

ALL ABOUT TOURISM,
Some economic figures

Press Kit

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I - INTRODUCTION

France...

- ✎ Top holiday venue for foreign tourists
- ✎ 76.5 million foreign visitors in 2001
- ✎ Ranked third country for revenues after the USA and Spain

... the French Riviera

- ✎ One of the world's top tourist destinations with 9 million visitors in 2001
- ✎ 1% of sales worldwide for tourism
- ✎ Top center for leisure tourism in France after Paris
- ✎ Top center for meetings and conventions tourism in France after Paris
- ✎ 6 million tourists from abroad
- ✎ Accommodation facilities with 800 hotels and 60,000 beds
- ✎ 4 billion Euros of economic impact and nearly 64,000 jobs in tourism

... Nice

- ✎ Top tourist city in France after Paris, with nearly 2 billion Euros of economic impact for 4 million visitors
- ✎ Top national airport after Paris, with 10 million passengers in 2000
- ✎ Top convention city in France after Paris, with Acropolis several time elected best European convention center
- ✎ Top hotel facilities in France after Paris, one-third of the capacity on the French Riviera: nearly 200 establishments with some 10,000 rooms
- ✎ Top cruise port in France: Nice/Villefranche with 180,000 cruise passengers in 2001

II - TOURISM: THE CITY'S TOP INDUSTRY

The world's top tourist destination, **France** is now at the heart of the greater European market. It received **76.5 million foreign visitors in 2001** and ranks third for revenues, **with 33 billion Euros**.

Nice, with its generalised vocation, greets visitors for **leisure tourism (individuals and groups), cruises and meetings and conventions tourism: over 4 million visitors in Nice, 41% from France and 59% from abroad**, essentially from Italy, Germany, the US (+12%) and UK.

Tourism drives the economy of Nice, **the city's top industry and the Alpes-Maritimes département's second source of revenue after high technology (Nice- Sophia Antipolis)**.

A - Leisure tourism

Recreational tourism is made up **80% of individuals** and **20% of groups**. Recent trends in behavior indicate more individual travel, from France in particular and neighboring countries, such as Italy, UK, Germany.

Most groups come essentially from distant countries - in Asia, North and South America, Japan and other countries recently open to tourism, particularly in Eastern Europe. This clientele, more traditional in behavior, prefer to have their vacation organized by professionals.

Recreational Tourism generates 1.2 billion Euros.

The Cruise Market

Three geographic areas - the Mediterranean (up 25% in 1999), the Caribbean and Northern Europe - share the cruise market.

The cruise business has developed considerably over the past few years: **300 stopovers for cruise ships** in the Port of Nice/Villefranche in 2001, with **180,000 cruise passengers, including 60 to 70% from North America**. This represents **26 million Euros in economic impact**. There should be strong growth in the coming decade, Nice becoming not only a stopover but also a homeport for big liners.

B - Business Tourism in Nice

Conventions and seminars

This market represents **over 500 million Euros** yearly for **France**.

Acropolis and the city's hotel facilities make Nice the **top convention city** after Paris.

Indeed, over **thirty hotels** are equipped with the best infrastructures for holding **seminars**, thereby providing a very pleasant setting for organizing efficient meetings, as well as for comfortable stays, prestige environments and functional meeting rooms.

Business tourism is **one of the strong points** of Nice and the French Riviera, representing **1/4 of hotel occupancy** and **30%** of tourist activity. It combines harmoniously with leisure tourism, of which it is the essential complement for the city.

Among the priority markets in this activity sector, we can mention
France, Northern Europe, the UK and US

The average expenditure in business tourism is **200 Euros a day for French visitors and 245 Euros a day for foreigners, generating over 500 million Euros in revenue.**

Incentives

Incentive travel is organized mainly **by companies for their customers or staff** to help build motivation.

This generally involves **groups of 30 to 250 persons of very high contribution.**

Nice enjoys a culture of the event that makes it possible to set up programs as intense as they are unusual, custom-designed to satisfy all those who are looking for this type of product.

III - THE CONVENTION AND VISITORS BUREAU: RECENT PROJECTS

The website <http://www.nicetourisme.com>
provides information for the general public
as well as access for travel professionals.

The professional guide

Specially designed for travel agencies and tourism professionals selling Nice as a destination in France and abroad, the Convention and Visitors Bureau's specific documents, like the Professional Guide, are available in several languages including **English**, as well as **Russian**, **Chinese** and **Japanese**.
Consult our website: <http://www.nicetourism.com>.

The Meetings and conventions Tourism kit

The recently printed **Meetings and Conventions Tourism kit** is intended for French and foreign travel organizers (associations, businesses, travel agencies). It provides and presents all the infrastructures and facilities offered by Nice in this area. It is translated into 4 languages: French, English, German and Italian.
Consult our website: <http://www.nicetourism.com>.

“Nice Incentive”

The **“incentive” segment** was recently set up and developed through a **prestige brochure** demonstrating the extent to which Nice and Greater Nice -one of the most popular destinations in the world- offer opportunities for programming original unusual activities. The **“Nice Incentive”** brochure is available in 4 languages: French, English, German and Italian.

A website has just been set up for **incentive** organizers:
<http://www.niceincentive.net>.

Hotel reservations at the Convention and Visitors Bureau

+ A reservation center on the Internet

The **"WorldRes"** call center for hotel reservations, offers the possibility of choosing your accommodation **online**, with secure payment and planning over time.

+ Furthermore, the new **"NiceRes"** call center set up for **day-by-day reservations** by the Convention and Visitors Bureau's four information offices works with 200 hotels.

Reservations can also be made through the Convention and Visitors Bureau's **call center**, which is operational from June 1 to September 30 and during Carnival (January-February, every year).

IV - A FEW MAJOR PROJECTS IN THE CITY OF NICE

A - Nice Cote d'Azur International Airport

The top airport in France after Paris, its diversified network of flights is one of the densest in Europe (direct flights to 26 countries, 70 destinations and 40 airlines). It is also **one of the top hubs** in France. **National flights represent 51% of total traffic**: 16% for the Regions, 35% between Paris and Nice, one of the world's busiest lines.

Because of the rapid growth of air traffic worldwide, the number of passengers has doubled in 10 years and could double again by 2020. Today, **it greets 10 million passengers**. The Airport induces **4.7 billion Euros of economic impact**. The investments planned for the next two years amount to **150 million Euros**.

B - The Port of Nice

Scheduled to open in 2003, a terminal located on Quai du Commerce will be able to process **nearly 1,000 cars and their occupants / day**.

The future work on the harbor and the adjacent infrastructures (a new pier for large liners) will respect the environmental dimension, both urban and maritime.

C - Acropolis

Acropolis is **the largest Convention Center on the French Riviera and Number 1 after Paris**. Among the events of the year 2001, we can mention the International Convention of Microsoft, the International Conference on Nuclear Engineering and and for 2002, the International Gas Congress, the Summit of European Heads of State and the World Figure Skating Championship.

Acropolis (which covers 71,000 m² at present) is scheduled, in **coming years, to add another 15,000 m² of exhibition space**.

D - Palais de la Méditerranée

Palais de la Méditerranée, with its listed Art-Deco façade, will soon be a **luxury hotel and casino**. With **200 rooms**, it will further improve the hotel facilities of Nice, particularly in the area of business tourism. This project will cost over **53 million Euros for the hotel complex** and over **41 million Euros for the casino**. The latter will offer **400 slot machines** in an **800-m²** gaming room. **The work should be completed in June 2003.**

V - Practical information... +33 (0) 892 707 407

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