

CÔTE d'AZUR
FRANCE

Press kit

#CotedAzurFrance



COMITÉ RÉGIONAL DU TOURISME
CÔTE d'AZUR
FRANCE



DÉPARTEMENT
DES ALPES-MARITIMES

RÉGION
SUD



PROVENCE
ALPES
CÔTE D'AZUR

Explore
France™





Summary

ACTIVE HOLIDAYS

SPORTS/OUTDOOR ACTIVITIES
ON THE CÔTE D'AZUR! 5

ACTIVE HOLIDAYS

EXPERIENCE THE CÔTE D'AZUR ON TWO WHEELS! 7

GASTRONOMY

THE CRADLE OF "HAUTE CUISINE" 9

GASTRONOMY

THE BEER ROUTE ON THE CÔTE D'AZUR 11

CULTURE

ARTISTS AND THEIR SPIRITUAL WORK 13

CULTURE

GREAT CINEMA! 15

SLOW TOURISM

MARVELLOUS GARDENS OF THE CÔTE D'AZUR 17

SLOW TOURISM

FROM THE MOUNTAINS TO THE MEDITERRANEAN! 19

KEY FIGURES

TIPS AND USEFUL INFORMATION FOR TOURISTS 21

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, and local brewers 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!

David LISNARD,
President of the Regional Tourist Board
CÔTE D'AZUR FRANCE



CÔTE d'AZUR
FRANCE





Sports/Outdoor activities on the Côte d'Azur!

The proximity of mountains and sea on the Côte d'Azur is truly unique – the ideal environment for outdoor activities on the blue coast. Because if you think the Côte d'Azur is only glamorous, you're quite mistaken!

RESEARCH PERIOD

› January - June & September to December.

HIGHLIGHTS

- › International sporting events in the region.
- › Mouratoglou Tennis Academy.
- › Zipline in La Colmiane.
- › Musée nationale du sport (national sports museum) in Nice.
- › Ski resorts in the backcountry in combined with coastal activities.

DESCRIPTION

If you think that the Côte d'Azur is all glamour, you're on the wrong track!

The proximity of the sea and the mountains offers sports enthusiasts plenty of great opportunities to get out and enjoy themselves.

Active holidaymakers will find an entire range of activities, from hiking and cycling to golf, scuba diving, or more unusual activities such as speleology – the exploration of caves – be it in an Alpine or Mediterranean setting.

For professional and amateur alpinists, **the Vésuvia Mountain Park** in Saint-Martin-Vésubie offers intense physical training for indoor and outdoor activities such as climbing or canyoneering.

A great spot for adrenaline kicks is the zipline in La Colmiane. **It stretches over 2,663 metres at an altitude of 250 metres** and guarantees speeds of up to 120 kilometres per hour.

The Mouratoglou Tennis Academy in Biot provides professional lessons.

Patrick Mouratoglou, former coach and partner of tennis legend Serena Williams, moved his tennis training centre from Paris to the Côte d'Azur and offers the highest level of training there.

Runners also get particular attention with special "trails". These have developed into events such as the triathlons in Cannes and Nice, **the Iron Man in Nice, the Ultra Trail from Nice to Saint-Martin-Vésubie or the Marathon des Alpes-Maritimes Nice-Cannes.**

For those who want something extraordinary, winter is the time to discover the ski resorts, which are only an hour and a half drive from the coast, combining the trip with seaside activity.

REQUIREMENTS

- › Language skills: English or French.
- › Moderate to very good fitness level if participating on your own.

LOCAL EXPERTS

(subject to availability)

- › Event organisers.
- › Managers of sports facilities.
- › Mountain guides and specialised sports tour operators.

ANNUAL EVENTS

- › **January:** Cannes Urban Trail, Cannes.
- › **April:** Tennis Monte Carlo Rolex Masters in Monaco.
- › **May:** One & I (partner trail with segments and camping in Gourdon).
- › **June:** Les Voiles d'Antibes, Antibes (sailing regatta with the world's finest boats).



- › **July:** Ultra-Trail Côte d'Azur Mercantour.
- › **September:** Regates Royales, Cannes (sailing regatta with over 150 sailing yachts).
- › **November:** Marathon des Alpes-Maritimes Nice-Cannes.
- › **More events** in the press kit...

NON-ANNUAL EVENTS

- › **In 2021:**, the "Old Course" golf course in Mandelieu-La Napoule celebrates its 130th anniversary as well as the Riviera Golf de Barbossi celebrating its 30th anniversary.

INTERNET LINKS

<https://cotedazurfrance.fr/en/to-do/sport-and-performances/>
www.cotedazur-golfs.com
www.mouratoglou.com

PRESS DOCUMENTATION

- › Press kit "Snow & Ski in the Alpes-Maritimes" (GB and FR).





CÔTE d'AZUR
FRANCE



Experience the Côte d'Azur on two wheels!

In the Alpes-Maritimes Department,
you can cycle from the coast to the upper alpine region in no time at all.
 Variety is the motto when holidaymakers discover the Côte d'Azur by bike.
 Families, explorers or sports enthusiasts – **all cycling lovers will be happy here!**

RESEARCH PERIOD

➤ All year round, except July and August.

HIGHLIGHTS

➤ **Coast - Côte d'Azur and foothills of the Alps**, with spectacular scenery and 300 days of sunshine a year.

DESCRIPTION

With varied terrain, the Côte d'Azur offers excellent prospects for all types of cyclists.



The area around **the Mercantour National Park** is ideal for racing bikes. But mountain passes like **the Cols du Turini** or the climb to **the Cime de la Bonette** (2,802 m) are definitely for sports fanatics.

If you would like to explore the Côte d'Azur at a more leisurely pace, follow the Eurovelo 8 route, which connects the Pyrenees and the Alps. There are spectacular views along the sea from Mandelieu-La Napoule to Menton on the Italian border.

The Esterel mountains with the famous festival "**Le Roc d'Azur**" are a hotspot for cyclists.

Likewise, summit stations from **Auron to Isola 2000** have amazing routes to offer. For those who don't want to exert themselves so much, you can easily rent an e-bike.

For families and explorers, there are many different maps with recommendations at tourist information offices.

The map "Cycling Tourism Loops Map" offers both more relaxed and more athletic round trips, as well as two multi-day tours.

The "Family Bike Rides Map" offers seven short tours with only slight changes in elevation.

For those who prefer a more challenging route, the "Crossing Alpes-Maritimes" is highly recommended.

On the three-day route, cyclists experience an ever-changing panorama and majestic mountain ranges.

REQUIREMENTS

- Physical condition: average to very good physical fitness.
- For families, recreational cyclists and experienced sports cyclists.
- Language skills: English or French.

LOCAL EXPERTS

(subject to availability)

- **Axel Carion** of Biking Man France: www.bikingman.com
- **Philippe Lucas** of Very Bike Trip: www.verybiketrip.org



- **Café du Cycliste in Nice**: one of a kind cyclists' meeting place in Nice, who also organise guided tours. www.cafeducycliste.com

ANNUAL EVENTS

- **March**: Paris-Nice Cycliste, www.letour.fr/paris-nice
- **April**: Triathlon International de Cannes, www.cannes-international-triathlon.com
- **May**: Transvesubienne, La Colmiane, www.transvesubienne.com
- **June & September**: Ironman Nice, www.ironmannice.com
- **October**: Roc d'Azur, Roquebrune-sur-Argens, www.rocazor.com - Transwest, Grasse-Théoule, www.ucc-sportevent.com.



NON-ANNUAL EVENTS

- **24 May 2021**: Mercan'tour Classic Alpes Maritimes, Valberg, www.lemercantourcyclo.com
- **May 2021**: Gravel Trophy, www.graveltrophy.com
- **21-25 June 2021**: Biking Man France, Le Cannet, www.bikingman.com
- **4 July 2021**: Stage of the Tour de France in Nice.

INTERNET LINKS

<https://cotedazurfrance.fr/en/to-do/sport-and-performances/cycling/>
<https://www.departement06.fr/envie-de-balade-a-velo/alpes-maritimes-a-velo-1947.html>

PRESS DOCUMENTATION

- Brochure: Cycling Tourism Loops Map.
- Brochure: Family Bike Rides Map.



CÔTE d'AZUR
FRANCE





The cradle of “haute cuisine”

Auguste Escoffier, son of the Côte d’Azur, **revolutionised upscale gastronomy**. He most likely drew his inspiration from the food he ate during his childhood.

As such, **Mediterranean cuisine is simple, fresh and healthy by nature**.

In any case, his homeland became **a birthplace of great culinary talent**, which is arguably due to the ready availability of seasonal, quality produce.

RESEARCH PERIOD

› January-June, September-December.

HIGHLIGHTS

- › Colourful weekly markets and meeting local producers, e.g. for olive oil.
- › Cooking courses with celebrity chefs or with new culinary trends like vegan.
- › Musée Escoffier de l’Art Culinaire in Villeneuve-Loubet.
- › Discovery of one of the oldest AOP wine regions - Bellet, near Nice - or the award-winning wines of the Cistercian monks on Saint-Honnorat Island off Cannes.



- › Interviews with celebrity chefs.
- › Confectionery products made of flowers from the Confiserie Florian near Grasse & in Nice.
- › Niçoise cuisine under the “Cuisine Nissarde” label.

DESCRIPTION

Mediterranean cuisine is based on fresh ingredients. The preparation leaves them as unchanged as possible, resulting in light, flavourful dishes.

Auguste Escoffier grew up with this cuisine in humble surroundings in Villeneuve-Loubet.

2021 is the 175th anniversary of his birth – a perfect reason to visit the museum dedicated to him in his hometown.



With the “Guide Culinaire” and in tandem with César Ritz, he left a lasting mark on “haute cuisine”.

In the Ritz-Escoffier venture, **Hôtel de Paris in Monaco, Alain Ducasse** also began to shine as a future culinary star.

Roger Vergé, his “mentor”, founded the “Cuisine du Soleil” in Mougins, which gave new verve to Mediterranean cuisine.

The food festival “**Étoiles de Mougins**” thus honours the master of the kitchen, who Michelin has always showered with stars.

Where the freshness of the produce is hard to beat and the presence of passionate chefs is a matter of course, there is fertile ground for successors.

Aficionados follow the Michelin star route. Those who like it simple and delicious drop in at the **Maîtres Restaurateurs**.

The label has been around since 2007 and stands for seasonal, fresh, and above all, homemade dishes.

Those who look for the Nice label “**Cuisine Nissarde**” enjoy authentic traditional specialties.

Tastings are yesterday, today you do it hands on. Cookery courses, such as vegan or with the chef, offer free rein to discover the culinary universe of the Côte d’Azur.

REQUIREMENTS

- › For interviews, knowledge of French or English is advantageous.

LOCAL EXPERTS

(subject to availability)

- › Producers, curators of museums.
- › Chefs such as **Mauro Colagreco** of the Mirazur restaurant in Menton, 3 Michelin stars, **best restaurant in the world** according to World’s 50 Best Restaurants 2019.
www.mirazur.fr/mauro-colagreco.php

ANNUAL EVENTS

- › **June: “Les Étoiles de Mougins”** - international festival with celebrity chefs, demos, colloquia, exhibitions, etc.

INTERNET LINKS

<https://cotedazurfrance.fr/en/to-do/gastronomy-and-wines/>

www.boutique-cotedazurfrance.fr/en/165-gourmet-food

PRESS DOCUMENTATION

- › Press kit “**Top 100 Things to see and do**” (GB and FR).





CÔTE d'AZUR
FRANCE



The Beer Route on the Côte d'Azur*

With an annual beer consumption of 30 litres per capita, **the French are beer disdainers by international standards.** In spite of that, craft breweries are springing up like mushrooms.

On the Côte d'Azur, the art of brewing is not short on inspiration and surprises even beer connoisseurs.

RESEARCH PERIOD

› January - June & September - December.



HIGHLIGHTS

› Breweries and beers of the Côte d'Azur.

DESCRIPTION

From sales manager to brewer? That's what **Solène Ronnaux-Baron** did when she founded the brewery "**B06**" in Antibes. Brewing beer has always been her hobby. Her workshops are original, where amateur brewers learn to brew their own organic beer with respect for tradition.

Brasserie de Monaco has been around for a long time. In 2016, however, they finally made beer socially acceptable. Year-round, there is a pilsner, a dark beer, and a wheat beer that have all won the World Beer Award.

On special occasions, such as the Grand Prix or the birth of the prince's children, they also create a special beer. In Castillon near Menton, **Georges Bensoussan** brews organic beers under the brand name "**Mare Nostrum**".

Each of the beers pays homage to the Mediterranean in its individual way, be it with ingredients of citrus notes, spices or curacao to evoke the azure coastline.

Thomas Martin and **Laurent Fredj** have been producing "**La Bière du Comté**" in Saint-Martin-Vésubie since 2012.

The "**County Nice**" beer is brewed with spring water from the mountains.

Neither filtered nor pasteurised, it hardly gets more organic than this.



In addition to visiting the various breweries and tasting the beers, beer enthusiasts will be delighted with the activities related to the amber nectar.

At Bacho Brewery, a budding brewery from Pont du Loup, there is a workshop where you learn to brew your own beer as well as design your own labels. At the end of the workshop, participants leave the brewery with 50 bottles of their own craft beer.

For those who want to conduct more in-depth exploring of the breweries of the Côte d'Azur and their products, there is a free pdf guidebook from the Association of Craft Breweries of the Alpes-Maritimes.

REQUIREMENTS

› For interviews, knowledge of French or English is advantageous.

LOCAL EXPERTS

(subject to availability)

› Brewers on the Côte d'Azur.

ANNUAL EVENTS

› International Beer Day, on the first Friday of August each year.

INTERNET LINKS

<https://cotedazurfrance.fr/en/to-do/gastronomy-and-wines/beers/>

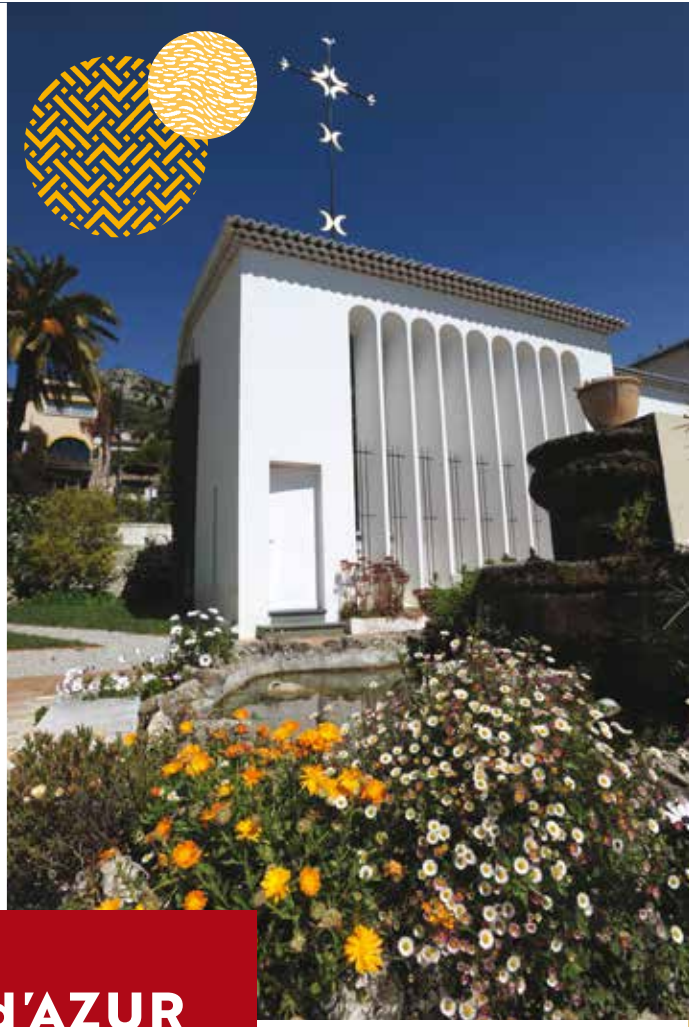
<https://biam06.fr/>



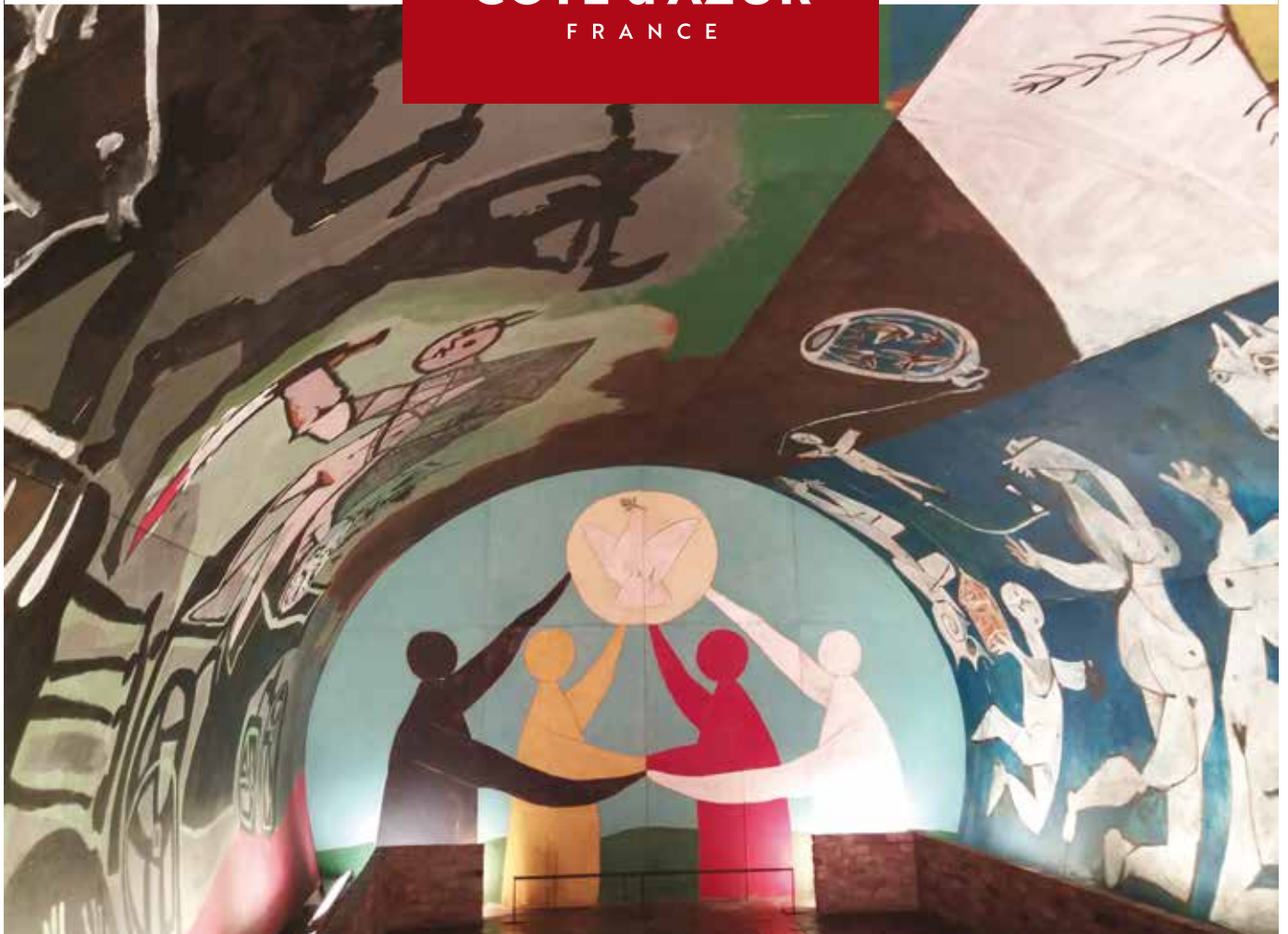
* Alcohol should be consumed in moderation!

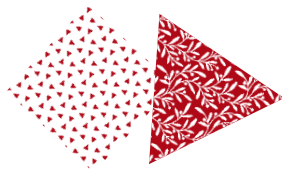
① Solène Ronnaux-Baron, brewery « B 06 ».

② Stéphanie Baldacci, brewery « La Cagnoise ».



CÔTE d'AZUR
FRANCE





Artists and their spiritual work

A types of artists have made the Côte d'Azur their studio.

The spiritual explorations of some of the greatest artists left their mark on the region
in the form of chapels or religious works.

Those who explore these works delve into the life story of the artists
and in doing so, perhaps themselves.

RESEARCH PERIOD

› All year round, except July and August.

HIGHLIGHTS

- › **National Museum in Vallauris** with the chapel and the monumental Picasso painting "War and Peace".
- › **Musée National Marc Chagall**, Nice.
- › **Fondation Maeght - Chapelle Saint Bernard** (Raoul Ubac & Georges Braque), Saint-Paul-de-Vence.
- › **Chapelle Saint-Pierre** (Jean Cocteau), Villefranche-sur-Mer.
- › **Chapelle du Rosaire** (Henri Matisse), Vence.
- › **Chapelle Saint-Jean** (Ralph Soupault), Tourrettes-sur-Loup.



- › **Chapelle des Pénitents Blancs** (Jean-Michel Folon), Saint-Paul-de Vence.
- › **Chapelle Saint-Sauveur** (Théo Tobiasse), Le Cannet.

DESCRIPTION

In the 20th century, almost all of the great artists were on the Côte d'Azur: **Matisse, Picasso, Cocteau, etc.**

While artists were completing their bodies of work on the Côte d'Azur, spiritual exploration was an intriguing aspect of their work – a virus that leapt from artist to artist at various times.



Picasso immortalised himself in the **castle chapel of Vallauris**, Matisse designed the **Chapelle du Rosaire** in Vence, while Cocteau ornamented the **fishermen's chapel in Villefranche-sur-Mer**.

No less famous are Chagall's spiritual works, which can be found in many churches around the world, as well as in the **Chagall Museum in Nice**, which used to have "**Biblical Message**" included in its name.

A sampling of works of art is on display in the **Chapel of Saint Bernard** on the premises of the **Fondation Maeght**.



Raoul Ubac designed the Stations of the Cross on slate, as well as the window "**La Croix et le Rosaire**". A white bird by **Georges Braque** symbolises the sacred.

However, works by lesser-known artists are also very interesting, such as **Ralph Soupault**, for example. The newspaper illustrator decorated the **Saint-Jean chapel in Tourrettes-sur-Loup** with simple frescos depicting the everyday life of the local inhabitants. This is where the harvesting of violets is highlighted, an important activity for the village.

The artist **Théo Tobiasse**, who died in Cagnes-sur-Mer in 2012, designed the **Saint-Sauveur chapel in Le Cannet**, which no longer serves as a church. Each work conveys a very personal message of the artist and their personal engagement with the spiritual.

REQUIREMENTS

- › For interviews, knowledge of French or English is advantageous.

LOCAL EXPERTS

(subject to availability)

- › Curators of the museums.

INTERNET LINKS

<https://cotedazurfrance.fr/en/to-do/art-and-culture/>

<https://musees-nationaux-alpesmaritimes.fr/picasso/>

www.fondation-maeght.com

www.tourisme-villefranche-sur-mer.com

<https://musees-nationaux-alpesmaritimes.fr/chagall/>

<http://chapellematisse.com/>

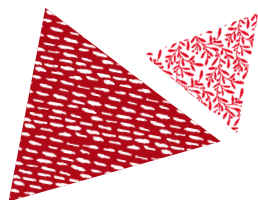
<https://tourrettesurloup.com/office-de-tourisme/>

www.saint-pauldevence.com

www.lecannet-tourisme.fr

PRESS DOCUMENTATION

- › Press kit "**Top 100 Things to see and do**" (GB and FR)





CÔTE d'AZUR
FRANCE



Great cinema!

Innumerable films have been shot here.

If you travel to the Côte d'Azur, you will find yourself in one of the most magnificent film sets in the world and walk in the footsteps of the stars.

RESEARCH PERIOD

- › Year-round, except July, August, and during the Cannes Film Festival.

HIGHLIGHTS

- › Cannes with the Palais des Festivals and the Croisette.
- › Go for a spin with Rent a Classic Car: vintage car rental, ideal for a tour along the filming locations.



DESCRIPTION

Did you know that four million tourists holiday in France just for the films? And the stream of producers to the Côte d'Azur continues to flow at top speed. The coast and cinema have always been closely intertwined. Even at the dawn of the first silent films, Nice was able to establish itself as the technical film capital of Europe. While production was the main activity in Nice, discovery and discussion took place in Cannes. **"To Catch a Thief"** was one of the first productions that **Hitchcock had shot outdoors**, forever putting the Côte d'Azur on the map. It was shot in Nice, in Cannes at the Hotel Carlton, and in Saint-Jeannet. In 2019 alone, the Commission du Film, supported by the Côte d'Azur, make 9 feature films, 6 TV series and 64 commercials. **The area is, plainly said, the Hollywood of France.** Of note, Cannes does not rest on the laurels of the renowned film festival.



Since 2018, the international series festival **"Canneseries"**, has been held in parallel with the "MIPTV" trade fair, the world's largest market for TV productions.

However, the audiovisual industry is said to have a fixed presence in Cannes. The project **"Cannes on Air"** aims to create a centre for the industry.

To this end, a technopolis is being created in Cannes-La Bocca, which will include a university, offices and studios for creative companies as well as a huge cinema complex.

The Cannes Tourism Office has put together programme highlights for holidaymakers to explore the thematic area on a personalised basis.

REQUIREMENTS

- › Language skills: English or French.

LOCAL EXPERTS

(subject to availability)

- › Representatives of the Palais des Festivals on a tour of the set.
- › **Gilles Traverso**, fourth generation star photographer at the Cannes Film Festival.
- › Representative of the Commission du film Alpes Maritimes Côte d'Azur.

ANNUAL EVENTS

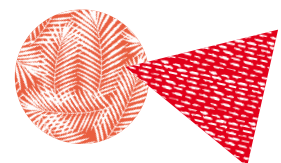
- › **April:** Canneseries (trade fair for series).
- › **May:** Cannes Film Festival (for press accreditations, please contact directly: presse@festival-cannes.fr).
- › **Other events in the press kit** (see press documentation).

INTERNET LINKS

www.cotedazurfrance.fr
www.filmtravellercotedazur.com
www.filmcotedazur.com
www.cannes-destination.fr/que-faire/cannes-cinema
www.rentaclassiccar.com
<https://www.festival-cannes.com/en/>
<https://canneseries.com/en/>

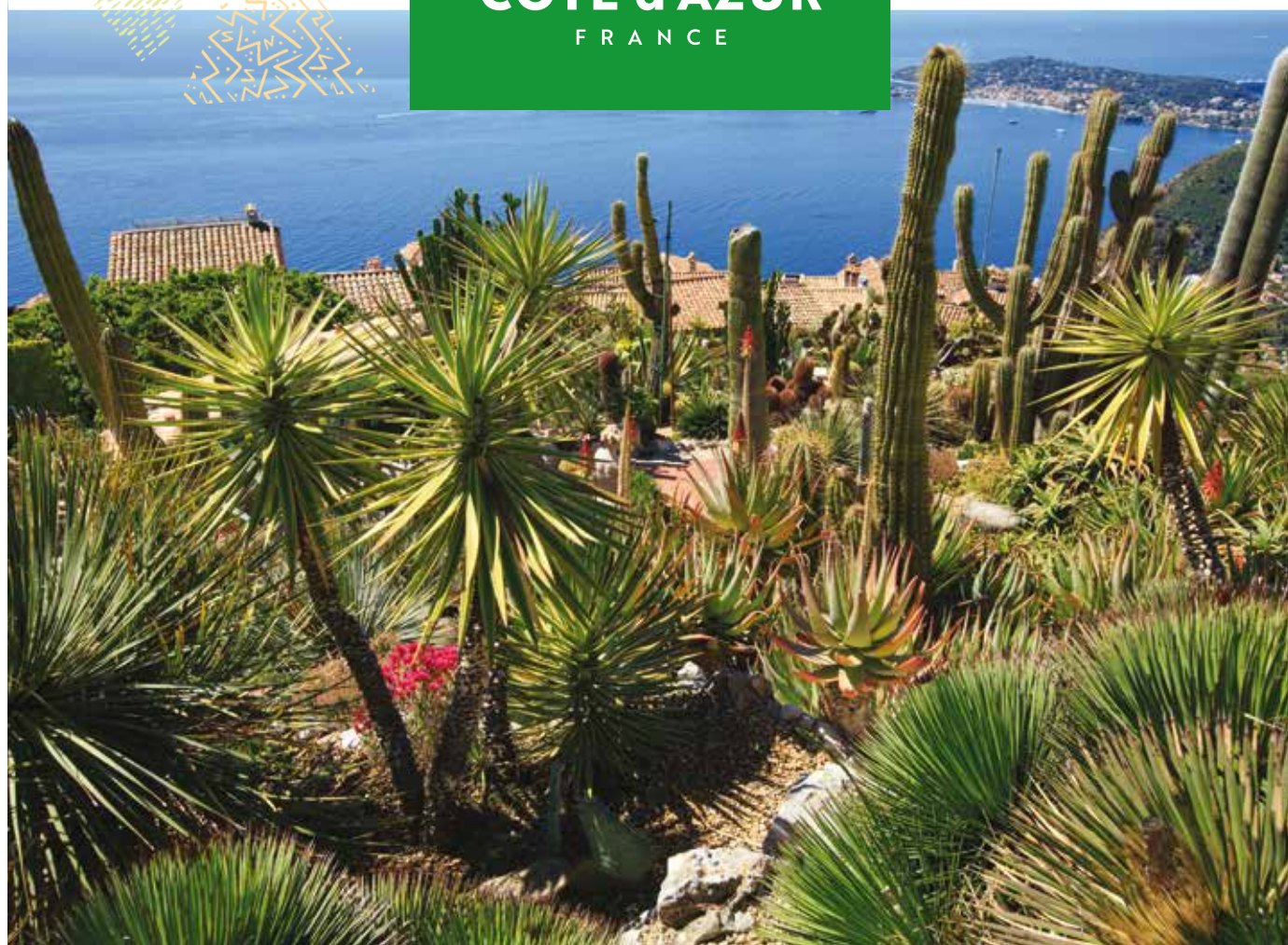
PRESS DOCUMENTATION

- › Press kit **"The Côte d'Azur - ultimate film location"** (GB and FR).





CÔTE d'AZUR
FRANCE



Marvellous gardens of the Côte d'Azur

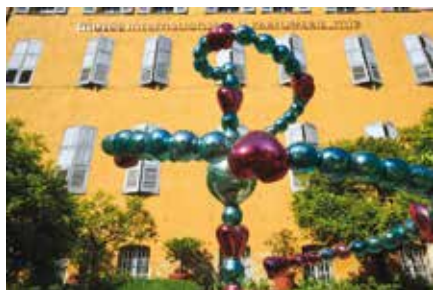
The English be praised! During the Belle Epoque, they adapted numerous varieties of plants and created **the first elaborate gardens**.
The botanical cultural treasure of the Côte d'Azur is not only a feast for the eyes, perfumers embrace the floral richness.

RESEARCH PERIOD

› January - June & September to October.

HIGHLIGHTS

› **The perfume industry's flower fields** in Grasse and the gardens of the **International Perfumery Museum (MIP)**.



- › **Perfumery workshop** in Grasse.
- › **Ornamental private gardens, museum gardens, hotel gardens, châteaux, monasteries or ornate palaces, gardens labelled "Jardin remarquable" or secret private gardens that defy classification.**
- › **Botanical events.**
- › **Themed routes.**

DESCRIPTION

The English spared no expense in acclimatising plants and creating magnificent gardens.

Today, guests can admire around 80 public gardens.

In addition, the Côte d'Azur is France's most important producer of cut flowers. Nice is the Capital of Flowers. At Carnival in February, spring has a befitting start here with the famous "Batailles de fleurs".

With its perfumery know-how, Grasse has been on Unesco's intangible cultural heritage list since 2018.

The surrounding flower fields treat you to a fragrance experience par excellence.

The mimosa route is a must for lovers of botany and worshippers of springtime.

Menton, on the other hand, is not only a city of gardens, but also the capital of citrus fruits, with a Protected Geographical Indication for lemons.

Many towns on the Côte d'Azur also actively pursue a policy of creating green areas.

In this vein, the garden festival "**Festival des Jardins de la Côte d'Azur**" was launched in 2017. It takes place every two years and aims to encourage and support the creation of innovative, green recreational areas in the region.

The climatic and geographical contrasts between the mountains and the sea create the foundation for a wide variety of plants and gardens, from olive groves to Alpine botanicals to English gardens. Original events structure the floral year.

REQUIREMENTS

- › For interviews, knowledge of French or English is advantageous.



LOCAL EXPERTS

(subject to availability)

- › **Jean Mus**, well-known landscape architect and president of the jury of the Festival des Jardins.
- › **Gardeners and landscape architects** of the diverse gardens.
- › **Producers of scented flowers** for the perfume industry in Grasse.
- › **Florian confectionery**, production of candied flowers

ANNUAL EVENTS

- › **January to March:** Mimosa festivals.
- › **February/March:** Carnival in Nice and Lemon Festival in Menton.



- › **March:** "Combat Naval Fleuri" (Sea Flower-Battle) Villefranche-sur-Mer, Violet Festival Tourettes-sur-Loup.
- › **April:** Orange blossom festival in Bar-sur-Loup, Carnation festival in Falicon.
- › **May:** Rose Festival in Grasse, La Colle-sur-Loup and Opio, Orange Blossom Festival in Vallauris Golfe-Juan.
- › **June:** Garden Month (Mois du Jardin) in Menton.
- › **July:** Jasmine Festival in Grasse.
- › **September:** Fête de la Sainte-Fleur in Nice.

NON-ANNUAL EVENTS

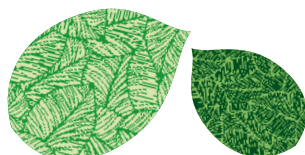
- › Festival des Jardins de la Côte d'Azur in April 2021 (takes place every two years!).

INTERNET LINKS

<https://cotedazurfrance.fr/en/to-do/parks-and-gardens/>
<https://cotedazurfrance.fr/en/to-do/flowers-and-perfumes/>

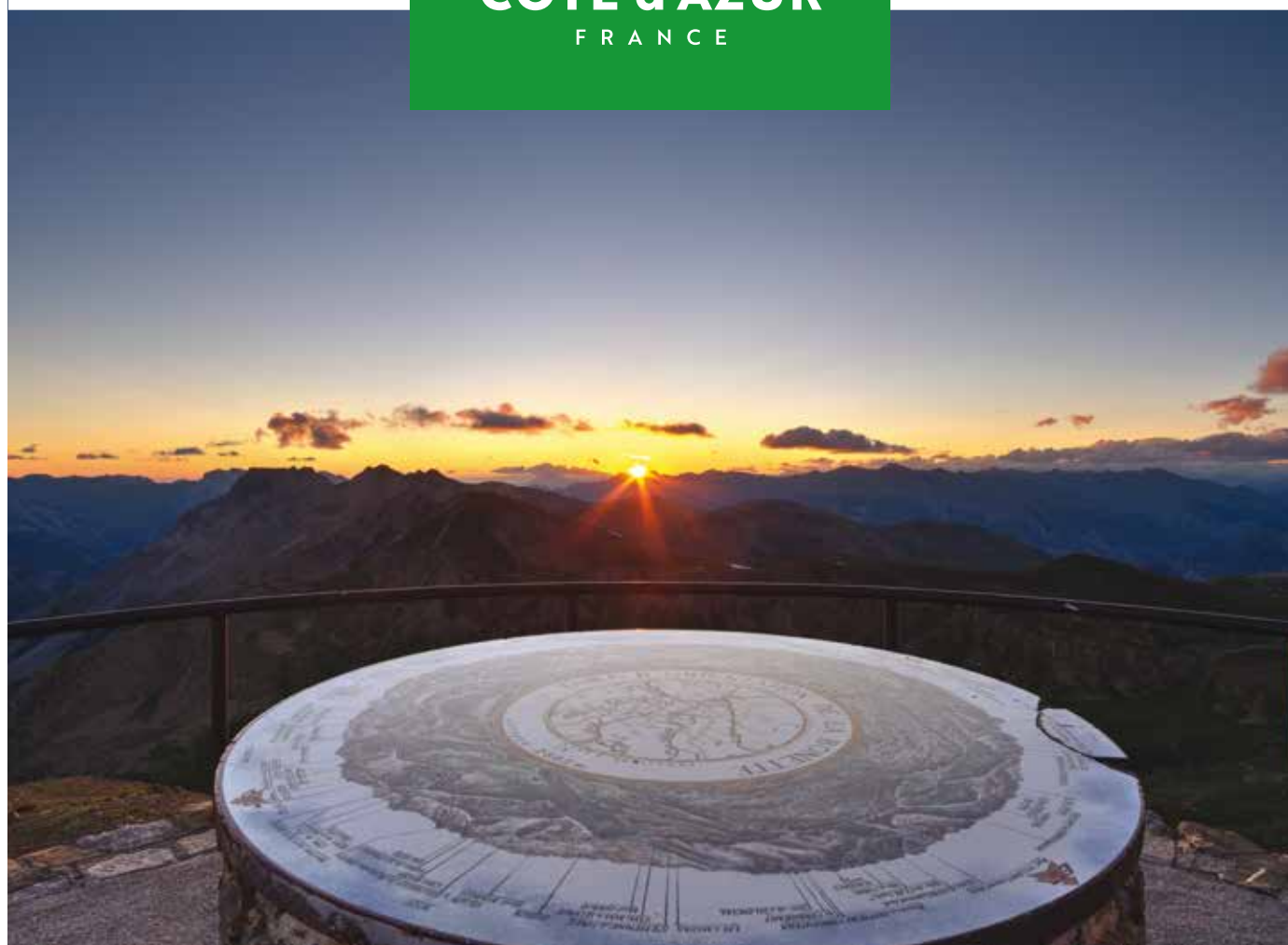
PRESS DOCUMENTATION

- › Press kit "**The Gardens of the Côte d'Azur**" (GB and FR).





CÔTE d'AZUR
FRANCE





From the mountains to the Mediterranean!

No other destination **combines the contrast between the Alps and the sea like the Côte d'Azur** – an experience that offers a wealth of discoveries at a leisurely pace. **On foot, by bike, in a vintage car or on a motorbike** – the final stages of the "Route des Grandes Alpes" strings the **main highlights together like a strand of pearls.**

RESEARCH PERIOD

› May - mid-July, September-mid-October.

HIGHLIGHTS

- › **Col de la Bonette** 2,715 m.a.s.l. / Cime de la Bonette 2,860 m.a.s.l).
- › **Col de Turini** (1,607 m.a.s.l.)
- › **Hike via the GR 5, or GR 52** from Saint-Dalmas to Menton (stages 29-36 of the **Grande Traversée des Alpes**, from Bousièyas - Nice).
- › **Cycle route via the Route des Grandes-Alpes.**
- › **Itinerary by car**, vintage car, convertible or motorbike.
- › **Stops and highlights** along the route.

DESCRIPTION

The "Route des Grandes Alpes" was an initiative of the Touring Club at the beginning of the 20th century to establish tourist routes.

From Lake Geneva at Thonon-les-Bains to Menton, travellers experience diverse cultural and geographical features.

These intensify most dramatically in the final stretches in the Alpes-Maritimes Department before the Alps plunge into the sea on the Côte d'Azur.

The virtually parallel hiking route "**La Grande Traversée des Alpes**" follows the GR 5 long-distance hiking trail to Nice.

For those who want to visit the Capital of Lemons, take the turnoff at Saint-Dalmas-le-Selvage via the GR 52 to Menton.

Cyclists take the mountain passes of the "Route des Grandes Alpes", just the same as cars and motorcyclists. Holidaymakers experience a sense of vintage style when they drive along the route in a classic car or convertible.

A striking feature of the journey are the cultural and climatic differences, which unfold before your eyes like a slide show almost instantaneously. If you drive from north to south, you will experience the zenith on the Mediterranean.

If you want the high point to be the second highest pass road "**Col de la Bonette**", the route can be reversed as you desire.

REQUIREMENTS

- › For hiking or road cycling, moderate to a very good level of fitness is necessary.

- › For interviews with participants along the route, knowledge of French or English is an advantage.

LOCAL EXPERTS

(subject to availability)

- › Mountain, hiking or cycling guides.
- › Participants along the route.

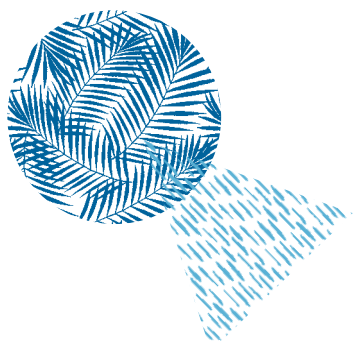


INTERNET LINKS

www.cotedazurfrance.fr
www.routedesgrandesalpes.com
www.grandes-traversee-alpes.com

PRESS DOCUMENTATION

- › Press Kit "**Slow Tourisme Côte d'Azur**" (GB and FR).



Some facts and figures about the destination

Key figures for arrivals

11 million arrivals and
70 million overnight stays annually.
 Average length of stay is **6.2 nights**.
14 % of these visits are business related.

Nice-Côte d'Azur airport:
14.5 million passengers per year,
second largest airport in France
 after Paris.

53 % of guests arrive by car.
28 % by plane, **17 %** by train.
869,575 cruise passengers in ports.

Tourism facilities

- 35 ports with 18,400 berths.
- 5,900 restaurants.
- 8 convention centres.
- 17 golf courses.
- **15 winter sports resorts with 700 kilometres of slopes.**
- 16 casinos.
- 200 licensed beaches.
- 28 spas and thalassotherapy centres.
- 19 departmental nature parks,
 1 regional nature park, 1 national park.

Accommodation facilities

150,000 commercial beds
 ... of which about **50 %** in the hotel sector.
 Around 50 % of hotel rooms
are classified in the 4-5 star category.
190,000 secondary residences,
 of which **46,000 are foreign-owned.**

Guests

5.3 million French visitors...
53% guests from abroad...
... of which 29 % intercontinental guests
 (not from Europe).

Tourism economy

75,000 directly employed in tourism
 and the same amount indirectly employed.
 Tourism, at **15%** of GDP, is more heavily
 weighted than the national average of **7.4%**.

Average spend by convention
 attendees: **160€** per day.

AVERAGE SPEND PER DAY



Middle East, USA & Russia



Rest of the world



France

More facts and figures can be found at:
www.cotedazur-touriscope.com

*The figures refer to the Alpes-Maritimes Department and Monaco, excluding the Var Department.
 These are averages from 2018-2019 or 2019.*

[illegible]



COMITÉ RÉGIONAL DU TOURISME CÔTE D'AZUR FRANCE

455, Promenade des Anglais
Bâtiment Horizon · CS 53126
06203 NICE Cedex 3
Tél. +33 (0)4 93 37 78 78
Fax +33 (0)4 93 86 01 06

PRESS CONTACT:

Florence Lecointre – f.lecointre@cotedazurfrance.fr

www.cotedazurfrance.fr
[@visitcotedazur](https://www.instagram.com/visitcotedazur)
[#CotedAzurFrance](https://www.facebook.com/CotedAzurFrance)
<https://cotedazurfrance.fr/espace-presse>



Côte d'Azur France
@Visitcotedazur

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



CRT Côte d'Azur France



@ProCotedAzur