



DESTINATION

Nice

new plans and ambitions press kit 2013



PRESS *service*

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NICE

La lumière naturellement
A natural brilliance

New plans and ambitions for Nice

Nice, an authentic and booming city... is currently undergoing a real economic, cultural, artistic and architectural revolution. Creative, dynamic, cosmopolitan and young, it is bubbling over with achievements worthy of the world's biggest capitals. Innovation is everywhere and can be seen across all areas. Nice is moving, evolving, changing and excelling... and generating lots of energy in the process.

Nice, the fifth largest city in France with more than 1 million inhabitants, is the country's most popular tourist destination after Paris. The capital and economic heart of the Riviera, it has emerged as a modern and active city but with its way of life still intact. Its territory, 80% of which is made up of mountains, stretches from the shores of the Mediterranean to the ski resorts of the Mercantour National Park. To make the most of its exceptional setting, the city has set up a development strategy primarily focussed on the preservation of its natural assets, heritage and culture. A sustainable development policy now applies across the board, from transportation to new facilities.

INFORMATION

- 5th largest city in France,
- 350,000 inhabitants, of which 50% are under the age of 40,
- 10 km of coastline, including 7.5 km of beaches,
- 300 hectares of green space and 1,500 hectares of woodland out of the total 7,192 hectares.
- 150 lakes and fountains
- 2,800 hours of sunshine a year against 1,630 in Paris



ITS *ambitions*

- To become a benchmark city for ecology and the Green City of the Mediterranean.
- To make Nice the number one Mediterranean destination while continuing to meet the requirements of tourists.
- To preserve the authenticity of the city and ensure visitors receive a quality welcome.
- To be the leading short stay destination.



To achieve these goals, the city has identified and implemented a series of ambitious plans. It is hoping to redefine the way of life for both residents and tourists. The Nice of tomorrow is being built today. These future developments will have an economic impact throughout the entire territory.

THE TOURIST *economy*

- The country's biggest airport after Paris with more than 11 million passengers, 61% of which are from abroad,
- The leading low-cost airport in France, with 17 airlines,
- The leading tourist destination in France after Paris with nearly 4 million visitors per year, making up 1% of the global turnover in the tourism sector,
- 1 visitor out of 100 in Europe stays at least one night in Nice,
- Leading city for conventions in France after Paris thanks to the Acropolis, which is repeatedly voted the best convention centre in Europe,
- One of the leading cruise destinations in France with 466,000 passengers (not including ferries),
- One of the leading hotel providers in France after Paris with nearly 200 hotels and 10,000 rooms i.e. a third of the country's hotel capacity,
- Leading concentration of municipal museums after Paris, with 19 museums and galleries,
- The first city in France to hold an AOC certification for its wine.

PLANS WORTHY *of those ambitions*

NICE, AN ECO-FRIENDLY CITY

With the aim of making Nice the «the Green City of the Mediterranean», all sectors of human activity have been integrated into its development and planning policy: life style, the environment, infrastructure and methods of transportation. Consequently, an additional 100 hectares of green space has been created or will be created right in the heart of the city: opening of the Estienne d'Orves, la Clua and Liserons Parks and the launch of the «green corridor». All of the plans for the city are primarily concerned with the environmental perspective.

The green corridor: a true green path

There will soon be a 12-hectare park right in the heart of the city, connecting the Museum of Modern Art and Contemporary Art (MAMAC) to the Théâtre de Verdure and the Promenade des Anglais. This 8,000 m² space, used primarily as an orange grove, will also be available for events (e.g. art exhibitions, fun activities and large-scale events, etc.). *Inauguration planned in September/October 2013.*



Development of an Eco-Valley as part of an operation of national interest – Multi-phased 2013/2020

It is hoped that this area, located west of the city, on the Var plain, will become the benchmark for sustainable development for Southern Europe and the Mediterranean. It hopes to attract companies from that sector with its centre for education and research dedicated to careers in sustainable development and ecology, its major cultural installation, its stadium that is compliant with UEFA regulations, and its 75,000 m² exhibition hall, in addition to existing structures.



The aim of this operation is to give Nice a business district to match its reputation through a gradual reshaping of the strategic area located west of the city, opposite the airport, around two major facilities.



A SHOWROOM FOR BUSINESS TOURISM LOCATED DIRECTLY OPPOSITE THE AIRPORT

New facilities will enable the Riviera to offer more to its business tourists. Nice will soon have an 75,000 m² convention centre within Eco-Valley. This facility is intended to complement the Acropolis conference centre, which is located in the city centre. The aim is to be able to host major international events, which have growing requirements in terms of exhibition space, and which will benefit from the Riviera's hotel capacity (30,000 rooms)..

A MULTIMODAL TRANSPORT HUB AT NICE ST AUGUSTIN

The multimodal station, which provides links to the high-speed train, regional train and tram network, will make it easy for visitors to access the city's hotels.

It will provide a tram link to the airport from the exhibition space and Eco-Valley. This urban area will also include offices, accommodation and hotel facilities to make this an even more attractive destination, as well as shops and local services. Everything will be done to ensure that the needs of convention participants are met.



TRAVEL *smart*

Cycling : as part of its sustainable development policy, the city has created a large network of cycle paths. More than 205 km of the paths have already been completed and there are already plans to extend it. At the same time, more than 1,200 bikes, the «blue bikes», are available for hire from one of the 120 stations, situated at 300m from each other. Furthermore, there is now a blue bike app for iPhone.

Electric cars: with the same objective of reducing traffic in the city, electric cars can now also be rented. Eventually, more than 200 cars will be made available to the public.

Buses and tram It only costs 1,5 Euro per journey across the entire network of buses and trams in the Nice Côte d'Azur area

**NICE, MAKING
HOSPITALITY
AND TOURISM
*a priority***

1. DEVELOPMENTS:

The Nice Olympic Stadium in Eco-Valley

Located within Eco-Valley, the stadium will host Euro 2016 football matches and will be a benchmark for the use of eco-architecture to create a place of prestige. Funded through a public-private partnership, the pre-tax cost of this 35,000-seat stadium is estimated at €166 million. This location will give priority to ligue 1 matches, but will also be used for a variety of multidisciplinary events. The main achievement of this facility lies in the environmental aspects of the structure. The building will produce more energy than it needs; it will recuperate almost enough ground water to water the pitch, harness wind for natural air conditioning and recycle everything possible from the moment it is built. It was designed with accessibility and safety in mind. *Inauguration planned in September/October 2013.*



The extension of the tramway The installation of the first tramway line significantly changed the face of the city, by pedestrianizing large parts of the city. Line 1, which connects the north of the city to neighbourhoods in the east, will soon be joined by a second line. This will link the Airport, located to the west of the Promenade des Anglais, to the port on the east side of the city, and will pass through the city centre. This connection will make life easier for tourists arriving into the airport by enabling them to be downtown in 15 minutes. A beautification programme for neighbourhoods traversed by the tram is also in the pipeline.

Completion expected in late 2017/2019





Redevelopment of the port and the access roads to the Old Town .

These mythical destinations, located at the foot of Castle Hill, are the subject of an extensive redevelopment plan. New public spaces are being created to improve the experience of walking round the city. Pedestrians can now enjoy the Genoese architecture of the old port or the Italian façades of the Old Town at their own leisure.

The Nice Côte d'Azur Airport . The airport is continuing its development policy in order to provide a better welcome for travellers and to absorb the increased traffic on its platform.

To this end, welcome areas were opened at both terminals at the end of 2011. Nice led this project in partnership with Monaco and the Nice Côte d'Azur Airport to ensure that the 10 million passengers a year are better welcomed on arrival and to make sure that the image of the airport is worthy of the second most important tourist destination in France after Paris.

Each welcome area fulfils this function. They offer a pleasant, even reassuring, break for all travellers. This «exclusive» service includes providing them with all the information they might need and reserving hotels for them for that evening. Conference participants will also receive a customised service, by way of a specific desk devoted to their events and any support they need to make their stay as easy as possible.

The Nice-Thiers train station. The SNCF train station, built in 1870, is the main railway cluster for the Nice Côte d'Azur region, used by more than 8 million passengers per year. The station and surrounding neighbourhood are currently undergoing an extensive programme of urban renewal and improvement. The goal is to provide passengers with a more consistent and pleasant welcome by meeting transport development needs. A 2nd renovation phase aims to integrate a shopping area for line 1 of the tramway.

Two-part delivery expected, 2013/2015



The redevelopment of the Acropolis conference centre

This space dedicated to business tourism has undergone a general programme of modernisation and beautification. The architect Jean-Michel Wilmotte has decorated this building in a timeless style, with all the comforts required for the hosting of successful events.

2. VARIOUS PLANS TO OPEN SPACES DEDICATED TO CULTURE.

Redevelopment of the Fort du Mont Alban and opening up to the public This fort was built in 1557 and was later spared by Vauban, who found it inspiring. It was one of the key elements in the defence of the States of Savoy. Summer 2013

Archaeological crypt. Located on Place Garibaldi, 2,000 m² of medieval relics trace the history of the city through its fortifications.. The crypt is redesigned to facilitate the flow of visitors through this extraordinary historical maze.

The Bellanda tower. Located south of the Nice castle park, this replica of a medieval tower, twice as large as the one in Carcassonne, and where Berlioz wrote the Corsair in 1844, has been made into an exhibition space.

Les abattoirs as a centre for artistic creation. This 40,000 m² space is set to become the city's new centre for artistic creation, focussing on painting, dance and music. There is already an exhibition space for contemporary creations.

The National Sport Museum – 2013 The ambitious aim is to build a National Centre for Sport to the west of Nice, to accompany the large stadium. Nice will open the museum to house 100,000 pieces currently located at the Parc des Princes in Paris.



**NICE IMPROVES
TOURISM**
*and launches
a labelling
strategy*



The ambition of this tourist destination is to become a benchmark for hospitality and service. In order to guarantee customers a top quality, rich and diversified offer, the Nice Convention and Visitors Bureau has launched a labelling strategy for its products. In collaboration with its partners, both labels were obtained in 2011.

The city is a benchmark family-friendly destination. Consequently, it has been awarded the national «Family Plus» label. It was a natural step for this city, steeped as it is in

child-friendly Mediterranean culture, to get involved in the labelling process. Nice actually gears a large part of its wide range of activities to young people, and so meets the specifications for the «Family Plus» label. Cultural spaces, gardens and hotels all have areas reserved for this purpose. This achievement was the result of a multi-step process: building surveys, site inspections and round table discussions were the crowning glory of this true partnership. A guide (FR/UK) dedicated to families is now available online. (nicetourisme.com/decouvrir-nice-en-famille or en.nicetourisme.com/family-friendly-nice).

People working in the relevant industries receive ongoing awareness training so that the offer can be maintained and increased.

In the same vein, labelling for LGBT-friendly destinations.

Nice has all of the assets that this client base wants from a holiday destination: an excellent site and climate, a unique cultural and historical heritage, ease of access and events throughout the year. And so, in order to optimise an already rich tourist offering, the Nice Convention and Visitors Bureau has partnered up with the City of Nice and gay and lesbian associations to create a scheme that defines the framework of good quality hospitality and which would ultimately enable LGBT-friendly institutions to obtain the «Nice Irisée Naturellement» label. Nice became the first city in France to obtain the international «Gay comfort» label, created by the association IGLTA (International Gay and Lesbian Travel Association). A brochure, designed with this client base in mind, is available in French and English on the website nicetourisme.com.



At the same time, we will award other, thematic, labels: cuisine niçoise, shopping, culture and heritage.



The Board is already working on the Niçoise cuisine label. The aim is to enable tourists to be sure of the quality of Niçoise cuisine served in restaurants holding that label. The «Cuisine Niçoise» label even has the name of his city in its title. Restaurants receiving this label must reflect a certain way of life and show respect for regional products, accompanied by the famous olive oil and herbs. «The fact remains that the range of gastronomy in Nice goes well beyond its borders». Nice is the only city in France with a vineyard that holds the AOC label, obtained in 1941. On the hills of Bellet, one of the oldest varieties of grape in France produces remarkable white, red and rosé wines, which enjoy a reputation well beyond the city's borders.

The proposed shopping label. In Nice, department stores and fashion boutiques give customers a VIP reception and keep up-to-date with all the latest trends from the major French brands. Nice boasts, in its city centre, about fifty of the most prestigious names and brands: Galeries Lafayette, Louis Vuitton, Chanel, Hermès, Cartier, Armani, Ventilo, Façonnable, Lepage, Longchamp, Kenzo, Max Mara, Sonia Rykiel, and many other shops selling luxury goods (such as ready-to-wear, leather goods and jewellery), local products (e.g. olive oil, sweets and flowers) and pretty things (e.g. decorative items, fabric and gifts). The proposed shopping label will provide a legal guarantee of quality of reception and service. The second stage of this label will be to bring together traders who want to get involved in this process in order to offer diverse thematic stays. This process will bring together all types of businesses for the satisfaction of all types of customers.





THE PROPOSED CULTURE *and heritage label*

Working towards the same objective, but around the theme of culture and heritage, this label will reflect the city's rich architecture, heritage and culture. Nice's rich 400,000 years of history can be seen in many areas:

- large number of historical monuments: from the prehistoric settlement of Terra Amata (-400,000 BC), through the Gallo-Roman ruins of Cimiez, the Old Town, the medieval town and the «château», history can be found everywhere in the city.
- an extremely diverse architectural heritage: Baroque art in the Old Town, Sardinian architecture intersected with Genoese architecture, Belle Epoque style buildings, art deco, the Russian Orthodox Cathedral, and so on.
- art in one of the city's numerous museums and galleries, or even in the street, where contemporary art can be spotted along the tram route and around the city.

Short stays with the culture & heritage label will be marketed in early 2014 offering a guarantee of quality to visitors.

NICE, THE LEADING *short stay destination*

Thanks to the Nice Côte d'Azur airport the largest airport in France after Paris, Nice is an easily accessible destination, ideal for a short stay. Its amazing location between sea and mountains, its luminosity and its exceptional climate, always mild in winter and never too hot in summer, are legendary and one of the reasons to spend a short stay in Nice.

There is something for everyone in Nice. Art lovers will appreciate its history, its architectural heritage and the prestigious collections housed by its many museums, including Matisse, Chagall and the spectacular French and American avant-garde artists. Walking enthusiasts can venture into the narrow streets of the Old Town before exploring the Cours Saleya market. Foodies can lunch in a local restaurant and enjoy specialties such as pissaladière, stuffed vegetables or gnocchi washed down with a glass of Bellet wine. Festival-goers will appreciate Nice's Jazz Festival on the Place Massena. Athletes can train on the Promenade des Anglais before setting off on a 10, 20 or 42km run... or even taking part in an Ironman competition! Whatever the expectations, Nice never disappoints.



THE FRENCH RIVIERA *pass card*

allows visitors to explore all of Nice. The card was created to facilitate the organisation of holidays, offering, for a certain length of time (24h, 48h or 72h), unlimited trips on the open-top bus, Nice Le Grand Tour, free access to the museums and many sights of Nice as well as the advantages of a carefully selected Address Book (restaurants,

shops, entertainment and artists' studios) and its special offers.

New: transport option for 4€ / day offering free travel for the duration of the card in the Nice Côte d'Azur Metropolis area (see map).

NB: This option does not allow transport to Antibes and Monaco



INFORMATIONS *grand public*

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