

Beat: Travel

## THE FRENCH RIVIERA INVITES ITSELF TO PARIS

### ORGANIZED BY COTE D'AZUR FRANCE

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**USPA NEWS** - The Nice Côte d'Azur Metropolitan Tourist Office was in Paris on April 13 to Participate in the operation organized by Côte d'Azur France and Present its News to the Press and Leisure Professionals. At the End of the Event, Post-Tours allowed Participants to Discover the Riches of the Côte d'Azur and Metropolitan Destinations... The Concept of the Event revolved around the Train.

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In the Morning, the Workshop allowed the OTM to meet a Dozen Managers of Incoming Travel Agencies and to respond to Numerous Requests concerning Restaurants, Hotels, Transfers, and Events. The Agencies met had a Portfolio of Clientele mainly composed of Individuals or "High-End" Groups, and this, on Different Markets, in particular USA, Canada, Scandinavia, Europe, China. The Office has noticed a Strong Increase in Requests from Chinese Leisure Customers for this Summer.

At the End of the Parisian Event, the Riviera delegation (23 Exhibitors) came back down by TGV with around Thirty Travel Agents and Journalists. On the Train, Various Activities were offered by the Galimard and Fragonard Perfumeries, with a Musical Atmosphere provided by a Local Group. The Guests were then assigned to take part in One of the 4 Educational Tours designed by the Nice Côte d'Azur, Cannes, Mandelieu-La-Napoule, Antibes Juan-les-Pins, Vallauris Golfe-Juan and Menton Tourist Offices, Riviera & Merveilles as well as Liguria for a Discovery of the Tourist Attractions of the Côte d'Azur.

- Partners who have contributed to the Great Success of this Educational Tour:

\* Hôtel Aston La Scala - Le Centre du Patrimoine - l'Atelier Cuisine Niçoise - le Musée Matisse - Le Novotel Nice Centre Vieux Nice - le Restaurant Le Gaglio - le Musée Renoir - Hôtel RoyalMar à Cagnes sur Mer - Bureau d'information touristique de Cagnes-sur-Mer - La Chapelle du Rosaire - Bureau d'information de Vence - Fondation Emile Hugues / Musée de Vence - la Cave Bianchi - Nissa Chic (Restaurant le Grand Balcon - Bureau d'information de Cap d'Ail - La villa Les Camelias - la Villa Ephrussi de Rothschild - Les 21 Paysans - Les Agitateurs - Nuances

- Destination Nice Côte d'Azur:

\* Nice, Capital of The French Riviera  
\* Coastal Areal  
\* Mid Country  
\* High Land  
\* Towns and Villages  
\* Natural Areal  
\* Routes and Itineraries

- Experiences:

\* Nice on UNESCO's World Heritage List  
\* Gastronomy  
\* Culture and Heritage  
\* Shopping  
\* Slow Tourism  
\* Eco-Responsible Trips  
\* Nature and Sensations

- \* Local Skills and Crafts
- \* Winter Sports
- \* Hiking, VIP Experiences
- \* Land of Events
- \* Beaches and Water Sports

- Places To Visit:

- \* Museums
- \* historical and Monuments Sites
- \* Markets
- \* Wine Domains
- \* Craftsmen and Local Producers

- Activities:

- \* Hiking
- \* Cycling and Mountain Biking
- \* Sports Activities
- \* Snow and Ski
- \* Beaches
- \* Water Sports
- \* Relaxation and Well-Being
- \* Courses and Workshops
- \* Languages Classes
- \* Leisure and Escape Games

Source: Workshop and the Press Conference in the Restaurant La Felicità @ Station F in Paris.

Organized by Nice Côte d'Azur Metropolitan Tourist Office

Destinations represented: Nice Métropole, Antibes Juan-les-Pins, Palais des Festivals de Cannes, Mandelieu, Menton Riviera & Merveilles, Biot, Vallauris Golfe-Juan, Le Cannet et La Colle-sur-Loup.

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