



The Imaginaterres Circle: Crafting Eco-Positive Experiences in the Landes de Gascogne

The [Imaginaterres Circle](#) is a community of over fifty tourism professionals—hosts, artisans, local producers, and activity providers—brought together by the Landes de Gascogne Regional Nature Park and local tourism offices. United by a shared commitment to sustainable development and responsible tourism, these actors aim to contribute to the emergence of tourism practices that are more respectful of the environment, local culture, and community well-being.

Rooted in values such as solidarity, territorial identity, and the preservation of natural and cultural heritage, the Imaginaterres promote eco-positive experiences that encourage visitors to connect with the region and its inhabitants. As signatories of a sustainable tourism charter, they are engaged in an ongoing process of improving the environmental and social performance of their operations.

Through curated itineraries and immersive experiences, the Imaginaterres offer opportunities to explore the region's biodiversity, built heritage, and craftsmanship. Whether through nature walks, artisanal workshops, or environmentally conscious accommodations, their approach fosters a deeper understanding of the territory and those who help maintain its vitality.

Developed by the local tourism stakeholders in the Landes de Gascogne Regional Nature Park (the “Imaginaterres”), the Escapades and Vadrouilles are two complementary formats that promote responsible tourism through accommodation and activity offers rooted in the local context.

The [Escapades](#) offer a network of accommodations that combine environmental awareness with a personal, human approach to hospitality. These committed hosts share their knowledge of the area through suggested itineraries and everyday moments: a sunset walk, sourdough bread from a nearby baker, a visit to a local producer, or a traditional gathering. These experiences aim to foster a closer connection to the region and its way of life.

The [Vadrouilles](#) bring together a range of eco-responsible activities led by local professionals who are actively engaged in preserving and promoting cultural and natural heritage. From nature-based outings and craft workshops to guided tours and river excursions, these activities provide visitors with opportunities to discover the territory through the perspectives of those who live and work there.

Interactive Map

The [interactive map](#) provides an accessible and engaging way to explore the region’s sustainable tourism offer. Designed as a user-friendly digital tool, the map brings together members of the *Imaginaterres Circle*, as well as the *Escapades* and *Vadrouilles*, offering a comprehensive overview of eco-responsible accommodations, activities, and local initiatives.

Users can navigate the map by selecting the category they are interested in—Imaginaterres, Escapades, or Vadrouilles. Icons appear on the map to indicate the locations of relevant offers. Clicking on an Imaginaterres icon reveals a brief profile of a local tourism actor committed to sustainable practices, with the option to access further details.

Escapades are accompanied by concise descriptions and thematic tags indicating the type of experience offered—such as whether it is best suited for couples or families, whether it involves immersion in nature, or whether it provides a unique or off-the-beaten-path stay. Similarly, Vadrouilles are presented with a short description and tags highlighting the activity type, including canoeing, hiking, tree climbing, contemporary art, or cycling.

The interactive map supports visitors in planning their stay according to their interests and values, while highlighting the diversity and quality of the region’s responsible tourism initiatives. It serves as both a practical tool and a showcase for a growing network of actors engaged in developing a more sustainable and locally rooted tourism model.



To help you imagine your journey through the Landes de Gascogne, here are three examples drawn from the interactive map

Imaginaterre – Philippe, Cap’Cabane

[Philippe](#) created Cap’Cabane, an eco-campsite nestled in the pine forests of Captieux, with 13 wooden cabins designed like pine cones. Entirely off-grid, the site integrates renewable energy, water treatment systems, and waste reduction. Philippe is also involved in light pollution awareness and helps promote the “Starry Sky” initiative of the Park. His project reflects a strong commitment to ecological transition, shared with guests and local actors through educational activities.



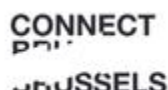
Escapade – Ferme des Filles

[La Ferme des Filles](#) offers a retreat in the forest combining tourism and organic agriculture. The site features five wooden eco-lodges spread out across a quiet aerial, ensuring peace and privacy for guests. Four women run the farm, growing vegetables and herbs using sustainable practices, while also raising animals that contribute to the ecosystem. It’s a place to reconnect with nature, ideal for families or couples looking for a slow-paced stay close to the land.



Vadrouille – Atelier du Crayon

At [L’Atelier du Crayon](#) in Lesperon, visitors are invited to step inside a traditional workshop to see how wooden pencils are made by hand. Nathalie guides small groups through the process, using custom tools and natural materials like wax and wood. The experience blends craft, storytelling, and sensory discovery in a warm, family-friendly setting. Participants can leave with a personalized pencil and a new appreciation for local know-how.



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