



POST

GOOD PRACTICE MY OCEAN BEACHES

Atlantic Cities / PETR Ouest
Charente

1 - Project / Site / Practice

The initiative involves **5 beaches off the Southern Atlantic French Coast** which can be easily reached by car **from Bordeaux in less than one hour**:

- Carcans Plage in the city of Carcans
- Beaches in the city of Lacanau
- Gressier Beach in the city of Le Porge
- Grand Crohot Beach in the city of Lège-Cap-Ferret
- Beaches in the city of La Teste-de-Buch

It has been **coordinated by the GIP Littoral** – a public interest organisation.





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2 - Objectives of the practice

The main objective was to **create an efficient tool to monitor in real time the number of people present on a beach, in order to inform those wishing to come about the number of places left to park their car.**





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3 – Summary / Brief description

More than one million people live in the Bordeaux district. When there are heatwaves in Bordeaux, thousands of people look for a cooler place to stay and often drive to the nearest beaches.

Thus, sometimes, there are **massive traffic jams** on the way to the coast, **car parks are overcrowded** and **people complain** / are unhappy about the situation.

And as the beaches are located in very fragile natural places, the city councils are worried about **the impact of all those people**.





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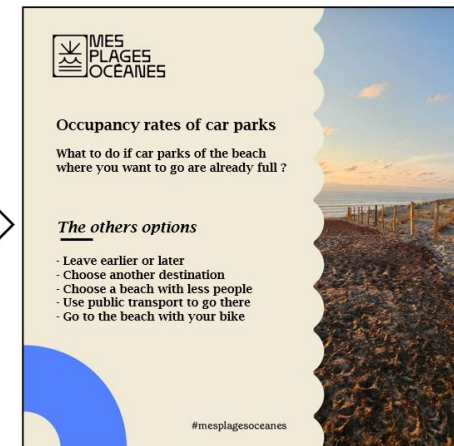
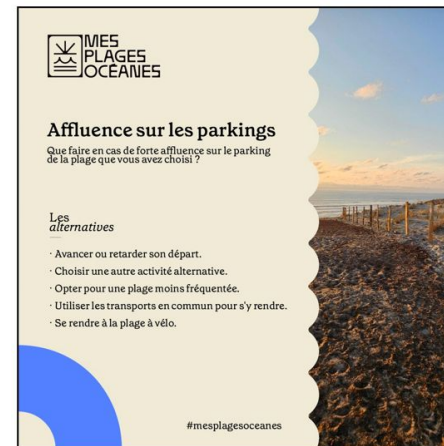
3 – Summary / Brief description

More than one million people live in the Bordeaux district. When there are heatwaves in Bordeaux, thousands of people look for a cooler place to stay and often drive to the nearest beaches, which are not easily accessible by public transport.

Thus, sometimes, there are **massive traffic jams** on the way to the coast, **car parks are overcrowded** and **people complain** / are unhappy about the situation.

And as the beaches are located in very fragile natural places, the city councils are worried about **the impact of all those people**.

Hence, the 5 coastal city councils and Greater Bordeaux decided to **create a tool to be able to let people know about car park occupancy rates near the beaches**, so that people can take an informed decision.





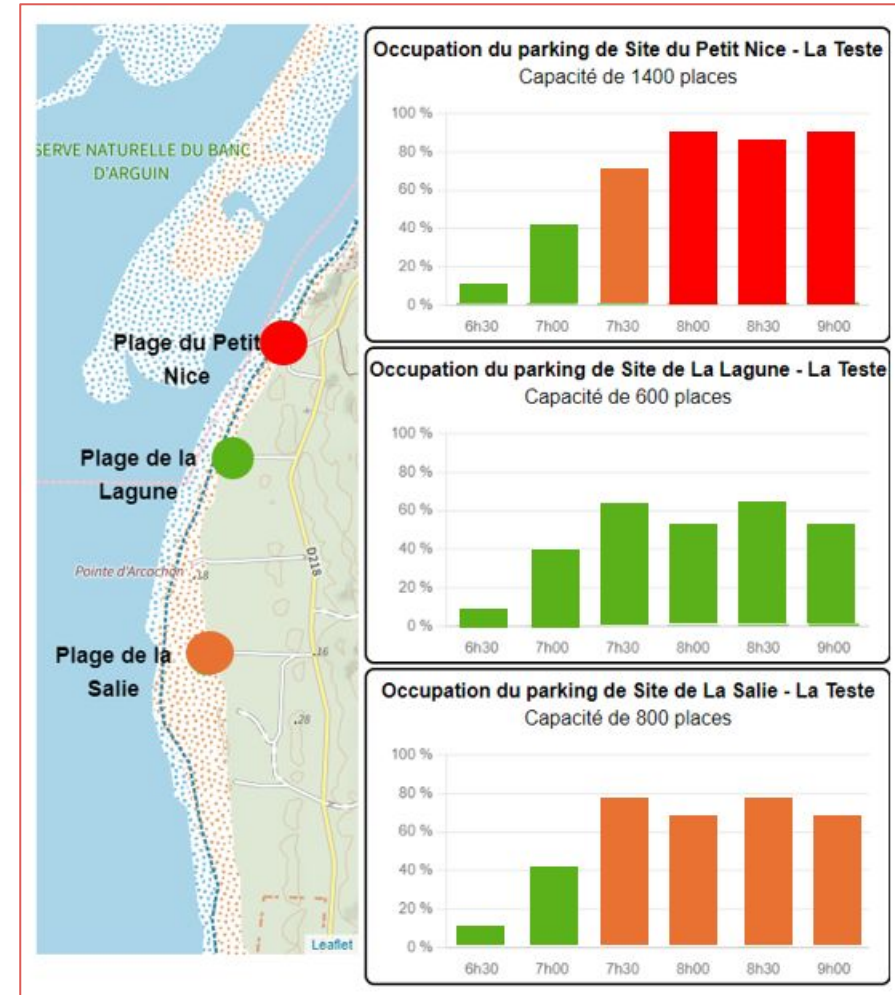
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3 – Summary / Brief description

On each car park, **sensors have been set up** to count the number of cars present in real time and an app to **predict the occupation rate for the next hours** considering the weather forecast, previous data, the time of the day, etc.



Widget that indicates the car park occupation rate near the beaches of the city of La Teste-de-Buch in real time



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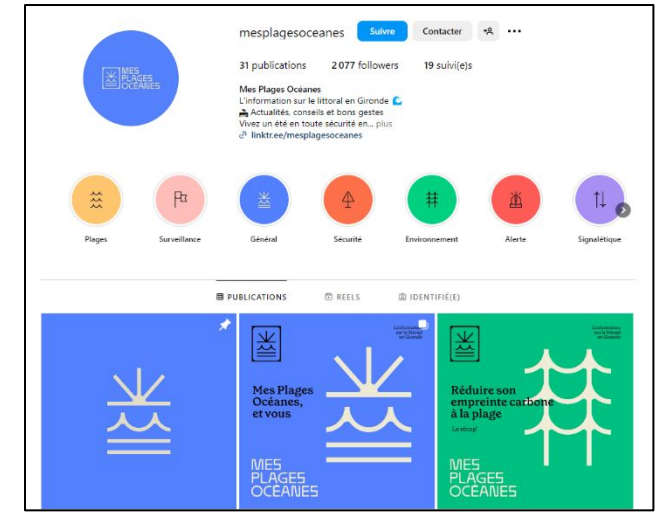
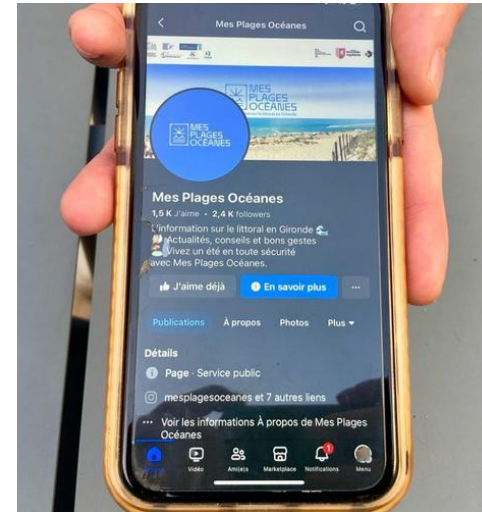
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The information can be seen through widgets available on **Facebook** and **Instagram** under the name **Mes plages océanes**.





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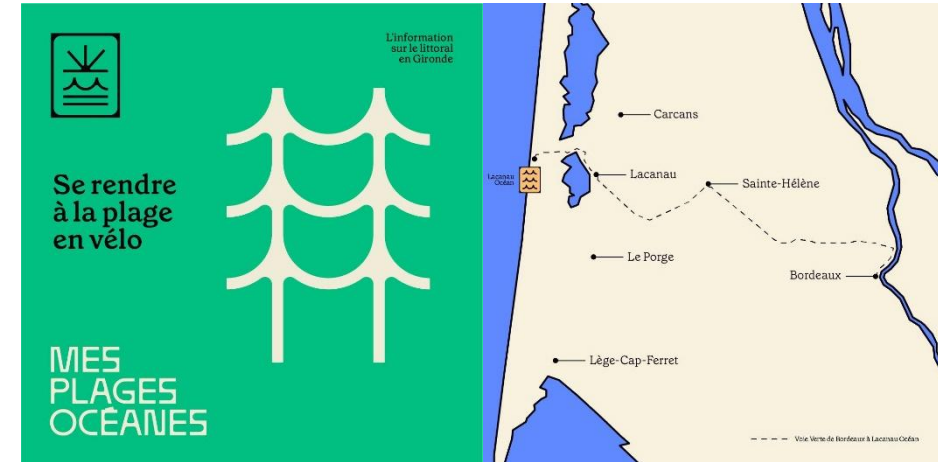
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The sites also deliver **further relevant information**: the weather forecast, lifeguarded beaches, access routes by bike and many more.





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An awareness-raising poster campaign has been carried out each year to inform people who live in the Bordeaux area about the tool and its website.



“Before going to the beach, check Mes plages océanes to know if there are still places to park your car”



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4 – Indicators concerning the

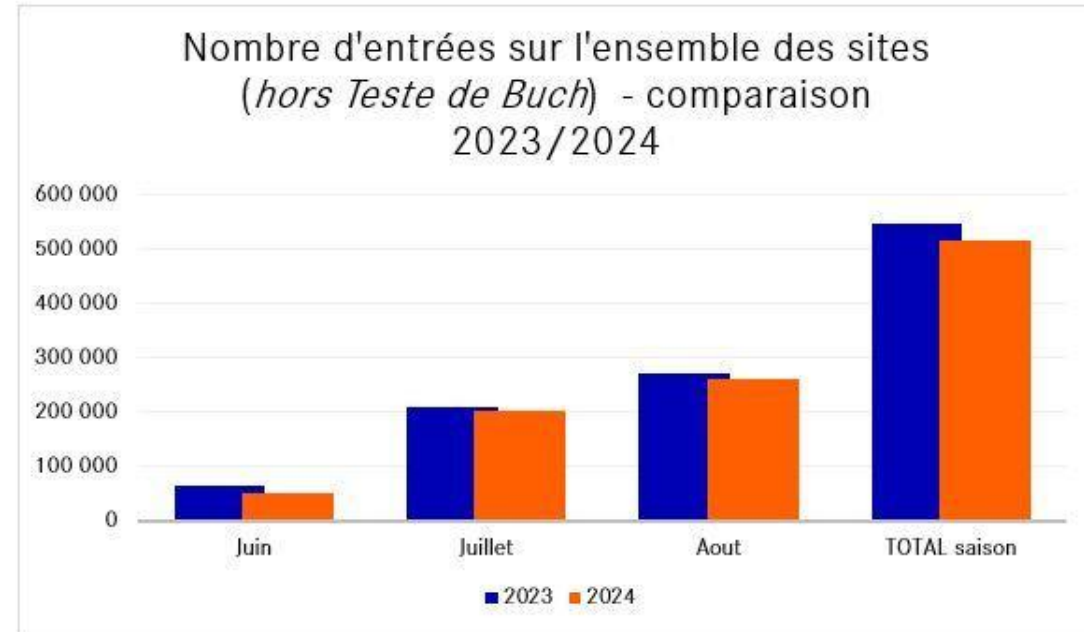
Numbers of followers in Facebook
more than 2500

Numbers of followers in Instagram
more than 2000

Comparing the number of days with overtourism – more than 80 % of occupancy rates

<https://www.giplittoral.fr/actualites/premiers-chiffres-de-la-frequentation-estivale-2024-des-plages-oceanes-de-gironde>

The GIP Littoral has just launched **an online survey** to study whether the project helped people who used *Mes plages océanes* to choose a beach with less people before taking their car.



Comparison between the numbers of cars parked in 2023 and 2024



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5 – Budget & Funding

Costs of one sensor for 3 months – from June 15th to September 15th

- between 2500 and 3500 €
- there were 8 sensors for 5 beaches: about 80 000 € for 3 summers.
- each city has financed its own sensors.

Costs to create and use the widgets that indicate and predict occupancy rate of car parks

- 20 000 € for three years
- these costs have been paid by both Greater Bordeaux Council (5000 € per year) and by the GIP Littoral

Costs of the communication plan (ads, web sites...)

- 20 000 € for three years
- these costs have been paid by the GIP Littoral.



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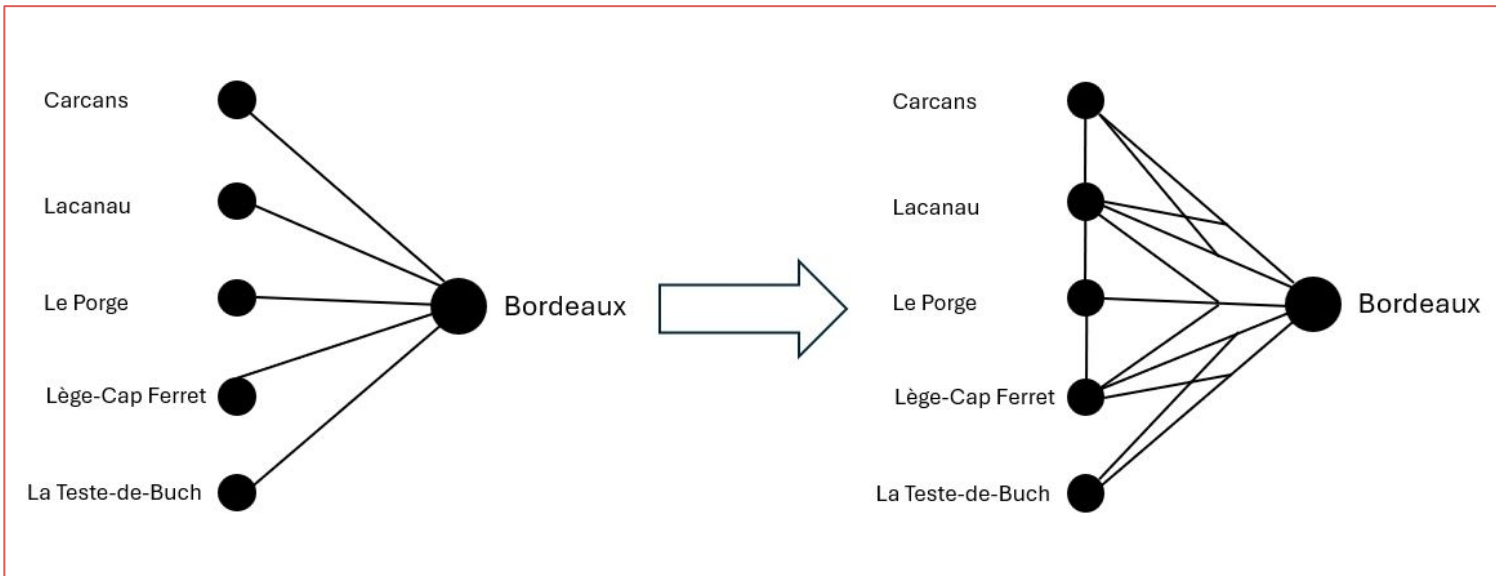
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6 – Relevance for polycentric

That project is relevant for polycentric tourism because **it can help destinations with overtourism to redirect people to nearby touristic places being visited by fewer people.**





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7 – Transferability potential

The project can be **easily transferred to other destinations** which face same overtourism problems in some specific days of the year.

They just need:

- to set up sensors in car parks
- to decide where to redirect tourists.





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8 – More information available at

Instagram (only in French):

<https://www.instagram.com/mesplagesoceanes/>

Facebook (only in French):

<https://www.facebook.com/people/Mes-Plages-Océanes/100092279389468/>

GIP Littoral (only in French):

<https://www.giplittoral.fr/ressources/plan-de-communication-mes-plages-oceanes>

Alyce (in English), the company that develops the sensors and the app that can predict the occupancy rates of car parks:

<https://www.alyce.fr/en/>

The 2023 report of car park occupancy rates (only in French):

<https://www.giplittoral.fr/sites/default/files/2024-02/Bilan%20fr%C3%A9quentation%20plages%20Gironde%202023%20VF.pdf>



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9 – Additional information

Presentation of the project on video (only in French): <https://vimeo.com/978238707>

