



PRESS RELEASE

*Tourism*

RENDEZ  
VOUS À  
CANNES







09



13



17



21



33

# SUMMARY

<u>The world meets up in Cannes</u>	<b>03</b>
<u>Cannes in figures</u>	<b>05</b>
<u>How to get to Cannes</u>	<b>07</b>
<u>The Iron Mask...and a dive into the Lérins Islands</u>	<b>09</b>
<u>Le Suquet and the dazzling imprint of the Middle Ages</u>	<b>13</b>
<u>La Croisette renews its legend</u>	<b>15</b>
<u>Very British mimosas at la Croix des Gardes</u>	<b>17</b>
<u>La Californie, luxury, calm et volutes</u>	<b>19</b>
<u>Cannes and cinema, a divine romance</u>	<b>21</b>
<u>The Palais des Festivals et des Congrès : lights, camera, action !</u>	<b>23</b>
<u>Culture for all, all the time, everywhere</u>	<b>25</b>
<u>Let's get those hearts pumping !</u>	<b>28</b>
<u>Cannes and business, a winning duo !</u>	<b>31</b>
<u>Tourism ? Yes, but make it green !</u>	<b>33</b>
<u>What talent(s)!</u>	<b>36</b>
<u>Our welcoming spirit deserves a Charter</u>	<b>38</b>





# THE WORLD MEETS UP IN CANNES







## THE WORLD MEETS UP IN CANNES

With its famous La Croisette, the Film Festival, its oh-so-photogenic sunsets over the ochre mountains of Estérel, natural spaces like the Lérins Islands or its clear preference for outdoor sporting activities, Cannes is a one-in-a-million city. A sparkling reputation, with global media coverage. Always dynamic thanks its cultural events, and a real economic force hosting a myriad of conferences and trade fairs. A multitude of assets which have patiently developed this city's reputation and attractiveness.

But the little Mediterranean village behind this great city has lost none of its authentic spirit.

Over years of history marked by the English and European aristocracy coming to enjoy the sweetness of Côte d'Azur life here in the 19th century, constructing magnificent buildings, Cannes – a pure local product of a living and thriving French Riviera – is today an international village, resolutely oriented towards welcoming the world.

*visitors from all over the globe, this city of 73,255 inhabitants remains a town on a human scale.*

Of course, it has undergone significant development, but Cannes has never forgotten the vital importance of protecting the environment. This is just one of the reasons that our city was labelled an 'Innovative and Sustainable Destination' in 2023. In Cannes, urban and natural spaces live in harmony. There, everything can be reached on foot, soaking up new views every few hundred metres as you pass by the steps of the Palais des Festivals to the cute historic alleys of Le Suquet, to the shops of Rue d'Antibes and the eight kilometres of fine-sand beaches. This city, with its five ports, perfectly blends the high luxury of its prestigious hotels with the authenticity of a more modest tourism, open to all.

**That is the great strength of Cannes: here, everyone is welcome..**

*Though it may be famous, drawing*





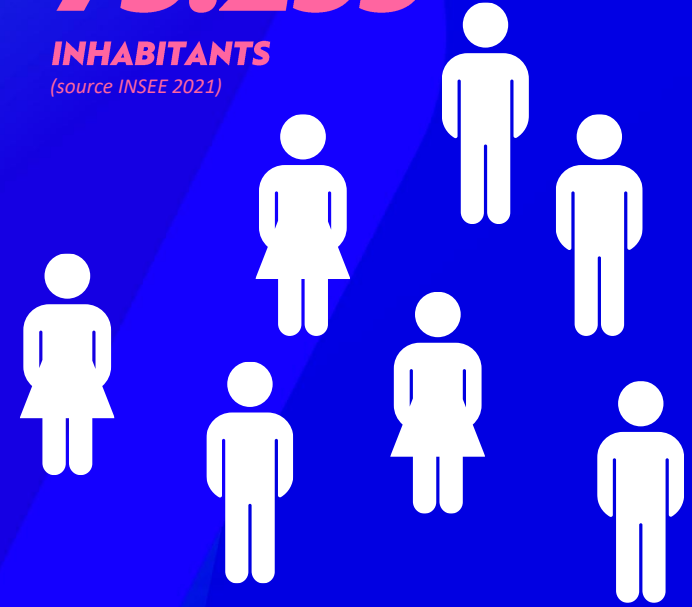
**320**

DAYS / YEAR

## CANNES IN FIGURES

**73.255****INHABITANTS**

(source INSEE 2021)

**#1****THE FILM FESTIVAL IS THE MOST HIGH-  
PROFILE CULTURAL EVENT IN THE  
WORLD****4.500****JOURNALISTS  
DURING THE FESTIVAL****19,6KM<sup>2</sup>****SURFACE AREA****3.000.000****VISITORS PER YEAR**

PRESS RELEASE

*tourism*



BEACHES



**33**  
PRIVATES

**1**  
MUNICIPAL  
BEACH

**1**  
ACCESSIBLE  
BEACH



**15** KM  
OF COASTLINE

**8** KM  
OF BEACHES

ACCOMMODATION



**3.764.736**  
Number of 2022 overnight stays in  
Cannes in commercial accommodation  
(Source : City Hall Finance Department)



**14.000**  
ROOMS



**100**  
HOTELS

**7**  
HOTELS \*\*\*\*\*

5 PORTS



**500**  
RESTAURANTS  
& CAFÉS



**3.000**  
SHOPS



**3**  
CASINOS



# HOW TO GET TO CANNES





## HOW TO GET TO CANNES

*Located on the Côte d'Azur, in the Alpes-Maritimes department, Cannes enjoys fantastic geographic accessibility and is perfectly connected.*

**By train :** the city has two train stations, including a high-speed railway station right in the city centre, 7 minutes' walk from the Palais des Festivals et des Congrès. High-speed and local trains (crossing the entire Côte d'Azur and even connect to Italy) stop there. For example, it takes 5 hours 15 to arrive from Paris or 2 hours from Marseille. You can also take the Paris Nice sleeper train. <https://www.sncf-connect.com>

**By road :** Cannes is connected to the main European cities via the A8 'La Provençale' motorway (exit no 41: Cannes La Bocca or no 42: Mougins/Cannes).

A few examples:

Paris 950 km – Milan 320 km – Geneva 630 km – Barcelona 670 km – Rome 710 km – Munich 810 km – Brussels 1,220 km – Amsterdam 1,400 km

La Route Napoléon (N85), which extends from Golfe Juan to Grenoble, retraces the historic journey taken by Napoleon upon his return from the island of Elba in 1815.

**By bus :** [Flixbus](#) and [BlablaCar Bus](#) offer connections to Cannes.

**By plane :**

- Nice Côte-d'Azur international airport is located just 30 minutes away. <https://www.nice.aeroport.fr>

The 81 shuttle goes to Cannes every 40 minutes and takes 45 minutes. [niceairportexpress.com](https://www.niceairportexpress.com) from the terminals. You can also go by train (25 minutes) from the St Augustin train station, located opposite Terminal 1. Taxis and private transfers are also available.

- The Cannes-Mandelieu airport is located 15 minutes from the Palais des Festivals et des Congrès. It is dedicated to general tourism and business aviation. This region's economic and tourist vitality places Cannes-Mandelieu second among business-aviation airports, after Paris-Le Bourget. <https://www.cannes.aeroport.fr>

**By sea :**

There are five ports in Cannes, including two in the city centre. Information and bookings:

- [Vieux port de Cannes](#) – IGY Marinas
- [Port Pierre Canto](#) – Ville de Cannes





# THE IRON MASK... AND A DIVE INTO THE LÉRINS ISLANDS





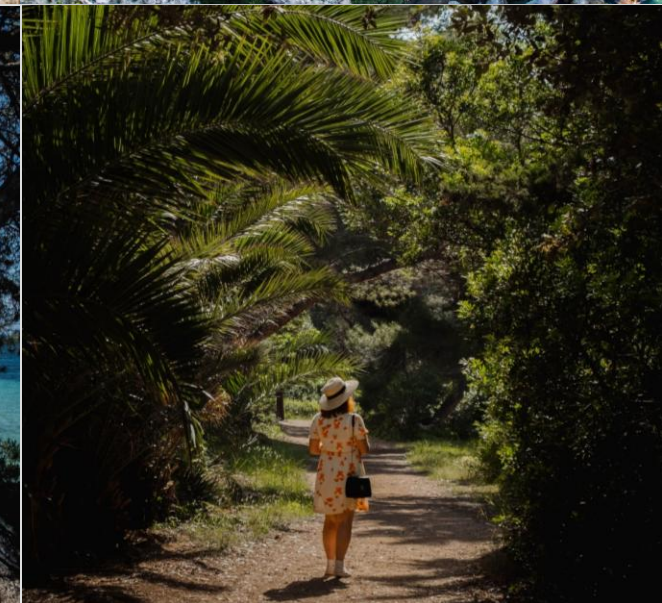
## THE IRON MASK...AND A DIVE INTO THE LÉRINS ISLANDS

*This archipelago is one of Cannes' greatest prides. The Lérins Islands, accessible in 15 minutes by boat and just 1,300 metres off Palm Beach, offer a real change of scenery to all those who disembark on their shores.*

Ideal for sunbathing, relaxing and discovering a truly unusual heritage. These little Mediterranean gems present a sumptuous setting in the heart of unspoilt nature. Surrounded by turquoise waters, every year they welcome 400,000 visitors from all over the globe. The little archipelago is made up of two islands.

Sainte-Marguerite Island is the largest (3.2 km long and 500 to 900 metres wide). It is home to 133 animal species (including 107 protected) and 152 hectares of state forest which can be appreciated from the signposted trails. It features a scrubland vegetation made up of lentisks, myrtles, sarsaparilla, rockroses, honeysuckles, clematis and more. To the west, Lake Batéguier, where sea water mixes with fresh water from an Artesian well, is a protected shelter, much appreciated by migratory birds.

Sainte-Marguerite, which likely takes its name from a chapel constructed on the island in honour of the Martyr of Antioch, is known for its Fort. This building was constructed by Richelieu. It served as a state prison from 1687 onwards, then as a military prison. Today, it houses the Iron Mask and Fort Royal Museum. As its name suggests, there you can visit the amazing cell where the enigmatic 'Man in the Iron Mask' was once imprisoned.





## *Saint-Honorat Island belongs to the Abbey of Lérins, whose monastic complex lines the island's southern coast.*



*1,500 metres long and with a surface area of some 40 hectares, here, everything is calm and tranquil, punctuated by the ringing of bells and the sound of prayers.*

23 Cistercian monks live here. They maintain this agricultural landscape, cultivating vines and olive groves to make a famous wine, olive oil and a selection of liqueurs. You can even take a retreat in the abbey for a restorative trip, in monastic style, for anywhere from a few days to a full week.

Once there, you simply must admire the spectacular monastery-tower whose construction began around 1080. This has been the subject of significant restoration works and will reopen in spring 2025.

Another unique heritage element: the two hot-shot ovens, located on the eastern and western ends of the island (these can also be found on Sainte-Marguerite). This equipment made it possible to heat cannon balls to 900 degrees Celsius, setting fire to enemy ships. They have been listed as historical monuments since 1908.





## UNDER THE WATER, SIX FACES (AND PLENTY OF FISH) ARE WATCHING !

Since 2021, six 10-tonne sculptures have been submerged in the sea near the shores of Sainte-Marguerite Island.

These were created by the international British artist Jason DeCaires Taylor and represent the features of six Cannes volunteers.

Made from a pH-neutral, eco-friendly material, over the years they will be transformed into refuges for subaquatic plant and wildlife. A real natural gem!

with a mask and snorkel at the heart of a sector replanted with 3,000 m<sup>2</sup> of posidonia.

The area around the works has been marked out as a sanctuary for bathers, prohibiting access and anchoring to motorised vehicles.

Upon the City of Cannes' initiative, this protection area will be expanded in late 2024, extending from 29,000 m<sup>2</sup> to 43,217 m<sup>2</sup>.

This first submarine eco-museum can be discovered simply





# LE SUQUET AND THE DAZZLING IMPRINT OF THE MIDDLE AGES





## LE SUQUET AND THE DAZZLING IMPRINT OF THE MIDDLE AGES

Let's take to the heights, some forty metres above the sea. Direction? Le Suquet hill, a few minutes from the Palais des Festivals et des Congrès. There, you can climb on foot at your own pace, or hop on an electric bus or the little tourist train. It is here that Cannes' historic heart beats with, in particular, the traditional Rue Saint-Antoine, packed full of restaurants and shops – a dazzling imprint of its medieval origins – climbing up to the citadel. The hill takes its name from the word 'suc', meaning 'small height'. Suquet therefore refers to an inhabitant of a hillside home.

The neighbourhood's story begins in around 1080, with the construction of the great Le Suquet Tower – a 20-metre keep built by Aldebert II, Abbot of Lérins, which still overlooks the city. There, monks reigned supreme. A castle, houses and a few shops then began to appear, as well as the Notre Dame du Puy Church (which would later be renamed Sainte-Anne Chapel).

establish the Castre Museum there, renamed the 'Museum of World Explorations' in 2021. There, visitors can discover collections of antiquities, Orientalism, ethnography and primitive art bequeathed to the city in 1877 by Baron Tinco Martinus Lycklama. As you leave this establishment, the views over Cannes are simply breath-taking.

*Another unusual site to be discovered: Le Suquet des Artistes. This is a former 350 m<sup>2</sup> morgue converted by the city council into a contemporary cultural venue.*

At the foot of the historic district, the colourful stalls of the Forville Market showcase the Provençal flavours offered up by local producers.

A real Cannes staple that's about to be given a new lease of life thanks to the ongoing creation of a spectacular public garden of flavour and smells... on the rooftop of the covered market hall.





# LA CROISSETTE RENEWS ITS LEGEND





## LA CROISSETTE RENEWS ITS LEGEND

Who could believe, looking at the district today with its wide seaside pavements, that this was once a swamp?

*La Croisette is the iconic, legendary Cannes destination, known around the globe thanks to the stars of its Film Festival, its Palais des Festivals et des Congrès and the famous hotels dotted along its 2.6 kilometres.*

Even less well known, this area was once known as the Boulevard de l'Impératrice. Its modern-day fame began to develop from 1866 onwards. It was then that the city hall planted its famous palm trees and installed benches and gas lighting. All this was enough to make it a fashionable place where royal and imperial families rubbed shoulders, alongside famous statesmen, diplomats, members of the financial and industrial high society, writers, artists and actors. And not much has changed today!

In order to adapt to winter tourism, the town council developed the seaside and a pier for bathing in the Mediterranean. **It wasn't until 1871 that the boulevard took the name of La Croisette, paying homage to the little cross erected at the point on this avenue, where locals set off on their pilgrimage towards Saint-Honorat Island.** Since then, time has passed and the place has continued to be improved. La Croisette has seen the

construction of the Albert-Edouard pier (1902), the Municipal Casino (1907), the Belle Époque and Art Déco palaces and the former Palais des Festivals (1947). Alongside these developments, various famous hotels have popped up over the years, contributing to the neighbourhood's reputation: The Splendid (1871), The Carlton (1913), The Majestic (1923), The Martinez (1929) and the Casino Palm Beach (1929). The site is also home to the Villa Maillan, one of the last testaments to the Belle Époque – currently under restoration by the city, who purchased it in 1969 to transform it into a modern and contemporary art exhibition venue.

Of course, no description of La Croisette would be complete without its beaches (private and public), from which visitors can take in the Lérins Islands and the Estérel mountain range. The city has recently doubled their surface area, adding 80,000 m<sup>3</sup> of fine sand.

Cannes continues its improvement works with the Boulevard de la Croisette itself, seeking to 'reinvent its legend'. Huge redevelopment works are therefore underway. These have been headed up by the famous Atelier d'Urbanité Roland Castro and the international architectural firm Snøhetta, responsible for such major creations as Times Square in New York, Thessaloniki's seafront in Greece and the Oslo National Opera in Norway.

**These works will culminate in an eagerly awaited lush, urban spectacle.**





# VERY BRITISH MIMOSAS AT LA CROIX DES GARDES





## VERY BRITISH MIMOSAS AT LA CROIX DES GARDES

*Get your trainers on! La Croix des Gardes, to the west of Cannes, is located on the slopes of a mountain range reaching up to a peak of 213 metres. Its park serves as Cannes' green lung and is the perfect place to practise sport, run, walk and get yourself huffing and puffing as you soak up the unspoilt nature. All this, just a kilometre from the city centre.*

The site is made up of 20 kilometres of trails, as well as a 3.1km health route (accessible to all) along marked-out tracks with gym apparatuses.

Its viewpoints allow visitors to admire the incredible landscapes of Cannes bay, the Lérins Islands and the mountain ranges of Estérel and the Prealps.

A perfect 360° panoramic view for picture-postcard photos.

**Listed as a sensitive nature space by the departmental council and the Conservatoire du Littoral, this site is a precious reserve for Mediterranean plant and wildlife, spread over 80 hectares of forest and an arboretum bringing together over 40 varieties of mimosas.**

This presence of mimosas is no coincidence, however. The tree was brought to Cannes by Lord Brougham, who had just had the first Cannes mansion built in 1839: the Villa Eléonore Louise.

**La Croix des Gardes, baptised the 'English quarter', is the historic**

**stronghold of the British aristocracy who, in their time, had many holiday homes built there.** So much so that, in 1850, city councillors decided to transform it into a protected neighbourhood to limit urban expansion and preserve this unique site.

The sector is home to the Châteaux de la Croix des Gardes, a private 3,868 m<sup>2</sup> building spread over seven buildings, with an idyllic 10,000 m<sup>2</sup> garden. After a long period of mass renovation, today it hosts some exceptional events.





# LA CALIFORNIE, LUXURY, CALM AND VOLUTES





## LA CALIFORNIE, LUXURY, CALM AND VOLUTES

*Away from the hustle and bustle of tourism, the La Californie neighbourhood – located on a hill – is without a doubt one of the most 'select' in the city, with its splendid properties and expansive gardens. La Californie was originally marked by a heavy presence of Russian nationals like Eugène Tripet, French consul to Moscow and his wife Alexandra Skrypitze, the first to fall in love with the place in the 19th century. At that time, these were virgin lands. Their establishment attracted rich Russian winterers to do the same.*

This upmarket area, overlooking Cannes bay, is known for its magnificent properties, enjoying year-round sunshine and perfectly illustrating the aesthetics of seaside heritage.

These include **the Château Scott** (Avenue Maréchal-Juin), a neo-Gothic folly that looks as though it has been plucked straight from the Scottish Highlands, **the Villa Les Lotus** (Avenue de la Favorite), an English cottage uprooted and placed down in Provence, and **the Château Louis XIII** (Avenue de la Tropicale) with its high and pointed faux-Renaissance turrets.

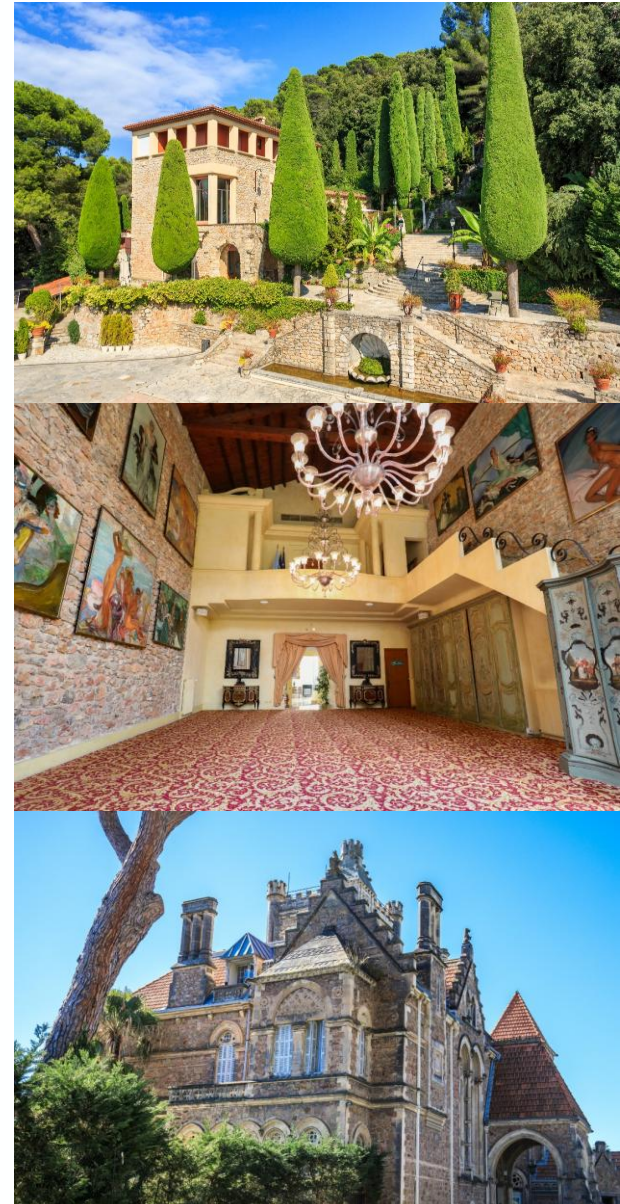
The area is also home to **the Villa Californie**, built in 1920 according to plans by architect Henri Picquart and bought by the famous painter Pablo Picasso in 1955. It was in this eclectic home, working in his ground-floor studio, that he made the painting entitled 'The Bay of Cannes'. The artist left the property six years later, setting down his bags in Mougins instead.

His granddaughter, Marina, had it restored – renaming it the 'Pavillon de Flore'. In 2019, she also had the 10,000 m<sup>2</sup> garden renovated by Mediterranean landscape-architect Jean Mus.

Though this property is closed to the public, visitors are welcome to explore the Art-Déco **Villa Domergue**, which once belonged to the famous painter Jean-Gabriel Domergue.

Notably, this artist created the poster for the first edition of the Cannes Festival. In 1934, he bought the land located at Impasse Fiesole and fully designed both the building and its decoration, right down to the smallest detail.

Upon his death, his wife transformed the villa into a museum, then left it to the City Council in 1973. This residence served as the site of passionate jury deliberations for the Cannes Festival until 2012. Now, it houses temporary exhibitions each summer and hosts prestigious event receptions. Its garden, meanwhile, is a real splendour in itself.





# CANNES AND THE CINEMA, A DIVINE ROMANCE





# Better than a love story, this is a real passion. Cannes and cinema have been inseparable for decades now.



*It all kicked off with the creation of the first international film festival, which could not take place in 1939 due to the outbreak of the Second World War. The event was finally launched (for good) in 1946.*

Its success has grown over the years, making it the finest and most famous event of this type around the globe. Initially, it all took place at the Municipal Casino, then at the former Palais des Festivals, located on the site of the modern-day JW Marriott hotel, before moving to the Palais des Festivals et des Congrès, located at 1 Boulevard de la Croisette, for the 1983 edition.

This common destiny, shared by the city, the seventh art and its greatest stars, continues to develop ... even spilling out into the streets. Beyond the steps of the Palais and its red carpet – the perfect spot for selfies – this city lives and breathes cinema. **As a result, the handprints of artists have come to line the ground around the Palais (which will be recreated with ongoing La Croisette works), forming “the Chemin des Etoiles”.** Impressive frescoes are also dotted around all areas of the city. As you stroll along, you'll discover some 25 monumental works, presenting the greatest figures and films of French and international cinema, such as Chaplin, Delon, Belmondo, Marilyn Monroe, Pulp Fiction, Castle in the Sky, Farewell My Concubine and more.

As well as cinema, Cannes has been writing a new history for itself with another now essential and complementary audiovisual art: TV series. It was our Mayor David Lisnard who launched the [Canneseries](#) Festival in 2018. In just a few years, its pink carpet, climbing the stairs, and its highly sought-after awards have carved out this festival's place on the international scene. This entirely free event places the best international production under the spotlight every April, highlighting our favourites of today and tomorrow. And, of course (we are in Cannes after all!), the greatest stars of the genre come to defend their art, side by side with audiences.





# THE PALAIS DES FESTIVALS ET DES CONGRÈS : LIGHTS, CAMERA, ACTION !





## THE PALAIS DES FESTIVALS ET DES CONGRÈS : LIGHTS, CAMERA, ACTION !

Last year, it welcomed 152 cultural events, conferences and international trade fairs. The Cannes Palais des Festivals et des Congrès is, without a doubt, the city's flagship and a leader in its sector. Located in the heart of the city, on the boulevard of the famous La Croisette and opposite the sea, it is a major economic actor, far beyond its famous red carpet and the 24 steps of the Film Festival.

**These facilities, belonging to the city, raised 47.3 million euros in turnover in 2023 and employ 190 people. The Palais alone has generated over a billion euros in economic spin-offs and hundreds of thousands of overnight stays in Cannes hotels. To do so, it organises cultural events for the general public.** The Palais not only schedules headliners, it also presents the upcoming stars of tomorrow on its various stages.

Equipped with cutting-edge infrastructures, like the Hi5 studio facilitating hybrid or 100% digital trade fairs, it is the place where various professional fields come together to carry out their business and develop their networks. The site, managed by the Semec (Société d'Économie Mixte pour les Événements Cannois), is also responsible for the tourist office and the destination's promotion.

*In December 2022, the Palais des Festivals et des Congrès became the first establishment of this size and type to obtain the governmental label of 'Société à Mission', as a committed company with the following raison d'être: 'The (He)art of sustainable hospitality'.*

This philosophy guides all its actions and is based on three pillars: **'connecting the world', 'taking care of people and the environment' and 'revealing talents'**. Through this, it aims to keep up with the times and consider human aspirations, more so than ever.

Today, with its 35,000 m<sup>2</sup> of exhibition space, 5 amphitheatres (including the prestigious Louis Lumière auditorium) and its 50 meeting rooms, the Palais continually strives to adapt to the modern era. Since its inauguration in 1982, it has never ceased to modernise and improve itself. And, rest assured, it has plenty of new ideas and projects for the future.





# CULTURE FOR ALL, ALL THE TIME, EVERYWHERE



## MUSEUMS

*In Cannes, there's a whole host of ways to expand your horizons. The city is home to six museums, each with permanent collections and temporary exhibitions. A little guided tour...*

We start by heading to the historic, medieval neighbourhood of Le Suquet. Here, up on the heights, **the Museum of World Explorations** – formerly the Castre Museum – guides visitors on a journey through primitive art, Orientalism, Mediterranean and Oriental antiquities and even the fine arts.

A little further along, prepare for a little surprise with **the Suquet des Artistes**. This unusual place, with its complex topography, was once the Cannes morgue. Renovated and inaugurated in 2016, it promotes contemporary plastic creation. The exhibition space itself – a little over 350 m<sup>2</sup> – is accompanied by four studios, attributed to artists in residence.

Now let's head back down to La Croisette. **La Malmaison**, whose spectacular renovation will soon be completed, reveals itself as the beating heart of contemporary art in Cannes with monographic exhibitions on artists from the 20th and 21st centuries. These prestigious collections are enhanced by the site's intimate character, dating back to the 19th century. La Malmaison will be inaugurated on 31 January 2025, presenting two exhibitions per year. The summer exhibition will be connected to that presented at the Villa Domergue (mentioned above).

Now it's time to take to the sea. Hop on board a boat as we sail happily towards Sainte-Marguerite Island. **The Iron Mask and Fort Royal Museum** offers sub marine and terrestrial archaeological treasures. The remains of two shipwrecks exhibited there are simply spectacular. You can also visit the state prisons and the cell of the mysterious 'Man in the Iron Mask', the Huguenot Memorial and murals by Jean Le Gac.

Now, it's time for a dip. Dive into the Azur-blue of the Mediterranean, equipped with a mask and snorkel. A few strokes and you'll arrive at the **first submarine eco-museum in Mediterranean by the famed international British artist Jason deCaires Taylor**, just off the shores of Sainte-Marguerite Island. Six sculptures are submerged there. These poetic works serve as a base for the fauna and flora which will come to shape it in their own way.





## THE CULTURAL AGENDA

The City of Cannes and the Palais des Festivals et des Congrès organise a range of cultural events every year, attracting a very wide audience. It's not for nothing that this city was elected 'Europe's Leading Event Destination' in 2024, for the fourth year running. This recognition extends around the globe with successive 'World's Leading Festival & Event Destination' in 2022 and 2023, and in the running for 2024.

*Culture is a local priority, keenly adopted and developed. A figure worth a thousand words: 80 events were hosted here in 2023. In winter or spring, the Palais des Festivals et des Congrès offers a packed calendar of events, highlighting all cultural forms from dance, theatre, music and humour, to the circus arts. Here, headliners follow one after the other.*

famous Cannes Côte d'Azur France Dance Festival, inviting companies from around the world with a host of activities to complement this great ballet of talents across the entire Côte d'Azur.

And how could we forget the Festival of Pyrotechnic Art? Each summer, tens of thousands of people come to watch the most beautiful international fireworks – free of charge – launched by specialists from all over the globe in the Bay of Cannes and in every corner of the city. Culture is also about celebration.

In summer, fans of colourful Sundays can come and enjoy themselves, with a good costume of course, on the incredible Palais terrace. Welcome to the wonderfully bizarre Bal des Fous.

Les Plages Electroniques also delight some 40,000 lovers of electronic music every August.

Then, in winter, huge crowds return for the International Games Festival. As its name suggests, this event turns Cannes into the biggest games arena in the French-speaking world each year in the last week of February. Publishers, distributors, authors, illustrators and the general public come to soak up all the fun across over 45,000 m<sup>2</sup> of exhibition space.

industry actors, internationally famed artists and visionary innovators hoping to shape the future of music. The 2025 edition will present shows accessible to all, transforming Cannes into the global intersection of creativity. A veritable metamorphosis on a giant stage.

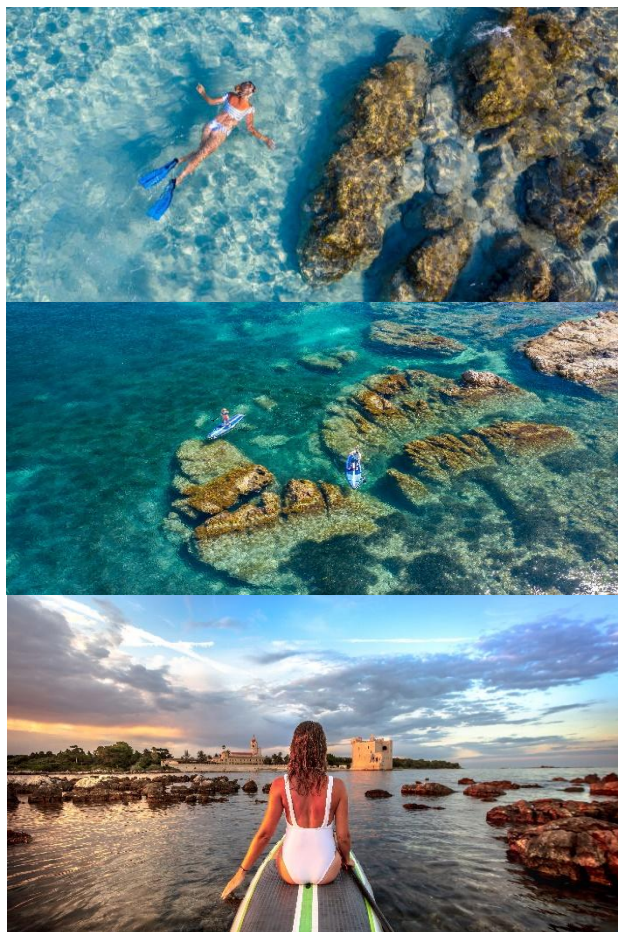




# LET'S GET THOSE HEARTS PUMPING !







## Let's get those hearts pumping !

*Our City Council makes sport one of its priorities, as a real art of living. Our local area is perfect for physical activity, set amid sublime landscapes and under a mild and vitamin-rich Côte d'Azur climate.*

There is the seaside, along which to run or walk, or the hills of La Croix des Gardes of La Californie to take to the heights. You'll also find 13 km of cycle paths for biking fans, while the Mediterranean stretches out as far as the eye can see for swimming, kayaking and diving, together with a host of beautiful valleys to get your heartbeat up.

Another little-known secret: this city is also the perfect place for ... surfers. It has been certified by the federation. The bay, particularly around Palm Beach, offers a wind which favours short and hollow waves, to the delight of kitesurfers. Without a doubt, Cannes is a limitless playground.

The city has also installed gym apparatuses in various fitness zones: the La Croix des Gardes park (11 modules over 3 km of health route), Boccacabana (where street-workout fans come together in the evenings to enjoy the sunset), Square Verdun (the best equipped with weight-lifting and cardio equipment), Abreuvoir (with its magnificent sea view) and Gazagnaire.

Recently, the city has also inaugurated the fantastic Roseraie skatepark in La Croisette. This 1,252 m<sup>2</sup> structure is a real spectacle in itself. It features a cradle, an inverted half-sphere almost 5 metres high: rare in France and unique in the Provence-Alpes-Côte d'Azur region.

All these developments make Cannes an open-air gym, both for amateurs and the more experienced.



*This practice also extends to the many sporting events organised throughout the year.*

Here too, there is something for all levels: **the international triathlon, the Basque pelota season, the half-marathon, the Nice-Cannes marathon, the Pétanque supra-national, the Ôtillo Swimrun Cannes** (alternating trail running and swimming), **the Islands cross, the Bocca Cabana Cup** (whitewater swimming), **the GFNY Cannes cyclo sportive or the Cannes Urban Trail**, which offers the opportunity to practise running in the centre and along trails, discovering unusual places in a fun way.

Why not test yourself by taking on the very popular swim across the Lérins Islands?

At the heart of this dreamlike setting you'll discover a warm atmosphere, with swimmers from all backgrounds. 1,500 metres long, this event is hosted by the 'Amis de l'Île Sainte-Marguerite' association every first Sunday of September.

Or, if you prefer, **the Jumping International** is an unmissable event with the best riders in the world.

Or, discover some of the most beautiful sailboats in the world at **the Régates Royales**, as they sail and take on the waves in

the bay.

Not forgetting the many facilities managed by sporting associations: pools, tennis courts, paddleboard, Palais des Sports, stadiums, weightlifting gyms and more.

A wide choice for athletes! A little trick to locate yourself within this vast offering: the 'Cannes Spots' application offers ideas for routes, event registrations, forecasts and webcam images, all on your smartphone.





# CANNES AND BUSINESS, A WINNING DUO





## CANNES AND BUSINESS, A WINNING DUO

*Cannes is the ultimate destination for professional trade fairs and conferences. In 2023, it welcomed 72 such events to the Palais des Festivals et des Congrès – significantly above the usual average of around 50. This represents some 300,000 visitors!*

**Some trade fairs and conferences have become real global benchmarks with their history closely linked to that of the Palais –** such as the MIPIM (real estate), the MIPCOM (TV and entertainment), CANNES LIONS (advertising), the Cannes Yachting Festival (first floating European trade fair with over 600 boats exhibited), the Film Market during the Cannes Festival, Tax Free (duty-free industry) and the NRJ Music Awards. Meanwhile, the latest economic trends take their place at the World Artificial Intelligence Cannes Festival (WAICF), initiated by mayor David Lisnard. This event accompanies the revolutionary technological shift represented by artificial intelligence. In recent years, Cannes has also been welcoming more and more medical and associative conferences.

For example, they are placed in contact with the network of local actors, heavily involved in business tourism. Because, in Cannes, the whole city exists in harmony with conference-goers who can enjoy hotels (many of which recently having undergone improvement works) and restaurants, in total peace of mind and just a few minutes from the steps of the Palais. All in a dreamlike setting with sea view, palm trees and the gentle Mediterranean climate. Practical, delightful and efficient! The Cannes Convention Bureau team offers personalised solutions for these organisers, from highly appreciated little touches – like privately hiring out iconic sites – or dressing up the entire city in the event's colours.

This success is explained by the winning duo that is Cannes and the Palais, attracting various business clienteles. This is the place to be for the world of business tourism, offering all the accessibility of a city on a human scale, connected by the Nice Côte d'Azur international airport. This is a destination to suit all interests. It knows how to adapt and evolve to address networking needs, once again in-person following the health crisis.

**Beyond their events, organisers are supported by the teams of the Palais des Festivals et des Congrès to ensure their success.**





# TOURISM ? YES, BUT MAKE IT GREEN!





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Cannes has been specifically committed to environmental protection and the energy transition for years now. It strives towards a sustainable tourism, with a host of initiatives in this regard.

In particular, the city takes great care of its coastline and marine environment. Today, it is undertaking one of **the largest posidonia-restoration projects in France – protecting this plant which oxygenates the sea and serves as a refuge for fauna and flora**. An area spanning 3,000 m<sup>2</sup> has been replanted in the submarine eco-museum zone, heavily damaged several decades ago. In three ports, two with Clean Harbours certification (Port Canto and Vieux-Port), 105 fish nurseries have been established. These allow fish and crustaceans take refuge from predators. Life thrives here, with 56 species observed by scientists.

Because all our waste ends up in the sea, nets have been placed to trap and recover it at rainwater outlets. And these efforts are paying off: ten Cannes beaches and three city ports have been awarded Blue Flag certification for the 'excellent' quality of their water in 2024.

2020, the city planted 300 trees in 2023 and continues to increase vegetation in public spaces. The city has also developed a Cruise Charter, created in 2019, aiming to oblige cruise ships calling at the bay to preserve seabeds and air quality through strict regulations.

More recently, the city council has had a Mobility Decarbonisation Charter adopted in partnership with the National Federation of Traveller Transport (FNTV). This obliges the commitment of the over 2,100 coach drivers who pass through Cannes every year.

*Before fully renovating La Croisette, the city created an innovative thalassotherapy network under the boulevard.*

This will be 74% supplied by renewable energies and will use sea calories and frigories to heat and/or cool public and private establishments in La Croisette and the city centre from 2026 onwards. This will encompass co-ownerships, hotels, the Capron college and the Palais des Festivals et des Congrès.





*The Cannes Lérins council is also busy finishing up a heating network fuelled by a biomass boiler at La Frayère, whose energy will be produced by the recovery and reuse of wood waste and forestry chips. 1,700 metres of pipes have been buried in order to supply hot water and heating to 33 neighbourhood buildings. This economic and environmentally friendly system will replace gas and oil-fired boilers.*

As a result of its effective environmental policies, **the city has been awarded the level-3 'Sustainable Territory**, a COP Ahead' label by the Regional Biodiversity and Environment Agency (Arbe). It has also received five stars from the Ville **Éco-Propre label** and, since 2023, has been certified as an **'Innovative and Sustainable Destination'** by France Congrès.

David Lisnard, mayor and president of the Greater Cannes council, president of the Association of Mayors of France, was **awarded the Simone Weil 'Rootedness' award** by the Senate on 26 March 2024. Every year, this award recognises a person having implemented an ecology inspired by this philosopher's thinking.

and tourists. Communication campaigns and workshops are regularly hosted.

Societal and human values and environmental commitment guide the Palais des Festivals et des Congrès, which has become the first establishment of this size to obtain the governmental **'Société à Mission'** label (find out more in the Palais des Festivals chapter).

All these actions could not be effective without the huge information and awareness-raising efforts carried out with locals



# WHAT TALENT(S) !

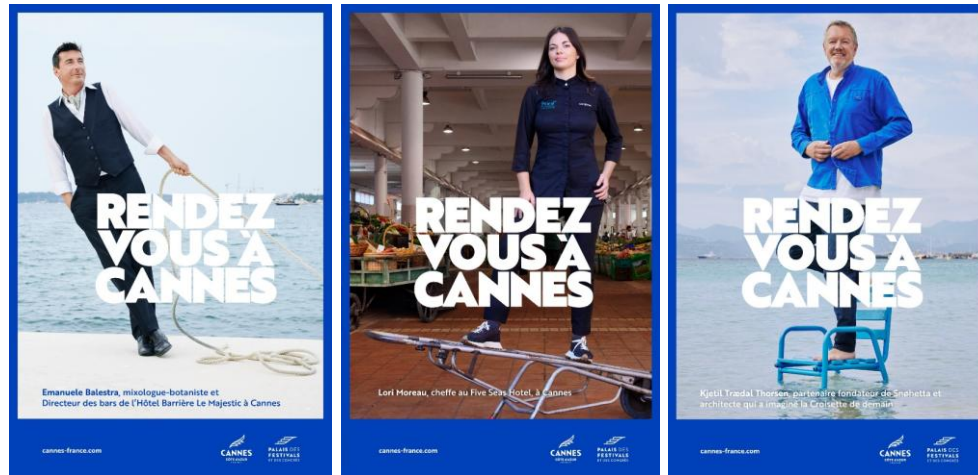




## WHAT TALENT(S) !

*Far from the bling, rhinestones and glitter that sometimes inspire a rather reductive image of the city, Cannes facilitates, reveals and supports talents from all walks of life and with a range of ambitions.*

Whether creative, handy, geeks, foodies, scientists, famous names or still little-known local gems, the city makes the promise of the Côte d'Azur a reality, elevating those work to develop this experience and sharing their skills with the widest possible audiences. Cannes makes a point of showcasing local talents through communication campaigns (posts, videos and portraits) (<https://cannesthebrand.com/portraits/>), thereby promoting an assertive brand strategy.



This strategy is the pride of the Côte d'Azur, promoting Cannes reputation on the international stage to, quite simply, make people want to come here. The line-up of local figures is eclectic: Emanuele Balestra, mixologist and botanist, manager of the Barrière Le Majestic hotel bar; Lucie de Gennes, junior world sailing champion; or Benjamin Levy, director of the Cannes Orchestra, to name but a few.

This is a destination that leaves room for the very best, offering up a huge sounding board for self-expression. It is therefore quite natural that these talents would be recognised at the height of their skills and know-how with highly coveted awards. Who in the world of cinema hasn't dreamt of winning a Palme at the Cannes Festival? What pyrotechnic artist would refuse to take home a Vestale during the International Festival of Pyrotechnic Art? And in the world of games, the As d'Or-Game of the Year label is an almost guaranteed sign of success on the shelves, while a MIPIM Award offers real-estate developers recognition in a highly competitive environment. And what about winning a Cannes Lions trophy, a benchmark in the world of advertising?

As proof that all these talents have their place in Cannes, the Palais des Festivals et des Congrès has opened an expression wall reserved for the very best of human genius. Great business leaders, artists or young entrepreneurs are invited to leave a testimony of their visit in a word, a drawing, a signature or a symbol of their choice on a wooden tablet which will then be hung on the walls of the Palais. An invitation comparable to the Walk of Fame, where the handprints of stars follow one after the other on the forecourt, expanded each year. In the ports too, even the great sailors have their own Walk of Fame at Port Canto.

**This is the spirit of Cannes: all talents – whether local, French or international – participate in our very dense communal history.**



# OUR WELCOMING SPIRIT DESERVES A CHARTER







## OUR WELCOMING SPIRIT DESERVES A CHARTER

*The people of Cannes, tourists for a day or a lifetime, conference-goers and professionals are the focus of all our attention. The City of Cannes and the Palais des Festivals et des Congrès have recently launched the 'Welcome to Cannes Charter'.*

Its goal? To ensure excellence service for locals and visitors. This new tool commits signatories to a set of beneficial and sustainable actions, promoting a quality welcome. Clients are at the heart of this approach. They are invited to give their opinion and rate their experiences thanks to a QR code shown in all member establishments. By scanning with their smartphone, they can access an online questionnaire useful both for them and for business owners.

The initiative offers an assertive way of supporting the many investments (whether municipal or private) carried out over the last ten years. Its aim is clear: to strengthen competitiveness and boost Cannes' attractiveness.

restaurants.

The Charter also serves as an incentive: professionals who commit to respect it are highlighted on the [Tourist Office website](#), automatically appearing in the top search results.

The Charter's DNA is based on five fundamental pillars:

- professionalism: quality service
- trust: price transparency and predictability (professionals must not practice abusive or deceptive pricing)
- respect: through respect for applicable regulations
- sustainability: committing to a more sustainable and inclusive region
- high standards: traceability



PRESS RELEASE

*tourism*

ess of this Charter, what could be better than making easy to integrate. An 'Établissement engagé bienvenue Welcome to Cannes 2024 Member Establishment) owner can be employed in the windows of shops, hotels, cafes and

# PRESS CONTACTS

**Blandine DUGENETAY**

PRESS OFFICER

[dugenetay@palaisdesfestivals.com](mailto:dugenetay@palaisdesfestivals.com)

04 92 99 84 45

**Margaux LÉCLUSE**

COMMUNICATION OFFICER

[lecluse@palaisdesfestivals.com](mailto:lecluse@palaisdesfestivals.com)

04 92 99 31 67

