



# SAL TRADICIONAL

## ROTA DO ATLÂNTICO

## Experiences in guided tours in french saltworks

*Experiências em visitas guiadas nas marinhas francesas*



UNIÃO EUROPEIA

Fundo Europeu de  
Desenvolvimento Regional



ESPAÇO ATLÂNTICO

*Investindo no nosso  
futuro comum*



DESENVOLVIMENTO URBANO



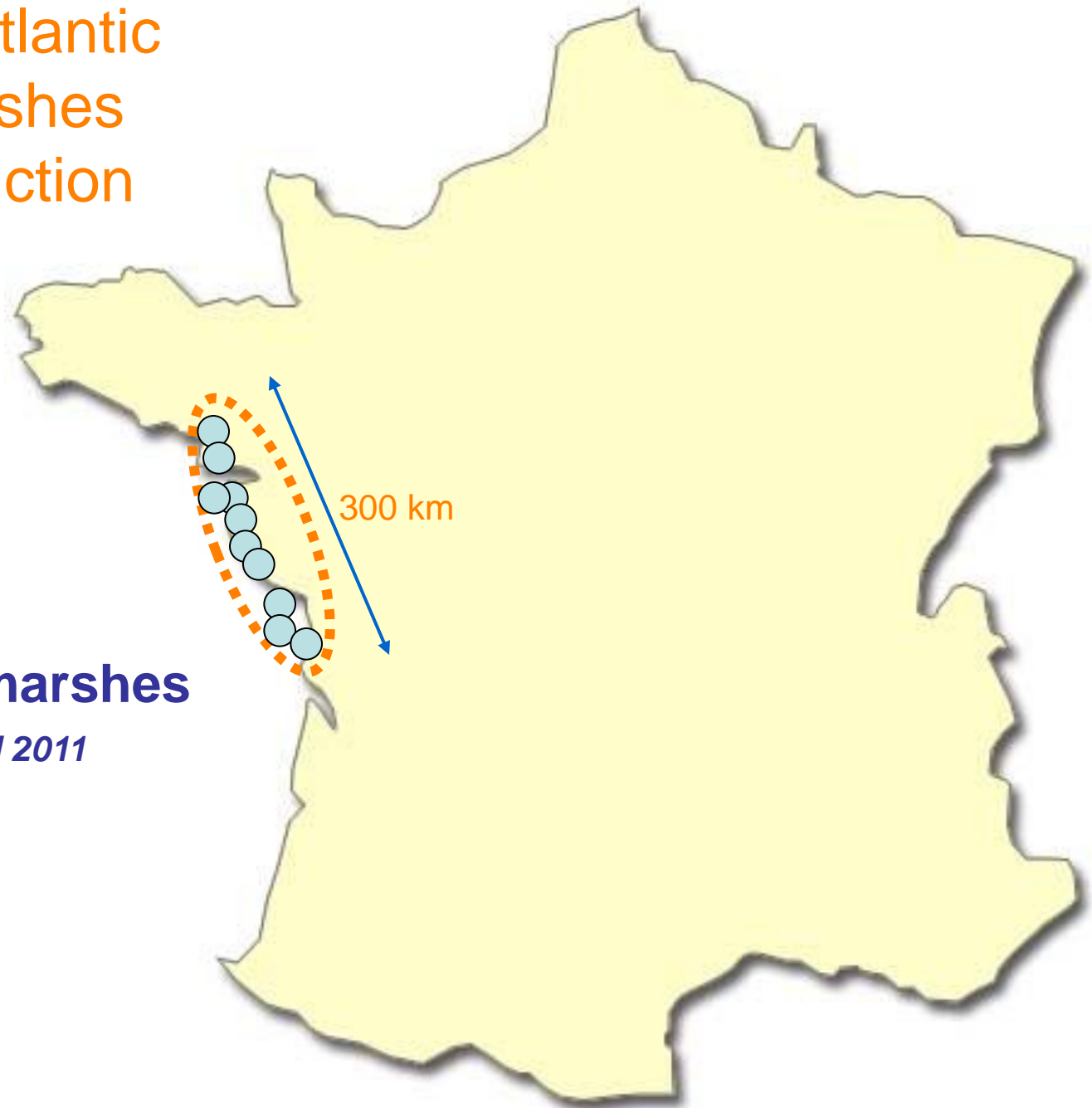
ECOSAL  
ATLANTIS



# French atlantic saltmarshes in production

**10 sites**

**400 saltmarshes**  
*around 2011*

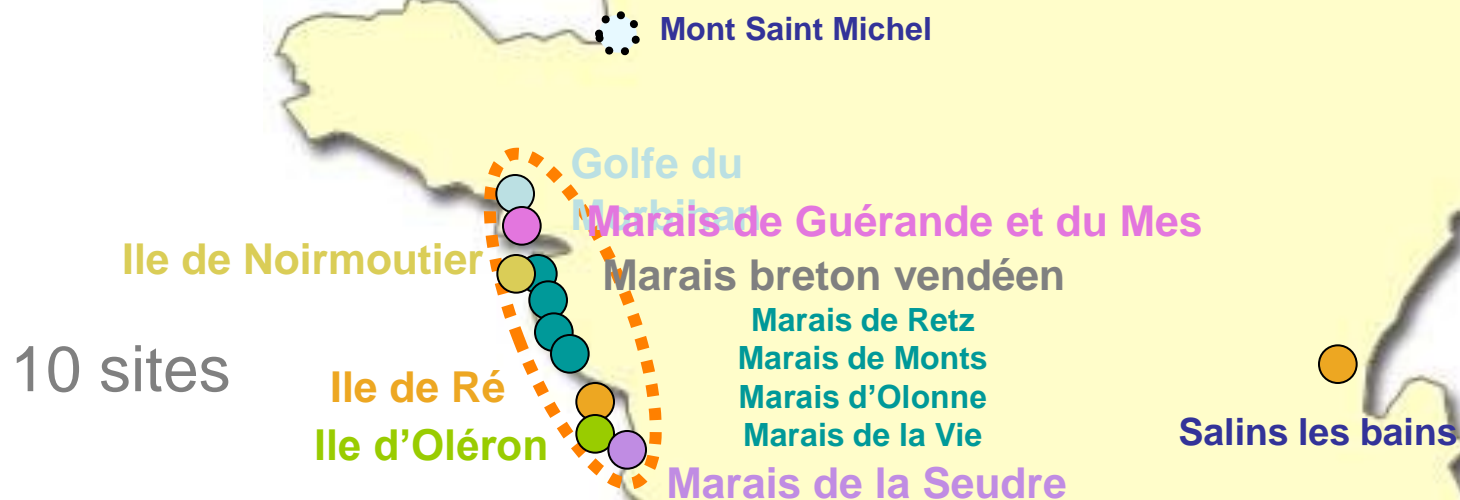


# French atlantic saltmarshes in production

10 sites



# French atlantic saltmarshes open to the public



10 sites

*And three others sites :  
two inland saltworks  
and one industrial saltmarsh  
in the the Mediterranean Sea*



## Salins les bains

Museum

Guided tour

Registered on  
the world heritage

## Salies de Béarn

Museum

Guided tour

Annual celebration



## Salins de Camargue

Aigues mortes et Giraud

Guided tour

Musée camarguais

*Museum*

**Saint Armel** Morbihan 2008

**Public marsh - private management**

*Guided tour with the Tourism Office and the Séné Natural Reserve*

**Guérande**

Loire Atlantique

**Musée des marais salants** *Musée de France* 1984  
**Public museum - public management : CDC Cap Atlantique**

**Maison des paludiers** 1971  
**Private museum - association management**  
*Exhibition and guided tours*

**Terre de sel** 2002  
**Saltworkers Cooperative**  
*Exhibition and guided tours*



# **Ile de Noirmoutier** Vendée

## **Private marsh - private management**

*Guided tour with the Tourism Office*

## **Marais de Retz**

Loire Atlantique

### **Marais de Bourgneuf**

**Public marsh - private management**

*Guided tour with the Tourism Office*

## **Marais de monts**

Vendée

**Ecomusée du marais vendéen - Le Daviaud** Musée de France

**Public museum - public management CDC Océan Barre de Monts**

*Exhibition and guided tour*









# Marais d'Olonne

Vendée

**Private marsh - private management**  
**two sites**

*Guided tour*

## Saint Hilaire de Riez

Vendée

**Public marsh - public management Saint Hilaire de Riez**

*Exhibition and guided tour*

**Private marsh - private management**

*Guided tour*

## Ile de Ré

Charente Maritime

1985

**Ecomusée du marais salant**

**Public marsh - associative management**



*Exhibition and guided tour*

## Ile d'Oléron

Charente Maritime

1994

**Port des Salines**

**Public marsh - public management CDC Ile d'Oléron**

*Exhibition and guided tour*



## Mornac sur Seudre

Charente Maritime

**Private marsh - associative management**

*Exhibition and guided tour*



Mornac sur Seudre



# Attendance of the sites

The significant number of sites is not a brake in the attendance

100 000 visitors for the 3 sites in Marais de Guérande

1 000 visitors for Saint Armel or Mornac marshes

200 000 visitors by year

## *Les partenaires ECOSAL ATLANTIS*

Musée des marais salants	12 000 visitors
Ecomusée du marais vendéen Le Daviaud	30 000 visitors
Ecomusée du marais salant	29 000 visitors
Port des salines	18 000 visitors

# Attendance of the sites

**The potential visitors exist**

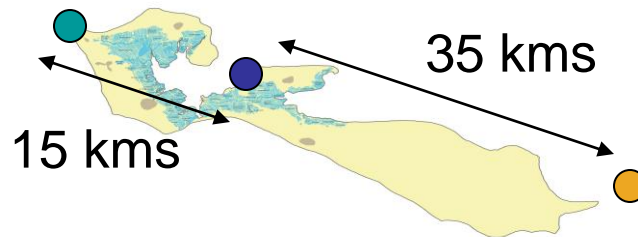
the increase of the attendance depends on the supply and communication

**Phare des Baleines**

**150 000 visitors**

**Ecomusée du marais salant**

**28 000 visitors**



**Aquarium La Rochelle**

**1 00 000 visitors**





Guided tours  
from February to November



	INDIVIDUELS				GROUPES		TOTAL				TOTAL
	adultes	enfants	jeunes	PASS	adultes	scolaires	groupes	individuels	PAYANTS	GRATUITS	général
<b>1996</b>									<b>12300</b>		
<b>1997</b>									<b>25400</b>		
<b>1998</b>									<b>30522</b>		
<b>1999</b>									<b>34306</b>		
<b>2000</b>									<b>34906</b>		
<b>2001</b>									<b>37944</b>		
<b>2002</b>	16131	2814	3482	2	9125	6154	15279	22429	<b>37708</b>	3342	<b>41050</b>
<b>2003</b>	14 957	2 416	2 168	2 196	7 581	5 253	12 834	21 737	<b>34 571</b>	3 560	<b>38 131</b>
<b>2004</b>	14 948	2 663	2 492	2 019	6 246	5 510	11 756	22 122	<b>33 878</b>	3 628	<b>37 506</b>
<b>2005</b>	15 369	2 770	2 142	1 644	6 446	4 584	11 030	21 925	<b>32 955</b>	3 847	<b>36 802</b>
<b>2006</b>	14 147	2 456	1 862	1 330	6 036	4 835	10 871	19 795	<b>30 666</b>	3 438	<b>34 104</b>
<b>2007</b>	13 606	2 255	1 952	1 139	6 076	5 482	11 558	18 952	<b>30 510</b>	3 450	<b>33 960</b>
<b>2008</b>	12 222	2 190	1 893	1 150	6 254	4 179	10 433	17 455	<b>27 888</b>	3 349	<b>31 237</b>
<b>2009</b>	13 862	2 347	1 949	1 806	5 552	4 602	10 154	19 964	<b>30 118</b>	3 487	<b>33 605</b>





**SAL TRADICIONAL**  
**ROTA DO ATLÂNTICO**

**Guided tours  
in french saltworks**

**30 years of experience**

First guided tours, exhibitions and publications by cultural non-lucative association in Guerande and Ile de Ré.



# SAL TRADICIONAL

## ROTA DO ATLÂNTICO

Guided tours  
in french saltworks

1887/1984	Musée des marais salants <b>Guérande</b>
1972	Maison des paludiers <b>Guérande</b>
1992	Ecomusée Le Daviaud <b>Marais vendéen</b>
1985	Ecomusée du marais salant <b>Ile de Ré</b>
1994	Port des salines <b>Ile d'Oléron</b>
2002	Terre de sel <b>Guérande</b>
2005	Saint hilaire de Riez <b>Marais vendéen</b>

30 years of experience

From 2005 ..... the others



# SAL TRADICIONAL

## ROTA DO ATLÂNTICO

## Guided tours in french saltworks

### Two management

- Public
- Private

Saltworker

Non lucrative association



# SAL TRADICIONAL

## ROTA DO ATLÂNTICO

### Guided tours in french saltworks

#### Salt marsh

Building

Exhibition

Shop

Guided or free tour

8 sites

Guided tour

15 - 20 sites

#### Two management

- Public
- Private

Saltworker  
Non lucrative association







# SAL TRADICIONAL

## ROTA DO ATLÂNTICO

Guided tours  
in french saltworks

**WHO ?**

**At the beginning : volunteers**

**Now : museum professionnals**

**This evolution implies**

**Training**

**Budget**

**and .....**



# SAL TRADICIONAL

## ROTA DO ATLÂNTICO

Guided tours  
in french saltworks

**WHO ?**

At the beginning : benevole members  
Now : museum professionnals

**This evolution implies**

**Training**

**Budget**

and ..... **Competition !!!**



# SAL TRADICIONAL

## ROTA DO ATLÂNTICO

Muito Obrigado

Benoit Poitevin  
*Aveiro 15 novembre 2011*

**ECOMUSEE DU**  **MARAIS SALANT**



UNIÃO EUROPEIA

Fundo Europeu de  
Desenvolvimento Regional



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