

CÔTE d'AZUR
FRANCE

T O U R I S M

2024 Edition
Key figures

CÔTE d'AZUR
FRANCE
TOURISME



DÉPARTEMENT
DES ALPES-MARITIMES

Explore
France™ 

Côte d'Azur France Tourisme editorial

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In 2020, global tourism suffered an **unprecedented shock as a result of the Covid-19 crisis**. Over the course of three years, the tourist sector saw its performance significantly affected. However, the Côte d'Azur ecosystem has, once again, proven its great resilience.

In 2023, tourist numbers returned to their **historic levels, even achieving a new record in terms of consumption**. Tourism in the Côte d'Azur is now worth nearly **7 billion euros** and contributes more so than ever to economic development and jobs across the destination.

Because tourism and its governance requires **precise and reliable quantitative monitoring**, Côte d'Azur France Tourisme and its Observatory are therefore delighted to provide professionals and the public with **this new, updated edition of the key figures for tourism in the Côte d'Azur**.

For another year running, I would like to congratulate all Côte d'Azur tourist partners and professionals who have, with the support of the Côte d'Azur France recovery plan, been able to bounce back and renew their offerings.

Long live tourism and the Côte d'Azur France!

Alexandra BORCHIO FONTIMP
President of Côte d'Azur France Tourisme

Côte d'Azur France: A dynamic and unifying destination label!

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Amid an international context of tourist offerings in continual evolution, the Côte d'Azur, **marked by its great creativity and diversity**, has made a name for itself through a daring and unifying territorial-label strategy.

Launched in December 2016, the Côte d'Azur France label was therefore launched thanks to the unprecedented commitment of the Côte d'Azur's institutional and tourist actors. Today, it embodies a unified, powerful and international vision of the Côte d'Azur, **with over 280 official partners** from both the public and private sectors; **180 ambassadors**, proud to carry the Côte d'Azur banner at a national and international level; and **16 licensed companies** dedicated to fostering local creativity and know-how. All mobilised to promote a unique heritage and strengthen the competitiveness of our destination at the forefront of the international tourist scene.

Côte d'Azur France is an agile label, represented by a professional, timeless and

elegant logo, which each actor can make their own, while expressing their own world of communication.

You too can become a stakeholder of the Côte d'Azur territorial marketing strategy! Join the network of official partners and ambassadors of the Côte d'Azur France label.

Want to find out more about the Côte d'Azur France label?

Visit www.marque-cotedazurfrance.com now. There, you'll find detailed information about the programme, our actions and recent testimonies from our partners and ambassadors.

If you have any specific questions on the conditions of the label's use or wish to discuss opportunities for collaboration, don't hesitate to get in touch with us directly by email at info@marque-cotedazurfrance.com.

Our team will provide personalised assistance and strive to get back to you as soon as possible.

CÔTE d'AZUR
FRANCE

Summary

The dataset focuses on the Côte d'Azur – defined as the French Département des **Alpes-Maritimes and Monaco**, **excluding Côte d'Azur – Var**. Unless indicated otherwise, data refer to 2023.

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KEY FIGURES 6

11.5 million tourists and **70 million overnight stays**.
An average of **200,000 visitors** a day.
The summer season: fewer than **1 out of 2 visitors**.
14% of stays are for business purposes, including **140,000** convention attendees (air travel visitors).

ACCESS/FACILITIES 8

Nice Côte d'Azur airport:
14 million passengers.
52% of tourists enter by road.
670,000 cruise passengers received in the ports.

ACCOMMODATION SUPPLY 9-10

130,000 beds in commercial accommodation.
Hotels represent **1 out of 2 commercial beds**.
1 out of 2 hotel rooms has a 4-5* rank.
200,000 secondary residences, of which **45,000** owned by foreigners.
One third of the accommodation capacity is located in Nice Côte d'Azur Metropolis.

VISITOR NUMBERS 11-12

7 out of 10 stays spent in commercial accommodation.
Hotels: **4 out of 10 stays** and **10 million** overnight stays.
Average hotel occupancy rate: **64%**.
44% of stays are accommodated in Nice.
7 million visitors in tourist attractions.

CLIENTELE 13

5.6 million French tourist stays.
Foreigners: **52%** of tourism attendance.
35% of tourists are first-timers.

TOURISM ECONOMY 14

6.5 billion € in tourism consumption, generating **12 billion €** in revenue.
75,000 direct jobs in tourism.
Tourism contribution to the economy **exceeds 15%**, vs **7.5%** in France.

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Key figures to keep in mind

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11.5 million tourists and
70 million overnight stays.

Tourists stays an average of **6.2 nights**.

An average
of **200,000** visitors a day.

The tourist population reaches
its peak on the week end
of August 15th with
650,000 tourists.

The summer season:
fewer than 1 out of 2 arrivals.

But **6 out of
10 overnight stays**,
due to longer stays during
the summer.

August is the peak month
and represents **14%** of annual
stays. **January** is the lowest month with **5%**.

14% of tourists are travelling
on business, including
140,000 convention
attendees (air travel visitors).

Definitions To know about...

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Tourists

Refer to the number of overnight stays (or arrivals) of persons travelling outside their usual environment (not residing on the territory of Côte d'Azur defined as Alpes-Maritimes and Monaco), staying more than 24 hours and less than a year; a person staying several times is counted for each overnight stay. Intra-departmental tourism is not included in visitation statistics.

Nights

A tourist staying for more than one day generates several nights, summed to provide this aggregated indicator. Same-day visitors (or excursionists) do not stay overnight and are not counted, except cruise-passengers. The average length of stay of tourists is defined as the number of nights divided by the number of stays.

Commercial/ non commercial

A commercial or market accommodation involves a payment; non commercial accommodation includes second homes and stays with friends or relatives.

Access mode to Côte d'Azur

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Nice Côte d'Azur Airport:
14 million passengers in 2023 (+17%).

2nd busiest airport in France after Paris.
122 destinations served by direct flights to **45 countries**.

Visitors staying in Côte d'Azur represent **54% of the total traffic**.

Côte d'Azur airports (Nice, Cannes, Saint-Tropez) is the **2nd business hub** in Europe.

52% of tourists enter by road.

30% by plane.
(low cost airlines account for 50%)

17% by train.

670,000 cruise passengers received in the ports.

Tourism facilities

- 35 marinas providing 18,400 dock spaces.
- 5,900 restaurants.
- 7 convention centres.
- 17 golf courses .
- 15 ski resorts, 600 km of slopes.
- 13 casinos.
- 1 thermal spa, 2 thalassotherapy centres, more than 40 spas.
- 20 departmental nature parks, 1 regional park, 1 national park.
- 6,500 km of marked hiking paths, 1,800 km of cycling paths.
- 78 establishments certified "Clef Verte" label.

Accommodation facilities

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130,000 beds in commercial accommodation.

Hotels represent **1 out of 2 commercial beds**.
1 out of 2 hotel rooms has a **4-5* rank**.

CAPACITIES IN HOTELS AND TOURISM RESIDENCES

2023	Establishments	Rooms/Apartments	Beds
Hotels	602	29,021	58,042
incl. rated 1*	16	434	868
incl. rated 2*	222	9,255	18,510
incl. rated 3*	221	9,214	18,428
incl. rated 4*	144	11,621	23,242
incl. rated 5*	31	3,534	7,068
Tourism residences	75	5,396	19,957
incl. rated	60	4,761	17,574
incl. non rated	15	635	2,383

200,000 secondary residences,
of which **45,000 owned by foreigners.**

1 residence out of 4 is a second home. **Alpes-Maritimes Department ranks 1st in France** for the number of secondary residences owned by foreigners: **15% of the national total**.

Accommodation facilities by territory

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Nice Côte d'Azur **Metropolis: one third** of the accommodation capacity.

ACCOMMODATION CAPACITIES

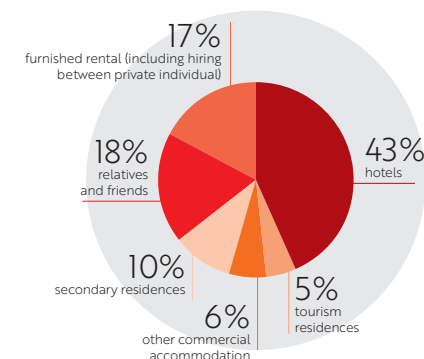
2023	Hotels		Tourism residences		Secondary residences*	
	Establish.	Beds	Establish.	Beds	Establish.	Beds
Cannes-Mandelieu	123	13,088	24	5,995	51,785	258,925
incl. Cannes	96	10,788	10	2,240	33,692	168,460
Antibes - Sophia CASA	106	8,344	16	5,145	39,325	196,625
incl. Antibes	61	4,668	12	3,249	22,906	114,530
Metropolis Nice CA	266	26,564	23	5,804	63,485	317,425
incl. Nice	162	20,366	10	2,281	32,106	160,530
incl. coastal area outside Nice	76	5,174	7	2,042	18,760	93,800
incl. Mountains	28	1,024	6	1,481	12,619	63,095
Menton-CARF	43	3,272	9	2,508	23,530	117,650
Pays de Grasse	18	960	1	212	5,594	27,970
Mountains outside Metropolis	34	898	2	293	14,320	71,600
Total Mountains	62	1,922	8	1,774	26,939	134,695
Monaco	12	4,916	0	0	788	3,940
Total	602	58,042	75	19,957	198,826	994,130

*Insee RP 2020

Accommodation occupancy and stays

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7 out of 10 stays spent in commercial accommodation.



Private home rental websites capture around **22%** of all stays in commercial accommodation and **80%** of all furnished rental stays, that is **1,800,000 stays**.

Hotels: **4 out of 10 stays** and **10 million** overnight stays.
Average hotel occupancy rate: **64%**

OCCUPANCY AND STAYS BY ACCOMMODATION TYPE

2023	Occup. rate %	Arrivals (thousands)	Overnight stays (thousands)	Average length (nights)
Hotels	64	4,616	10,428	2.3
incl. 1*	64	69	142	2.1
incl. 2*	61	513	1,003	2
incl. 3*	66	1,494	3,206	2.1
incl. 4-5*	65	2,067	4,932	2.4
incl. Monaco	59	341	861	2.5
T. residences *	64	587	2,257	3.9
Campsites	47	159	741	4.7

* Tourism residences

MONTHLY OCCUPANCY RATES IN HOTELS AND RESIDENCES - 2023

%	J	F	M	A	M	J	J	A	S	O	N	D
	41	50	52	63	69	78	80	83	78	64	45	43

Tourist stays by territory

44% of stays are accommodated in Nice.

450,000 tourist stays in the mountains.

TOURIST STAYS BY ACCOMMODATION AREA

(Average 2022-23).

	Stays (thousands)	%
NICE	4,900	43.5
NICE METROPOLIS COASTAL AREA	950	8.5
ANTIBES CASA	1,800	16
CANNES MANDELIEU	1,750	16
MENTON	550	5
MONACO	450	4
PAYS DE GRASSE	350	3
MOUNTAINS/SKI RESORTS	450	4

7 million visitors in tourist attractions.

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MAIN TOURIST ATTRACTIONS

(2023, numbers in italics are estimates).

	Visitors
Parfumerie Fragonard - Grasse, Èze	710,000
Musée océanographique - Monaco	652,623
Parc Marineland - Antibes	580,000
Jardin exotique - Èze	502,515
Verrerie - Biot	450,000
Îles de Lérins - Cannes	362,733
Parc floral Phoenix - Nice	342,589
Parfumerie Molinard - Grasse	200,000
Fondation Rothschild - Saint-Jean-Cap-Ferrat	193,760
Musée Picasso - Antibes	188,879
Musée national Chagall - Nice	179,914
Musée Matisse - Nice	171,973
MAMAC - Nice	137,372
Musée international de la Parfumerie - Grasse	98,059
Musée Palais Masséna - Nice	92,221
Musée du Masque de fer et du Fort Royal - Cannes	87,742
Fondation Maeght - Saint-Paul	85,050
Hippodrome Côte d'Azur - Cagnes-sur-Mer	81,491
Musée départemental Arts Asiatiques - Nice	81,172
Musée national du Sport - Nice	77,726
Parc Alpha - St Martin Vesubie	70,788
Vésuvia Mountain Park - St Martin Vesubie	62,588
Palais Lascaris - Nice	59,681

Tourism clientele

5.6 million French tourist stays.

3 out of 10 French tourists are from Paris, 3 out of 10 are from the Mediterranean coast.

Foreigners: 52% of all tourist stays

27% of foreign tourism is inter-continental (non European).

35% of tourists are first-timers,

e.g. 23% of French stays and 48% of foreign stays.

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Main foreign markets 2023 Average	Stays (thousands)	%	incl. in hotels/T. resid. (thousands)	%
1 Italy	936	15.8	324	13.0
2 UK/Ireland	922	15.5	387	15.6
3 USA	569	9.6	321	12.9
4 East. Europe, excl. Russia	497	8.4	212	8.5
5 Germany	468	7.9	175	7.0
6 Scandinavia	350	5.9	126	5.1
7 Spain	302	5.1	114	4.6
8 Switzerland	254	4.3	118	4.7
9 Belgium-Lux.	217	3.7	68	2.7
10 Netherlands	183	3.1	69	2.8
11 Africa	183	3.1	37	1.5
12 Latin America	146	2.5	90	3.6
13 Russia	135	2.3	58	2.3
14 Near and Middle East	128	2.2	72	2.9
15 Asia, excl. Japan/China	125	2.1	63	2.5
16 Canada	102	1.7	48	1.9
17 Oceania	94	1.6	54	2.2
18 Austria	76	1.3	36	1.4
19 China	64	1.1	34	1.4
20 Portugal	63	1.1	26	1.0
21 Turkey	43	0.7	20	0.8
22 Japan	38	0.6	18	0.7
23 Greece	35	0.6	15	0.6
TOTAL	5,930		2,485	

Tourism economy

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6.5 billion €

directly spent by tourists
generating **12 billion €**
in revenue.

75,000 direct jobs in tourism,
generating as many indirect jobs.

Tourism contribution
to the economy exceeds
15% vs **7.5%** in France.

600 million in tourism investments each year,
3rd rank after Paris and Savoy.

Hotel RevPar (revenue per available room), taxes
included, 2023) : **135€** on average all hotels,
209€ in 4-5* / **71€** in 3* / **44€** in 2* / **31€** in 1*.

60% of the total expenditure generated
by **foreign tourism**.

20% of the total expenditure generated
by **business tourism**.

AVERAGE SPEND PER DAY

240€

Convention attendees

110€

Foreigners

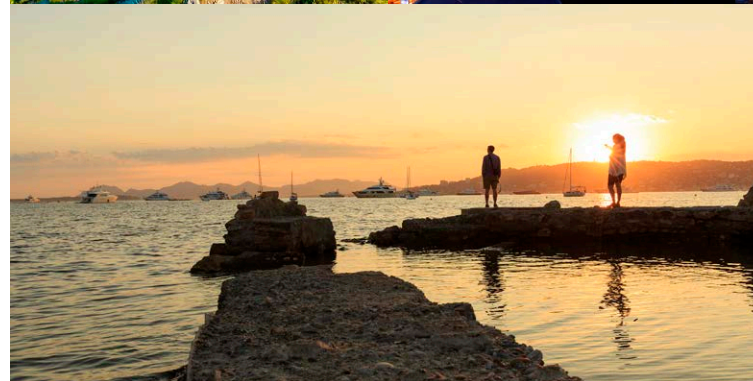
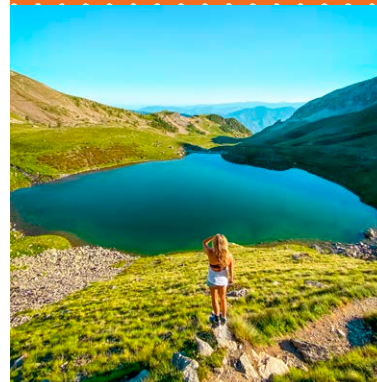
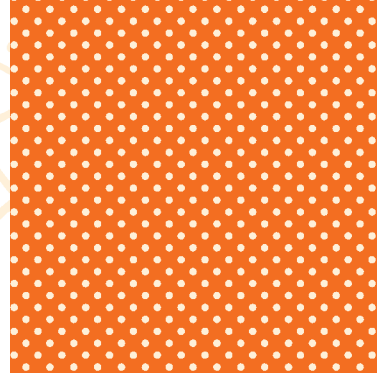
70€

French

More than 200€

Middle Eastern tourists,
Americans and Russians

Highest spending clientele.
Followed by Asians and Australians.



TOURISM OBSERVATORY CÔTE D'AZUR FRANCE

Tourism is a complex market with rapid changes. It is defined by the demand side, as non-residents activity alone has to be taken into account in a given territory. Measuring it requires the establishment of a system of tourism statistics (STS).

In Côte d'Azur, the SST Touriscope has been developed since 1984 by the **Tourism Observatory of Côte d'Azur France Tourisme**. It is based upon an ongoing investigation mechanism designed for the production of tourism statistics.

The monitoring process involves an innovative data operating system based on the systematic cross-referencing of data and the

exploitation of sources according to their respective relevance.

Touriscope Côte d'Azur is the official signature of **Côte d'Azur France Tourisme** statistics, which guarantees the consistency, quality and comparability of tourism data.

The main output (Monthly Barometer, Keys figures, Thematic factsheets, Market factsheets, Statistical tables on supply, demand and tourism account) are available on the website:

www.cotedazur-touriscope.com



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