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CÔTE D'AZUR FRANCE WORKSHOP

EXHIBITORS CATALOG – USA 2026



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EDITORIAL

The Côte d'Azur delegation is delighted to return to the United States in 2026, with visits to Houston, Chicago and Boston, reaffirming its commitment to one of its most dynamic and strategic long-haul markets. This roadshow is designed as a moment of exchange with media and travel professionals, to share insights, opportunities and new developments shaping the destination.

The United States now ranks 2nd worldwide in international tourism expenditure, recording a 12% increase in 2024 compared to 2023—a performance that directly benefits the Côte d'Azur. In 2024, American visitors ranked 3rd among international markets for the destination, generating more than 660,000 stays, with an average length of stay of 4.7 nights.

This performance reflects both volume and value. Over 400,000 stays were recorded in hotels and serviced apartments, while nearly 300,000 visitors arrived via Nice Côte d'Azur Airport, France's second international airport after Paris. With an average local expenditure of around \$180 per person per day, American travelers represent an estimated average budget of \$850 per stay, confirming their strong contribution to the local tourism economy. The high season, from April to September, accounts for nearly 80% of total stays, and long-term ties to the destination are further illustrated by the approximately 4,000 second homes owned by U.S. citizens on the Côte d'Azur.

Accessibility continues to be a key driver of this momentum. In addition to existing direct flights from New York, Philadelphia, Atlanta and Washington DC, the launch of a new direct Boston–Nice route with Delta Airlines further strengthens transatlantic connectivity making the destination more accessible than ever for both leisure and business travel.

Through this showcase, the Côte d'Azur aims to highlight its year-round appeal, its diverse portfolio of experiences—from luxury and lifestyle to culture, nature and MICE—and the strong business opportunities it offers to travel professionals seeking high-value, tailor-made and sustainable products for the U.S. market.

The Côte d'Azur is calling!

We really look forward to meeting you to share all the latest news, and we wish you a warm welcome from #CotedAzurFrance!

Alexandra BORCHIO FONTIMP

Deputy President of Côte d'Azur France Tourism Board

DIRECT FLIGHTS

USA  CÔTE D'AZUR

DESTINATION	AIRLINE	START DATE	END DATE
ATLANTA	DELTA AIR LINES	07/05/2026	24/10/2025
NEW - BOSTON	DELTA AIR LINES	17/05/2026	23/10/2026
NEW YORK JFK	DELTA AIR LINES	29/03/2026	24/10/2026
NEWARK	LA COMPAGNIE	12/04/2026	04/10/2026
NEWARK	UNITED AIRLINES	13/04/2026	24/10/2026
PHILADELPHIE	AMERICAN AIRLINES	09/05/2026	24/10/2026
WASHINGTON	UNITES AIRLINES	22/05/2026	23/09/2026

CÔTE D'AZUR FRANCE TOURISME

The French Riviera brings together an extraordinary wealth of emotions and destinations: Nice, Cannes, Antibes Juan-les-Pins, Menton, Grasse, Saint-Paul-de-Vence, Èze, Monaco, as well as Mercantour National Park.

Whatever the season, the French Riviera is a sunny and lively destination year-round, shaped by a unique lifestyle and a particularly diverse tourism offering.

Its distinctive identity, forged by the striking contrast between sea and mountains, is rooted in an exceptional cultural heritage that bears witness to several major periods in human history. A leisure destination par excellence, the French Riviera is also a major hub for business tourism, with top-tier event facilities and an internationally recognized quality of life. As such, it provides an ideal setting for hosting large-scale congresses, conventions, and professional events.

The Côte d'Azur France ranks as the leading tourist destination in France after Paris. Nice Côte d'Azur Airport, the second busiest airport in France, further strengthens the region's accessibility and international appeal.

2026 HIGHLIGHTS

The 100th anniversary of Fragonard Parfumeur; the 90th anniversary of Valberg; the 70th anniversary of the Biot® glassworks; the 30th anniversary of the Musée des Merveilles in Tende; the 20th anniversary of the Les Plages Électroniques music festival in Cannes; and the 10th anniversary of Biot et les Templiers, one of Europe's largest medieval festivals.

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ANTIBES JUAN-LES-PINS TOURISME

Antibes Juan-les-Pins, unique and plural.

Antibes Juan-les-Pins is an intoxicating cocktail of turquoise sea, fragrant pine trees, and charming alleyways, in the heart of the Côte d'Azur, halfway between Nice and Cannes. Along 25 km of coastline, you pass from secret coves to the forests of Cap d'Antibes, with the Mercantour murmuring on the horizon. Nature here is never silent: trails, birds, waves... every step is a small score. And then there are the art, history, and creative experiences that bring the city to life on every street corner. Colorful markets, inspiring workshops, museums and galleries: creativity is everywhere. The Picasso Museum, the ramparts, the flowers on the balconies: everything seems to dance under the Mediterranean sun. In Juan-les-Pins, jazz floats in the air like a perfume, from sunset on the beaches to swinging evenings beneath the pine trees. Sandy beaches, golden sand, swimming, and strolls: everything invites lightness and joie de vivre. Antibes Juan-les-Pins is a unique blend of charm, elegance, and creativity –unique, plural... and perfectly jazzy.

2026 HIGHLIGHTS

In 2026, Antibes Juan-les-Pins is reinvented! Renovated beaches at Pinède, Baudoin, and Garoupe feature new panoramic seaside promenades. The city hosts the thrilling Odyssée ULTIM®, a 2,000-mile trimaran race across the Mediterranean, and opens a new nautical stadium with a rooftop terrace and restaurant offering breathtaking views. Cultural highlights include Jazz à Juan and the Nuits Carrées festivals, while Antibes Design & Métiers d'Art showcases local craftsmanship.

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CANNES VISITORS BUREAU

Nestled in the heart of the French Riviera, Cannes invites discovery. Just 40 minutes from Nice Côte d'Azur Airport, the city is easily explored on foot and captivates visitors with its natural elegance, radiant atmosphere, and Mediterranean way of life encouraging an authentic immersion in local culture. Renowned worldwide for its Film Festival and iconic Croisette, Cannes also reveals a gentler side, defined by fine sandy beaches, a character-filled old town, and unspoiled landscapes, crowned by the stunning Lérins Islands, true jewels of nature and heritage. More than a simple stopover, Cannes is a destination in its own right and an ideal base from which to explore the Côte d'Azur. Visitors can enjoy quality accommodations ranging from 2-star to 5-star hotels, along with a rich blend of experiences combining culture, gastronomy, entertainment, shopping, local craftsmanship, sport, nature, and relaxation.

2026 HIGHLIGHTS

Cannes has just been awarded World's Leading Festivals & Events Destination! For the fourth year in a row, the World Travel Awards recognize Cannes as a global benchmark for hosting major cultural, business and innovation events. For 2026, Cannes continues its transformation with major urban enhancement projects, including the renovation of Forville Market, the modernization of the Old Port, and the ongoing redevelopment of the Croisette. The destination is also enriched by numerous recent and upcoming openings: the fully renovated private beaches of Bocca Cabana, the Palm Beach resort (restaurants, casino, beach, and club), the highly anticipated reopening of the Baoli restaurant-club, as well as several new hotels set to open in the near future.

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NICE CÔTE D'AZUR CONVENTION AND VISITORS BUREAU

From the deep blues of the Mediterranean to the snow-capped peaks of Mercantour National Park, 51 towns and villages each reveal their own charm: hidden beaches, charming villages, vibrant cities, colorful markets... Every corner of this extraordinary territory tells a story, and together they create a harmonious mosaic full of surprises and emotions. In Nice Côte d'Azur, contrasts are a strength: far from the ordinary, the diversity of this destination gives it a unique character and turns every visit into a truly magical experience. Timeless and cosmopolitan, this destination shines all year round. It is both a Winter Resort Town of the Riviera (UNESCO) as well as a dynamic European hub, where visitors can set their own pace, whether seeking serenity or excitement. From summer to winter, across this remarkable region, one promise endures: an invitation to discover an unparalleled art of living.

2026 HIGHLIGHTS

- Hosts Rendez-Vous en France from March 26 to April 2, 2026, France's leading inbound tourism trade show.
- A hub for major international events, including the Nice Carnival ("Vive La Reine!"), Nice Jazz Festival, world-class cultural exhibitions, and iconic sporting events such as Ironman, Nice Côte d'Azur by UTMB, and the Nice-Cannes Marathon. In 2026, Nice will also host the finish of the Tour de France Femmes.
- Strongly connected to North America, Nice Côte d'Azur has proudly operated a representation office in New York since 2025.

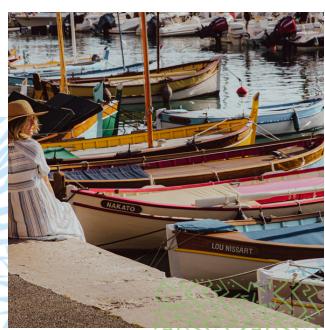
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3A HOTELS LA COLLECTION

Planning a trip in Nice ?

With 3 - 4* hotels, a residence and a beach club, each with its own style and benefiting from the most emblematic locations, 3A Hotels La Collection offers you different ways to experience a stay on the French Riviera.

It brings together Hotel West End on the emblematic Promenade des Anglais with 121 rooms, the majority of which offers a panoramic view on Mediterranean sea, a restaurant and 2 bars lounge; Hotel Aston La Scala on Massena Place with 149 rooms, 2 restaurants and bars and a panoramic rooftop with swimming pool; and Hotel Beau Rivage in the old town, boutique hotel style with 114 rooms, a green patio and a beach club.

Whatever the atmosphere you want to create for your stay, we probably have the right product for you !

2026 HIGHLIGHTS

- The Beau Rivage hotel has just renovated more than 50% of its rooms.
- The Aston La Scala hotel residence opened a year ago with 17 fully equipped apartments.
- The West End hotel is modernizing a new floor.

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ANANTARA PLAZA NICE

The Anantara Plaza Nice Hotel is an historic building with Belle Epoque façade that was constructed in 1848 and completely renovated in December 2022.

Situated in an exceptional location in the heart of the city, facing the Place Masséna, the Albert 1er garden and the Promenade des Anglais, it is the perfect place to explore the city and the Côte d'Azur.

From the lobby to the panoramic rooftop terrace, discover the exquisite restaurants and bars, such as the "SEEN" with a stunning sea view, and on the lobby side "Les Colonnades".

Escape to our wellness bubble at the Anantara Spa or head off a workout in the well-equipped gym.

2026 HIGHLIGHTS

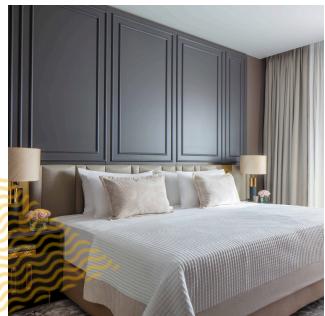
RIVIERA SUNDAY BRUNCH: Every Sunday from 12:30 pm to 3:30 pm, enjoy a generous rooftop brunch featuring Mediterranean flavors, Asian specialties, fresh fish, sushi, oysters, a mozzarella bar, a selection of aged cheeses, and a gourmet dessert buffet.

ANANTARA EXPERIENCE – UNFORGETTABLE JOURNEYS

Discover the must-see highlights of Nice through exclusive, tailor-made experiences. Signature experience: SPICE SPOONS by Anantara, a private Niçoise cooking masterclass led by an expert chef.

RUHL PLAGE: From April to September, enjoy privileged access and premium service at Ruhl Plage, the iconic private beach on the famous Baie des Anges.

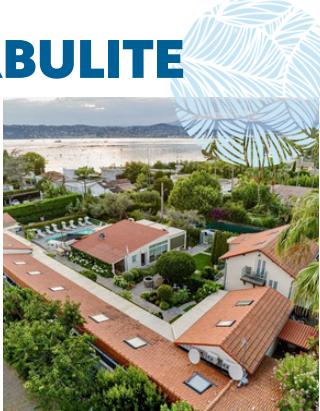
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BOUTIQUE HOTEL 5* VILLA FABULITE

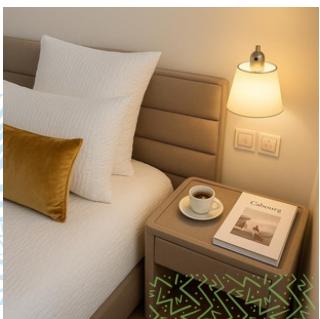
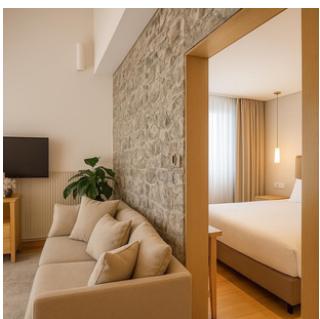
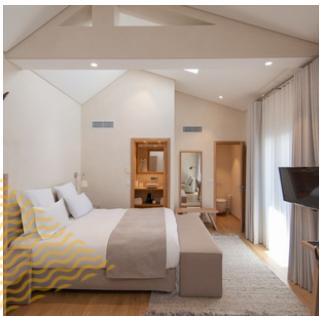
There are 12 rooms of different types: regular, deluxe, junior and suite. We have:

- Sauna
- Hammam SPA
- Gym
- Jacuzzi
- Pool
- Electric bikes
- Restaurant and bar pool side
- Concierge service
- Beach 150 meters from the hotel
- Driver and boat service (organised with our partners)
- Availability for privatisation, organisation of retreats, events and parties.



2026 HIGHLIGHTS

- We organise DJ lunch / afternoon
- In our SPA we are having a new machine - ICOONE



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CANOPY BY HILTON CANNES

Overlooking the Old Port, sunny beaches, and the historic district of Le Suquet, Canopy by Hilton Cannes reinvents the art of hospitality. Just a five-minute walk from La Croisette and the Palais des Festivals, the hotel is ideally located for exploring the French Riviera. Its 141 rooms, suites and apartments, most with balconies and panoramic sea views, have been designed to ensure optimal comfort.

For dining, you have two options : Café Crème Brunch Club offers sweet and savory Californian cuisine throughout the day. Marea, the Restaurant & Cocktail Bar located on the hotel's 7th floor, is the perfect place to enjoy the Riviera, from sunset into the night.

Spread over two levels, the Spa and wellness area include an indoor-outdoor pool heated year-round. A sauna, steam room, sensory shower, relaxation room, and treatment cabins by Dr Hauschka – as well as a fitness room – are also available.

2026 HIGHLIGHTS

- New exclusive partners for workshops at Café Crème : ceramic, watercolor, jewelry bar (ideal for EVJF, birthday, mother's day, Valentine's day...)
- Spa offer at €99/month including 1h of massage + 1h30 of full access (€198 for 2)
- KATE Electric car available for rental to explore the city (100% electric, 100% French)
- Free Canopy Bikes available at the reception

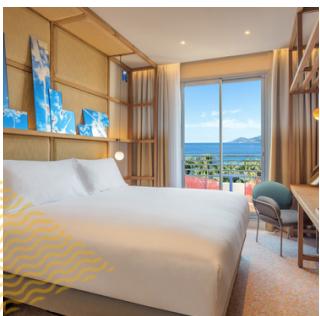
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HÔTEL BELLES RIVES & HÔTEL JUANA

In the heart of Juan-les-Pins and the iconic Cap d'Antibes, the Belles Rives and Juana hotels offer two complementary experiences blending Riviera elegance and authentic French art de vivre.

An Art Deco landmark set right on the water, the Belles Rives features its private beach, historic jetty and water-skiing directly from the hotel, along with Michelin-starred dining at La Passagère.

Just steps away, the Juana, an intimate 5-star boutique hotel, welcomes guests with a warm contemporary atmosphere and its vibrant restaurant PASEO, beloved by locals.

Together, they offer privileged access to nautical activities, gastronomy, culture, and the very best of the Côte d'Azur.

Perfect for couples, families, or friends, these two sister properties combine history, lifestyle and modern comfort — a signature escape on the French Riviera.

2026 HIGHLIGHTS

Belles Rives introduces an exceptional new private estate: La Bastide des Remparts, a historic 1836 residence perched atop a 9-hectare private domain between Nice and Antibes. Offering spectacular Mediterranean views, the villa hosts up to 14 guests across 7 bedrooms and 6 bathrooms, blending heritage, authenticity, and refined comfort.

Thoughtfully restored, the property features sun-filled interiors, curated décor, and a salt-water pool nestled among centuries-old olive trees, with direct access to the gardens of its adjoining 13th-century fortress.

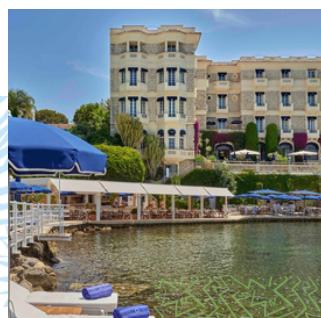
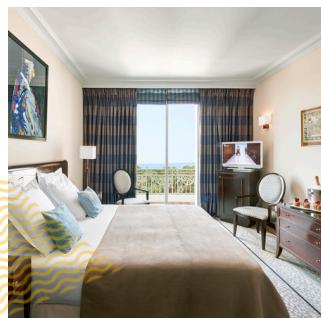
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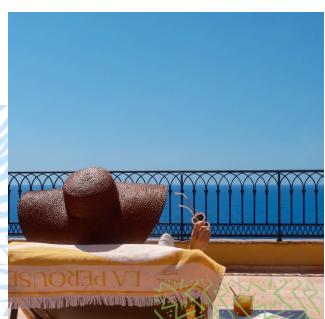
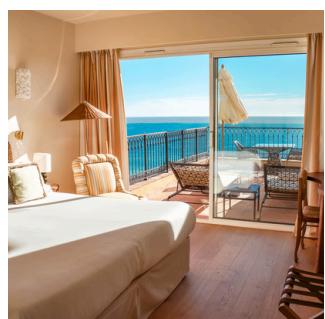


HÔTEL LA PÉROUSE NICE

Fully renovated in 2023, La Pérouse Hotel Nice is truly one-of-a-kind luxury boutique hotel with *the* best position on the city's famous Promenade des Anglais with everything within short walking distance. La Pérouse Hotel Nice has 53 guest rooms and suites perfect to welcome couples and families, a secret restaurant with a garden, a pool, a sauna and private terraces with fantastic panoramic views of Nice and the Mediterranean.

2026 HIGHLIGHTS

- Fully renovated in 2023, Hotel La Pérouse Nice has been awarded by the Condé Nast Traveler Readers' Choice Awards 2024 as the 7th best hotel in France in the category « top 20 Hotels in France and Monaco, outside Paris ».
- Also, Le Patio Restaurant & Terrace has been awarded its Gault & Millau toque gourmande! This honor is a tremendous source of pride for our Chef Damien and the entire team of Le Patio. It is a wonderful recognition of our passion for refined Mediterranean cuisine.



Romain OURDAN

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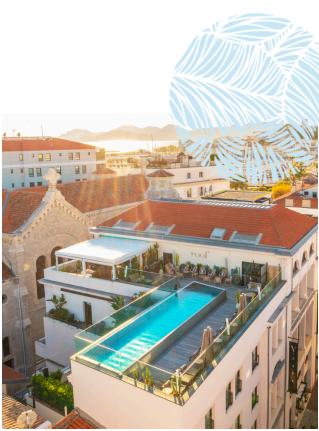
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INWOOD HOTELS

Through its collection of hotels in Paris, Bordeaux, Arcachon, Nice, Cannes and Cap d'Antibes, Inwood Hotels invites you to discover French-style Art of Living. Boutique, Luxury and Lifestyle hotels, each offers personalised services and reflects guests' individual desires. The experiences may vary but the Inwood spirit remains intact: co-existing with kindness, elegance and wonder.

Discover our 13 hotels, all with exceptional locations, personalized services and unique attention to each guest... Every stay is a promise of precious moments that will remain engraved in your memories.



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JW MARRIOTT CANNES

The JW Marriott Cannes, steeped in Cannes' history and home of the Film Festival, occupies the historic site of the first Palais des Festivals.

With an avant-garde entrance, a sleek design and 261 (including 50 suites) renovated rooms, this hotel offers a 5-star experience facing the sea. Ideally located on the legendary Croisette, the JW Marriott is a short distance from Cannes' most popular local attractions.

Experience Mediterranean and Asian culinary creations at the private Palais Stephanie Beach, upscale Italian specialties at Scalini, and enjoy a cocktail on the Sunset Terrace, offering a sublime sunset in a peaceful setting.

2026 HIGHLIGHTS

- Rooftop renovation



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LE 1932 HOTEL & SPA CAP D'ANTIBES - MGALLERY

Le 1932 Hotel & Spa Cap d'Antibes – MGallery evokes the golden era of the French Riviera. Built in 1932 and fully restored, the hotel showcases authentic Art Déco charm combined with refined contemporary elegance. The property offers 64 Art Déco-inspired rooms and suites, many of which feature high ceilings, balconies and sea views.

The rooftop restaurant-bar "Quinto Cielo" presents stunning Mediterranean vistas and an ambiance very much "Dolce Vita". The spa, run in partnership with Codage Paris®, delivers tailor-made treatments for a truly exclusive wellness experience.

Perfectly situated within walking distance of the beach, Antibes' old town and Juan-les-Pins village, it gives guests direct access to Riviera life.

A rooftop pool, fitness centre, 24/7 WhatsApp concierge service and private underground parking complete the exceptional offering.

Le 1932 Hotel & Spa Cap d'Antibes – MGallery promises an unforgettable stay blending sophistication, comfort and Riviera panoramas.



Alexander GELEGS

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MONDRIAN CANNES

Located on the famous Boulevard de la Croisette, only 550 meters from the Palais des Festivals, Mondrian Cannes offers a sanctuary of luxury and elegance. With 75 elegantly designed rooms and suites boasting stunning sea or city views, the hotel perfectly blends style and sophistication. The unique culinary experience unfolds at Mr. Nakamoto restaurant and bar, while Hyde Beach Cannes provides a serene and exclusive escape on the hotel's private beach.

The property also features versatile meeting rooms and elegant event spaces, ideal for both corporate gatherings and private celebrations, all enhanced by tailored service and Riviera flair.

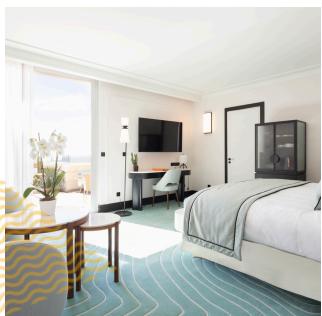
With its lush gardens and direct access to the fashionable Croisette, Mondrian Cannes invites guests to embrace the Riviera lifestyle – effortlessly chic, inspiring, and unforgettable.

2026 HIGHLIGHTS

As a lifestyle brand with a strong focus on art, Mondrian Cannes will host a series of curated events throughout the year, celebrating creativity and fostering connections with the local cultural community. Each month will feature a thoughtfully designed program of special events, offering unique artistic and cultural experiences to inspire and engage our guests and the local audience.

The hotel will unveil a new 180 m² event space, "La Galerie," in January 2026 – an elegant venue designed to host both business meetings and private celebrations.

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MONDRIAN
CANNES

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SHERATON NICE

Discover the Sheraton Nice, opened in May 2022 and ideally located between the airport, city center, and its beaches.

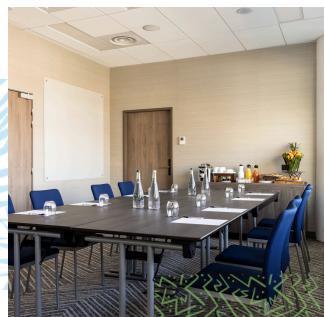
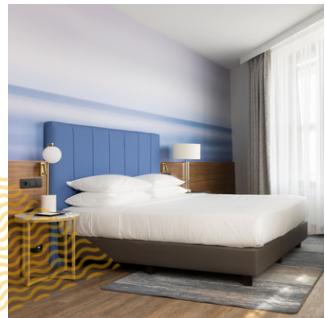
Combining contemporary design, comfort, and elegance, the hotel offers 234 modern rooms designed for focus and productivity.

A true business hub on the French Riviera, featuring 750 m² of flexible event space, including 9 meeting rooms and 2 versatile foyers for up to 250 guests. The Sheraton Nice offers 2 refined dining options and a rooftop restaurant and bar with its swimming pool, the perfect setting to blend performance, connection, and pleasure.

2026 HIGHLIGHTS

- Opened in 2022, the Sheraton Nice continues to evolve with soft renovations each winter, ensuring comfort and modernity.
- A new restaurant concept will be offered on the rooftop starting in Spring 2026.
- Discover our Special Group offer all year long, perfect for professional meetings and events.

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INCENTIVE CONCEPT

Incentive Concept is an agency based in Monaco since 2000, specializing in the creation of high-end events and tailor-made travel experiences.

Driven by our passion for the industry, we design and organize unique and refined events from Provence to Italy.

Our approach is personalized, bespoke, and flexible, ensuring that every service is perfectly tailored to each project.

Renowned for our expertise in Formula 1, we offer VIP packages for a wide range of international Grands Prix, providing privileged access to the very heart of the action.

We carry out each project with creativity, precision, and passion, delivering custom experiences that combine excellence, comfort, and authenticity.



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OLEA VOYAGES

Olea Voyages is a French boutique DMC dedicated to the art of truly personalized travel. Exclusivity begins with close collaboration with travel advisors to capture their clients' style, passions, and vision. From there, we design one-of-a-kind itineraries, never templates, blending authenticity, refinement, and the French art de vivre.

Anchored in expert knowledge of France and Monaco and a trusted network of insiders, we grant access to experiences few ever encounter: private outings in vintage cars, behind-the-scenes kitchen tours in Michelin-starred restaurants, after-hours access to museums and art foundations, exclusive art and gastronomy experiences, or private stays and tastings in prestigious champagne houses.

Each journey is accompanied by a beautifully designed Voyager's Journal, fully personalized and tailored to the itinerary and to the travelers, which can be co-branded for partner agencies. With meticulous planning, seamless coordination, and discreet 24/7 support, Olea transforms every journey into an unforgettable story.

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