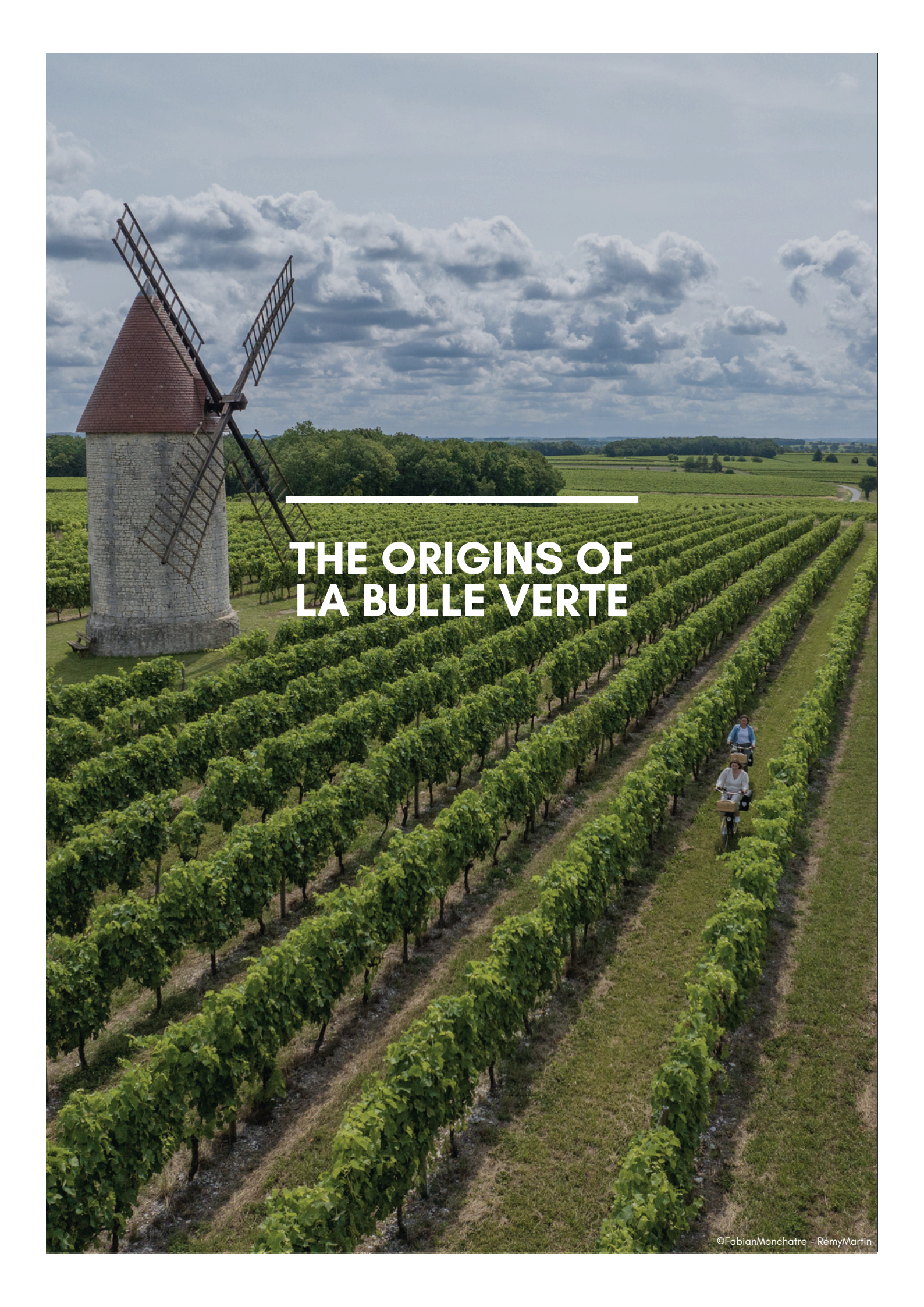
750K€
RAISED TO ACCELERATE
DEVELOPMENT (R&D)

100
BULLES VERTES
TARGETED BY 2027

16
AUTONOMOUS
STATIONS CURRENTLY
IN DEVELOPMENT

11
ELECTRIC
BIKES PER
STATION

+400
APP DOWNLOADS
PER MONTH



THE ORIGINS OF LA BULLE VERTE

THE STORY BEHIND LA BULLE VERTE

La Bulle Verte was born from the meeting of **three entrepreneurs with backgrounds in mobility and tourism**. In autumn 2019, they came together around an observation widely shared by tourism stakeholders: while destinations offer a wealth of attractions and experiences, discovering them often still depends on the use of a car once visitors arrive.

Rather than viewing mobility as simply a logistical function, they imagined a different **approach in which getting around becomes an integral part of the tourism experience**. The ambition was to enable visitors to explore a destination at their own pace while accessing content that brings its history, landscapes, local expertise and the people who shape it to life.

The idea took shape in summer 2020 with the launch of a first pilot site. The success of this experiment led to the creation of La Bulle Verte as a company in December of the same year, marking the beginning of a new model combining sustainable mobility, immersive discovery and the promotion of local stakeholders.

Over the years, **the company has brought its concept to vineyards, accommodation providers, natural sites, tourist information offices and local authorities**. New destinations have progressively joined the network, enabling La Bulle Verte to now bring together nearly 80 partner sites across 8 French regions, while maintaining a tailored approach to each destination.

2026 marks the beginning of a new chapter with the rollout of the first autonomous stations. Having developed a network of immersive experiences, La Bulle Verte is now taking another step forward by **deploying infrastructure designed to make it easier for visitors to explore destinations as soon as they arrive**. This evolution builds on the ambition that has guided the company since its beginnings: **turning mobility into a gateway to discovery and bringing visitors closer to the places they explore**.

   @explorationtranquille



THE TEAM



Cyrielle Nau
Co-founder &
Managing Director



Frédéric Nau
Co-founder &
Sales Director



Marion Abbadie
Project Manager &
Customer Success



Auréline Legrand
Project Manager &
Brand Management



Etienne Pelisse
Project Manager
for Stations



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VERTE

EXPLORATION TRANQUILLE

CONTACT

Marion ABBADIE - marion@la-bulle-verte.com

ou téléphonez-nous au 06 15 98 80 55

www-la-bulle-verte.com

