

Five Waves



Listen, touch, taste, live



Inspired by sensory experiences and the desire to reconnect with nature, Five Waves transforms a simple walk into a memorable, multi-sensory journey.

The concept is based on slow tourism, small group immersion, and sensory exploration, offering a fresh perspective on coastal walks: observing landscapes, immersive listening, touching textures, tasting local flavors, and discovering local scents.

Five Waves is a unique coastal tourism experience that invites visitors to explore the french Atlantic coast through the five senses. From La Baule to Guérande, participants connect with nature, local culture, and personal well-being.



The Experience

Five waves is an immersive experience designed to slow down the rhythm of travel and reconnect visitors with their surroundings. Along the path, participants are invited to observe the landscape, listen to natural sounds, feel textures, breathe in coastal scents and taste local flavors. More than a walk, the trail offers a moment of awareness and well-being, encouraging a deeper, more respectful relationship with the place.



👂 Listen to the rhythm of the waves and the whispers of the sea.
Close your eyes and let sound guide your experience

👐 Feel the contrast between dry and wet sand, smooth shells and rough wood. Through touch, the beach becomes alive.

👃 Breathe in the salty air and discover the scents of the seaside.
Each smell carries a memory of the ocean

👁️ Open your eyes to the horizon and let the landscape tell its story. Colors, light and movement shape the identity of La Baule

👅 Taste the flavors of the coast and connect the landscape to local food. The sea is not only seen and heard, it is also tasted.



The Stay

Five neglected flats will be rehabilitated to transform existing spaces into meaningful places to stay

Rather than building new structures, this initiative focuses on reuse, preservation and responsible tourism

Each accommodation is designed as a sensory experience, encouraging visitors to slow down and reconnect, with their surroundings.

Through architecture and atmosphere, these rehabilitated homes invite travelers to feel, not just visit, a place.

Adrenaline

To complement our Five Senses Trail, we propose a natural tree-top adventure course designed to stimulate all the senses while delivering a rush of adrenaline. Participants will navigate rope bridges, wooden walkways, and suspended obstacles, seamlessly integrated into the forest environment.

But this is not just a physical challenge: some sections are blindfolded, guided only by touch and the sounds of the forest, or encourage close observation of nature from new perspectives. This experience combines excitement, challenge, and sensory immersion, offering an adrenaline boost while remaining eco-friendly and sustainable.



The Environment

Five Waves is a sustainable tourism project designed to respect and protect the natural environment. All walks are guided in order to ensure responsible behavior, limit human impact, and raise visitors' awareness about environmental protection.

The trail does not follow a fixed route. Paths change regularly to avoid overexposure of sensitive areas and allow natural spaces to regenerate. This flexible approach helps preserve biodiversity and reduces long-term damage to the landscape.

All infrastructures used in the project are mobile and non-invasive. They can be installed and removed without damaging the ground or surrounding ecosystems, ensuring minimal environmental impact.

Five Waves follows a slow tourism philosophy, encouraging visitors to travel less but experience more. The project values quality over quantity, offering meaningful and immersive experiences rather than mass tourism.

The site is easily accessible by soft and sustainable mobility. It is located in an area well connected by regional trains, encouraging visitors to reduce car use and choose environmentally friendly transportation.

Brand identity

Five Waves is a sensory-driven coastal tourism brand rooted in slow travel, well-being, and environmental awareness.

The brand positions itself as an alternative to mass seaside tourism, offering visitors a meaningful, immersive, and intimate connection with the Atlantic coast.

The identity of Five Waves is calm, poetic, and minimalist. It values silence, attention, and emotion rather than speed or performance. The brand speaks to travelers who want to feel a place rather than simply consume it.

Slogan

Listen, touch, taste, live

This slogan reflects the core philosophy of the project: engaging all five senses to experience the coast in a deeper, more personal way.

Target audience

Five Waves is designed for eco-conscious travelers who are looking for meaningful and immersive experiences rather than mass tourism. The concept mainly targets adults aged between 25 and 55, including couples, solo travelers, and small groups seeking calm, nature, and well-being along the coast.

Business

The business model relies on several complementary sources of revenue. These include ticket sales for the guided sensory trail and the adventure course, income from short-term accommodation rentals, and combined offers such as experience-and-stay packages. Additional revenue is generated through partnerships with local producers and artisans, particularly for food tasting and cultural discovery, reinforcing the project's local and sustainable identity.

Five Waves follows a growth strategy focused on quality rather than quantity. By working with small groups, mobile and non-invasive infrastructures, and evolving routes, the project limits its environmental impact while maintaining high experiential value. This approach allows Five Waves to remain economically viable while staying aligned with its core values of sustainability, well-being, and environmental responsibility.

