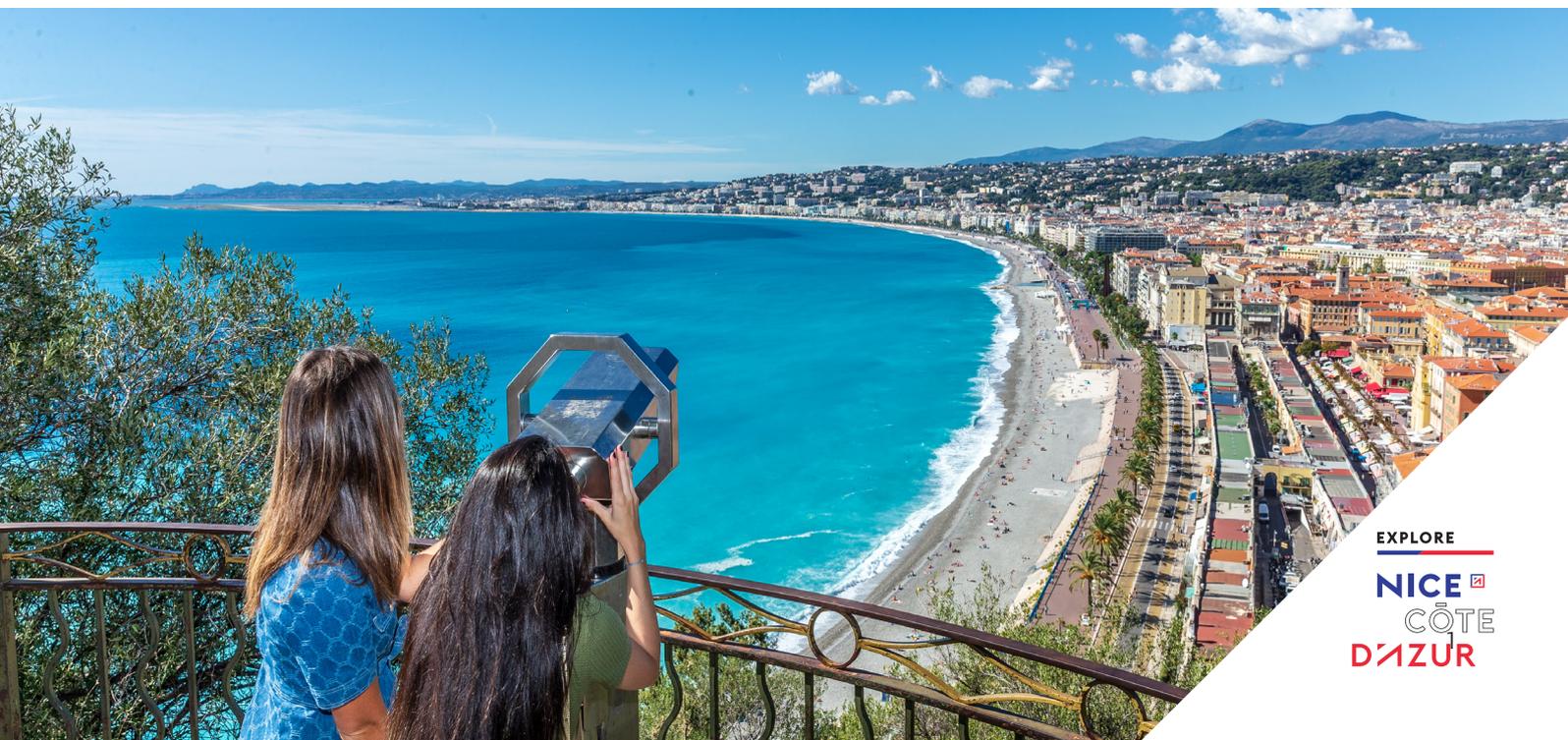




NICE CÔTE D'AZUR TOURISM  
PRESS KIT  
2024



# Summary

PAGE	Nice Côte d'Azur is...
04	A spectacular territory
06	A large urban area by the sea
07	A "slow tourism" destination by nature
10	The sea and the coastline
12	A mountainous territory
14	The mountain version of snow & sun
16	The culture of beauty
18	A unique cuisine, an art of living
20	A land of tradition
22	Also a life of luxury
25	An ideal for MICE tourism
27	A land of events
29	An easy trip to organise

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# Nice, now listed on the world heritage of the UNESCO



**Nice**  
ville de villégiature  
d'hiver de riviera

Nice is now listed as a UNESCO's World Heritage Site under the title "*Nice, Winter resort town of the Riviera*".

This inscription is the recognition of the "**Exceptional Universal Value**" that the city's rich heritage, the originality of its history and the beginning of a form of tourism, thus rewarding Nice which, since the 18<sup>th</sup> century, has been shaped by and for tourism.

## Outstanding:

It is necessary to conceive that **522 hectares of the city form the perimeter of the classified site** and that 4,243 ha, the around buffer zone, has to be protected for the coherence of the site elected. This area goes beyond Nice itself and extends to the metropolitan villages of Falicon, Saint-André-de-la-Roche, Aspremont and Tourrette-Levens who have committed themselves, alongside in this spirit of preservation.

## Spectacular:

The whole, made up of a controlled urbanism, demonstrates **the unique architectural heritage, from the middle of the 18<sup>th</sup> to the middle of the 20<sup>th</sup> century by the cosmopolitan winter resort**, the green spaces that combine exotic and Mediterranean essences, the promenades like the famous Promenade des Anglais, and other places of sociability -places of leisure or worship-.

*"The history of Nice, both deep-rooted and open, Mediterranean and Alpine, European and cosmopolitan, has produced a unique architecture and landscape, a model for many other cities in the world". C. Estrosi, Mayor of Nice*

*"This distinction consecrates Nice as an archetype of the Riviera winter resort with its exceptional location, between the sea and the mountains, and the various influences that have shaped its heritage". R. Bachelot, Minister of Culture*



## Transmission:

**This nomination is also a responsibility. That of preserving this heritage, an incredible testimony to the history of Nice and above all to the history of tourism.** It is this lineage that has founded the unique know-how of the destination: two and a half centuries of practice and experience in welcoming cosmopolitan visitors.

This inscription is a real founding act for the tourism destination because it redefines its image and perception and is an invitation to rediscover Nice from this often underestimated perspective.



# Nice Côte d'Azur is a spectacular territory

The territory of the Nice Côte d'Azur Metropolitan area draws from its geography and history a particular and shared identity, between the coast, the hills, the valleys and the mountains. This essence, this very culture, is the one of the County of Nice. As the capital of the Côte d'Azur, Nice as well as the 50 towns and villages of the metropolitan area, all of which are different and unique, make up an exceptional tourist offer.

This open space, between the sea and the mountains, from the shores of the Mediterranean to the peaks of the Mercantour, reveals **an incomparable art of living and offers all the possibilities for a tourist stay.** Without any pretension, Nice Côte d'Azur is an ideal introduction to the discovery of France through the diversity of its sites -mountains, rural areas, plains, rivers, urban centers, borders, ski resorts, natural parks, beaches, leisure and business tourism...- A heritage like no other!



It offers a real quality of life and innumerable assets both in the structural areas -accessibility, equipment, infrastructure, ergonomics- and in the content of the stays -lifestyle, culture, diversity of landscapes and activities, gastronomy, casinos, shows, leisure activities, festivals, sports...- while ensuring the safety of people and goods at all levels.

**The territory can be divided into three main geographical areas**

## COASTLINE

**Here, the Alps fall into the sea. The Alpine arc complete its course in the great blue.** From the edge of these cliffs and eagle's nests, the gaze is absorbed in the contemplation of the marine immensity. Natural splendors, richness of a several thousand years old history, prehistoric sites, Roman vestiges, monuments of the Middle Ages, the Renaissance and the Baroque period... Millions of tourists, visiting this coastline every year, are as much seduced by its urbanity and its artistic modernity, the footprint that the greatest artists have left and are still leaving there, as by the very present nature.

## MIDDLE COUNTRY

Between the sea and the peaks, nature has created and developed a space made of plateaus and hills. The landscapes are those of a happy plenitude. Here, the "countryside" is read in its spectacular version. In this land between two worlds, everything seems peaceful and beautiful. From these quiet promontories, the view is far and high. Add to this the beauty of the perched villages, **the works left as a legacy by many artists that explain to what extent this "middle" land is the middle of everything.**

## HIGH COUNTRY

With its mountainous massif culminating at 3,143m at the summit of Gélas, the high country is the citadel of the metropolitan area, its natural fortress, its water tower. The surrection of the Alps, alternating glacial and temperate periods, has sculpted grandiose landscapes. Man then completed this creation with villages built on the rock or harmoniously spread out in the valleys. **More and more visitors come to discover the ski areas, the lakes, the peaks, the clues, the highest road route in Europe,** as well as its architectural and cultural heritage, such as its baroque churches. It is an ideal training ground for cyclists, whether on the road or on mountain bikes.

# Nice Côte d'Azur Metropolitan area in numbers



inhabitants



towns & villages



of area

- ▶ Nice is the **5<sup>th</sup>** city of France
- ▶ **2<sup>nd</sup>** airport in France, Nice Côte d'Azur international airport with **+ de 12 M** de passengers in 2022
- ▶ **2<sup>nd</sup>** tourist destination in France
- ▶ **2<sup>nd</sup>** largest congress destination in France
- ▶ **5,2 M** tourists per year

## One of the most important hotels accommodation in France:

- ▶ nearly **5 billion €** of economic spin-offs per year
- ▶ **8** marinas (yacht harbour)
- ▶ **80 M €**/year for the ecological transition
- ▶ **12** starred restaurants
- ▶ **33** restaurants labeled "Cuisine Nissarde"
- ▶ **30 KM** of coastline from Cap d'Ail to Cagnes-sur-Mer
- ▶ **5** beaches with the "no smoking" label
- ▶ **5** beaches with the "Handiplage" label
- ▶ **179 KM** of secured bicycle paths in the metropolitan area, which will be doubled in 6 years, and 15 km linking Nice to Cagnes-sur-Mer
- ▶ **80%** of accommodation capacity composed of 3, 4 and 5 star hotels, most of which have meeting facilities.



- ▶ **+ 73 %** of the territory is composed of natural areas
- ▶ **1 National Park:** The Mercantour, covering 11 towns & villages in the metropolitan area
- ▶ **1 Regional Natural Park:** Les Préalpes d'Azur, covering 7 communes of the metropolitan area
- ▶ **6 "departmental" nature parks**
- ▶ **34%** of the territory in Natura 2000 zones
- ▶ **13 areas** Natura 2000
- ▶ **1 area** covering 9,000 hectares: Cap Ferrat
- ▶ **3,143 meters:** the summit of Mont Gélas, the highest point in the metropolitan area
- ▶ **2,802 meters:** the altitude of the highest pass in Europe: La Bonette
- ▶ **7 sports resorts** on the territory of the metropolitan area

# Nice Côte d'Azur, is a large urban area by the sea

Nice, the 5<sup>th</sup> largest city in France, is the capital of the French Riviera. It is also the second largest international tourist center in France after Paris. It is a modern and active city, real economic heart of the "department". In addition to the importance of tourism, Nice is a major city in the sustainable development sector, "green city of the Mediterranean" and health, "European city of health".

Open to the sea, it draws its charm from its relaxed lifestyle, which is due as much to the beauty of the city as to its exceptional microclimate. It is protected from high winds by its mountains. Its mild climate in winter and its sunshine, 300 days a year, are legendary.

As for the luminosity, its quality has attracted and still attracts the greatest artists -painters, writers, filmmakers-; it illuminates and seduces the most beautiful talents. The capital of the Côte d'Azur has acquired an international cultural influence thanks to the talents of its teams and the structures that support them (museums, theaters, opera...). Nice is also a privileged destination for its beaches, its shopping (the city being classified as an International Tourist Zone) and its lively nightlife.

It is also a dynamic capital city, looking towards the great challenges of the future. Sure of its ties and its roots, Nice has always projected itself easily into the future. This is also reflected in the contemporary creation that has been at the heart of Nice's life and culture for as long as it has existed. It is as if it were inscribed in its DNA. **Each period has welcomed the art of its time as a matter of course and the history of the city is marked by the traces of this creation.**



**Birth of Tourism and listed on the world heritage UNESCO: 2 centuries of tourism history.**

The appearance and development of tourism will determine the destiny of Nice. From the middle to the 18<sup>th</sup> century, the wealthy classes of Europe wanted a new use for their leisure time. The search for the mildness of the climate and the beauty of the Mediterranean landscapes made Nice one of the favorite destinations for these elites. The city is designed according to their needs... Born of this great hedonistic invention of modern times, Nice had made it the theme of its classification "Nice, winter resort city of the Riviera" retained by UNESCO on the World Heritage List.

# Nice Côte d'Azur, is a "slow tourism" destination by nature

"Slow tourism" is above all a way of traveling by living a conscious immersion in a territory. In this respect, Nice Côte d'Azur is an ideal destination where many activities can be practiced in "soft" mode. Simply take your time, meet the "people", immerse yourself in the places that are the salt of the territory and provide the keys to understanding the art of living in a region. It's getting of the beaten track...

This international destination, attractive for its sea and mountain side, encourages reading the landscape, meditative hiking and the discovery of the fauna and flora. The possibilities are endless for reconnecting with nature and admiring this magnificent heritage which is given to those who know how to contemplate it alone or with a guide, who guarantees good practices and understanding of this universe.

**Composed by 80% of mountains**, it allows you to escape from the hustle and bustle of the cities with its many natural areas that can be discovered by foot, bike and through multiple outdoor activities. For lovers of original experiences, it is possible to spend the night in an unusual accommodation (cabin, yurt, eco-hotel...), enjoy a moment of relaxation at the thermal center of Berthemont-les-Bains, go and meet the farm of the donkeys of the Brasque at La Tour-sur-Tinée, or discover the cowherds of Authion as well as of Isola. **Nice Côte d'Azur concentrates, on its territory, a great number of know-how that the visitor can apprehend through visits and tastings.** (see annexes)

## Urban walks

What could be better than a walk to take the pulse of a city or a village with a stone heart, works of talented architects. Under an artistic, natural or patrimonial prism, we go to the assault of "Nissa la Bella" and its surroundings. There are a thousand and one ways to visit a city. To get off the beaten track, take the booklet "Nice in 9 discovery loops" available at the Nice Côte d'Azur tourist information office. A real invitation to explore the capital of the Côte d'Azur, the itineraries in this booklet take you through nearly 150 kilometers of paths, shortcuts, stairs and passages, sometimes unknown to the people of Nice themselves. A wonderful opportunity to discover natural treasures, remarkable classified trees, but also the different architectural styles of the city, from the Belle Époque to the contemporary monuments through Art Nouveau or Art Deco.





## Nature outing

To explore Nice by foot in nature, you can take **the new GR "Lou Camin Nissart", a 42 km long urban trail** that goes through the hills up to the Promenade des Anglais. This first urban trail, called "GR de Pays" in the Alpes-Maritimes, starts on the Promenade du Paillon and take us to the heart of the port district, before climbing to Mont Alban which offers a 360 degree panorama. We then discover the Mont Vinaigrier, Saint-Pancrace and Saint-Roman de Bellet before going down by Magnan on the Promenade des Anglais. Hidden paths, forests, vineyards, olive trees... We fill our lungs with a bowl of fresh air and we take a real eyeful! For families, the less athletic and the disabled, there are shortcuts to avoid walking the 42 km.

## An open-air museum

The Nice landscape can also be discovered through the various works of art installed in the public space, such as Bernar Venet's "Nine Oblique Lines" on the Quai des États-Unis or Jaume Plensa's "Conversation in Nice" on the Place Masséna. The tramway lines are embellished with a collection of pictorial and sound works signed, among others, Jaume Plensa, Ottoniel, Kersallé, Ben, Jean-Charles Blais, Kim Sooka, Noël Dolla or Stéphane Pencreac'h. We continue the stroll in Cagnes-sur-Mer, where the art walk also allows to discover a creative path. Facing the sea, the "Banc de Poissons" by Sylvain Subervie will amaze children, while on the side of the racecourse, it is the masterly sculpture "Il n'y a plus d'obstacles" that can be admired. It is the work of Sacha Sosno, to whom we also owe the "Guetteur", a 20-meter-high inhabited sculpture at Polygone Riviera. A little further on, three majestic bronzes by Gudmar Olovson and Lena Detterwik line the beach. North of Nice, the village of Levens, home of the sculptor Jean-Pierre Augier, offers an artistic tour of his works, characters or animals in motion created from old tools or iron objects. The Nice Côte d'Azur area is a real open-air museum that we never finish exploring...





## *Guided tours*

Nice seduces by its districts, its architecture, its sunny flavours, its artists... Numerous associations help you discover it from a new angle. **You can travel around on a vintage car, a segway, an electric cab bike, a tricycle, a double-decker bus or a vintage sidecar.** You can taste its typical dishes during a gastronomic visit, or you can go on a treasure hunt with your family to discover its narrow streets! So many ways to get to know the city and its rich heritage.

The first sure value is the guide-lecturer. They provide historical information and help visitors understand the cultural heritage of a city. Going through his locality daily, he knows his favorite areas perfectly and plunges the tourists into the heart of the most outstanding stories of the destination. In Nice, they are grouped in a dozen themed associations. The Nice heritage center also offers numerous guided tours and activities. Guided tours exist in many towns and villages and the tourist information offices have all details.



## *Hidden treasures of Nice*

Architect in Nice, Luc Svetchine makes discover through the watercolor booklet "On the hills of Nice, selected walks" and "Journey in architectural poetics" the capital of the French Riviera under a less touristy angle. "Nice is worth seeing and not going through in an artificial way" he explains. "You have to know how to look at things when you walk around, look up, and get off the beaten path".

***Books available from Editions Gilletta.***

# Nice Côte d'Azur, is the sea and the coastline

## A walk by the sea

By train, the landscape scrolls like a cinemascope along the 30 km of coastline of Nice Côte d'Azur. From Cap d'Ail to Cagnes-sur-Mer, it is possible to appreciate the exceptional geological diversity of the region. In the east, the steep relief and cliffs bear witness to the last upheavals of the Alps and extend underwater to a depth of 1,000 meters. They form the basis of the UNESCO World Heritage project that France, the Principality of Monaco and Italy are studying together under the title: The Mediterranean Alps.

## An exceptional biodiversity

Faisons une pause dans cette zone, entre **deux aires classées Natura 2000** : celle des corniches de la Riviera, côté terre, et celle qui s'étend au large sur plus de 9 000 ha de mer, entre le cap d'Ail et le cap Ferrat : les fonds y renferment des trésors de biodiversité, avec notamment cinq habitats d'intérêt communautaire -reconnus et protégés au niveau européen- parmi lesquels l'herbier de posidonie et la biocénose coralligène, et deux espèces d'intérêt communautaire -le grand dauphin et la tortue caouanne-. La Métropole Nice Côte d'Azur s'investit dans le **Sanctuaire Pelagos**. Issu d'un accord entre la France, Monaco et l'Italie, il renforce la protection de milliers de mammifères marins qui fréquentent cet espace maritime de 87 500 km<sup>2</sup>. Enfin, organisé en campus pluridisciplinaire des sciences de la mer, **l'Observatoire océanologique de Villefranche-sur-Mer** travaille également à la préservation et à la connaissance des océans avec des chercheurs de premier plan.



## Une immersion facilitée

Tout le monde peut facilement **s'initier aux merveilles du monde marin** grâce à des associations comme SOS Grand Bleu -Saint-Jean-Cap-Ferrat-, au Centre de découverte du monde marin -Nice-, ou aux nombreux clubs de plongée proposant baptêmes et activités. Équipé d'un masque, d'un tuba et de palmes, on peut aussi se familiariser avec la vie qu'abritent les rochers et l'herbier de posidonie : grandes nacres, étoiles de mer, oursins, girelles, sars, loups, perches de mer, anémones de mer, et autres cnidaires... Une initiation que l'on peut notamment vivre en empruntant le sentier de randonnée sous-marine de l'anse des Fossettes -Saint-Jean-Cap-Ferrat-. Sur terre, les sentiers du bord de mer permettent aussi **des randonnées côtières inoubliables** : du cap d'Ail ou du cap Ferrat, en passant par Villefranche-sur-Mer et jusqu'au cap de Nice.



## Leisure on the coastline

And what if, at the end of this path, we continued the ride biking to better appreciate the richness of the landscape? **A secure 15 km bike path runs** along the coast from Nice to Cagnes-sur-Mer -a totem pole located at the Carras beach counts more than 4,000 passages some days!- You can take the time to admire the horizon and stop to enjoy the **many public and private beaches of the Nice Côte d'Azur**. The city is responsible for the maintenance and development of these beaches all year round, including the regular supply of materials. In summer, swimming is supervised by professional lifeguards, and you can also practice all kinds of water sports such as jet skiing, stand up paddle, parasailing, towed buoys, etc. Several beaches have the "Handiplages" and "no-smoking" labels, such as those of Carras and Centenaire, in Nice.

### TO KNOW

Villefranche-sur-Mer is the cradle of modern freediving, a kind of capital for this underwater sport where the 2019 world championships have been organised.

## The quality of reception

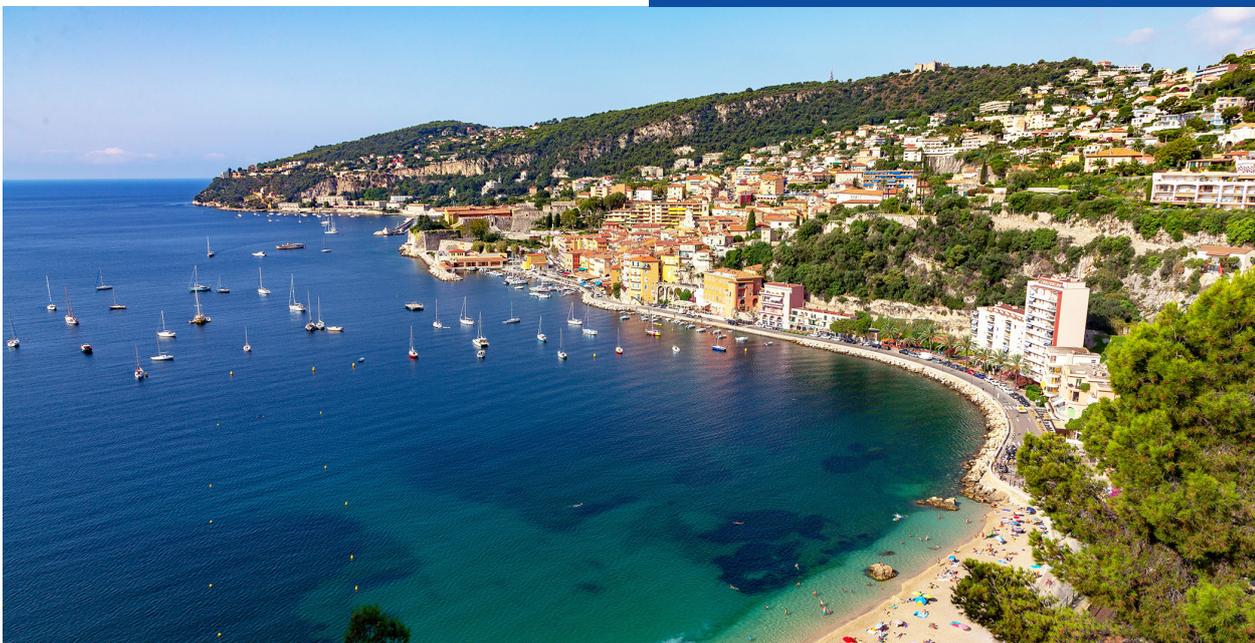
Toutes ces plages répondent aux normes de **qualité des eaux de baignade du pavillon bleu**, y compris à proximité de la **station d'épuration Haliotis**, qui traite les eaux usées de plusieurs communes autour de Nice. La Métropole Nice Côte d'Azur concilie également les impératifs environnementaux, le service aux usagers et les activités économiques avec **Ports d'Azur qui assure la gestion de 8 ports métropolitains** : plus de 3 500 anneaux d'amarrage, une importante activité de plaisance, des activités associatives, mais aussi de la pêche de roche essentiellement qui perpétue, sur le littoral, une tradition millénaire.

### Diving in the Big Blue with Guillaume Néry,

Freediving champion, depth specialist, 2-time world champion and multiple world record holder - founder of the Bluenergy Academy.

*"I grew up in Nice, with the mountains as my backdrop and the sea as my horizon. My thirst to explore nature and its great spaces led me alternately from the summits of the Mercantour to the depths of the Mediterranean. I built my identity and pursued my dreams in this balance". Eager to share his experience and his love of the ocean floor, he now devotes part of his time to raising awareness of its beauty and fragility, notably through films directed by Julie Gautier.*

([www.lesfilmsengloutis.com](http://www.lesfilmsengloutis.com))



# Nice Côte d'Azur, is also a mountainous territory

From the beaches of the coast, the Mercantour peaks seem surprisingly close. From up there, the shoreline is mirrored, and even, on the horizon, sometimes Corsica or the entire Alpine arc that wraps around the Pô plain. Thus, it is possible to measure to what extent Nice Côte d'Azur is also a land of mountains. A culture, anchored in the minds and hearts of its inhabitants, can be detected in all circumstances.



## Scenic routes

By road, you can go from the seaside towns to the villages and resorts of the high country. **To take your time, by car, motorcycle or bicycle, you can also take splendid tourist routes: the Grandes Alpes road** winding between mythical road passes via several mountain resorts -Turini-Camp d'Argent, La Colmiane, Roubion-les-Buisses-, or the Bonette road, the highest inter-valley road in Europe, which starts at Saint-Dalmas-le-Selvage. **A tip: visiting the perched villages is also an excellent way to discover these mountains while enjoying a temperate summer climate:** Roure, Roubion, Ilonse, Marie, Clans, Bairols, La Tour-sur-Tinée, Tournefort, Rimplas, Venanson, Belvédère... So many invitations to travel and itineraries to soak up the exceptional atmosphere of the mountains of Nice. At the door, nature provides the show: spring draws from the whole palette of colors to better prepare a bright summer, before the landscape is ignited with warm and vivid colors in autumn, then comes the winter and its white coat.

## Discovering the unknown

It is time to park, to take advantage of the many sports and leisure activities that can be done here in the summer. **Of course, hiking remains a safe bet -on foot, by bike, on horseback...- which can be practiced in the comfortable setting of mountain resorts such as Auron or Isola 2000**, taking advantage of their numerous infrastructures, or by diving into a wilder nature in the protected areas of the Mercantour National Park. It is a way to preserve the exceptional natural heritage and biodiversity of the Nice highlands. More and more sportsmen are also taking advantage of this wonderful playground, while respecting its fragility. performance, motivés par la station de trail de la Vésubie et par plusieurs compétitions parmi lesquelles l'Ultra-Trail Côte d'Azur



From spring to fall, the Vésubie trail station and several competitions, including the Ultra-Trail Côte d'Azur Mercantour, are motivating more and more enthusiasts to surpass themselves and to perform. Even faster in their itineraries, especially when electric motors increase their strength tenfold, mountain bikers find in the mountains of Metropolitan France a playground equal to the best. Among them, Loïc Bruni, four-time world champion in downhill mountain biking, is pleased to have evolved in this privileged natural setting: "I consider myself lucky to have grown up riding in the Mercantour. The terrain is very diverse, the trails and landscapes are magnificent!" **The champions compete in particular during the Transvésubienne. Thrills are also guaranteed when paragliding above the trees or on the longest zip line in France, at La Colmiane,** when confronting the void in climbing or in one of the many via ferratas -La Colmiane, Lantosque, Roubion-, when following the course of the water canyoning\*, in breathtakingly deep scenery... And to train in all weather, the Vésubià Mountain Park -Saint-Martin-Vésubie- offers the possibility to practice indoor canyoning, climbing !

\* Guide strongly recommended.

Its green landscapes and its mountainous reliefs have earned Haute Vésubie the nickname of "Little Switzerland of Nice", so unforgettable is the alpine atmosphere. If it is recommended to take one's time by staying in one of the typical villages of the valley, one day is already enough to take the measure of the beauty of the landscapes by leaving to hike in the valley of Gordolasque or Authion, where the bucolic mountain pastures are next to summits culminating at more than 3,000 meters of altitude.

## Lignes d'Azur's hiking buses

Throughout the summer, Lignes d'Azur offers hikers a network of buses specially designed for excursions in the mountains, departing from Nice in the morning and returning at the end of the day. The ticket is sold on board, at the price of 5 euros for one trip. These buses serve the valleys of the Tinée, Vésubie and Gordolasque, to the starting points of the hikes.

[www.lignesdazur.com/fr/randobus/1028](http://www.lignesdazur.com/fr/randobus/1028)



## Accommodation in the heart of nature

*The mountain experience is all the more unforgettable when you stay in accommodation unlike any other: high mountain refuges, tree houses, transparent bubbles to admire the stars, gîtes... Among the latter, recently renovated huts offer hikers and nature lovers an immersion in the heart of the larch forest of the Brasque barns, on the GR5 trail between Utelle and Roquebillière.*

<https://utelle.fr/les-granges-de-la-braque/>



# Nice Côte d'Azur, is the mountain version of snow & sun

The Côte d'Azur summits offer a subtle mix of extreme skiing experiences and bucolic walks, in just an hour and a half of time. Escape is guaranteed in the heart of the 7 winter sports resorts of Nice Côte d'Azur.

## Destination snow & sun

The journey begins overlooking the coastline, at **Turini Camp d'Argent**, a family resort par excellence. Located an hour's drive from Nice, after the mythical laces of the Col de Turini, this small ski area is ideal for the first sensations of snow. For an immersion in the authentic mountain atmosphere, go to **La Colmiane**. This historic area, dear to the Azureans for nearly 90 years, allows you to discover all the pleasures of the Alps, from sledding to climbing, through skiing. Although skiing is the main activity, you can also enjoy the thrill of the giant zip line - one of the longest in Europe- and the splendid hiking trails! A few kilometers away is **Roubion-Les-Buisses**, the discreet resort, located on the heights of a village on the mountainside. Its wooded area lends itself to both beginner and free ride outings.

Another alpine universe is revealed as you enter the Tinée valley, that of the resorts of Isola 2000, Auron and Saint-Dalmas-le-Selvage. **Isola 2000**, the highest resort in the area, bordering Italy, enjoys exceptional sunshine and snow conditions. A land of competitions, Isola hosts major ski and snowboard races and car rallies on ice. It is the spot for sensations, with an expert snowpark, 3 sliding sectors, vertiginous ski touring routes and an ice circuit. On the **Auron** side, we combine great skiing and art of living. The resort is surrounded by beautiful panoramas, to be discovered in 4 sectors. Auron hosts major events throughout the winter. In the heart of the village, old sheepfolds and top-of-the-range accommodation share a cosy, family environment. The après-ski offer is varied, from sports to wellness, enriched by a new swimming pool-balneo. **Saint-Dalmas-le-Selvage** is all about nature.



## A mountain of champions

The Nice Côte d'Azur ski resorts are a great place to practice and perfect your skills. Some of our athletes, members of the French Alpine and Snowboard Teams, able-bodied and disabled, can testify to this. Julia Pereira, Mathieu Faivre and Maxime Montaggioni, who trained at Isola 2000, are positive: *"The proximity to the sea allows us to have a very good level of snow, while skiing under the sun. We have access to 2 very different environments in a snap of the fingers, the panoramas are exceptional! We regularly see the sea while riding, it's great!"* Nastasia Noens, trained in Auron, also feels the same way: "Our ski areas have nothing to envy to the Alps". The Isolien Théo Letitre underlines the quality of the ski areas: "There is a great variety of slopes, of areas, everything is well maintained and we keep a lot of authenticity. Our champions can't get enough of Nice's must-sees: strolling along the Promenade des Anglais, Cours Saleya or the Liberation market. Not forgetting the aquatic escapades like those of Maxime in the bay of Villefranche-sur-Mer on a paddle, or of Nastasia swimming towards Coco Beach in Nice...

## Blending in with nature

To discover the great outdoors, there is nothing better than gentle activities, with mountain guides. In Roubion, Nordic hiking –on skis or snowshoes– is practiced sometimes on the edge of the forest, sometimes on the summit. A privileged setting for the sports preparation of athletes, as on the circuit of the Col de la Couillole. On the Valdeblore side, same atmosphere. Everyone can contemplate the landscapes and the discreet fauna: ermine, black grouse, chamois, fox... Meetings to be found also towards Saint-Dalmas-le-Selvage, where sports hikes, naturalist outings and ice climbing are a must. **Mountain professionals are available in each office of the Nice Côte d'Azur Metropolitan Convention & Visitors bureau.**



### Alpine ski resorts:

**Isola 2000:** 3 sectors,  
120 km of slopes 2,000/2,603 m

**Auron:** 4 sectors, 120 km of slopes 1,600/2,474 m

**La Colmiane:** 30 km of slopes 1,400/1,800 m

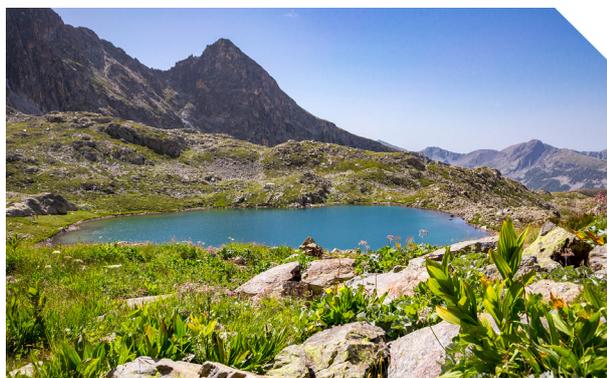
**Roubion les Buisses:** 30 km of slopes 1,410/1,920 m

**Turini Camp d'argent:** 15 km of slopes  
1,700/1,900 m

### Nordic resorts:

**Le Boréon\*:** 20 km of cross-country ski trails,  
all levels - 1,500 m  
(\*check the state of renovation after storm Alex)

**Saint-Dalmas-le-Selvage, nature resort:**  
4.5 km of trails for 2 loops (beginners and advanced)  
- 1,500 m



## Escapade in Vésubie

For a beautiful escape in an exotic setting, nothing is more authentic than Vésubie and its surprising territory, where the mountain forest reigns. Small glacial lakes, melezins, vertiginous peaks, vast spaces for walking, a jewel case for the preservation of fauna and flora... Under the snowflakes, the Boréon site has a little taste of the Great North. A real escape destination in the heart of the Mercantour. In the undergrowth paths, snowshoe and ski touring enthusiasts can take a break from nature, with their eyes riveted on stunning peaks such as **the Gélas peak, the highest point of the national park, at 3,143 meters..**

### Bonus: pleasures just around the corner (just two steps away)

The 100% snow bus, offered in partnership by Lignes d'Azur company and the Nice Côte d'Azur Metropolitan Tourist Office, allows you to reach the ski resorts in less than two hours. Trips cost 6 €-12 € for the return trip-, several daily departures, access in the hold for equipment, each line leaves from Nice.



# Nice Côte d'Azur, is the culture of beauty

Nice Côte d'Azur is an open-air museum. A single lifetime is not enough to discover the myriad of historical, cultural and artistic heritages that abound in the area. Its beauty, often depicted, continues to make us dream.

There are countless artists who have taken up residence in the area, paying tribute in their own way to the beauty of Nice Côte d'Azur with timeless works, sometimes frozen on canvas, sometimes anchored in the architectural or cultural heritage. Under the bewitching aura of the Côte d'Azur, **nothing stops the creative impulse. One thinks of Matisse, in love with the "limpidity" of Nice and the light emanating from Vence, or Chagall, in love with "the shores of the Mediterranean",** a feeling shared by Soutine, Dubuffet or Dufy, who renewed their artistic approaches by taking advantage of the benefits of the South. Renoir, seduced by the local landscape details, spent the last twelve years of his life, particularly prolific, in Cagnes-sur-Mer. Not forgetting Cocteau, who found inspiration in the land and marine beauties of the coastline. He left a fascinating imprint on the heart of the Villa Santo Sospir in Saint-Jean-Cap-Ferrat, a life-size work, as well as on the walls of the Chapelle Saint-Pierre in Villefranche-sur-Mer. The charm of the Côte d'Azur will also appeal to the contemporaries of the École de Nice and today's artists. Nice Côte d'Azur is also a setting, one of those that make you dream on the big and small screens. Numerous locations have hosted film shoots, paying tribute to unique sites, from the Grande Corniche road to the Villefranche harbor, via the Promenade des Anglais or the Mercantour mountains.

**Emblematic venues, which make people fantasize beyond our borders, also feed the inspirations of local craftsmen, masters in the beauty of the gesture.** With a little curiosity, we can discover the work of passionate people, such as the Charvin House of High Color or Philippe Bresson's contemporary furniture workshop in Nice, both of which have been awarded the Entreprises du patrimoine vivant (Living Heritage Companies) label. More singular still, the museum of Contemporary Jewelry and its creators in the Hauts-de-Cagnes, or the craft pottery in Utelle



and pottery and sculpture at the DiGiO workshop in Tourrette-Levens. In the high country, there are even more surprising surprises: metal works in Clans in the Art de Fer workshop, or high-end leather goods in Saint-Etienne-de-Tinée, in the Chevaleryre workshop.

**Here, more than anywhere else, colors are a founding element,** so well described in the book "Couleurs de la Côte d'Azur" (Colors of the French Riviera), published by Editions Gilletta, "sometimes soft, sometimes violent, [the light] can, according to its moods, enhance or erase the colors, its infinite degrees revealing the contrasting tones of a territory".



## Building and preserving beauty

Architecture is undoubtedly the most concrete testimony to this love of beautiful things.

Nice Côte d'Azur is a multi-faceted destination, its capital, an architectural crossroads.

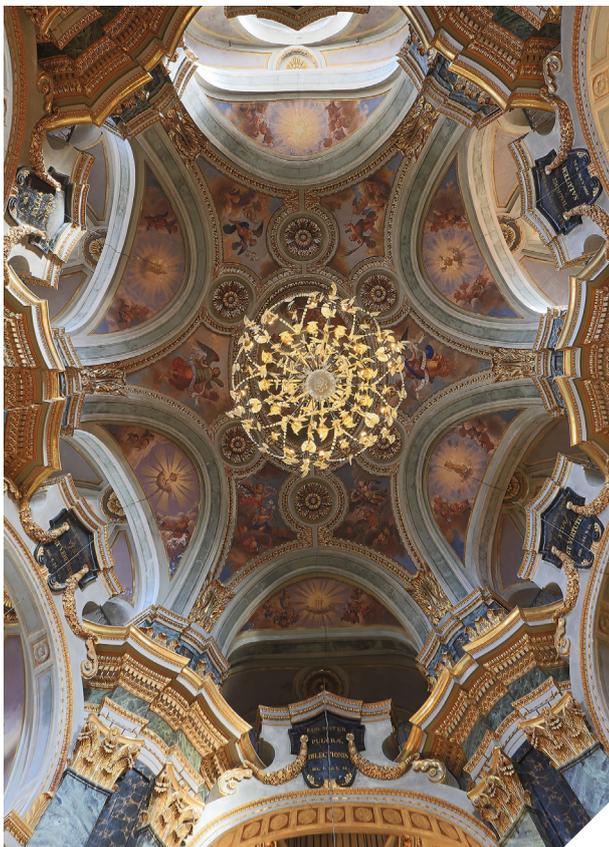
To mention only a few emblematic sites: the Turin heritage and the Garibaldi square, the Belle Epoque style and the Régina Palace in Cimiez, Art Deco and the Palais de la Méditerranée, or the Russo-Byzantine inspiration and the Orthodox Cathedral Saint-Nicolas. An undeniable wealth, whose the characteristic urbanism and the singular architectural heritage, are today the object of the inscription of Nice on the UNESCO World Heritage List.

**In the villages, the authentic scenery fascinates by its almost unaltered beauty. Many of them recall the medieval past of the such as Marie or Tournefort.** Others, built on rocky peaks, are to be visited by following the itinerary of the perched villages : Saint-Jeannet, Gillette, Bonson, la Roquette-sur-Var, Falicon... While a more picturesque atmosphere emerges in the villages of the high country such as Roubion, Ilonse, Roure, Venanson or Saint-Sauveur-sur-Tinée, in the heart of the red schist.



## A land blessed by the gods

The culture of beauty is an art that can be found throughout our heritage. Throughout the ages and styles, itinerant artists and local painters have in turn created a unique decorum within religious buildings. One thinks in particular of the Bréa family, "the Nice primitives", who skilfully used colors and magnified religious scenes with subtle details. An approach shared by Baleison or Canavesio, both Italian fresco painters of Gothic style. Heritages to be discovered from the monastery of Cimiez in Nice to the churches and chapels of Isola, Saint-Etienne-de-Tinée, passing by the Tour-sur-Tinée. The baroque style is also very well represented in the region, a particularly theatrical and opulent religious art, to be contemplated at the sanctuary of Notre-Dame-de-Laghet in La Trinité or in the church of Saint-Antonin in Levens, without forgetting the jewel of baroque art: the chapel of the Misericorde in Nice, on the Cours Saleya. Finally, as beauty transcends all approaches, contemporary pictorial artists have also lent themselves to the game of sacred art, sublimating places such as the chapel of the Rosary by Henri Matisse in Vence or the eponymous chapel of Moya, by the artist from Nice, in Clans.



# Nice Côte d'Azur, is a unique cuisine, an art of living

Nice's table reflects the notion of well-being and the respect of regional products always accompanied by its famous olive oil. It is illustrated by a dynamic and inventive gastronomy.

**H**owever, it is impossible to dissociate Nice Côte d'Azur from its culinary traditions. And the chefs who have tried to revise the recipe for the salade niçoise or the pan bagnat, have incurred the wrath of the general public. Proof that, around here, terroir and territory are one and the same. **Moreover, the vast majority of restaurateurs draw on this creativity, using products from a varied local agriculture, organic or even sustainable.** For several years now, a healthy emulation has reigned between the chefs of local restaurants and the referencing of establishments is proof of this... The share of vegetarian or vegan establishments is also increasing and corresponds completely to the basis of local cuisine.

## A cuisine with a direct link to history

The basis of Nice's cuisine? Mainly vegetables, easy to grow on the typical terraced land of the region. It corresponds to the criteria of the flexitarian and locavore cuisine that is advocated nowadays! The rare animal proteins are only used on special occasions. The privileged pieces of meat are also the least noble -tripe, offal, breast...-, while the fish consumed is the one found on the coast or specimens from elsewhere, but dried -stockfish-.

It must be said that the region, mountainous and politically isolated for centuries, has long been poor. This typical cuisine draws its particularities from the culinary traditions of the many peoples who have passed through its lands, and in particular from the transalpine gastronomy. It is worth noting that the County of Nice was the last to be attached to France, in 1860. Since then, the culinary habits have been perpetuated and passed on from generation to generation.

## Agriculture

Traditionally, we eat chickpeas, chard, lentils, beans, eggplant, zucchini, radishes... which are harmoniously mixed in tasty recipes. Today, crops and livestock are being re-established everywhere in the metropolitan area. Thus, saffron, chestnuts, cheeses... are produced locally.

## Starred enthusiasts

*For a long time relegated to the rank of family cuisine, Nice cuisine has nevertheless made a place for itself on the great tables. Its nutritional and gustatory virtues are no stranger to this. Starred chefs and champions of local gastronomy have often integrated its principles. Virginie Basselot, starred chef at the Negresco, devoted her menu to it for a season after obtaining the label, and even today she regularly proposes dishes made with it. It is not uncommon to see chefs take over emblematic recipes and turn them into exceptional dishes. This is the case of Jacques Maximin, with the zucchini flower since the 80's, and Dominique Le Stanc who left the Negresco for the Merenda, a small temple of local cuisine in Old Nice.*



Between Provence and Italy, Nice's cuisine has nothing to envy its famous neighbors. A source of true regional pride, it even became part of France's intangible cultural heritage in 2019. A victory that consolidates its reputation and comforts the purists.



## Label and guardians of the temple

To maintain and defend the culinary traditions of Nice: this is the objective of the association **Le Cercle de la Capelina d'Or**, created in 1972. It is to this association -and to the tenacity of Renée Graglia, emblematic and late president of the association- that we owe the appellation "**Cuisine Nissarde**" and the label that is attached to it. Awarded to restaurateurs who work to promote Nice cuisine and ensure the freshness of the products and the seasonality of the recipes, it now brings together twenty-nine restaurants and takeaway establishments, from the coast to the hinterland. And if the capital of the Côte d'Azur is particularly well represented, you can also discover the taste of Nice at **Lou Countea** in Gilette, **Le Comptoir de Joséphine** in Valdeblorre, or at **L'Estragon** in Le Broc, to name but a few. More than a cuisine, gastronomy is inseparable from the identity of Nissette.

## Caillette: a PDO olive

*Since ancient times, the olive has been an integral part of Nice's cuisine. In Nice and its region, it is the Caillette olive -fruit of the Cailletier- that is tasted. Its color, ranging from yellowish green to purplish black, its firm flesh and its slight acidity make it a favorite variety both as table olives and as fruit for oil. Its success is such that, since 2001, it is the subject of a PDO Olive de Nice. From Castagniers to La Trinité, passing through Nice, Le Broc or Colomars, it is cultivated in terraces. Among the domains to discover: the Mill of Castagniers, the Lessatini Domain, the Oliveraie de la Sirole or Champ Soleil. Most of them produce olive oil, table olives, but also the famous olive paste and tapenade, so dear to the cuisine of the South.*

[www.olivedenice-aop.com](http://www.olivedenice-aop.com)

## A centuries-old wine culture

*Bellet is the smallest appellation in France -600 hectares today-, with only 65 hectares of vines. It comes directly from the Greeks, who in the 5th century BC, planted the first vines in Nikaïa. Born in the early 1940s, the protected designation of origin now includes some 9 estates, all located on the hill of Bellet, in Nice. Each year, about 120,000 bottles filled with elegant brew, worked in the three colors, are produced. A little further west in the territory, the wine of Saint-Jeannet is distinguished by its method of breeding for a part of its production. Here, there are no oak barrels or stainless steel tanks, but rather enormous "dame-jeanne" placed in the sun. They allow us to work on the oxidation process and give life to wines with exceptional colors and unique aromas, whether red or rosé.*

[www.vindenice.com](http://www.vindenice.com)

[www.vignoblestjeannet.fr](http://www.vignoblestjeannet.fr)

[www.vignoblerasse.fr](http://www.vignoblerasse.fr)



# Nice Côte d'Azur, is a land of tradition

Discovering Nice Côte d'Azur invites you to immerse yourself in its traditions and history, which are still very much part of the life of the territory.

## Culture of identity

Just stroll along the winding roads that lead to the perched villages of the Nice hinterland to immerse yourself in the heart of Nice's traditions. With their ramparts, their little churches, their wash houses and their stone streets, the sixteen perched villages in the metropolitan area have preserved their old-fashioned charm. You can attend the celebrations of the patron saints, taste the pistou soup, the socca, the pan bagnat or the daube, and watch the craftsmen perpetuate the know-how of their ancestors. Moreover, while strolling in the villages of the Nice hinterland, it is not rare to hear Nissart spoken. **This language is still taught in some schools and several associations offer free courses to keep it alive.**



## Know-how

In Saint-Jeannet, a paradise for climbing enthusiasts, the Rasse family maintains the tradition of the vineyard by producing the "tuilé rosé" at the Domaine des Hautes Collines, according to a method dating back to 1860. On the other side of the Var, in Castagniers, it is the whole tradition of olive oil which is perpetuated in an old oil mill dating from 1250. La Trinité is also a stronghold of this know-how which is transmitted from generation to generation and produces an AOP regularly awarded in agricultural competitions.

Further up in the high country, in La Tour-sur-Tinée, Sylviane and Alain Sanguinetti have transformed an old oil mill abandoned since the First World War into an essential oil farm. Taken over by Véronique Marie and Christophe Cottereau, "Les Senteurs du Claut" produce 100% organic local oils and natural cosmetics in the spirit of the times. In the Vesubie valley, Jérôme and Elise prepare delicious sweets based on red fruits and honey at the farm "Des abeilles et des fruits" in Belvédère.

To understand everything about the making of perfume, another local tradition, you must go to Èze. In this eagle's nest, camped on a cliff at an altitude of 429 meters, the Fragonard laboratory factory is a curiosity to visit. In 1968, the factory was exported from Grasse to develop creams and cosmetic products. These are only a few examples as the know-how abounds. Some have been there for decades and others are being reborn and reinvested in the villages.



## The Nice Carnival, nearly 150 years of celebration

The first carnival in France, the Nice carnival is part of the top three in the world with Rio and Venice. Every winter, in February, it attracts several hundred thousand spectators, of all nationalities, who come to admire the floats created for months by craftsmen-artists who perpetuate a know-how of nearly 150 years by adapting it to the materials of their time. The popular art of carnival has been passed down from generation to generation since 1873, the date of the creation of the Festival Committee and the first parade. Three years later, the first flower battle took place on the Promenade des Anglais. A rain of flowers falls on the spectators at each parade of floats, in a colorful and festive atmosphere. It is also a way to highlight the great floral diversity of the region since 70% of the flowers used are locally produced.

## Nice, a cosmopolitan land

The history of Nice goes back to 380,000 years before our era, as attested by the Terra Amata camp, now a museum, and the Lazaret cave, a major site of prehistory in Nice. The site of Terra Amata, where the first inhabitants of Nice lived, is one of the oldest developed settlements discovered in the world. Afterwards, Nice passed under different sovereignties: Ligurian, Greek, Roman, Genoese, Provençal, Savoyard, Piedmontese and French. A very cosmopolitan city, Nice attracted, from the 18th to the 20th century, English winterers, Italian workers, Russian political exiles, Armenian and Jewish refugees...

While strolling along the streets, you will discover wonders of all origins: the Saint-Nicolas cathedral, a Russian Orthodox religious building, or the buildings with Piedmontese, Genoese or Florentine intonations and colors that dot the architectural landscape of the city.



# Nice Côte d'Azur, is also a life of luxury

Nice Côte d'Azur offers a wealth of exceptional places and experiences for an unforgettable stay. Witness to the great history of wintering, aristocratic personalities who came here on holiday or enthusiasts of the pleasures of contemporary luxury, the choice is vast.

## Want to experience the French Riviera in luxury?

Poser ses valises dans un des onze hôtels 5 étoiles -dont deux palaces- situés à Nice, Èze, Beaulieu-sur-Mer, Saint-Jean-Cap-Ferrat et Vence, c'est un bon début. La Réserve de Beaulieu, le Grand Hôtel du Cap à Saint-Jean, le Negresco à Nice... **Ces adresses de légende offrent pour beaucoup piscine, spa, salle de remise en forme, restauration renommée et prestations VIP pour une parenthèse enchantée dans un environnement naturel somptueux.**

De nouveaux établissements 5\* de luxe vont voir le jour ces prochaines années : **the Victoria - Maison Albar hotel, with a shopping arcade dedicated to luxury goods; the careful renovation of the Visitation Convent for conversion into a hotel by the Perseus group in Old Nice.** For a breath of fresh air, we head to Auron, which is moving upmarket with the construction of 5-star hotels for 2025, luxury residences and luxury boutiques.

## Chic picnics

In this bucolic setting, taste buds will be thrilled with the concept of "chic picnics" offered by a number of service providers, including "Inspiring Côte d'Azur" for chic nature and culture experiences, or "PicNice", in collaboration with restaurateurs Noëlle and David Faure, a former Michelin-starred chef. "We cook seasonal products that we deliver to magical spots selected by Amandine, it's an opportunity to live the true experience of luxury à la française." And to impress your better half, you can enjoy champagne, wine and local products at the top of a mountain with a panoramic view of the Alps and the sea. A "wow" effect guaranteed!



## Palace of the Riviera

After this gourmet break, we go for a drive in the hinterland of Nice in a classic car. Aboard a sporty Porsche 911, a classic Jaguar E-Type or a small Fiat 500, we attack the curves with our hair blowing in the wind, like a movie star, in the direction of one of the most beautiful Italian **Renaissance style palaces on the French Riviera: the Villa Ephrussi de Rothschild, in Saint-Jean-Cap-Ferrat.** A tourist mecca, the villa and its nine themed gardens invite you to stroll among the scents of Provence or exoticism and richly decorated salons.

A few steps away, the **Villa Kerylos, in Beaulieu-sur-Mer, plunges us into the atmosphere of a luxurious ancient Greek palace.** Refined furniture, peristyle and Greek sculptures make up the decor of this residence on the seafront, to enjoy the azure blue of the Mediterranean. Another popular spot for chilling out or watching a sunset: **the hotel rooftops.** Away from the hustle and bustle of the outside world, you can take a break from the heights with a view of the Mediterranean, the city or the hills in the hinterland of Nice. Whether it's "Au Farago on the roof" at the Nice Marriott, "La Terrasse" at the Meridien, Hotel, or "Le Calade", the rooftop restaurant at the Radisson Blu Hotel in Nice, the panorama is breathtaking.



## Exclusive shopping experience

Nice is particularly popular for the quality and variety of its small shops, shopping centres, markets, craft shops and luxury boutiques.

The world of prêt à porter and haute couture opens the doors of its boutiques in various towns in the region: **Carré d'Or in Nice, Corso area of CAP 3000 in Saint-Laurent-du-Var, Printemps of Polygone Riviera in Cagnes-sur-Mer and also Galeries Lafayette Nice.**

VIP welcome, luxury lounge, wellness area, personal shopper assistance, beauty masterclass... All these exclusive features make for an exceptional shopping experience.

## Michelin-starred restaurants

Gourmets are in for a treat too. The Nice Côte d'Azur region is renowned for its authentic cuisine, but also for its fine restaurants.

Each offers an original universe. **The Flaveur restaurant in Nice city centre, the Chèvre d'Or in Eze, the Réserve de Beaulieu, the Saint Martin in Vence and the Chantecler in the heart of the iconic Hôtel Negresco on the Promenade des Anglais.**

## The "Luxury Hotels Collection Nice Côte d'Azur" Club

Against a highly competitive regional environment, the Nice Côte d'Azur Metropolitan Tourist Office wanted to raise the visibility of the metropolitan offer in the luxury segment by creating a dedicated Club, including the 12 palaces and 5\* hotels in the area.

The **Club "Luxury Hotels Collection Nice Côte d'Azur"**, launched in 2022, aims to promote the luxury and ultra-luxury offer through a dedicated action plan and aggregate dedicated budgets, as well as becoming a genuine forum for exchange and proactive thinking on all subjects related to the sector's activity.



## A showcase for contemporary art

Contemporary art lovers and enthusiasts have numerous galleries and artists' studios in Nice Côte d'Azur to complete their collections. In Old Nice, its oldest gallery, the Ferrero Gallery, exhibits artists from the Nice School and Pop Art, such as Ben, César and Andy Warhol, as well as great masters like Chagall, Dufy and Magritte. At the Ferus Gallery, on the port of Saint-Jean-Cap-Ferrat, Didier Viltart presents artists of the 20th and 21st centuries. In Nice, the Villa Arson - a unique and innovative venue (school, library, exhibition and research centre) - offers a rich programme of exhibitions open to the international scene and focusing on emerging art. In the meantime, Botox(S), an association for the promotion of contemporary art, offers encounters during "evening visitors" and the OVNI festival is dedicated to the creation of art videos.

Contemporary art at its best!



## Shopping in VIP mode

Fashionistas in search of inspired designers and luxury boutiques should head for the Carré d'Or district in Nice. In the heart of the city, between the Prom' and the Boulevard Victor Hugo, the most prestigious brands rub shoulders, from Vuitton to Cartier, including Chanel, Armani and Hermès. To save time and do your fittings in a private room, take advantage of the VIP experience at Galeries Lafayette Nice Masséna: a "personal shopper" at your disposal and a home delivery service to make your life easier. In Saint-Laurent-du-Var, Cap 3000 offers a new shopping experience with the opening of Corso, a space that brings together some 40 high-end labels. A detour to Polygone in Cagnes-sur-Mer where shopping is accompanied by works of art of the highest quality.



# Nice Côte d'Azur, is ideal for MICE tourism

MICE tourism is one of the highlights of the Nice Côte d'Azur metropolitan area. Nice and its region have all the necessary assets for the organization of professional events of all sizes. With its strong identity, Nice Côte d'Azur offers the choice of a destination that is both cosmopolitan and authentic, open to the world, deeply rooted in its culture and history and so easy to live.

Located in an exceptional setting between the sea and the mountains, **Nice is a true congress ground where all events are held and enriched benefiting from a culture of know-how** that has been honed through seminars, incentives and other world-class events. Nearby, the area is open to all kinds of projects.

Just like lines 2 and 3 of the tramway at Nice Côte d'Azur Airport, the metropolitan area facilitates and simplifies mobility for everyone. This territory is in full development thanks to a virtuous economic environment and large-scale structuring projects that are shaping Nice Côte d'Azur of tomorrow.

The strength of Nice Côte d'Azur lies in the proximity of its facilities, from the airport to the Palais des Expositions located in the heart of the city, to the hotels... everything has been designed to reduce travel time so that delegates can make the most of their stay, in a mild climate and in complete safety.

**In 2025, the Ocean Summit will be held in the new convention centre inaugurated for the occasion.**

## Sanitary Confidence Label

This label helps companies to implement health safety regulations and to reassure customers and employees that barrier measures and sanitary measures for physical separation are respected and monitored.



## Facilities at the heart de Nice Côte d'Azur A full range of local services

A complete range of facilities nearby MICE facilities offer the advantage of being located close to hotels, restaurants, shops and the center of Nice. An all-in-one solution that meets all the needs of participants.



## A wide range of venues for events

The metropolitan area has a number of venues for events of all sizes. First of all, the Allianz Riviera Stadium, possibly coupled with the National Sports Museum or the Palais Nikaïa, offer very interesting hosting solutions.

**More than forty hotels have quality infrastructures to meet these demands.** Other sites can also host conferences or meetings, such as the University Hospital, the Valrose Castle -the headquarters of the University of Nice Côte d'Azur-, the airport business center and many others...

+ [meet-in-nice.com](http://meet-in-nice.com)

## Exceptional venues that can be privatised

### A unique offer for events

Prestigious venues are available throughout the Nice Côte d'Azur metropolitan area, in both ancient and modern settings: the Musée Masséna, the Villa Ephrussi de Rothschild, the Observatoire de la Côte d'Azur, the MAMAC, the Musée d'Art Moderne et d'Art Contemporain, the Musée Marc Chagall, the Villa Arson, the Villa Kérylos, and the 109, an industrial wasteland and a hub of contemporary culture... These emblematic historical sites offer an extraordinary influence to events.



### A special offer for seminars

*Nice Côte d'Azur offers a varied choice of hotels with many activities all year round. Some hotels, partners of the Nice Côte d'Azur Metropolitan Convention & visitors Bureau, offer special seminar packages during the winter season.*

### Eco-labeled hotels

*Staying or meeting in a hotel that is strongly committed to ecological values is now commonplace in the Nice Côte d'Azur metropolitan area. Some examples: the Hyatt Regency Nice Palais de la Méditerranée -Green globe certified-, the Radisson Blu Hotel -Green Key label, the Mas de Vence, the Villa Patricia in Villefranche-sur-Mer, the Tiercé Beach Hotel in Cagnes-sur-Mer...*

### A first class global hotel offer

### A large accommodation capacity

With 300 hotels and residences, the Nice Côte d'Azur Metropolitan area represents 1/3 of the Côte d'Azur's hotel capacity. From luxury hotels to youth hostels and boutique hotels, the accommodation offer is varied and adapted to all types of clientele. The 3, 4 and 5 star hotels represent 80% of the accommodation capacity and most of them have meeting spaces.

### 7 competitiveness clusters:

- Secured Communicating Solutions world cluster:  
Information and communication technologies
- Eurobiomed competitiveness cluster: Health
- Capénergies (energies that do not generate greenhouse gases)
- PACA Sea world-class cluster (marine resources)
- Pégase (Aerospace)
- Parfums Arômes Senteurs Saveurs (chemistry)
- Risk management and vulnerability of territories



# Nice Côte d'Azur, is a land for events

With more than 3,000 events, the Nice Côte d'Azur Metropolitan area offers an unparalleled array of cultural and sporting events. From major international exhibitions to heritage festivals, the range of genres is endless. Likewise, there are many professional and amateur sports events. This shows an undeniable know-how and quality of organisation.



## **The Nice Carnival - February**

It is one of the 3 most important carnivals in the world and animates the heart of the city with its carnival and flower parades.

## **Nice Book Festival - beginning of June**

Every year it brings together prestigious authors and publishing houses.

## **Exhibitions in the Museums of Nice - June to October**

## **Nice Jazz Festival - mid-July**

The first jazz festival in the world was held in Nice in 1948.

## **European Short Film Festival**

### **"It's too short" - mid-October**

It promotes contemporary creation in all the vectors of expression of short films.

## **OVNI Festival - November**

A tour of the city, particularly in the hotels, to discover the creation of video art.

## **MANCA Festival - December**

Contemporary musical creation and research meet in Nice.

**"Nice Music Live" gathers under this label the musical events all year long: [see nice.fr](http://nice.fr)**

### **The main recurring cultural events:**

- > the spring of poets (March)
- > the "printemps des Mômes" (April)
- > the Côte d'Azur garden festival (April 1 year/2)
- > the Saint-Laurent-du-Var detective story festival (April)
- > the Villa Ephrussi rose and plant festival in Saint-Jean-Cap-Ferrat (May)
- > the Crème Festival in Villefranche-sur-Mer (June)
- > the Peu festival in Broc (June-July)
- > the Nuits Guitare in Beaulieu (July)
- > the Médiévales of Eze (July)
- > Promenade en fête in Cagnes-sur-Mer (July-August)
- > Nuits du Sud in Vence (July-August)
- > St Jazz Cap Ferrat (August)
- > Crossover, Festival of artistic crossbreeding in Nice (August)
- > La quinzaine du Théâtre (October)
- > Festival "c'est pas classique" in Nice (November)
- > Cinéroman in Nice (October)

### **The main recurring sports events :**

- > Andros Trophy in Isola (January)
- > The Prom Classic in Nice (January)
- > The final stage of the Paris-Nice cycling race (March)
- > The Nice International Half Marathon (April)
- > The Gravel Trophy arrival in Vence (May)
- > The IRONMAN in Nice (June)
- > The Ultra-Trail Côte d'Azur Mercantour (June)
- > The final stage of the Tour de France à la voile in Nice (July)
- > The International Marathon of the Alpes-Maritimes Nice-Cannes (November)



### Future major events:

- > 2024 Olympic Games for football
- > Stopover city for the Olympic Flame
- > 150 years of Impressionism: the "Berthe Morisot à Nice, escales impressionistes" exhibition
- > Arrival of the Tour de France 2024
- > The "Miró Matisse Par-delà les images" exhibition
- > VinFast IronMan Women's World Championship 2024
- > UCI Gravel World Championships 2025
- > Winter 2030 Olympic Games bid

### **Nice Côte d'Azur has all the assets to position itself to host and organize major sporting events, such as the Tour de France in 2024:**

- > Nice Côte d'Azur's international dimension
- > Exceptional accommodation capacity
- > The 2nd largest international airport in France
- > Exceptional natural stadium between the sea and the mountains
- > Presence of a reference stadium (Allianz Riviera)

The economic and media spin-offs, as well as the image reinforcement, are very important.



# Nice Côte d'Azur, is an easy trip to organise

Everything has been thought of to facilitate the planning of a stay. For 200 years, Nice has been a reference in the field of tourism. More than ever, the Nice Côte d'Azur Metropolitan Convention & Visitors bureau is determined to continue in this vein, with a focus on excellence and quality.

All sectors of activity are concerned. The promise made to visitors of a safe, attractive, authentic destination is verified beyond expectations. Thus, by creating or adhering to labels, the NCA CVB put the visitor and his expectations at the center of its concerns. These labels are a guarantee and a reassurance of quality.

## French Riviera Pass Visit more, spend less ...

This pass allows you to visit Nice and its surroundings. It includes the essential sites and gives access to guided tours of both museums and the city as well as the tourist bus "Nice, le Grand Tour". It also offers the possibility to benefit from advantages from a list of carefully selected addresses - stores, leisure activities, restaurants -.

The card is available in three versions: 24 hours, 48 hours or 72 hours, and also gives access to urban transport as an option. Adapted to new technologies and new customer behaviors, it is NFC (Near Field Communication: contactless card). It can be purchased online and is available in an e-ticket version.

+ [frenchrivierapass.com](http://frenchrivierapass.com)

## Participative strolls with Nice Greeters

A Greeter is a person who is passionate about his or her city and wants to help visitors discover it from his or her own point of view and taste.

Since June 2013, the Nice Convention and Visitors Bureau has launched "Nice Greeters" to develop participatory tourism. This free service is based on volunteers. During a 2-hour walk, each of the 38 greeters will be keen to give an original vision of their city and share their happiness of living there. The theme of the tour, shopping, markets, gastronomy, life in the neighborhoods... is almost secondary, it is the human experience and the exchange that are the basis. In 2019, more than 440 visitors have used this type of stroll. Practical information: reservations are made online before the stay. The Greeter is chosen according to availability, language -9 languages to choose from- and the desired theme.

+ [nice-greeters.com](http://nice-greeters.com)

## Discovering Nice and surroundings Guided tour of Old Nice

This district, the cradle of Nice, reflects the spirit of the city and reveals its history. Animated day and night, it is pleasant to let yourself be guided through the narrow streets and discover the different markets, the baroque churches... This 2h30 walking tour presents Nice in a general way, from the Greek era to the present day, passing through the highlights of the Belle Epoque and the Baroque era. The tours take place every Saturday throughout the year and are in French and English. Departure is at 9:30 am, in front of the Tourist Information Office. From May to September, a second time slot is offered on Thursday morning at 9:30 am for a visit in German and Russian.

Practical information: reservation required and details from the information offices of the Metropolitan Convention & Visitors bureau. Rates: 12 € for adults, 6 € for children under 10 years old and free for children under 5 years old.



Numerous guided tours by qualified tour guides are organized in Nice and throughout the territory. They are available on the [nicetourisme.com](http://nicetourisme.com) website or in all tourist information offices.

## [www.explorenicecotedazur.com](http://www.explorenicecotedazur.com)

The website has been completely redesigned: a new look, more space, photos and information in an ergonomic comfort. It has been launched at the beginning of 2022. The main site as well as the dedicated sites: [frenchrivierapass.com](http://frenchrivierapass.com) - dedicated to the city card-, [meet-in-nice.com](http://meet-in-nice.com) -specific to the MICE-, and [nice-greeters.com](http://nice-greeters.com) -for the discovery of Nice in a different way-, are of simplified.

## Labels

Nice has been a reference point for tourism for 200 years. Now, more than ever, the Nice Côte d'Azur Metropolitan Tourist Office is determined to build on this success, with a focus on excellence and quality. All sectors of activity are concerned. The promise made to visitors of a safe, attractive, authentic destination... must be borne out beyond expectations. **So, by creating or subscribing to labels, OTM NCA wanted to make the city's assets really clear to dedicated customers. This choice of labels makes it possible to structure the offer and constantly monitor its quality.**

### Famille Plus Label



This national label identifies a specific, high-quality offer dedicated to this clientele. It offers a personalized welcome to families, with activities adapted to all ages. An activity booklet is available during the vacations, along with educational booklets, coloring books, card games and a guide available in French and English.

📄 <https://www.explorenicecotedazur.com/preparer/ma-nice-cote-dazur/en-famille/>

### Nice, "naturally iridescent" Certification



Nice, through OTM NCA, is the first city in France to join the IGLTA -International Gay and Lesbian Travel Association-. A wide range of programs - beaches, museums, nightlife, events - and gay-friendly establishments are on offer. Training courses, recognized by dedicated funds, validate membership of the label. A guide, in French and English, is available.

📄 <https://www.explorenicecotedazur.com/preparer/ma-nice-cote-dazur/gay-friendly/>

### Cuisine Nissarde Label



The purpose of this label is to present and promote the authentic cuisine of Nice, its history and its recipes. Thus, it assures visitors a certified quality of the local cuisine served in the restaurants, holders of this label. 44 selected recipes are online so that the transmission of this cuisine is even wider.

📄 <https://www.explorenicecotedazur.com/preparer/restaurants/cuisine-nissarde/>



## Pet Friendly Label



In 2021 and 2022, the French magazine 30 millions d'amis ranked Nice as the top French city (+100,000 inhabitants) where it's good to live with your dog. OTM NCA joined the city's animal welfare policy and created the "Pet Friendly" label. It meets the growing demand from visitors who travel with their pets, and enhances the quality of the tourist offer, always in line with the public's expectations.

<https://www.explorenicecotedazur.com/inspirer/experiences-nice-cote-dazur/nice-cote-dazur-destination-pet-friendly/>

## Accueil Vélo (Welcome bicycle) Label



As part of its promotional strategy, OTM places the various cycling practices (cyclospor, cyclotourism, mountain biking, touring or city biking) at the heart of its actions. This line of development builds on the deployment of bicycle itineraries set up by the Nice Côte d'Azur metropolitan area, and meets growing customer demand.

<https://www.explorenicecotedazur.com/espace-partenaires/vous-souhaitez/rejoindre-nos-labels/>

## Clef Verte (Green Key) Label



As part of its CSR policy, OTM has set itself the objective of supporting tourism professionals towards a sustainable transition, helping to improve the skills of local tourism service providers, and enhancing the destination's environmental performance.

<https://www.explorenicecotedazur.com/espace-partenaires/labellisation-clef-verte/>



## Safe destination

The Nice Côte d'Azur Metropolitan area has always put in place the means to ensure the safety of people and property in all areas, thus creating optimal conditions for welcoming visitors. The "Label health confidence" is a perfect example.

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# NICE CÔTE D'AZUR METROPOLITAN CONVENTION & VISITORS BUREAU

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**NICE**   
CÔTE  
D'AZUR

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**TOURISME & CONGRÈS**

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