

Beat: Lifestyle

## **FRENCH RIVIERA 2017 to be Favourite of the International Tourist Scene**

### **Bid of 2,4m Euros between CRT & Partners**

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**USPA NEWS** - The French Riviera is a cosmopolitan Mediterranean destination situated in the heart of Europe. It enjoys a climate blessed by the gods with over 300 days of sunshine per year. Land of exception and emotion, the Côte d'Azur - French Riviera owes a large part of its success to its exceptional...

The French Riviera is a Cosmopolitan Mediterranean destination situated in the heart of Europe. It enjoys a climate blessed by the Gods with over 300 days of sunshine per year. Land of exception and emotion, the Côte d'Azur - French Riviera owes a large part of its success to its exceptional diversity and wealth. An abundant crucible of creative activity for Artists from all over the world. A wealth of international Festivals and large Events. A wide range of leisure activities and infrastructures which have seduced visitors from all over the world for over one and a half centuries....

Glorious beaches are everywhere along the French Riviera but the most famous ones are in Saint-Tropez. The City of Cannes, famous for hosting the eponymous International Film Festival since 1946 is about an hour's drive to the north of Saint-Tropez, with a stop there for a stroll along the famous Promenade de la Croisette. Many great Artists from the 20th century lived and worked along the French Riviera. Antibes is home to the Musée Pablo Picasso the world's largest collection of Picasso paintings housed in the Chateau Grimaldi. We have also Nice with its scenic promenade and its Museums, including the Matisse Museum, the Museum of Modern and Contemporary Art and the Chagall Museum....

On March 21, 2017 at Espace Communes in PARIS, were held a Press Conference and Workshops introducing various attractive aspects for Tourists of the French Riviera. Regarding the Press Conference, David LISNARD, President of FRANCE Tourism French Riviera Regional Committee (CRT) and Christian MANTEI, CEO of ATOUT FRANCE signed a Partnership.

In 2017, the CRT with the Département des Alpes Maritimes and its partners such as Tourists Boards of Nice, Cannes and Antibes-Juan-Les-Pins are investing One Million Euro to the 'revival of the destination'. The same amount is invested by ATOUT FRANCE. Finally, the Airlines and Airports of the French Riviera are investing all together 433 000 Euros.

The 2017 Plan will include :

- \* Communication Campaign #FEELCotedAzur extended by ATOUT FRANCE and local partners to Great Britain (EasyJet), Germany (Eurowings) and Netherlands (KLM).
  - \* Workshops in Great Britain (May 4-6), Scandinavia (April 24-27) and Italia (September 28).
  - \* Targetted actions in Berlin (French Pavillion at ITB, March 8-12) ; Top Influencers 18-30 years old will be invited by CRT ; Communication campaign with local Partner Sembo in Scandinavia ; In Tel Aviv, in November CRT and partners will organize a 'French Travel Workshop'.
- (...)

Partners participating at Press Conference & Workshop in PARIS on March 21,2017, were :

CRT Côte d'Azur France, Ceetiz, Hôtels Accor Côte d'Azur, Compagnie maritime riviera line, Neho Group (La Malmaison & Clairon Suite Cannes Croisette), Le Mas Candille - Mougins, Centre des Monuments Nationaux, Musée d'Art Classique de Mougins, Biot, Grasse, Mougins, Valberg, Vence, Villeneuve-sur-Argens, La réserve biologique des Monts d'Azur, Pôle sports montagne (Saint-Martin-Vésubie), La verrerie de Biot, Balade en Provence - Bar À Absinthe, Fragonard parfumeur, Ile Saint-Honorat - Cannes.

\*PHOTO David LISNARD, Christian MANTEI, Rudy SALLES, Marc BAILLIART

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