

→ DESTINATION

Nice

new plans and ambitions press kit 2013/14



PRESS *service*

Isabelle Billey-Quéré
Tel. +33 (0) 4 92 14 46 10
Tel. +33 (0) 4 92 14 46 15
presse@otcnice.com

NICE 
La lumière naturellement
A natural brilliance

New projects

AND NEW AMBITIONS FOR NICE

Nice is a traditional, original and lively city, and is currently undergoing a genuine economic, cultural, artistic and architectural revolution. Creative, dynamic, cosmopolitan and youthful, it is home to many impressive projects worthy of even the greatest capital cities. Innovation is omnipresent here and tangible in all fields. Nice is a city on the move, constantly changing and excelling. A dynamic channel for energies of all kinds.

As France's second most popular tourist destination after Paris, Nice is the capital of the French Riviera and a modern, active city. It is the vibrant economic heart of its region and has successfully preserved its unique authenticity and "art de vivre". Initially founded on January 1, 2012, the Nice Côte d'Azur Urban Community (Métropole Nice Côte d'Azur) is comprised 80% of mountains and reaches from the shores of the Mediterranean to the ski resorts of the Mercantour national park. Benefitting from this outstanding setting, its development strategy is chiefly focused on preserving this natural environment, its heritage sites and cultural features, along with the introduction of a sustainable development policy which now applies in all fields, from transport to the construction of new facilities.



KEY DATA

- France's fifth-largest city
- 350,000 inhabitants, 50% of whom are under the age of 40
- 10 km of coastline including 7.5 km of beaches
- 300 hectares of green areas and 1,500 of woodland within the area's 7,192 hectares,
- 300 days of sunshine per year
- France's largest metropolitan area: 47 districts with 550,200 habitants in a 14,000 km² area from the coastal towns to the ski resorts of the Mercantour.

CLEAR *ambitions*

- To become the “Green City” of the Mediterranean and an undisputed reference in the environmental field.
- To make Nice the most popular Mediterranean capital for its unique “art of living”, while meeting the needs of travellers.
- To retain Nice’s authenticity and tradition, and to guarantee an outstanding welcome for its visitors
- To become the ultimate short stay destination
- To host major international events

To achieve these goals, the city has planned and deployed a series of ambitious projects aimed at improving the future quality of life in Nice for both residents and tourists.

The Nice of tomorrow is being prepared today.

These developments will have an economic impact on the whole region.



THE TOURISM-BASED ECONOMY

- The leading international airport after Paris, with more than 11 million passengers, 61% of whom are from abroad
- France’s leading low-cost air hub with 17 airline companies.
- The leading tourism destination in France after Paris with more than 5 million visitors per year.
- One of the leading conference destinations in France thanks in particular to its Nice-Acropolis conference centre, which has been named best conference centre in Europe several times.
- One of the leading cruise destinations in France with 466,000 passengers (excluding the ferries).
- One of the widest range of hotels in France after Paris with almost 200 hotels and 10,000 bedrooms.
- The highest concentration of museums after Paris with 19 museums and galleries.
- The first city in France to have a wine AOC (appellation d’origine contrôlée – controlled designation of origin) on its territory.

**PROJECTS
TO MATCH
the city's
ambitions**

NICE: AN ENVIRONMENTALLY RESPONSIBLE CITY

All of the city's projects are approached first and foremost from an environmentally responsible perspective. **Nice, and more widely the Nice Côte d'Azur Urban Community have embarked on a series of profound changes for the region with the stated aim of creating a new developmental and urban planning model backed by a job creation strategy.**

With the goal of becoming the "Green City of the Mediterranean", Nice's development and urban planning policy takes full account of the problems encountered in all fields of human activity, including: the living environment, infrastructure and transport methods. As a result, a further 100 hectares of green areas have been created including the "Promenade du Paillon", a 12-hectare urban park running through the heart of the city, inviting residents and visitors alike to enjoy a relaxing and decidedly "botanical" experience.

The flagship project

THE CREATION OF THE ECO-VALLEY AS PART OF AN "OPÉRATION D'INTÉRÊT NATIONAL" (OPERATION OF NATIONAL INTEREST).

Several phases: 2012/2015/2025

It is intended that this 10,000-hectare area located to the west of the city on the Var plain will become a reference in the field of sustainable development for Southern Europe and the Mediterranean.

It has already started welcoming companies in this business sector including a teaching and research centre devoted to sustainable development and ecology-related activities and a stadium meeting UEFA standards (opened in September 2013). These will also be followed by a national sports museum, major cultural facilities and a 75,000 m2 exhibition centre to accompany the existing amenities but also housing, shops and major green areas (parks, gardens, landscaped areas, etc.).

Planned as a business incubator focusing on sustainable development since their creation, the Eco-Valley is enjoying enthusiastic support from the great names to be based there: ERDF, GDF Suez, Schneider Electric, Eco ways, Michael Pages, etc. With institutions such as the IMREDD (Institut Méditerranéen du Risque, de l'Environnement et du Développement Durable) and major store chains such as IKEA (who will be building a revolutionary «new generation» store here) we should see the creation of 25,000 jobs in 15 years!



The aim of this project is to provide the Nice Côte d'Azur Urban Community with a business district worthy of its impressive reputation via the gradual urban redevelopment of the strategic area located to the west of the town, opposite the airport, based around two major flagship facilities.



**THE GRAND ARÉNAS BUSINESS DISTRICT
ORGANISED AROUND TWO MAJOR FLAGSHIP FACILITIES:**

**A prestigious venue, a showcase for the meeting industry,
located opposite the airport**

New facilities and amenities will further enhance the potential for Nice tourism on the French Riviera. Nice will be gaining a new, fully divisible



and versatile 75,000 m² exhibition centre in the Eco-Valley. This new facility will further add to the capacity currently available at the Acropolis conference centre located in the city centre. The goal is to be able to welcome major international events which require ever greater exhibition space and which will also benefit from the French Riviera's massive hotel capacity (30,000 bedrooms).

NICE: A LABORATORY FOR THE FUTURE

**A smart city designed to meet the needs
of all users.**

The development strategy focused on technological and digital innovation is not simply an obscure goal but a reality and one which is being applied in all fields. The city and its urban area have often been pioneers in experimentation, including with contactless NFC technology. Nice is also the only French city to have received the Smarter Cities Challenge prize from IBM, making it possible to obtain three years' technological support. This has been followed by numerous partnerships and agreements with major groups for research and development, with experiments and trials being run in the city. This is the case for transport, car parking, lighting, energy and health etc., and even the «virtual town hall» services known as «Spot mairie»!

A multimodal hub: Nice Saint-Augustin

In the heart of the Eco-Valley, the multimodal station (a connection point providing easy access to the airport, the high-speed rail network, the regional trains, tram lines 2 and 3 and the road networks) will ensure that the city's hotels are easily accessible. This urban area will also include offices, housing, hotel facilities and shops, in addition to local accommodation and services. Everything possible will be done to meet the needs of visitors and delegates, especially through the provision of «smart» multiservice kiosks. Eventually, other multimodal hubs will be set up in the city, including the Gare Thiers station (currently undergoing renovation), Pont Michel (to the east) and Lingostière (further west).

NICE: HOSPITALITY AND TOURISM *take pride of place*



USEFUL INFORMATION *for getting about*

Bicycles: As part of its sustainable development policy, the city has introduced an extensive network of cycle lanes, of which more than 125 km have already been delivered. Its extension is now planned. At the same time, a fleet of more than 1750 self-service bicycles known as “les vélos bleus” (blue bikes) is available 365 days a year, 7 days a week and 24 hours a day for users in 175 stations, with one located every 300 m. Additionally, an application for iPhones and other smart phones now allows you to display a map of the stations, to find the nearest station and to calculate your route.

Electric cars: Still on the theme of reducing traffic in the city, “self-service” electric cars are also available to the general public. Nice Côte d’Azur was the first local authority to deploy these on a large scale. Some 210 vehicles are available at 70 stations.

Nice Côte d’Azur Urban Community’s **bus and tram network** allows you to travel throughout the whole area for €1.5 per trip (with the exception of the airport shuttle). The same applies for longer journeys throughout the Alpes Maritimes area.

1. KEY DEVELOPMENTS

The new tram lines

The installation of the first tram line has considerably changed the face of the city, by “handing back” to pedestrians a number of areas which are now traffic-free. Line 1 which connects the north of the city to its eastern districts will be accompanied by the construction of line 2, in a two-stage process. This new line will provide a link to the airport, to the west, to the Promenade des Anglais and to the port in the East, travelling via the city centre. By 2017, line 2 will make it possible for passengers to travel from the Palais Nikaïa to Avenue Jean Médecin in the very heart of the city. The final part of the line will be completed in 2019 and will connect the town centre to the Port of Nice. It will provide a direct link for the many cruise visitors arriving by air, enabling them to reach the port in just 20 minutes to board their Mediterranean cruise ship. This development work will provide an opportunity to give the districts through which the tram passes a welcome facelift.

As part of the call for projects launched by the state for flagship transport facilities, Nice Côte d’Azur submitted its application for tram line 3, which will connect the airport to Saint-Isidore on the Var plain by 2018 and which presents a major development opportunity for the Eco-Valley.



The requalification of the Promenade des Anglais.

In 2013, Nice submitted an application to have the Promenade des Anglais listed as UNESCO World Heritage.

Often described as one of the world’s finest avenues, it will be upgraded to enable walkers to admire a better view. Palm groves, pontoons, designer lighting effects and traffic reduction measures are the key features which will leave more space for walkers and for sporting and cultural events. This project will be completed in several phases with the first beginning June 2013. Delivery is scheduled for 2017.



The requalification of the various districts

At the same time as the “revolution” underway in the west of the city, a huge plan to give the city a facelift has now begun. District by district, the changes can now be seen. In keeping with the national requalification plan for old and deteriorating districts or local initiatives, nothing is being left out of this renovation process, which includes a sizeable sustainable development component and the installation of “smart” systems. In Vieux-Nice (Old Nice) for example, the Notre-Dame district extending to the Gare Thiers and the Gare du Sud railway stations will be seeing the benefits of this between now and 2015.

Nice Côte d’Azur airport.

The airport is continuing its development plans in order to constantly improve the quality of its services to its customers and to cope with the increase in through traffic. In 2012 it was awarded the “Family Plus” label. This labelling scheme, the first of its kind in France, recognises the development work undertaken to facilitate travelling as a family and facilities for children. In the two terminals, reception areas offer a warm and friendly environment where any traveller seeking information about Nice or Monaco can find it, the moment he or she steps off the plane. Each reception area is an “exclusive” service area intended for the 11 million passengers transiting via Nice Côte d’Azur airport each year. Conference visitors will also find a sign or even a dedicated desk for their event and all the support they need to make their stay as simple and hassle-free as possible

Nice-Thiers railway station.

The SNCF railway station built in 1870 welcomes more than 8 million travellers a year. The railway station and the surrounding area are now the subject of a huge renovation and urban improvement programme. The goal is to ensure that passengers are welcomed in as coherent and as pleasant a manner as possible, while also meeting transport development needs. This is one of the priority projects of the SNCF (French Railways). A second redevelopment phase will see the addition of a retail area adjoining line 1 of the tram. Delivery is scheduled in two phases, in 2013/2015.



The redevelopment of the port and the access roads into Old Nice.

Located at the foot of the colline du château (Castle Hill), these emblematic locations are the subject of a huge redevelopment plan.

New public areas are being created to improve the urban experience for walkers who can enjoy and appreciate the Genoese architecture of the old port or the Italian facades of Old Nice.

2. NUMEROUS PROJECTS INVOLVING THE OPENING OF CULTURAL AND LEISURE SITES

Culture and sport: two priority areas.

Well-being and an excellent «art of living» are part of the very lifeblood of Nice. With this in mind, cultural and sporting facilities are being renovated or created to meet emerging needs. A number of sites have already been upgraded for the 21st century with the modernisation of the sites themselves and improvements to their ease of use (swimming pools, stadiums, etc.).

The “abattoirs” are being converted into artists’ workshops – 2014-2015.

This 40,000 m² site will now become the city’s new artistic creation centre for painting, dance and music. It is already being used as an exhibition facility for contemporary design.

*Recently
completed
projects*



THE ALLIANZ RIVIERA IN THE ECO-VALLEY

Located within the perimeter of the Eco-Valley and already seen as a reference in the field of environmentally friendly architecture, the new Allianz Riviera stadium will be hosting Euro 2016 matches. Financed by means of a public-private partnership, its estimated cost is €240 million for a capacity of 35,000 places. The site will mainly host League One matches but has been designed to offer a high degree of functional and multi-disciplinary versatility. The uniqueness of this project chiefly lies in the ecological aspects of the building. The stadium is energy positive, recovering free water for almost complete autonomy in terms of watering, traps the wind to provide natural air conditioning and recycles everything possible since its construction. Access and security have received particular attention. Opened in September 2013.

The National Sports Museum. The stated aim is certainly an ambitious one: to bring about the creation of a National Sports Centre to the west of the city, to accompany the new stadium which was recently opened. In a dedicated 5,000m² facility, Nice will boast no fewer than 100,000 items previously exhibited at the Parc des Princes in Paris. Opening scheduled for early 2014.

La colline du Château (Castle Hill) – This key site in the city and the cradle of its history is now the subject of an overall redevelopment, restoration and landscaping project.



La Promenade du Paillon: a genuine nature trail

A 12-hectare urban park was recently created in the heart of the city, linking the museum of modern and contemporary art (MAMAC) to the Théâtre de Verdure and the Promenade des Anglais. Taking the form of a huge wooded garden, this «green alley» includes various sites and attractions featuring different themes and for different purposes including the organisation of festive events, in addition to artistic, cultural and leisure areas. Opened in October 2013.

The archaeological crypte. Situated under place Garibaldi, 2,000 m² of archaeological remains reveal the history of the city through its fortifications. Listed as historical monuments, the archaeological crypt can be visited in small groups accompanied by the guides from the Heritage Centre (Centre du Patrimoine). Numerous museographic features have been specially added to facilitate the visitor’s exploration of this extraordinary historical maze.

The Bellanda Tower. Located to the south of Nice’s castle grounds, this replica of a mediaeval fortification (which was twice as large as that of Carcassonne and where Berlioz composed the overture Le Corsaire in 1844) has today become an exhibition area.

The redevelopment of the Mont Alban Fort. This fort dating from 1557, which was saved by Vauban whose ideas were greatly inspired by it, was one of the key defensive positions of the States of Savoy. It is today a popular attraction for heritage visits and exhibitions. Reservations should be made with the Heritage Centre (Centre du Patrimoine).

**IMPROVEMENTS
TO THE QUALITY
OF TOURISM
PRODUCTS
AND SERVICES**
*and the
strategy of
quality
labelling*



Nice has made quality its watchword. This refers to quality in the widest sense and in all fields. Nice and its Convention and Visitors Bureau have chosen to give the word "Quality" back its philosophical sense, i.e. «relative to people and their attributes» while also adding the notions of "best" and "perfection".

Therefore, becoming a reference with regard to hospitality and guaranteed service, is very much an ambition for our city. In order to guarantee rich and diverse tourism opportunities and facilities for our clients, the Nice Convention and Visitors Bureau has chosen to pursue a strategy of obtaining quality labelling for its tourism products. Working closely with its partners, two labels were obtained in 2011.

The city is a shining example when it comes to welcoming families.

No surprise then, that it has been awarded the national «Family Plus» label. Pursuing this labelling policy was the natural choice for a city so thoroughly immersed in Mediterranean culture with its focus on children. Indeed, Nice boasts a huge range of activities for our youngest visitors, thereby meeting the requirements of the «Family Plus» label. This excellent result was obtained through a process involving several stages: identifying the establish-

ments concerned, inspection visits and information meetings to seal a genuine partnership. A family guide (FR/UK) is now available online. Regular awareness-building activities for professionals are carried out to enhance and improve these products and facilities. Nice Côte d'Azur airport was recently awarded the label.

<http://en.nicetourisme.com/family-friendly-nice>

In much the same vein, we find a label for the city's capacity to welcome LGBT visitors.

Nice naturally has all of the attractions sought by this target clientele for its holidays including: a remarkable location and climate, an outstanding historical and cultural heritage, ease of access and events all year round. In order to further enhance Nice's existing attractions, the Nice Convention and Visitors Bureau working closely with the City of Nice and its partners from the gay and lesbian associations created a standard in 2011 defining rules concerning reception and hospitality quality, enabling compliant establishments to earn the «Nice, irisée naturellement» label (Nice, a natural iridescence). Nice is today the first city in France to obtain the international «Gay comfort» member of IGLTA (International Gay and Lesbian Travel Association). A brochure specially designed for this clientele is available in French and English from the following website:

<http://en.nicetourisme.com/gay-friendly-nice>



*New projects
and new ambitions for Nice*



At the same time, other labelling schemes will be pursued for the themes of shopping, culture and heritage.

The Nice Convention and Visitors Bureau is upgrading the “cuisine nissarde” label

The goal is to guarantee the visitor certified quality concerning the cuisine niçoise (traditional Nice cooking) served in the restaurants covered by this label. Indeed, the “Cuisine Nissarde, le respect de la tradition” trademark features the name of the city in its description. Its cooking reflects the Niçois art of living and the use of regional products, always accompanied by the legendary olive oil covered by an Appellation d’Origine Protégée (protected designation of origin) and other customary aromatic herbs. “The fact is, that Nice’s gastronomy reaches far beyond its borders”.

Nice is the only city in France to have a vineyard covered by a controlled designation of origin within its borders. This was gained in 1941. On the Bellet hillsides, one of the oldest grape varieties of France produces outstanding white, red and rosé wines, whose reputation precedes them far beyond the region.

The planned “shopping” label.

In Nice, the major store chains and some of the finer shops reserve a VIP welcome for their guests and present the latest trends from the leading French brands. In its city centre, Nice boasts around 50 of the most prestigious store chains and brands including: Galeries Lafayette, Louis Vuitton, Chanel, Hermès, Cartier, Armani, Ventilo, Façonnable, Lepage, Longchamp, Kenzo, Max Mara, Sonia Rykiel... and many other shops selling luxury goods (ready to wear clothing, leather goods, jewellery, etc.), local products (olive oil, confectionery and flowers) and popular items (decorative items, fabrics and gifts).



THE PLANNED "CULTURE AND HERITAGE" LABEL

The same goals are being pursued with the culture and heritage themes, taking full account of the rich architectural, heritage and cultural assets of the city. Drawing upon a proud 400,000-year history, Nice stands out in all fields:

- The city's particularly dense history: from the prehistoric Terra Amata camp situated in the Port of Nice (400,000 BC), continuing with the Gallo-Roman ruins of Cimiez, or Old Nice and the mediaeval city and its "castle", history is alive and vibrant wherever you look in Nice.
- The extremely diverse architectural heritage: with baroque art in Old Nice, Sardinian architecture combining the Genoese style, Belle Epoque buildings, art deco or the Russian Orthodox Cathedral, etc.
- The arts, with a huge concentration of museums and galleries but also out in the street with contemporary works featured along the tram routes and elsewhere in the city.

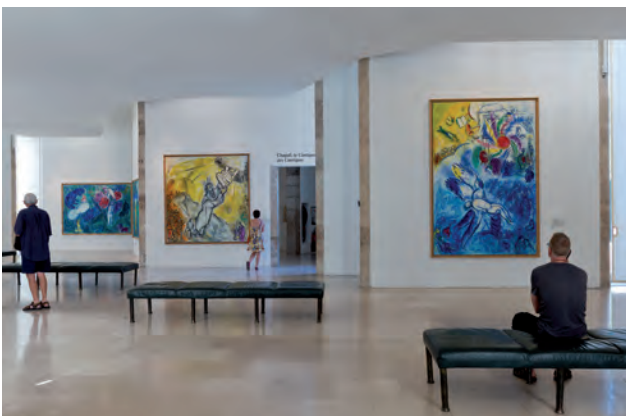
Short stays covered by these labels will be marketed, offering a guarantee of quality for visitors to the city.



NICE: THE ULTIMATE *short stay destination*

With Nice Côte d'Azur airport France's leading airport after Paris, Nice is an easily accessible destination and perfect for your short stay. Its ideal location nestling between the sea and mountains, its high levels of sunshine and its outstanding climate which is always mild in winter and never too hot in summer are second to none and offer a great reason to spend a long weekend in Nice.

Everyone will find what they're looking for in Nice. Art lovers will certainly appreciate its history, its architectural heritage and its many museums presenting a number of prestigious collections, from Matisse to Chagall, not forgetting avant-garde French and American spectaculars. Strollers can explore the narrow streets of Old Nice before discovering the market on Cours Saleya. Food lovers can dine in the local restaurants and tuck into specialities such as pissaladière, farçis or gnocchis accompanied by a glass of Bellet wine. Festivalgoers choose Nice for its carnival and the Nice Jazz Festival in Place Masséna, while sportsmen and women can train on the Promenade des Anglais before embarking on a 10, 20 or 42 km event... or an Ironman competition! Whatever your preferences, Nice has everything you need.





THE FRENCH RIVIERA PASS

is a great way to discover the "greater Nice" area. Designed to facilitate your stay in the area, during its validity period (24, 48 or 72 hours) this card provides the possibility to enjoy unlimited use of the panoramic double-decker bus, Nice Open Tour, to gain unrestricted admission to tourist sites throughout the greater Nice area and to benefit from a number of advantages at a carefully selected list of establishments (restaurants, shops, leisure attractions, artist workshops, etc.) and packages.

New: Fixed-price transport package (available as an option) for just €4 per day. This package enables you to enjoy unrestricted travel during the validity period of the card on the transport network in the Nice Côte d'Azur metropolitan area.


Caution: this package does not include transport to Antibes or Monaco.



OTHER PRESS KITS AVAILABLE:

General
Nice, a Mice destination
A sporting dynamism
Nice Carnival
Nice, green City

 [facebook.com/Nice Tourisme](https://www.facebook.com/Nice-Tourisme)

 twitter.com/nice-tourisme



INFORMATION *for the general public*

Tél. +33 (0)892 707 407 (€0,34/min.)

www.nicetourisme.com

info@otcnice.com