

CÔTE d'AZUR
FRANCE

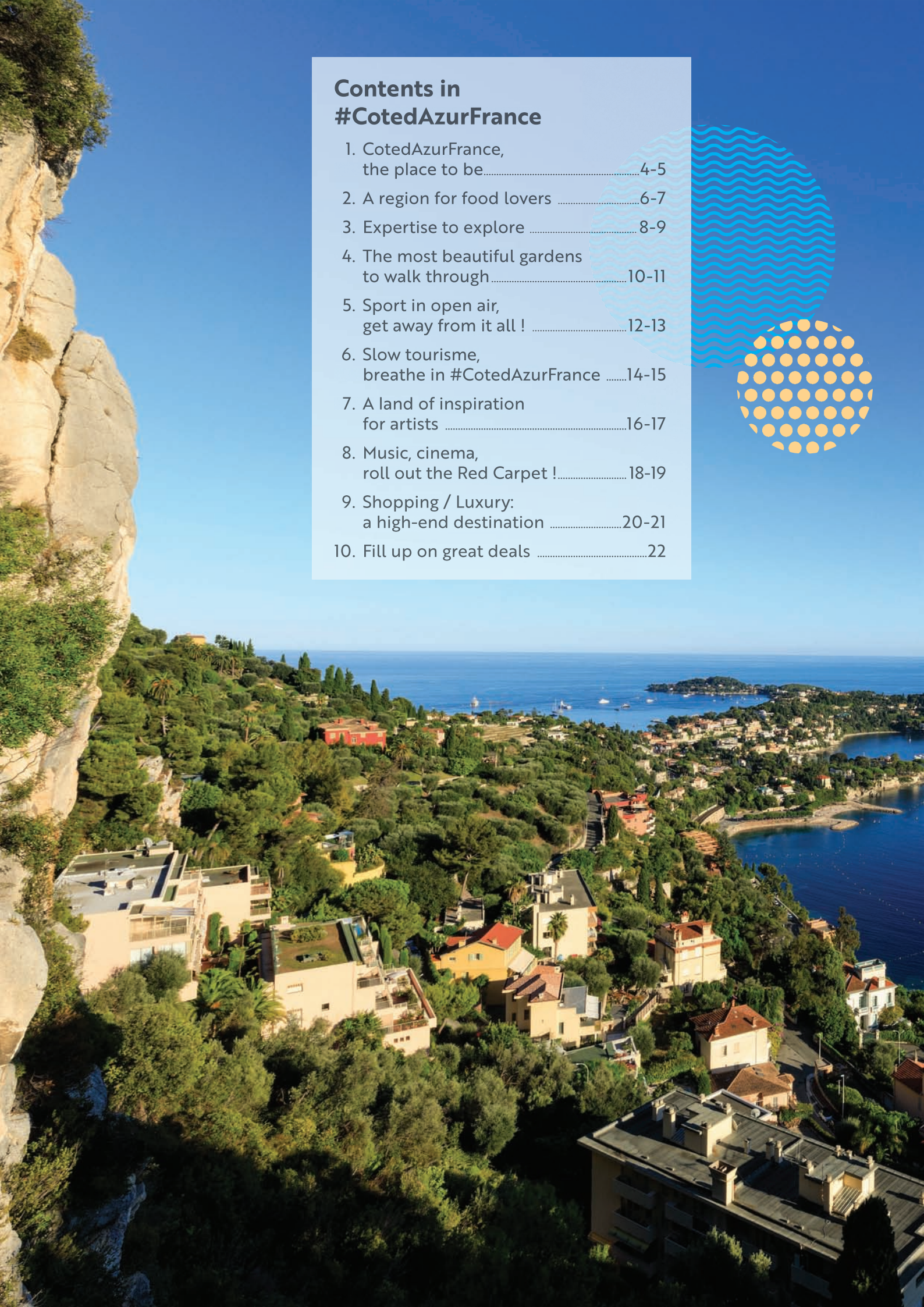
The TOP 10 reasons
to visit
#CotedAzurFrance

PRESS RELEASE 2024



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Editorial

More than ever: breath deeply, marvel, and enjoy!

Moving past its clichés, Côte d'Azur France has many faces as it reveals delightful distinctions in every encounter. It is bountiful with light, majestic landscapes, and promises adventures of all kinds. Whether guests come for the idyllic surroundings or to discover the rich culture and cuisine, or whether they want to enjoy nature or indulge in the bustle of city life, the Côte d'Azur is an experience that stimulates all the senses. The iconic gardens, the mythical routes, the snow-capped peaks and the sunny coasts... our destination offers rich and colourful diversity and the opportunity to travel in a multitude of ways.

The topical suggestions for individual research are designed to arouse curiosity and encourage a focus on sojourns off the beaten track. Divers and swimmers are delighted by the abundant protected seabeds. Hikers enjoy the beauty of the coastal trails that are still genuine insider tips.

Ironman in Nice, Marathon des Alpes-Maritimes Nice-Cannes or Roc d'Azur in Fréjus... Athletes are spoilt for choice thanks to the lavish programme of events that the Côte d'Azur offers.

Travelling the azure coast also means taking your time. With a lifestyle second to none, foodies' taste buds are guaranteed to be pampered. Chefs & winemakers will even divulge their secrets to you.

For lovers of culture, it's an invitation to walk in the footsteps of the greatest artists and film stars who made the Côte d'Azur a legend. Botanists, on the other hand, rave about the most beautiful gardens in the world.

Those who prefer to be enchanted by the mountain realm will marvel at the alpine landscapes that are only a short hop from the coast. It doesn't matter if you decide to explore them on foot, by bike, in a vintage car or on a motorbike.

We welcome you to discover the true #CotedAzurFrance!



ALEXANDRA BORCHIO FONTIMP,
President of the Regional Tourist Board
CÔTE d'AZUR FRANCE





1. #CotedAzurFrance...

CÔTE d'AZUR FRANCE is the destination's regional brand with 10 million tourists flocking here each year, generating some €10 billion in turnover.

From Saint-Tropez to Menton, along a serrated coastline etched with sublime bays and bordered by green hills, Côte d'Azur France is the ideal vacation destination if you love open-air activities and festivals.

Here, dream beaches and 5-star hotels, acclaimed festivals and the haunts of famous artists coexist with the secret coves and hidden villages nestled in the mountains.

Why? Well, very close to the iconic towns of Nice Côte d'Azur, Cannes and Antibes Juan-les-Pins, verdant valleys and high plateaus are beckoning rambblers, while hilltop villages with red roofs, illuminated each winter by the yellow mimosa flowers, invite you to sample the French 'joie de vivre' (joy of living).

Key figures

On the Côte d'Azur, American tourists rank **3th in the number of international visitors, with more than 600,000 stays** of an average duration of 5 nights, including:

- ◆ **over 360,000 stays in hotels** and self-catering residences
- ◆ **over 220,000 visitors** arriving via Nice Côte d'Azur airport
- ◆ **An average local expenditure per person of \$200/day, i.e. an average budget of \$1,000 per visit.**
- ◆ The high season is between 'June and September' **accounts for 65% of stays**
- ◆ While more than **1,000 vacation homes** owned by US citizens.

Source: Côte d'Azur France Tourism Observatory
www.cotedazur-touriscope.com





... THE PLACE TO BE

A region that is easy to reach

Nice Côte d'Azur airport is the second busiest airport in France after Paris with 12,12 million passengers in 2022, 116 direct destinations and 58 regular airlines serving 44 countries.
www.nice.aeroport.fr

Direct flights

Atlanta ATL

Delta Airlines - Atlanta ATL > Nice - Côte d'Azur
Daily Flight from May 10th to October 7th

Philadelphia PHL - **NEW**

American Airlines - Philadelphia PHL > Nice Côte d'Azur
Daily Flight from May 8th to October 6th

New York JFK, Newark

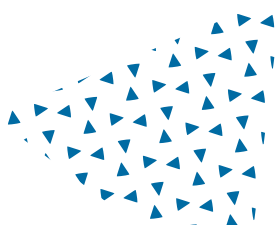
• Delta Airlines - New York JFK > Nice-Côte d'Azur
Daily flights from March 31st to October 26th

• United Airlines - Newark EWR > Nice-Côte d'Azur
Daily Flight from March 31st to October 26th

• La Compagnie - Newark EWR > Nice-Côte d'Azur
Between 1 & 2 flights per week from May 18th to September 14th

Easy transfers

Direct connections to downtown Nice Côte d'Azur!
A tramline connects the airport to the heart of Nice or to the Port in less than 30 minutes.





2. A REGION...

With 30 Michelin-starred restaurants, the Alpes-Maritimes has established itself as a high-end gastronomic destination.

Gourmet events, world-famous chefs, local produce and traditional recipes, in #CotedAzurFrance, cooking is a discipline elevated to the rank of art!

The Escoffier Museum of Culinary Arts

The ambassador of modern French cuisine, **Auguste Escoffier**, is considered one of the greatest chefs in gastronomy. A pioneer in the culinary arts, he ruled the kitchens of the most renowned luxury hotels of the time and trained many chefs. After being the standard bearer for French gastronomy throughout the world, he died in Monaco in 1935 and his birthplace, located in Villeneuve-Loubet, became the Escoffier Museum of Culinary Art. Over 300 m², each room contains treasures for lovers of gastronomy: old stoves, sugar and chocolate sculptures, distinctions received...



Côte d'Azur wines

Vin de Bellet is a wine with a controlled designation of origin (AOC) harvested in the only vineyard inside Nice city limits. It is the only urban vineyard with an AOC, totally located within a large conurbation.

Off the coast of Cannes, on Saint Honorat Island, the monks of the **Abbaye de Lérins** cultivate a small vineyard of 8.5 ha, using traditional methods. Through these wines, the friars wish to highlight their values: the love of a job well done, fraternity and the search for excellence.

Do not miss... rooftops

If having an aperitif is the custom on the Côte d'Azur, locals love to go up and nestle on the rooftops of hotels with their secret and trendy terraces with a panoramic view.

Most of these rooftops are on the roofs of luxury hotels and are open on sunny days.



Long live "La Cuisine Nissarde"!

The "**Cuisine Nissarde**" label is fully consistent with the culture and lifestyle of Nice. On the menu: regional products and respect for traditional recipes. From the specialties of the Côte d'Azur, here are a few essentials: **socca (chickpea pancake)**, **petit farcis (stuffed vegetables)**, **pissaladière (onion tart)**, **courgette flowers**, **salade Niçoise...**



... FOR FOOD LOVERS

Gourmet diary

JANUARY

- ◆ **Les Chefs au Sommet - Auron** a high altitude culinary event. For a week, Auron celebrates the greatest chefs of the Côte d'Azur and the flavours of the mountains.

APRIL

- ◆ **La Cuisine Cannoise en Fête (April)**: on the Forville market, local producers, chefs, pastry chefs, fishmongers, bakers, etc. come together to promote the culinary identity of Cannes.

SEPTEMBER

- ◆ **Les Fêtes Gourmandes Escoffier - Villeneuve Loubet**: A series of culinary and artistic demonstrations throughout the weekend at the Pôle Culturel Escoffier, while offering tastings and lunches created by exhibitors from the gastronomic market.

OCTOBER

- ◆ **Le Festival Gastronomique Gourmand'Eze - Eze**: Three days of culinary and artistic performances, workshops, competitions, demonstrations and tastings... Three days dedicated to excellence, where nearly 80 chefs put on a gourmet show.

NOVEMBER

- ◆ **Salon Saveurs & Terroirs - Mandelieu**: themed restaurants, cooking shows, culinary workshops and conferences on food and health.
- ◆ **Salon Monte-Carlo Gastronomie - Monaco**: more than 100 producers of French, Italian and European gastronomic products in 2,500 m² of exhibition space.

DECEMBER

- ◆ **Salon du Sucre et du Chocolat - Antibes**: demonstrations, tastings, conferences, exhibitions of artistic pieces in sugar or chocolate.

Our favourite

Les Étoiles de Mougins - every two years: a weekend of festivities on the theme of gastronomy. Cooking classes, exhibitions, conferences, cooking shows... Save the date: September 14 - 15 2024 !!

Markets tradition: Every morning, the Côte d'Azur rises with the sun, cradled in the surroundings of the markets. The noises, the colours, the scents, everything in these authentic stalls reflects the South of France of which we are so proud. Head off to explore these icons of the Côte d'Azur's heritage!

Top five most beautiful markets

- ◆ **The market in Les Halles de Menton**: every morning.
- ◆ **Cours Saleya in Nice**: every morning, except Monday.
- ◆ **The Provençal Market in Antibes**: every morning, except Monday.
- ◆ **The Forville Market in Cannes**: every morning, except Monday.
- ◆ **The morning sessions in Cours Creps in Grasse**: Wednesday mornings.



3. EXPERTISE...

Ceramicists, potters, glassmakers, perfumers, the people of the Côte d'Azur are creative! Faithful to the traditions of the Côte d'Azur, artists and craftsmen exhibit their expertise and talent in many towns and villages in the Alpes-Maritimes.

Enter the doors of their workshops, discover their specialties and let these artists and craftsmen with the golden touch charm you.

Grasse, World Capital of Perfume

Flowers have given Grasse its letters of nobility. The city was once adorned, both visually and olfactorily, with gardens and fields of jasmine flowers, roses and tuberose, the three flowers which are queens in the art of perfumery. Even today, farmers grow them and gardens preserve this heritage bringing together all the scents of the Côte d'Azur. **The major perfume houses take the raw materials that make up their fragrances from there, thus recognising Grasse's know-how and the quality of its flowers.**



"Know-how related to perfume in the Pays de Grasse" has been registered since 2018 on the representative list of the intangible cultural heritage of humanity by UNESCO. This distinction relates to the cultivation of perfume plants, knowledge about both natural raw materials and their processing and the art of composing perfumes which have been developed by the craftsmen of the Pays de Grasse.

Discover the three historical perfumeries in Grasse: the **Fragonard, Galimard and Molinard** perfumeries, all of which offer guided tours and perfume creation workshops.



The Art of Glass in Biot

Since the second half of the 20th century, blown glass has become the symbol of this village on the Côte d'Azur. With its Ville et Métiers d'Art label, Biot has become the capital of contemporary glass in France. Several glassworks have set up there to showcase the subtleties of glass art.

A visit not to be missed: **La Verrerie de Biot**, the source of the Biot tradition of blown glass, the establishment's trademark, welcomes you for a journey through the world of glass creation.

You must also visit **the Centre du Verre Contemporain - Famille Pierini**, housed in a 15th-century building. Antoine Pierini, master glassmaker, designs breath-taking glass pieces.



... TO EXPLORE

Vallauris, Capital of Ceramics

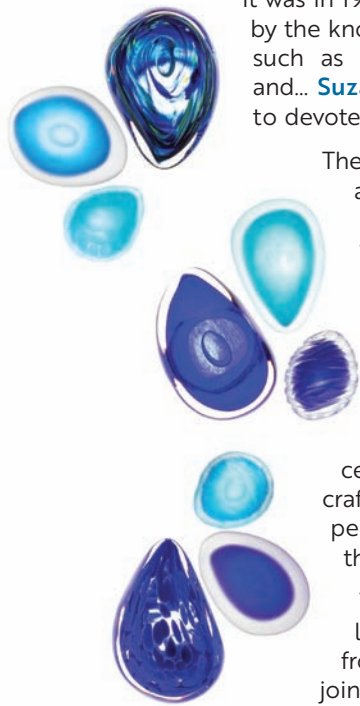
How can we talk about Vallauris without mentioning ceramics and its most famous ambassador Picasso?

It was in 1948 that the master, charmed by the know-how of the city of potters such as **Roger Capron, Jean Derval** and... **Suzanne Ramier**, settled there to devote himself to ceramics.

The popularity of the painter attracted a crowd of curious people, personalities flocked there, artists settled there to learn ceramics in their turn, thus contributing to the revival of this activity.

Today, with **the Ville et Métiers d'Art label, Vallauris** is a setting where ceramicists, potters, artists and craftsmen express themselves, perpetuating their passion and their know-how.

The city now has workshops led by large families of potters from generation to generation, joined by a new wave of young ceramicists with innovative and ambitious projects.



Craft meetings not to miss

ANNUAL EVENTS

MARCH

- ◆ "Journée du Parfum & Concours du Nez" (Perfume Day & Nose Contest) - Grasse.

JULY

- ◆ "Les Verriales " - International Glass Gallery in Biot.

AUGUST

- ◆ "Fête de la Poterie " (pottery Festival) in Vallauris Golfe-Juan.

NON ANNUAL EVENTS

SEPTEMBER

- ◆ **BIG Festival** ("Biot International Glass Festival") in Biot
September 2024
- ◆ **International Biennial of Vallauris**
Summer 2024





4. THE MOST BEAUTIFUL GARDENS...

A land of contrasts between the sea and the mountains, the Côte d'Azur is home to parks and gardens in exceptional locations, from the coast to the high and middle country, overlooking the Mediterranean or perched on the most beautiful peaks.



Le Festival des Jardins de la Côte d'Azur (Côte d'Azur Gardens Festival)

Organised by the Alpes-Maritimes Department since 2017, the Festival takes place every two years in Spring. It showcases the most beautiful pop-up gardens in the Alpes-Maritimes through an international competition and events for the general public. Next one in 2025

The Côte d'Azur climate offers these verdant settings temperatures conducive to the development and acclimatisation of rare or exotic plants, making [#CotedAzurFrance](#) a great testing ground for the most renowned botanists.

Whether they embellish private estates, castles, museums, religious places or even historic villas, the gardens of the Côte d'Azur in themselves reveal all the culture, elegance and know-how of our destination.

With more than 80 gardens accessible to the public, the Department of the Alpes-Maritimes has a unique natural heritage, real leverage for the attractiveness and fame for the Côte d'Azur region.





Press file
 "The Gardens of the Côte d'Azur"
 ← Scan the QR Code





... TO WALK THROUGH



Save the date

Calendar of floral events on the Côte d'Azur

FEBRUARY

- ◆ Mandelieu-La Napoule: **Mimosa Festival**
- ◆ Nice: **Carnaval and Flower Battles**
- ◆ Menton: **Lemon Festival and Orchid Festival**
- ◆ Villefranche-sur-Mer: **Floral Naval Combat**

MARCH

- ◆ Tourrettes-sur-Loup: **Violet Festival**

APRIL

- ◆ Le Bar-sur-Loup: **Orange Tree Festival**
- ◆ Vallauris: **Orange Blossom Festival**
- ◆ Falicon: **Carnation Festival**
- ◆ Cannes: **Flore Passion**
- ◆ Vallauris: **The Orange Blossom Festival**

MAY

- ◆ Grasse: **Expo Rose**
- ◆ Opio: **Rose Festival**
- ◆ Plascassier - Grasse: **Centifolia Festival**
- ◆ La Colle-sur-Loup: **"Autour de la Rose"**

JUNE

- ◆ Throughout France: **"Rendez-vous aux Jardins"**
- ◆ Menton: **Garden Month**

AUGUST

- ◆ Grasse: **Jasmine Festival**

OUR FAVOURITE

- ◆ 2025
5th edition of "Le Festival des Jardins de la Côte d'Azur"
(the Côte d'Azur Garden Festival) - every 2 years.



5. SPORT IN THE OPEN AIR...

In this region, people love to keep moving.

*Under the radiant sunshine of the Côte d'Azur France, between sea and mountain, we practice a huge range of open-air sports, **with more than 50 different types of sports possible in natural surroundings or in specially built facilities.***

Major sporting events punctuate a strong calendar all year round. There will be sports!

Seaside...

Snorkelling, paddleboarding, canoeing, sailing, freediving... fill up on natural sensations, without an engine.

Paddleboard

Very fashionable, Stand-Up Paddle (SUP) is the relaxation activity which respects the sea par excellence. With its calm sea, its little secret coves and its islands, the Côte d'Azur lends itself particularly well to this. Among the most beautiful spots, we recommend: **the Lérins Islands off Cannes; la Siagne from Robinson beach in Mandelieu-La Napoule; the Cap d'Antibes and the Baie des Milliardaires or even Menton** for a spot facing the old town and its colourful facades

Are you a speed lover? Try out the **electric surfboard** which can reach 35 km/h. The even more sensational **electric foil** allows you to fly over the water at up to 30 km/h, without noise or pollution!

Freediving and scuba diving

The Deep Blue Sea is always a paradise for divers and free-divers, experienced or novices. Depending on your level and your desires, the Côte d'Azur has many hidden underwater treasures.

Snorkelling

Among the remarkable and unmissable sites for snorkelling is the underwater discovery trail at Pointe de l'Aiguille. **Accessible to all, it allows you to observe, recognise and be aware of the fauna and flora of the Mediterranean shallows.**

Underwater Eco-Museum

A rare spectacle, the first eco-museum in France and the Mediterranean that can be visited while snorkelling! Equipped with mask and snorkel, travel a hundred metres from the southern shore of Sainte-Marguerite Island and discover, less than five metres down, six monumental statues by the artist Jason deCaires Taylor.

The Major Nautical Events of 2024

- ◆ **Les Voiles d'Antibes**, June
- ◆ **Cannes Yachting Festival**, September
- ◆ **Cannes Royal Regatta**, September
- ◆ **Monaco Yacht Show**, September-October
- ◆ **Les Voiles de Saint-Tropez**, September-October





... GET AWAY FROM IT ALL!

... In the mountains

Thrills

Sliding sports in winter, adventure, altitude and endurance sports in summer, the mountains of **the Côte d'Azur have a wide choice of sensational outdoor activities in store for you! Trail-running, tree climbing, via ferrata, the longest zipwire in France, paragliding, canyoning, rafting, caving...** Do you dare to climb the mountains?

"Tout schuss" in the ski resorts!

Fifteen resorts and 600 km of slopes only 90 minutes from the coast, the resorts of the Alpes-Maritimes benefit from a unique offer: the sea view from six resorts, record sunshine, activities for all tastes and varied entertainment for the après-ski.

Three major areas for winter sports enthusiasts: Auron, Isola 2000 and Valberg.



Seven village resorts for a warm and family atmosphere: Beuil-lès-Launes, La Colmiane - Valdebore, Roubion-les-Buisses, Turini-Camp-d'Argent, Val-Pelens, Gréolières-les-Neiges, L'Audibergue - La Moulière.

Five cross-country ski areas for immersion in the heart of nature: Le Boréon, Castérino, Estenc-Entraunes, Peira Cava, Saint-Delmas-le-Selvage.



Golf

With more than fifteen golf courses designed by some of the most famous international course builders, the Côte d'Azur is an ideal destination for any golfer. The mild climate of the Côte d'Azur means that golf courses can be enjoyed all year round.

Our favorite

◆ Olympic Games Paris 2024

- Paris 2024 Olympic and Paralympic Games (July 26 to August 11, 2024 for the Olympic Games and August 28 to September 8, 2024 for the Paralympic Games): Hosting the Olympic Torch Relay in the Alpes-Maritimes on June 18th (Beuil-Valberg, La Colmiane-Valdebore, Cannes, Antibes, Villefranche-sur-Mer and Nice).
- Allianz Riviera in Nice will host 6 football matches on July 24th, 25th, 27th, 28th, 30th and 31th.



Press file
"Resorts in the Alpes-Maritimes,
Winter 2023-2024"
← Scan the QR Code



6. SLOW TOURISM, BREATHE...

On foot, by bike or even by train, the #CotedAzurFrance can also be discovered by taking the time to admire and explore the diversity of these landscapes.

Whether you are a walker, an occasional cyclist or a seasoned sprinter, hundreds of kilometres of routes are available to you, for all levels and all tastes.

Forward March!

On the coast, in the high or middle country, there is no shortage of hikes in the Alpes-Maritimes. Through villages and hamlets, at the top of the peaks, in the Alps or on the shores of the Mediterranean, what will your itinerary be?

Are you athletic? Long-distance hiking lovers? You will find what you are looking for among the ten "GR" routes that run through the Alpes-Maritimes. **1,200 km of trails, tracks and paths await you all year round!** Among them, names to make you dream: "Grande Traversée du Mercantour", "Balcons de la Méditerranée", "La Grande Traversée des Alpes"...

In the saddle !

With its 1,800km of cycle routes, the Côte d'Azur offers routes for all levels, from a family seaside ride to climbing the highest passes for fans of the yellow jersey!



The "tourist loops" are "discovery circuits" that immerse you in magnificent territories where gastronomy, geology and history are on the agenda. Reserved for the most athletic, the "**Sporting Loops**" cross the wild territories of the high country.

For the most diligent, setting off for several days, alone, with friends or family, is also possible by tackling the "**Grand Tour of the Préalpes d'Azur**" (six days) or the "**Mediterranean by Bike**".

Runners, cyclists, here are the major events not to miss

MARCH

- ◆ Paris-Nice Cycliste

APRIL

- ◆ Cannes International Triathlon

MAY

- ◆ Mercan'tour Classic Alpes Maritimes, Valberg

JUNE

- ◆ Ironman France Nice

JULY

- ◆ Gravel Trophy, Valberg
- ◆ Ultra Trail Côte d'Azur Mercantour

OCTOBER

- ◆ Roc d'Azur, Roquebrune-sur-Argens

NOVEMBRE

- ◆ Marathon des Alpes-Maritimes Nice-Cannes

JULY 2024 - « TOUR DE FRANCE »

- 20th and penultimate mountain stage between Nice and the Col de la Couillole on July 20th.
- Individual time trial between Monaco and Nice on July 21st.
- Arrival of the Tour de France in Nice on July 21st.



... IN THE ALPES-MARITIMES

The Côte d’Azur by train: all aboard!

Le Train des Merveilles

From the Mediterranean coast to the Alps, this train takes us on the historic route of the salt trade. Far from the crowds, this route promises a panoramic journey in the mountains, through the mediaeval villages of **Sospel, Saorge, Breil-sur-Roya and Tende**, its terminus, where **the Musée des Merveilles** can be explored. In summer, a tour guide is present on the morning train.

Le Train des Pignes

Along the 151 km of the Nice > Digne-les-Bains line, the centenarian steam Train des Pignes rocks you to the rhythm of the last century from Nice to Haute Provence, from the land of olive trees to that of chestnut trees. An opportunity to stop in the mediaeval villages of Entreaux and Annot, Pays des Grès, up to the Pays de Fugeret, at an altitude of more than 800 m!

The Corniche d’Or by Train

Unique on the coast, the train line that connects Nice to Marseille takes us **along the coast and through the Estérel** and its breath-taking landscapes where the red rocks literally flow into the Mediterranean. A postcard landscape!

OUR FAVOURITE: The Route du Mimosa



Over 130 km, the Route du Mimosa crosses eight municipalities from Bormes-les-Mimosas (Var) to Grasse (Alpes-Maritimes), obviously passing through Mandelieu-La Napoule, mimosa capital. This tourist route, recommended from January to March, is a typical symbol of the Côte d’Azur in winter, offering touring holidays, in the mild climate, between azure blue and sunny yellow.

Between the coast and the forest massifs, this route introduces you to the riches of the Côte d’Azur, its authenticity, its unique terroir, its festive atmosphere, its surprising heritage through the fragrant scents of mimosa.



Press file
“Slow Tourism in Côte d’Azur
France”

← Scan the QR Code





7. A LAND OF INSPIRATION...

The Côte d'Azur is said to be inspirational...

And for good reason, its magnificent panoramas have fascinated artists for decades.

Matisse, Monet and Renoir came to drink in all its beauty; Cocteau, Chagall, and Picasso chose to make it home. Discover the colourful artistic itinerary we have organized on the Côte d'Azur! With guided tours or at will satisfying your curiosity, you'll discover exceptional collections not to be missed under any circumstances!

8 museums not to be missed on the Côte d'Azur

- ◆ The Picasso Museum in Antibes & The Matisse Museum in Nice.
- ◆ The Marc Chagall National Museum in Nice & The Fernand Léger National Museum in Biot
- ◆ MAMAC - Museum of Modern and Contemporary Art (closed for a renovation project) in Nice & The Renoir Museum in Cagnes-sur-Mer.
- ◆ The Jean Cocteau Museum in Menton & The Bonnard museum in Le Cannet.

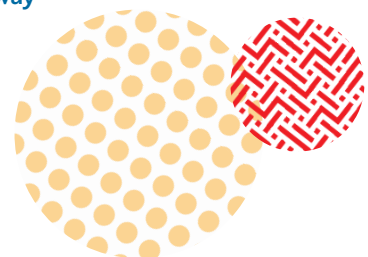
Other places not to be missed on your itinerary: the Maeght Foundation in Saint-Paul-de-Vence, the Hartung Foundation in Antibes Juan-les-Pins, the Cap Moderne complex in Cap-d'Ail, including Villa E-1027 (Eileen Gray) and the Cabanon Le Corbusier; as well as the Mougins Centre de la Photographie and the Fondation CAB in Saint-Paul-de-Vence.



Our favorites for 2024

- ◆ The Maeght Fondation
Summer 2024 : inauguration of the new galleries, celebrating the 60th anniversary of the Foundation!"
- ◆ The MACM (Mougins Museum of Classic Art) is permanently closed to make way for FAMM: Female Artists of the Mougins Museum due to open in June 2024

Program & more info to come...





... FOR ARTISTS

UNESCO nominations in #CotedAzurFrance

- ◆ **July 2021:** 44th session of the World Heritage Committee in China in Fuzhou
"Nice, the winter resort city of the Riviera," registered on the UNESCO World Heritage List.
- ◆ **December 2021:** Cannes designated as a "UNESCO Creative City" in the cinema category. Cannes joins the 295 international creative cities recognized by UNESCO which have the shared aim of promoting creativity as a major asset of development in the world.
- ◆ **December 2021:** the Monastic Island of Lérins (Saint-Honorat). A crucial step taken for the inclusion of this jewel of UNESCO world heritage in the strong interest taken by the French government in presenting the application from Cannes in the near future to the UNESCO World Committee.
- ◆ **December 2018:** 'Pays de Grasse - Perfumery Expertise' on the UNESCO Intangible Cultural Heritage List: this prestigious distinction is a fitting tribute to a joint effort by the Côte d'Azur's flower producers, master perfumers and other traditional perfume industry firms.

In the footsteps of Picasso in #CotedAzurFrance: a cultural and tourist itinerary

Strength and beauty of landscapes, intensity of light, brilliance of colours, the Côte d'Azur has been a source of inspiration in the life and work of many artists.

Attracted by these lands of the South, Picasso found here a place to stay and create to his measure.

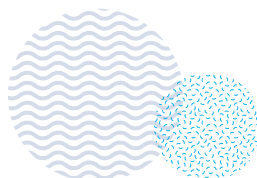
Antibes Juan-les-Pins (1946): Picasso moved to Château Grimaldi to paint. Now the Picasso museum, many of the artist's works dedicated to the Mediterranean are presented there.

At the invitation of the curator of the Grimaldi castle, Dor de la Souchère, Picasso used part of the castle as a studio. There he painted *La Joie de Vivre* and *The Sea Urchin Eater*...

Vallauris Golfe-Juan (1947-1955): It was in Vallauris, where the pottery tradition has an important place, that Picasso discovered ceramics. He produced more than 4,000 works at the Fournas workshop and chose the Romanesque chapel of Vallauris to paint the *War and Peace* fresco.

Cannes (1955): Picasso acquired "La Villa Californie" with an unobstructed view of the sea. An ideal place to stay and create, he set up his studio there and produced numerous works there, including the beginning of the series devoted to *Las Meninas*.

Mougins (1961-1973): Picasso died in Mougins in 1973 in his last residence, Notre-Dame-de-Vie, which was also his final studio.





8. MUSIC, CINEMA...

Every year, the world's spotlights shine on the Cannes Film Festival, its famous red carpet and its procession of stars, but let's not forget that the Côte d'Azur has had an intense love affair with cinema for more than a century!

Legendary film locations, events not to be missed, the #CotedAzurFrance and Cinema is a real love story.

Filmmakers of all nationalities love these wonderful landscapes, from the glamour of the Côte d'Azur to the nobility of simple Provençal farmhouses and bastides, with the Mediterranean Sea as a backdrop.

How can we forget **Grace Kelly** in **Alfred Hitchcock's** 'To Catch a Thief' or **Pierce Brosnan** as a James Bond in 'Goldeneye'. And recently, **Matt Damon** in 'Le Mans 66', **Robert Downey Jr.** in 'Iron Man 2'... and **Lily Collins** in the Season 2 of the series 'Emily in Paris'!

Our top pick

- ◆ April 5-10 > 7th Edition "Canneseries", the international series festival.
- ◆ May 14-25 > 77th Edition Festival de Cannes with Greta Gerwig, Jury President.

Good to know

- ◆ 2021: A film school opened in the legendary **Victorine studios in Nice** with a section of the École Nationale Supérieure Louis-Lumière.
- ◆ 2021: **Creation of "Cannes on Air" with... Cannes Bastide Rouge**, a centre of excellence dedicated to the cultural and creative industries at Cannes-La Bocca, bringing together a business incubator in the sector, a university campus, studios and offices for start-ups and a cinematographic multiplex soon to be called Cineum Cannes.



Our Favorite

The Commission du Film Alpes-Maritimes Côte d'Azur, whose geographical expertise extends to the entire department, is a true partner in all your film, audiovisual and advertising projects. In 2022 alone, the Commission du Film, supported by the Côte d'Azur, **make 1,514 shooting days, 55 short films, 94 shootings.**

<http://www.filmcotedazur.com>



... ROLL OUT THE RED CARPET!

Let's party !

Festivals, balls, carnivals, fireworks, festive events are the DNA of the Côte d'Azur. Most often in the open air, major cultural events take over the territory's most legendary places, offering visitors unique moments.

The Traditional Winter Festivals

- ◆ February 17 to March 3: **Nice Carnival** - Theme: "King of Pop Culture".
- ◆ February 17 to March 3: **Fête du Citron® (Lemon Festival) in Menton** - Theme: "from Olympia to Menton".
- ◆ February 14 - 18: **Mimosa Festival in Mandelieu-La Napoule** - Theme: "the crazy Olympic Games!"



♥ November 2023: for the 2nd time **Cannes voted "World's Leading Festival and Event Destination"** at the World Travel Awards 2023, generally considered to be the Oscars of Tourism.

Events not to miss in summer 2024

June

- ◆ **Festival Nuits Carrées** (Antibes - Juan-les-Pins). Hip-hop, jazz, electro and rock for this contemporary music festival which animates the city for a weekend.

July

- ◆ **Jazz à Juan** (Antibes Juan-les-Pins). From Ella Fitzgerald to Miles Davis, this festival has welcomed the world's greatest jazz names since its first edition in 1960.
- ◆ **Nice Jazz Festival**. Nice, five days of palpating blues, soul and jazz music.

August

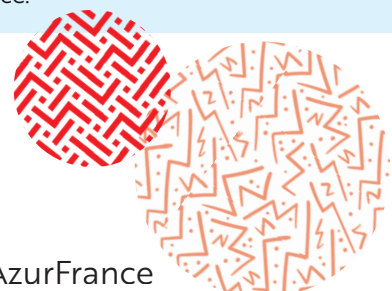
- ◆ **Jazz à Domergue**. In Cannes, a festival in the verdant setting of the Villa Domergue.
- ◆ **Les Plages Électroniques**. The biggest names in electro meet on the beaches of Cannes, transforming the city into a huge "beach party."

July August

- ◆ **Bal des Fous**. The Lunatics' Ball is a costumed ball with colourful themes on Sunday afternoon. The festivities take place on the terrace of the Palais des Festivals, in Cannes.
- ◆ **Menton Classical Music Festival**.
- ◆ **The Pyrotechnic Art Festival**. The greatest pyrotechnicians of all countries compete to stun us with splendour with music to offer magnificent spectacles. Cannes, Monaco & Antibes.

September

- ◆ **CrossoverFestival**. Rap, hip-hop, pop, electro... all musical styles are represented at this festival in the heart of Nice.





9. SHOPPING / LUXURY...

Dynamic region, millions of visitors every year,

a strong sense of fashion and trends – all the conditions needed to make the Côte d’Azur a leading shopping destination.

Here is a selection of the not-to-be-missed fashionista shopping spots on the Côte d’Azur!

“Carrés d’Or” on the Côte d’Azur! 3 shopping spots not to miss...

Cannes, Nice and Monaco have one thing in common: they all have their own open air “Carré d’Or” where all the chic boutiques are concentrated. In Cannes, it is concentrated in two long parallel streets: La Croisette and rue d’Antibes. In Monaco, the most famous brands in fashion, watchmaking and jewellery compete fiercely on Place du Casino. In Nice, rue Alphonse Karr and rue Paradis and avenue de Verdun are favoured by fashionistas.

XXL shopping on the Côte d’Azur!

Our #CotedAzurFrance recommendations! Other spots very popular with Côte d’Azur residents and visitors are its shopping centres.

- ◆ In Saint-Laurent-du-Var, Cap 3000 - Shopping with a sea-view! With its 300 boutiques, Cap3000 was voted world’s best shopping centre at the MIPIM Awards 2022.



- ◆ Opened in 2018 in Cagnes-sur-Mer, Polygone Riviera, open air art & shopping, it has a village feel with its squares, streets and sunny terraces dotted with numerous places to stop and relax.
- ◆ More modest, but ideally located in the heart of the Côte d’Azur capital is Nicetoile.

Exceptional know-how The Côte d’Azur France counts several iconic crafts, such as the blown glass from Biot or the perfumes of Grasse and the Region around Grasse. Many traditional and renowned manufacturers and artisans are happy to welcome visitors to reveal some of their secrets. See page 8

Experience #CotedAzurFrance !

Sea monsters

The Côte d’Azur is a favourite port of call for beautiful superyachts. Local trade shows dedicated to luxury sailing bear witness to this: the Antibes Yacht Show, the Monaco Yacht Show and the Yachting Festival in Cannes. And all year round yachts are to be found in Antibes, moored near the International Yacht Club d’Antibes or, as the locals nicknamed it, the “Quai des Milliardaires”.

Luxury takes to the air

Seven minutes. That’s how long it takes an helicopter to fly between the Principality of Monaco and Nice Côte d’Azur Airport. But helicopter companies also provide tailor-made services, offering its wealthy clientele a multitude of charter destinations.

Dream drives

Rent a classic Car, a car sport, leisure, prestige... The ideal collection always at your disposal! The collection takes also a lot from cinema and you will sit behind the wheel of cars made famous by James Dean, Steve MacQueen, Dustin Hoffman, Brigitte Bardot or even... Magnum!

www.rentaclassiccar.com



... A HIGH-END DESTINATION

Legendary hotels

From a luxury hotel with a sea view to a charming bed and breakfast in the heart of a hilltop village, or a really unusual place to stay, you'll find somewhere to suit you on the Côte d'Azur.

To name a few...

3 PALACES

- ◆ Grand-Hôtel du Cap-Ferrat - Nice Côte d'Azur
- ◆ Hotel du Cap-Eden-Roc - Antibes Juan-les-Pins
- ◆ Château Saint-Martin & Spa - Vence

Legendary hotels

- ◆ La Réserve de Beaulieu - Nice Côte d'Azur
- ◆ Le Negresco - Nice
- ◆ Hôtel Belles Rives and Hôtel Juana - Antibes Juan-les-Pins
- ◆ Hôtel Martinez - Cannes
- ◆ Intercontinental Carlton - Cannes
- ◆ Le Majestic Barrière - Cannes
- ◆ Hôtel Hermitage - Monte-Carlo
- ◆ Hôtel de Paris - Monte-Carlo
- ◆ Hotel Metropole - Monte-Carlo

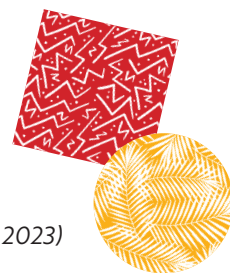


Luxury and charm... with a sea view

- ◆ Royal-Riviera - Saint-Jean-Cap-Ferrat
- ◆ Impérial Garoupe - Cap d'Antibes
- ◆ La Chèvre d'Or - Èze
- ◆ Château Eza - Èze
- ◆ The Maybourne Riviera hotel - Roquebrune-Cap-Martin

Stylish, contemporary & arty hotels

- ◆ Monte-Carlo Beach Hotel
- ◆ Cap Estel - Èze
- ◆ Hyatt Regency Nice Palais de la Méditerranée
- ◆ Anantara Plaza Nice Hotel
- ◆ Cap d'Antibes Beach Hotel (*redesigned in 2023*)
- ◆ JW Marriott - Cannes
- ◆ Mondrian Cannes (*New 2023*)
- ◆ Canopy by Hilton Cannes (*New 2023*)
- ◆ Splendid Hotel Cannes
- ◆ Le Méridien Nice
- ◆ 3A Hotels La Collection - Nice: Hotel Aston / Hotel & Beach Beau Rivage / Hotel West End
- ◆ Hôtel La Pérouse - Nice
- ◆ Château de la Bégude - Opio (*close to Grasse*)



Luxury and charm... tucked away in the hinterland

- ◆ La Bastide Saint-Antoine - Grasse
- ◆ Le Saint-Paul - Saint-Paul-de-Vence
- ◆ Le Domaine du Mas de Pierre - Saint-Paul-de-Vence

2024: New Hotels & hotels full renovations

- ◆ Nice Côte d'Azur: Hotel du Couvent, Le Victoria - Maison Albar Hotels, Double Tree by Hilton...
- ◆ Staybridge Hotel - Cannes / Imperial Garoupe - Cap d'Antibes / Le Château de Théoule - Théoule-sur-Mer / Le Mas Candille - Mougins

And more to come...

10. FILL UP ON GREAT DEALS



Pass Côte d'Azur France



(Save up to 30 % discount on visits and activities.

Over 120 activities on the Côte d'Azur,

offer from April to December).

› Pass incl. 3 activities:

adults 45 €, children (4-12 yrs) 35 €.

› Pass incl. 5 activities:

adults 65 €, children (4-12 yrs) 55 €.

Info & sale:

www.pass-cotedazurfrance.fr

"Côte d'Azur France" Collection:

Since April 2018, the *Côte d'Azur France* brand has featured diverse local products created by regional talent.

Produced under licence or in partnership, the products serve as ambassadors and are suitable as souvenirs or gifts.

A few highlights: Fragrances from Fragonard perfumery, sweets from Florian confectionery, olive oil from Menton or Nice, lemon products from Menton such as Limoncello Côte d'Azur, etc.

<https://www.boutique-cotedazurfrance.fr/en/>



www.cotedazurfrance.fr

<https://cotedazurfrance.fr/en/press-space>

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Share your experiences on Côte d'Azur France with **#CotedAzurFrance**



@visitcotedazur



CRT Côte d'Azur France - @ProCotedAzur

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