



**THE FRENCH RIVIERA
REGION**



French Riviera Map

Source : CRT - Comité Régional du Tourisme Côte d'Azur (French Riviera Tourist Board)



MOUNTAINS

UpCountry

CITY

Sea

KEYFIGURES

Nearly 10.4 million tourists every year

- The leading French tourist destination after Paris
- Nearly 10% of France's international tourist revenue

Tourist industry is the leading economic sector in the Alpes-Maritimes



Tourism

Source : CRT - Comité Régional du Tourisme Côte d'Azur (French Riviera Tourist Board)

LEISURETOURISM

- **649 hotels**

Over 37% are 4* and 5*

- **2nd French tourist residence concentration**
65% average occupancy for tourist accommodation

- **Top “Gambling” destination** in France :
17 casinos including 5 in Monaco

- **Top Yachting destination** in Europe

- 20 golf courses including 10 “18-hole” courses

- **15 ski resorts** and 670 kms of runs

- 1 National Natural Park: Mercantour National Park

- **Over 130 museums and monuments** open to the public

- 100 parks and gardens open to the public.

- **5,000 restaurants** of which 36 awarded stars in the Michelin Guide (2010 ranking)

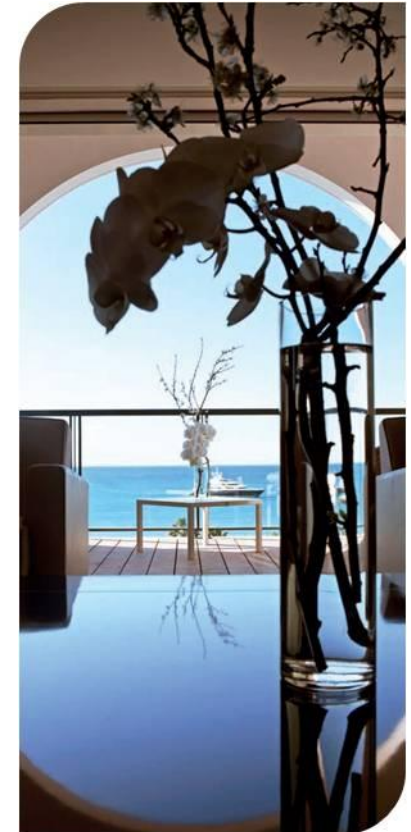


Tourism

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BUSINESSTOURISM

- **Top French** business tourism **centre** after Paris
- **400** national & international **events** every year
- 400,000 delegates a year
- **2nd French business airport** (Nice & Cannes)
- **Top helicopter line in Europe:** Nice-Monaco
- Top French concentration for 4 and 5-star hotels
- **Top convention centre** offer in France after Paris
- **Top European technology hub:** Sophia-Antipolis
- **Top French** location for **international R&D centres**



10 good reasons to come

Source : CRT - Comité Régional du Tourisme Côte d'Azur (French Riviera Tourist Board)

1 AN EXCEPTIONAL CLIMATE 300 days of sunshine per year



2 SEASIDE ACTIVITIES Cape walks, boat excursions underwater discovery...



3 MOUNTAIN ACTIVITIES Ski resort at 90 km from Nice Airport



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4 ART & CRAFTS

Potteries & glass-blowing
Perfumeries, ceramics, painting...



5 ART CULTURE

The largest museum base
in France after Paris Area



6 GASTRONOMY & RESTAURANTS

Over 3,000 restaurants some
enjoying a worldwide reputation



10 good reasons to come

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7 WELL BEING

Mediterranean - considered to be the birthplace of thalassotherapy



9 BUSINESS & ECONOMY

Top French business tourism centre after Paris



8 LEISURE & SHOPPING

Casinos, horse racing... Shopping paradise



10 good reasons to come

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10 INTERNATIONAL EVENTS ALL YEAR LONG

200 international events each year
>300,000 congress delegates



MONTHS	MOST FAMOUS EVENTS
JANUARY	Monte Carlo Automobile Rally Monte Carlo Int Circus Festival
FEBRUARY	International Games Festival Nice Carnival
MARCH	MIPIM
APRIL	MIPTV
MAY	Cannes International Film Festival Monaco Grand Prix
SEPTEMBER	Cannes International Boat Show Monaco Yacht Show
OCTOBER	MIPCOM Monaco International Fair Tax Free World Exhibition
DECEMBER	International Luxury Travel Market

1 typical visit on the French riviera

Source : CRT - Comité Régional du Tourisme Côte d'Azur (French Riviera Tourist Board)

9.AM : VISIT OF CANNES WWW.CANNES.TRAVEL

With its exceptional sunshine, its **luxury hotels**, **excellent restaurants**, colourful **casinos**, **historic city** centre, **sandy beaches** and **magnificent bay**, Cannes has all the features and assets envied by seaside and tourist resorts all over the world.

- Walk on **the Croisette** with its luxury brands, discover the handprints around the Palais des Festivals
- Appreciate the Forville Provencal market and the old town “Le Suquet”. Stroll in the old city with its charming atmosphere



11.00AM DEPARTURE TO NICE AND VISIT OF THE CITY WW.NICETOURISME.COM

Nice, **capital of the Côte d'Azur**, has been able to preserve an indefinable charm from its cosmopolitan past, making it a centre of excellence for tourism where **Way of Life and Local Culture** combine with its **special climate** with its legendary sunshine which lights up its **old town**, its **Promenade des Anglais** alongside **the Baie des Anges**, its **rich museums** and **many events**, some of which are famous all over the world.

- Departure on foot to the visit of the **Old city of Nice**: the famous **Flower Market** on the “Cours Saleya”, the narrow streets with its baroque architecture, the traditional shops, **the hill of the Castle** and its panoramic view over the “Baie des Anges” etc.
- Visit of **the Colline du Château** : only a few sections of the greatness remain the ancient castle: but from this flower-filled park up on the hill, there is a unique view of Nice and surrounding area, an artificial waterfall and the ruin of the former Cathedral dating back to the 11th century.



1 typical visit on the French riviera

Source : CRT - Comité Régional du Tourisme Côte d'Azur (French Riviera Tourist Board)

1.00PM LUNCH IN A TYPICAL RESTAURANT OF THE OLD TOWN

Taste of socca (pancake made from chick pea flour) and local specialities

2.30PM DEPARTURE TO EZE VILLAGE (HILL TOP VILLAGE) WWW.EZE-RIVIERA.COM

This superb "eagle's nest" surveying the **peninsula of Saint-Jean-Cap-Ferrat** offers remarkably well-preserved **medieval architecture**. Its narrow streets with their vaulted houses and tiny shops owned by artists and craftsmen comprise the backdrop for the historic fête "Eze d'Antan". At the top of the village, you'll find the famous **Exotic Gardens** with their rare shrubs and plants.

- Guided visit of the village with its narrow streets and art shops.
- Visit of one of the well-known perfumeries of Grasse, International Capital of Perfume, which have their factories at Eze too (Fragonard or Galimard).

END OF AFTERNOON : DEPARTURE TO THE PRINCIPALITY OF MONACO

A **Prince's Palace** on a world famous rock, the **luxury and splendour of Monte-Carlo**, Monaco has created its everyday life from the "extraordinary". Between sea and sun, on a land laden with a history inextricably linked to the **Grimaldi dynasty**, **museums**, **prestigious sporting and professional events** and **luxury hotels** combine to make the Principality one of the highlights on the French Riviera.

DINNER IN MONACO ON THE FAMOUS "ROCK"

EVENING AT THE CASINO

