



THE **TOP 10** REASONS TO VISIT **#CotedAzurFrance**

Contents in #CotedAzurFrance

1. CotedAzurFrance, the place to be	4-5
2. A region for food lovers	6-7
3. Expertise to explore	8-9
4. The most beautiful gardens to walk through	10-11
5. Sport in open air, get away from it all !	12-13
6. Slow tourism, breathe in #CotedAzurFrance	14-15
7. A land of inspiration for artists	16-17
8. Music, cinema, roll out the Red Carpet !	18-19
9. Shopping / Luxury: a high-end destination	20-21
10. Fill up on great deals	22



Editorial

More than ever: take a deep breath, marvel, and enjoy the Côte d'Azur France!

Beyond stereotypes, the Côte d'Azur France reveals its many facets and delightful singularities. Bathed in light and blessed with majestic landscapes, it promises adventures of every kind. Whether you come for its idyllic settings, to discover its rich cultural and gastronomic heritage, to immerse yourself in nature, or to enjoy the vibrant energy of its coastline, the Côte d'Azur is an experience that stimulates all the senses. Iconic gardens, legendary roads, snow-capped peaks, and sun-drenched shores... our destination offers remarkable diversity and a thousand ways to travel.

Thematic suggestions designed for individual travelers are crafted to spark curiosity and encourage the discovery of off-the-beaten-path stays. Divers and swimmers delight in the richness of protected seabeds. Hikers appreciate the beauty of trails in the high and mid-country, still true hidden gems. Ironman in Nice, the Alpes-Maritimes Nice–Cannes Marathon, or the Roc d'Azur in Fréjus... sports enthusiasts are spoiled for choice thanks to the Côte d'Azur's vibrant events calendar.

Traveling along the Côte d'Azur also means taking the time to savor life. With an incomparable art de vivre, gourmet palates are sure to be delighted—chefs and winemakers even go so far as to share their secrets.

For culture lovers, it is an invitation to walk in the footsteps of great artists (Picasso, Chagall, Matisse...) and film stars who, from Grace Kelly to more recently Lily Collins, have made the Côte d'Azur a legend.

Botany enthusiasts, meanwhile, will be captivated by some of the world's most beautiful gardens, including the exceptional Botanical Garden of Èze.

Those who prefer the call of the mountains will be amazed by alpine landscapes and ski slopes just a short distance from the coastline. Whether explored on foot, by bike, by car, or by motorcycle, our region abounds with opportunities.

The year 2026 also promises to be one of major anniversaries: the 100th anniversary of Fragonard Parfumeur, 90 years of Valberg, 70 years of the Biot® glassworks, 60th anniversary of the Musée Escoffier de l'Art Culinaire in Villeneuve-Loubet, birthplace of Auguste Escoffier (one of the greatest chefs in gastronomy), 30 years of the Musée des Merveilles in Tende, 20 years of the Les Plages Électroniques music festival in Cannes, and 10 years of Biot et les Templiers, one of Europe's largest medieval festivals.

We welcome you to discover the true #CotedAzurFrance!

ALEXANDRA BORCHIO FONTIMP

Deputy President of
Côte d'Azur France Tourism Board





1. #CotedAzurFrance...

CÔTE d'AZUR FRANCE is the destination's regional brand with 12,5 million tourists flocking here each year, generating some €12,5 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 ramblers, 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).

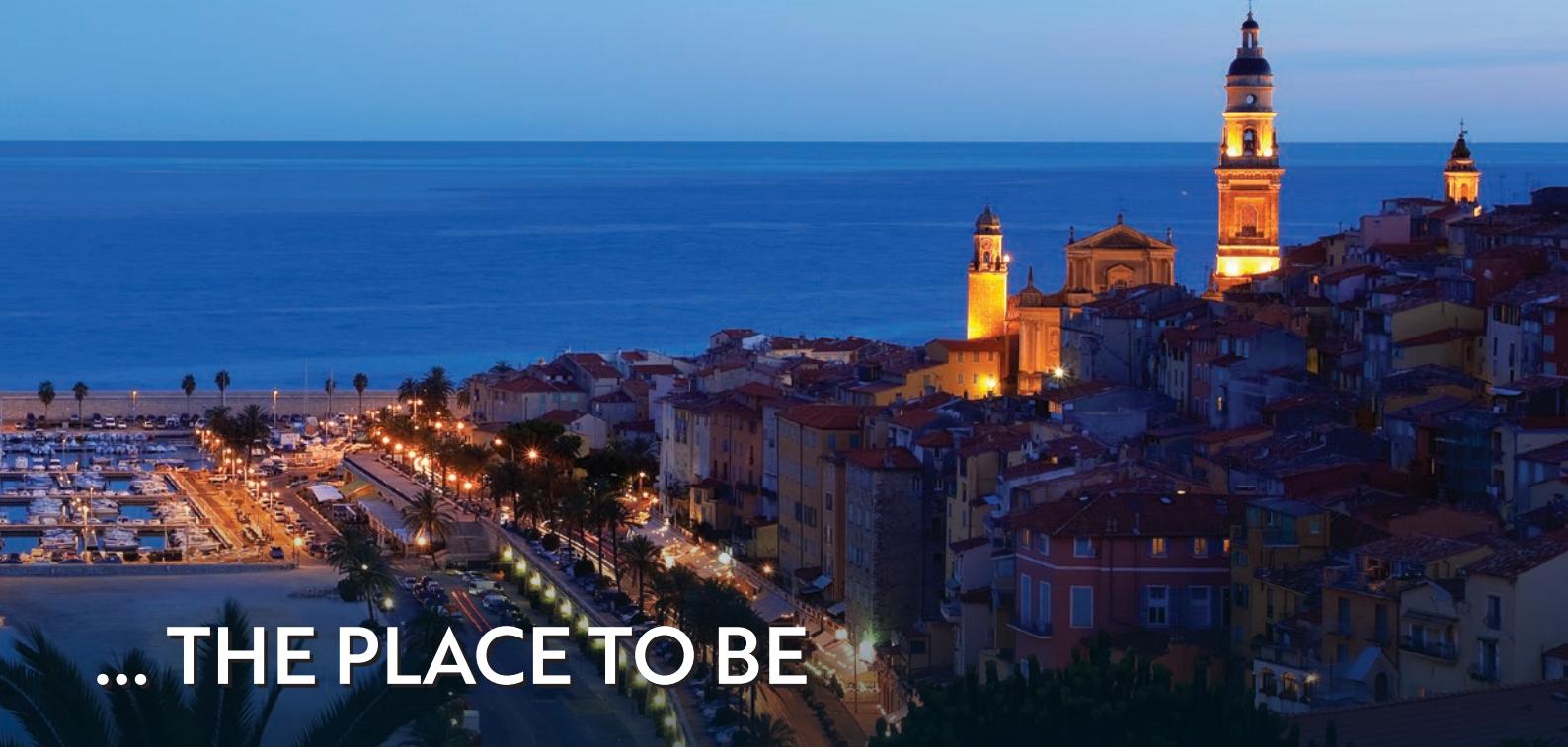
Key figures

The USA ranks **2nd** worldwide in international tourism expenditure, with a **12% increase** in 2024 compared to 2023.

On the Côte d'Azur, in 2024 American tourists rank **3rd among international visitors, representing more than 660,000 stays, with an average length of stay of 4.7 nights, including:**

- ◆ **over 400,000 stays in hotels and serviced apartments**
 - ◆ **around 300,000 visitors arriving via Nice Côte d'Azur Airport**
 - ◆ **an average local expenditure of around \$180 per person per day, representing an average budget of \$850 per stay**
 - ◆ **the high season, from April to September, accounts for around 80% of total stays**
- around 4,000 second homes on the Côte d'Azur are 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 almost 15 million passengers annually on its network of over 126 direct destinations covering 45 countries. (summer 2026)

www.nice.aeroport.fr

Direct flights

Atlanta ATL

Delta Airlines - Atlanta ATL > Nice Côte d'Azur
Daily Flight from May 7th to October 24th

Boston BOS - NEW

Delta Airlines - Boston BOS > Nice Côte d'Azur
3 flights per week from May 17th to October 23rd

New York JFK, Newark EWR

- Delta Airlines - New York JFK > Nice Côte d'Azur
Daily flights from March 29th to October 24th
- United Airlines - Newark EWR > Nice Côte d'Azur
Daily Flight from April 13th to October 24th
- La Compagnie - Newark EWR > Nice Côte d'Azur
From April 12th to October 4th

Philadelphia PHL

American Airlines - Philadelphia PHL > Nice Côte d'Azur
Daily Flight from May 9th to October 24th

Washington IAD

United Airlines - Washington IAD > Nice Côte d'Azur
4 flights per week from May 22nd to September 23rd

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 around 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

2026 will be a landmark year for the Escoffier Museum of Culinary Arts, with the **celebration of the 60th anniversary of the museum**, opened on May 2, 1966, as well as the **celebration on October 28 of the 180th anniversary of the birth of Auguste Escoffier**.

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 300m², each room contains treasures for lovers of gastronomy: old stoves, sugar and chocolate sculptures, distinctions received...



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)**, **petits farcis (stuffed vegetables)**, **pissaladière (onion tart)**, **courgette flowers**, **salade Niçoise...**

Experience the flavors of the Côte d'Azur with unique activities such as:

Cooking classes with a Chef: Dive into the art of Mediterranean cuisine under the guidance of a professional chef.

Learn to make tapenade: Master the secrets of this iconic olive spread, a true Côte d'Azur classic.

Create your own pan bagnat: Build this traditional Niçoise sandwich, bursting with fresh and flavorful ingredients

Taste a chic picnic: Elevate your outdoor dining experience with a stylish and delicious Côte d'Azur-inspired picnic.

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 on the Mediterranean Sea.

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



... 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:** 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 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 2,500m² of exhibition space.

Our favourite

The **Michelin Guide France & Monaco 2026 Ceremony** will take place on 16 March at the Grimaldi Forum Monaco.

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 tuberoses, 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®**, celebrating its 70th anniversary this year, 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 Ramié](#), 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.



New highlights 2026

- ◆ Fragonard Parfumeur celebrates [its 100th anniversary](#) with an exclusive fragrance showcasing exceptional flowers from the Pays de Grasse & NEW visits to perfume-plant fields, cultivated on a multi-hectare family-owned estate located south of the city of Grasse.
- ◆ [70th anniversary of "La Verrerie de Biot® - A family company"](#): a unique know-how in Biot

ANNUAL EVENTS

MARCH

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

JULY

- ◆ ["Les Verriales"](#) — International Glass Gallery in Biot
- ◆ [Grasse Perfume Week, by Nez](#) — The international meeting place for perfume and olfactory culture by Nez

AUGUST

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

NON ANNUAL EVENTS

- ◆ [International Biennial of Vallauris](#) — Summer 2026





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**.



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](#)
- ◆ 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"](#)
- ◆ Saint-Jean-Cap-Ferrat: [Roses & Plants festival at The Villa Ephrussi de Rothschild'](#)

JUNE

- ◆ Throughout France: ["Rendez-vous aux Jardins"](#)
- ◆ Menton: [Garden Month](#)

AUGUST

- ◆ Grasse: [Jasmine Festival](#)



The TOP 10 reasons to visit #CotedAzurFrance



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

Highly fashionable, Stand-Up Paddle (SUP) is the ultimate relaxation activity that respects the sea. 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 2026

- ◆ **Nice Boating Tomorrow**, March
- ◆ **Odyssée ULTIM®** -an offshore sailing race, April - May
- ◆ **Les Voiles d'Antibes**, June
- ◆ **Cannes Yachting Festival**, September
- ◆ **Cannes Royal Regatta**, September
- ◆ **Monaco Yacht Show**, September
- ◆ **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 celebrating its 10th anniversary this winter, 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 - Valdeblore, Roubion-les-Buisses, Turini-Camp-d'Argent, Val-Pelens, Station de Gréolières, L'Audibergue - La Moulière.

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

Heart In 2026, Valberg, a family-friendly resort, **celebrates its 90th anniversary** with a season filled with sporting events, festivities and exhibitions and with the opening of the **Maison de l'Environnement et de l'Observation**, a new venue dedicated to nature and astronomy, featuring exhibitions, a 12-metre 8K planetarium, the Mercantour National Park centre, a teaching garden, a digital space and a cinema.

Heart In 2030, the French Alps will host the **Winter Olympic Games**, covering the areas of Haute-Savoie, Savoie, Briançon, and Nice for ice sports.



Press file
"Resorts in the Alpes-Maritimes,
Winter 2025-2026"
← Scan the QR Code

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.

Heart The IGTG – International Golf Travel Market – returned to Cannes in 2025 and will be back again in 2026, after hosting its 20th edition there in 2017.



Press file
"Golf on the Côte d'Azur"
← 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 itineraries for all levels, from a family seaside ride to climbing the highest passes, such as the Col de la Bonette, for fans of the yellow jersey!

In 2024, Nice proudly hosted the Arrival of the Tour de France! Arrival of the **Tour de France Femmes** in Nice (9 August 2026).



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

❤ Arrival of the **Tour de France Femmes** in Nice (9 August 2026)

MARCH

- ◆ Paris-Nice Cycliste

APRIL

- ◆ Cannes International Triathlon

MAY

- ◆ Mercan'tour Classic Alpes Maritimes, Valberg

JUNE

- ◆ Ironman France Nice

JULY

- ◆ Ultra Trail Côte d'Azur Mercantour

OCTOBER

- ◆ Roc d'Azur, Roquebrune-sur-Argens

NOVEMBER

- ◆ Marathon des Alpes-Maritimes Nice-Cannes



... 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 151km 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 Entrevaux 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 130km, 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
"The Essentials"
← 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 2026

◆ **La Malmaison – Cannes**

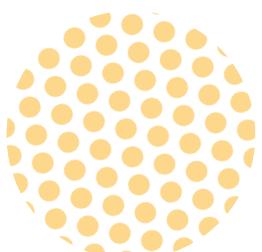
The contemporary art center of Cannes, an iconic building on the Croisette will reopen on January 31st following extensive renovation and restructuring work, which will triple the current exhibition space.

◆ **The Fondation Maeght in Saint-Paul-de-Vence**

Founded in 1964 by the couple Marguerite and Aimé Maeght, this major landmark in contemporary art is an incredible place of ambition and creativity graced by numerous artists: Chagall, Léger, Juan Miró, Giacometti. With its new route around the 500m² extension and two new exhibition rooms inaugurated in 2024, the Fondation perpetuates the avant-garde focus of the place.

◆ **FAMM - The Female Artists of Mougins Museum**

Completely renovated in 2024, the Mougins Museum of Classical Art has been reborn around a unique concept that places women at the centre of art history. Thanks to the Levett collection to become the first European museum dedicated to female artists!





... 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.

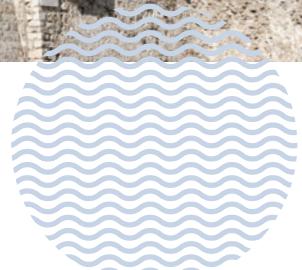
Antibes Juan-les-Pins (1946): Picasso moved to Château Grimaldi to paint. Now the Picasso museum, many of the artist's works dedicated to the Mediterranean are presented there.

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, Demi Moore in **"The Substance"**, Sarah Lancashire in **"Julia"**, 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 23-28 > **9th Edition "Canneseries", the international series festival.**
- ◆ May 12-23 > **79th Edition Festival de Cannes**

Good to know: The Studios of the Côte d'Azur

3 film studios rival the rest of Europe, attracting the biggest international productions: the Victorine Studios in Nice currently being re-modernised, the Prêt-à-Tourner Studios in Grasse, and the brand-new Bastide Rouge audiovisual centre in Cannes.



Our Favorite

A Commission supporting the 7th Art

Created in 1999, the **Alpes-Maritimes Côte d'Azur Film Commission** is a real lever to promote the region's attractiveness for the film, audiovisual and advertising industries. To date, the association has more than 440 technicians, 185 actors, 80 "cinema-friendly" hotel establishments, as well as a regional support fund, associations, schools and training centres, writing residencies, etc.

Latest productions hosted on : 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 11 to March 1: **Nice Carnival** - Theme: "Long live the Queen!"
- ◆ February 14 to March 1: **Fête du Citron® (Lemon Festival) in Menton** - Theme: "Merveilles du Vivant"
- ◆ February 11 - 15: **Mimosa Festival in Mandelieu-La Napoule** - Theme: "The Carnival of carnivals!"



❤ November 2025: for the 4th time **Cannes voted "World's Leading Festival and Event Destination"** at the World Travel Awards 2025, generally considered to be the Oscars of Tourism.

Events not to miss in summer 2026

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 Fest**. Nice, five days of palpitating blues, soul and jazz music.

August

- ◆ **Jazz à Domergue**. In Cannes, a festival in the verdant setting of the Villa Domergue.
- ◆ **20th anniversary of 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.

◆ **Cap3000** - Shopping with a sea-view in Saint-Laurent-du-Var! With its 300 boutiques, Cap3000, ranked No.1 in France, 2nd in Europe and 3rd worldwide, on Google Reviews, **will open Le Corso Apartment in April 2026**, a 240 m² exclusive space dedicated to premium experiences and content creation.



◆ **Shopping Promenade Riviera**, open air art & shopping, opened in 2018 in Cagnes-sur-Mer. 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 a 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

Experience the extraordinary on the Côte d'Azur: Drive a classic car like a **Jaguar E-Type**, a vintage gem such as a **1960s Ford Mustang**, a sleek sports car like a **Porsche 914**, or a luxury supercar such as a **Ferrari California T** to explore the legendary roads of the Côte d'Azur. Whether as a driver or passenger, enjoy the breathtaking panoramic routes that make this destination truly unforgettable.



... 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...

New 4 & 5* establishments on the Côte d'Azur

- ◆ Villa Miréa by Inwood Hotels (Cap d'Antibes)
- ◆ Le Soleia by Inwood Hotels (Nice)
- ◆ Hôtel Ambassador (Nice)
- ◆ Hôtel Spa Belle Plage (Cannes)
- ◆ Maison Albar-Le Victoria (Nice)
- ◆ Hôtel du Couvent (Nice)

City hotels on the Côte d'Azur

- ◆ Double-Tree by Hilton (Nice Centre)
- ◆ Mama Shelter (Nice)
- ◆ Nice Pam Hôtel (Nice)
- ◆ MOB Hôtel (Cannes)
- ◆ Le Palais Sécurane Boutique Hôtel (Nice)
- ◆ Hôtel Amour (Nice)
- ◆ Hôtel Windsor (Nice)
- ◆ Boutique Hôtel Gounod (Nice)
- ◆ Five Seas Hotel Cannes
- ◆ Crown Plaza Grand Arénas Nice (close to Nice Côte d'Azur Airport)
- ◆ 3A Hotels La Collection - Nice: Hotel Aston / Hotel & Beach Beau Rivage / Hotel West End
- ◆ La Villa Hôtels collection (Antibes, Cannes, Nice)

The 3 palaces of the Côte d'Azur

- ◆ Grand-Hôtel du Cap-Ferrat (Saint-Jean-Cap-Ferrat)
- ◆ Hotel du Cap-Eden-Roc (Antibes Juan-les-Pins)
- ◆ Château Saint-Martin & Spa (Vence)

Legendary hotels

- ◆ La Réserve de Beaulieu (Beaulieu-sur-Mer)
- ◆ Le Negresco (Nice)
- ◆ Hôtel Belles Rives and Hôtel Juana (Antibes Juan-les-Pins)

- ◆ Hôtel Martinez (Cannes)
- ◆ InterContinental Carlton (Cannes)
- ◆ Hôtel Barrière Le Majestic (Cannes)
- ◆ Hôtel Hermitage Monte-Carlo (Monaco)
- ◆ Hôtel de Paris Monte-Carlo (Monaco)
- ◆ Hotel Métropole Monte-Carlo (Monaco)

Hotels with a sea view

- ◆ Le Château de Théoule (Théoule-sur-Mer)
- ◆ L'Anantara Plaza (Nice)
- ◆ Hôtel Royal Riviera (Saint-Jean-Cap-Ferrat)
- ◆ Le Maybourne Riviera (Roquebrune-Cap Martin)
- ◆ Cap d'Antibes Beach Hotel (Antibes)
- ◆ Hyatt Regency Palais de la Méditerranée (Nice)
- ◆ Le 1932 Hôtel & Spa Cap d'Antibes Mgallery (Antibes)
- ◆ Hôtel Mondrian (Cannes)
- ◆ Canopy by Hilton (Cannes)
- ◆ JW Marriott Cannes
- ◆ Hôtel La Pérouse (Nice)
- ◆ Le Méridien (Nice)

Charming hotels up on the heights

- ◆ Le Mas Candille (Mougins)
- ◆ La Chèvre d'Or, Le Cap Estel & Château Eza Hôtel (Èze)
- ◆ La Bastide Saint-Antoine (Grasse)
- ◆ Le Saint-Paul (Saint-Paul-de-Vence)
- ◆ Le Domaine du Mas de Pierre (Saint-Paul-de-Vence)
- ◆ Pure Montagne Resort (Saint-Martin-Vésubie)





10. FILL UP ON GREAT DEALS

Pass Côte d'Azur France

Planning a weekend or vacation on the Côte d'Azur? With the Pass Côte d'Azur France, explore the region freely! From Menton to Fréjus, via Monaco and the Mercantour peaks, enjoy more than a hundred free activities.



This Pass offers endless ideas for your stay: museums, tours, excursions, attractions, sports, leisure, and cultural activities across the Alpes-Maritimes and Var.

Save up to 30% on your vacation budget and experience the best of the Côte d'Azur with one convenient pass!

Pass includes 3 activities (from April to December):

- › Adults **39€**,
- › Children (4-12 yrs) **25€**.

Info & sale: www.pass-cotedazurfrance.fr

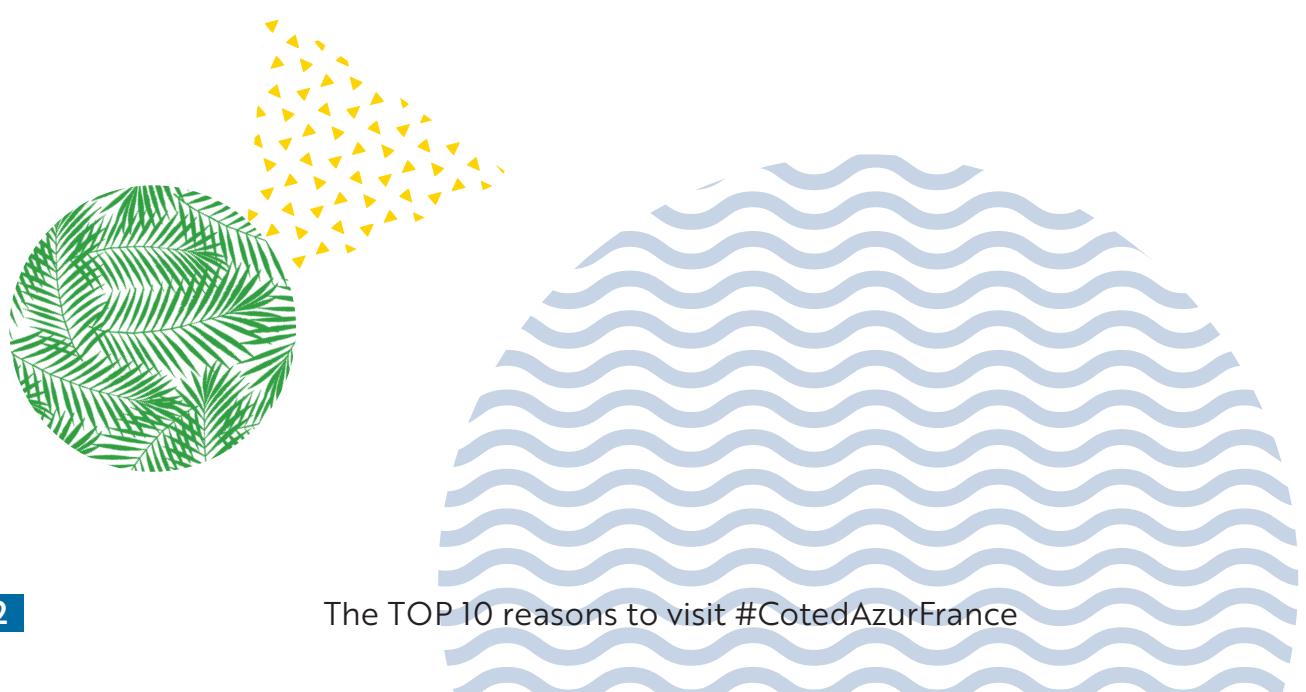
"Côte d'Azur France" Collection:

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/>



Press file
"Côte d'Azur France Collection"
← Scan the QR Code



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**Share your experiences on Côte d'Azur France
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