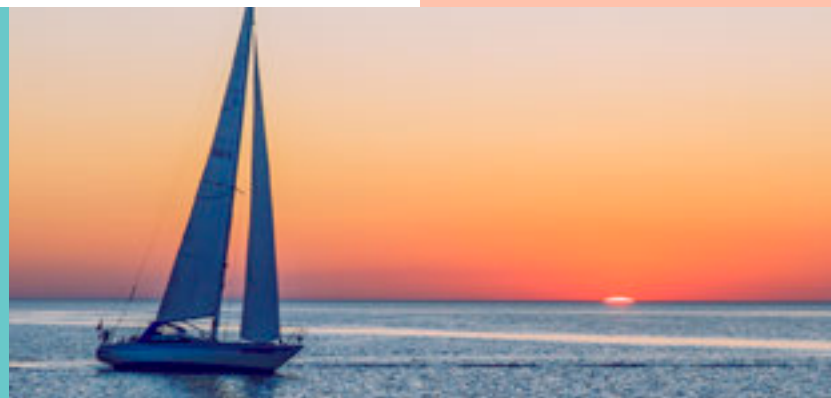
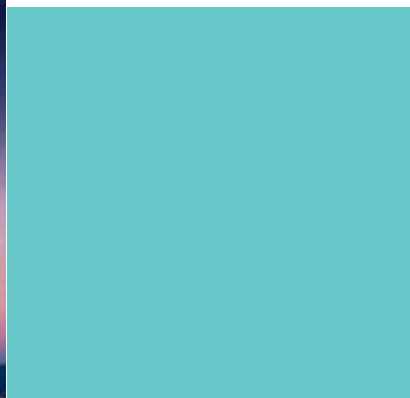
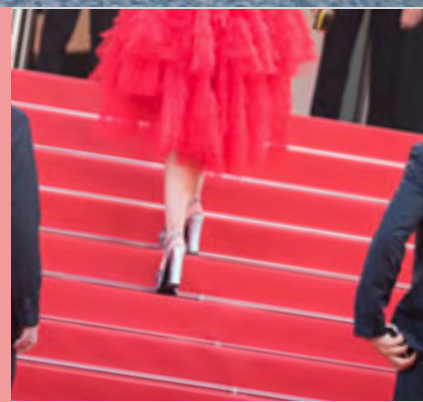


CANNES TOURISM

P R E S S P A C K



2020





EDITORIAL

CANNES, A CITY TO ENJOY

A GLOBALLY FAMOUS CITY AND EXCEPTIONAL CITY, CANNES IS CLEARLY LINKED TO THE WORLD'S GREATEST CULTURAL EVENT - THE CANNES FILM FESTIVAL.

Lots of international events relating to television and advertising, music, innovation, real estate, and the luxury trade are held there all year round. Renowned worldwide for its hospitality and expertise, Cannes continues to attract creative and economic driving forces.

The high quality of its infrastructure, the excellence of its hotels, and its protected environment make Cannes a major destination of choice for both business and leisure tourism.















With its heritage and history, and as an incredibly cosmopolitan city, Cannes looks to the future with daring but respectful projects, thereby embodying its ambition of vigorous modernity for everyone.

New spaces for celebration and gastronomy, well-being, shopping, culture and outdoor sports, Cannes is perpetually renewing itself and offers a contemporary, very Mediterranean and authentic lifestyle that is enjoyed by visitors from all over the world.

WELCOME TO CANNES



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CANNES — KEY FIGURES

NICE CÔTE D'AZUR

2ND INTERNATIONAL AIRPORT
AFTER PARIS


3 MILLION

VISITORS PER YEAR
INCLUDING 2 MILLION STAYING
AND 1 MILLION PASSING
THROUGH, INCLUDING
320,000 CRUISE PASSENGERS

CANNES

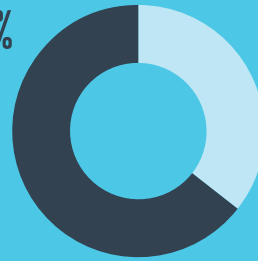
2ND CITY FOR TRADE FAIRS
IN FRANCE AFTER PARIS

320,000

CRUISE PASSENGERS
PER YEAR

HOTEL GUEST MARKETING MIX 2017

LEISURE
72.5%



BUSINESS
27.5%

PALAIS DES FESTIVALS & DES CONGRÈS

ONLY CONGRESS CENTER IN THE WORLD TO HAVE
TRIPLE CERTIFICATION FOR QUALITY, HEALTH
AND SAFETY, ENVIRONMENT, AND IS SOCIAL
RESPONSIBILITY QUALIFIED, THE LARGEST
ESTABLISHMENT HOSTING THE PUBLIC ON THE
COTE D'AZUR

130 

HOTELS

30 

CLUBS & DISCOS

3 

CASINOS

8,000 

ROOMS IN HOTELS
AND RESIDENCES

17,000 

PEOPLE, ACCOMMODATION
CAPACITY

11 

18-HOLE GOLF
COURSES UNDER
AN HOUR FROM
CANNES

30 

PRIVATE
BEACHES

500 

RESTAURANTS
AND CAFÉS

88,000 M²

SURFACE AREA, INCLUDING 35,000 M²
OF EXHIBITION SPACE

50

INTERNATIONAL EVENTS / YEAR,
INCLUDING 20 RECURRENT EVENTS

280,000

ACCREDITED PROFESSIONALS IN 2017

80

LIVE SHOWS

82,000

SPECTATORS / YEAR



CANNES CITY OF THE FUTURE

Cannes resolutely looks to the future and is making its vast territory a place for all kinds of innovation in a number of fields.



Boccacabana

A CITY LOOKING TO THE FUTURE

IMAGE, CREATIVE AND UNIVERSITY ECONOMY ALONG WITH LEISURE AND SPORTS... CANNES INVESTS SO THAT EVERYONE BENEFITS FROM THE ADVANTAGES OF A RAPIDLY CHANGING HUMAN SIZED CITY THAT DOESN'T FORGET THE IMPORTANCE OF THE ENVIRONMENT AND SECURITY.

ON THE INITIATIVE OF DAVID LISNARD, MAYOR OF CANNES, A NUMBER OF EMBELLISHMENT AND DEVELOPMENT PROGRAMS ARE UNDERWAY. THEY REVIVE THE URBAN AREA AND ADD TO THE VITALITY OF THE CITY'S CREATIVE ECONOMY...

Dynamic urban renovation

The famous promenade La Croisette is undergoing a transformation. A 4 year improvement program will:

- ▶ enlarge its beaches with an additional 95,000 m³ of quarry sand brought in
- ▶ redraw road traffic by changing the south lane running from east to west into a mixed route reserved for bicycles and, during events, for logistics trucks
- ▶ provide a protection system consisting of 120 retractable high-security bollards installed at the entrances and on all the roads running perpendicular to the boulevard.

By the end of April 2018, the multimodal train station will be better served from La Croisette thanks to major works in rue de Serbes which has been redesigned to accommodate a frequent bus service. On one part two way traffic and then alternate traffic allows buses to run every 10 minutes.

More beautiful beaches, a planted sports promenade.

The city is continuing to embellish the 5.2 kilometers of coastline along the Midi-Louise Moreau and Jean Hibert boulevards.

Boccacabana reinvents the seaside and sandy beaches. Widened sidewalks for the promenade, redesigned traffic circulation thanks to shuttles and buses, a new cycle path, optimized parking, green spaces, rest areas, games or sports for all and, in the longer term, wider beaches thanks to underwater rock fill work - Boccacabana is a practical but aesthetic project.

After a first phase that has been completed at the western end of the city, a second phase is in progress, continuing on from Quai Saint-Pierre up to Square Mistral.



BASTIDE ROUGE, A UNIVERSITY CAMPUS, A BUSINESS CENTER AND A CINEMA COMPLEX.

In Cannes la Bocca, to the west of the city, on the site of a former gas plant, this image technopole will have shared spaces and include:

- ▶ A university campus able to accommodate 1,000 students and offering new courses in Cannes in the fields of new forms of writing, new media and cinema. With a 145 unit residence and a cafeteria under the aegis of Crous (Centre National Des Œuvres Universitaires et Scolaires)
- ▶ A business city bringing together an existing business incubator, a business hotel and co-working spaces.

The architecture for these first two spaces was entrusted to Christophe Gulizzi.

- ▶ Cineum Cannes, a cinema complex with 2,400 seats in 12 rooms designed by Rudy Ricciotti.

Work begun in 2017 and will be fully complete in early 2019.



CANNES _____ & ITS HERITAGE



A city apart, an exceptional "world village", unquestionably Cannes has two faces. One shines on the international scene of the thousand and one stars of cinema, the other is authentic, rooted in its fabulous history and its Provençal and Mediterranean identity.



WONDERFUL TRACES OF HISTORY

TO ENHANCE AND PROMOTE ITS EXCEPTIONAL AND GLOBALLY FAMOUS HERITAGE, CANNES HAS SUBMITTED AN APPLICATION TO LIST THE ÎLES DE LÉRINS AS A UNESCO WORLD HERITAGE SITE.

The islands - natural, religious beauty

It all began on the Îles de Lérins. When Cannes was just a small fishing port surrounded by swamps, the islands were already enjoying both monastic and military lives. On Île Sainte-Marguerite, the Fort Royal, with the last trace of its Vauban era still to be seen, houses the Musée de la Mer and the famous cell inhabited by the Man in the Iron Mask; Île Saint-Honorat is home to the monastery and its tower, formerly a fortified monastery.

Le Suquet, open to art

Located on Mont Chevalier, Le Suquet – meaning a summit in Provençal dialect - overlooks the city and the bay. On the site of the old 11th century castle, which belonged to the Lérins monks, only the square tower remains. It is now the Musée de la Castre. Totally and superbly renovated, this area of Cannes is experiencing a new energy, living at the rhythm of art with the creation of an artists' residence called Le Suquet des Artistes.

The old port, the original anchorage

At the foot of Le Suquet and bordered by the Esplanade Pantiéro, the old port was established in 1838 as the city's first port. Just as they have always done, the fishermen who supply the stalls in Forville market moor their fishing boats there, not far from the yachts and other amazing historic boats that sail in the bay during September's Royal Regatta.

Traces of the Belle Epoque

A cholera epidemic, a road closed to carriages and the fate of the fishing village changed forever. On his way to Italy, Lord Brougham had to turn back and made a forced stop in Cannes. There, he was unable to resist the light, the Esterel and the gentle pace of life. In their turn English aristocrats, followed by Russian aristocrats and Americans, fell in love with Cannes in the wintertime and had grandiose residences built - from Croix des Gardes in the west to the Californie district to the east. They include Villa Eléonore-Louise and Villa Victoria in Avenue Dr. Picaud, Château des Tours in Avenue Jean de Noailles, Château Scott in Avenue Maréchal Juin, Villa des Lotus in Avenue de la Favorite and Château Louis XIII in Avenue de la Tropicale to name just a few. If you know how to spot them, some beautiful buildings from this fabulous era still remain. Boulevard Carnot, did not escape construction, two Haussmann style buildings opposite each other by the PLM (Paris Lyon Méditerranée) in 1882.



LA CROISSETTE, AN OH-SO-CHIC BOULEVARD

At the beginning of the 19th century, in the place of this boulevard which opened in 1863, there were only dunes and small streams.... It was initially called Boulevard de l'Impératrice before being renamed in 1866. Many of the princely villas and hotels with remarkable architecture surrounded by exotic gardens dotted along its length have disappeared. But you only have to walk along this perfectly curved thoroughfare to discover the spirit that made it famous. La Malmaison, former pavilion of the Grand Hôtel built in 1863, Le Carlton built in 1911, Le Majestic, Le Martinez and Le Palm Beach in the 20s and 30s all testify to past glories.

LES DE LÉRINS, A WORLD HERITAGE SITE

Îles de Lérins, with their both tangible and intangible heritage, are the subject of an application for UNESCO World Heritage listing. This application will make it possible to scientifically and methodically manage the protection and promotion of the site, and ensure it remains a sanctuary over a much longer period of time. To support this application, a committee made up of lovers of Cannes includes well-known figures such as Yann Arthus-Bertrand and Nikos Aliagas. A petition in support of the application can be signed on the website www.cannes.com

THE GREAT DATES THAT MADE CANNES

- ▶ **2nd century BC** A Ligurian tribe established an oppidum on the promontory of what is now Le Suquet.
- ▶ **154 BC** The Romans settled on the same site, the islands known as Léro and Lerina, now the Îles Lérins, then took on an importance that was to be decisive for the city.
- ▶ **Around 410.** The hermit Saint Honorat founded a monastery that bore his name, which was also taken by the smallest island in the archipelago.
- ▶ **Between the 8th and 10th centuries.** The Saracen raids pushed many islanders to settle on the mainland. Cannes began its transformation.
- ▶ **Around the year 1000.** The Comte de Provence donated the city and its castle to Lérins abbey. The successive abbots were the temporal as well as spiritual lords of Cannes until the dissolution of the monastery in 1788, the date it became secular.
- ▶ **1481.** Cannes and Provence became part of the Kingdom of France.
- ▶ **1520.** A terrible plague epidemic hit the city.
- ▶ **1635.** The islands fell under Spanish rule before returning to the French banner. Shortly after, Vauban erected the Sainte-Marguerite fort which became a prison that was used frequently by all regimes.
- ▶ **1788.** The city obtained full municipal autonomy.
- ▶ **1834.** Lord Brougham and Vaux, former Chancellor of England, made a forced stop at Cannes and fell in love with this peaceful village. Gradually he attracted his compatriots to Cannes' shores.

- ▶ **1856.** Beginning of the route of the Boulevard de l'Impératrice, which owes its current name La Croisette, to an old cross erected on the point of the cape enclosing the Bay of Cannes. The famous palm trees were planted in 1871.
- ▶ **1863.** The railways arrived at Cannes station for the first time.
- ▶ **1873.** Creation of the first jetty, which was followed by a second in 1897. The city then had facilities worthy of its new status as a seaside resort frequented by all the European aristocracy. From barely 4,000 inhabitants in 1834, the population had risen to 20,000 by 1896.
- ▶ **1911.** Construction of the hotel Le Carlton, which was soon followed by Le Majestic in 1926 and Le Martinez in 1929. Cannes became the quintessence of Côte d'Azur seaside resorts and La Croisette became the main thoroughfare. Also in 1929, the Palm Beach, a summer casino that became one of the most elegant places on the French Riviera, opened.
- ▶ **1939.** The first edition of the Festival did not actually take place. History and the outbreak of the Second World War decided otherwise.
- ▶ **20 September 1946.** The very first Cannes Film Festival crowned Michèle Morgan and René Clément. The event was held in Cannes' Municipal Casino.
- ▶ **1947-1949.** The Palais des Festivals was built on the site of the current JW Marriott hotel. It was demolished in 1988.
- ▶ **1965.** Located to the east of the Bay of Cannes, the Pierre Canto port, for many years the largest private port in Europe, became the city's second marina.
- ▶ **1974.** Opening of the expressway, the culmination of a series of works including the covering the railway and the reconstruction of the Carnot bridge, which started ten years earlier.

▶ **December 1982.** The new Palais des Festivals and Congrès designed by the English architect Bennett and the French architect Druet, opened on the Georges Pompidou esplanade at 1 bd de La Croisette. It was renovated in its current form between 2009 and 2015.

▶ **3 and 4 November 2011.** Cannes hosted the G20, the largest international political, diplomatic and economic summit.

▶ **2014.** Renovation of the railway station and metamorphosis of the district.

▶ **2017.** Rehabilitation of the sea front and creation of Boccacabana

▶ **2018.** Extension of La Croisette's beaches (40 meters wide)

GUIDED TOURS

To explain the city's historical heritage, [the Tourist Office and Archives de Cannes organize guided tours](#) of sites not to be missed. These cover the following themes: cinema, history of Cannes, La Croisette, the Russian quarter along Boulevard Alexandre III, the Californie and Prado-République districts, Villa Domergue, Croix des Gardes park and of course Îles de Lérins.

FAMOUS VISITORS

In the wake of Lord Brougham, a large number of princes and lords established their winter holiday base in Cannes, closely followed by the white Russians from the court of Tsar Alexander III and the European nobility. Victor Hugo, Stendhal and Chateaubriand stayed there, and Prosper Mérimée and Guy de Maupassant lived there, as did the academician and sculptor Victor Tuby. They were followed by Renoir, Picabia, Picasso, Van Dongen, Coco Chanel and Jean-Gabriel Domergue.



ÎLES DE LÉRINS

Languidly set in the turquoise waters of the Bay of Cannes, 700 meters from Pointe Croisette, the Îles de Lérins, whose name comes from their ancient names, Léro and Lerina, cultivate a lifestyle that combines nature, spirituality, heritage and vineyards.



ÎLES DE LÉRINS, AN UNFORGETTABLE DETOUR

THE ÎLES DE LÉRINS REPRESENT NATURE AND AN ESCAPE FROM THE CITY - IN ADDITION TO THEIR GREAT HISTORICAL, CULTURAL AND ENVIRONMENTAL IMPORTANCE.

They irresistibly catch the eye of people strolling along La Croisette – the promise of escape and the open sea. They are also one of the starting points of the city's history, an integral part of its consciousness.

To get there, simply board one of the shuttles from Quai Laubeuf, at the western tip of the old port, which take just 15 minutes to connect the city with the archipelago formed by Île Sainte-Marguerite, Île Saint-Honorat and the islets Tradelière and Saint-Ferréol.

Separated by the 800 m wide Friuli channel, the two islands give visitors a different view of Cannes, and offer exceptional quality both in terms of their heritage and the environment. **They have applied for listing as a UNESCO World Heritage site.**

Each one is a source of fabulous stories – fact and fiction.

The largest, Île Sainte-Marguerite, owes its name to a chapel erected in honor of the martyr of Antioch. It is home to a 170-hectare forest planted with pines and eucalyptus. In the west is the Étang de Batéguier ornithological reserve, classified as biological, with a mixture of freshwater, saltwater

and migratory birds. A path goes around the creek and there are plenty of inviting trails from which to discover the fauna and flora.

Richelieu built the royal fort on the island in 1617. It was subsequently strengthened, first by the Spaniards, who occupied the island during the 30 years' War, and then by Vauban. Around it, its 17th century chapel, a well, batteries and cannon ball furnaces. At its heart is the prison where for two centuries hundreds of prisoners were held without trial. They included Protestant pastors after the repeal of the Edict of Nantes, political insurgents and their families, members of the Emir Abd-el-Kader Smala buried in one of the oldest Muslim cemeteries in France. This is also the location for the cell inhabited by the famous Man in the Iron Mask. Now the Musée de la Mer, the royal fort offers the opportunity to visit the cells of its former prisoners – some of whom were painted by the artist Jean Le Gac in 1992.

The museum also houses an archeological collection from both land and sea as well as hosting temporary exhibitions.

The Cannes Jeunesse association offers accommodation in dormitories for 2 to 6 people with the possibility of privatizing the accommodation. **Booking on: www.cannes-jeunesse.fr**

It is also possible to eat on Îles de Lérins.
Île Sainte-Marguerite: La Guérite, L'Escale;
Île Saint-Honorat: La Tonnelle.



THE LEGEND OF THE MAN IN THE IRON MASK

Of all the prisoners locked up in the cells of this state prison, one of them in particular caused a lot of ink to flow...

Mentioned in the Bastille prison register where he was transferred in 1698 before dying in 1703, the Man in the Iron Mask has been the subject of many books and films. The legend, made famous by Voltaire and Alexandre Dumas tells of **the imprisonment of the twin brother of Louis XIV - heightened by popular rumor. He has been credited with around sixty different identities – some very farfetched.**

Whatever the truth of the matter, this enigmatic prisoner spent 11 years on the island and is still its most famous occupant.



SAINT-HONORAT

Apart from the actual coastline, Île Saint-Honorat belongs to the Abbaye de Lérins. Even further away from the bustle of the city than its neighboring island, it is a haven of peace and spirituality. With its vineyard and the abbey, chapels and fortified monastery - more commonly known as the "Tour" and which had a military as much as religious vocation - the island has a soothing atmosphere conducive to getting away from it all and taking a step back from the tumult of everyday life.

Rebuilt three times, the abbey was founded around the year 410 by Saint-Honorat. There is a cloister and chapter house dating from the 12th and 13th centuries, and a neo-Romanesque style abbey church built between 1874 and 1878. The current community of Cistercian monks settled on the island in 1869 - the embodiment of 16 centuries of monastic life. They follow the Rule of Saint-Benedict to the letter. One mass, six services, and three and a half hours of prayers a day punctuate the life of the community whose main source of income is the ancestral production of wines and liqueurs.

The Abbey opens its doors to visitors for spiritual retreats lasting between 2 days and a week.

Information on 04 92 99 54 20 • www.abbayedelerins.com

SACRED WINE

Syrah, Clairette, Chardonnay, Mourvèdre, Pinot Noir and Viognier...

Soon to be labeled organic, six grape varieties are grown on 8 hectares (five for red wine, three for white). The island's exceptional climate results in an annual production of between 35 to 40,000 bottles, some of which are served at official banquets held by the French President. On the last Sunday in October, an auction allows donations to be made to charities. Made from 44 different plants, Lérina liqueur (yellow or green) - with an annual production of 9,000 bottles - has also made the reputation of the monks on the island. The recipe, known by only one monk, is passed from generation to generation. Finally, the monks cultivate more than 100 olive trees, producing between 300 and 400 liters of oil, and beds of lavender that is bagged and sold under the brand name Lavende de Lérins.

CANNON BALL FURNACES

In 1793 by order of Napoleon Bonaparte furnaces were built on strategic points on the east and west of Île Sainte-Marguerite - as well as on Île Saint-Honorat. Cannonballs with a range of 2,000 meters were heated to more than 1,000 degrees, setting fire to ships and rendering them harmless. Perfectly preserved, these furnaces have been listed as historic monuments since 1908. Of the remaining 10 in France, 4 are on the Îles de Lérins.



CANNES, CAPITAL _____ OF OUTDOOR SPORTS

A city with a sporting tradition, a mild climate and an exceptional environment between the sea and green hills, Cannes is particularly suitable for outdoor sports.



Training

Another great activity, training opportunities are offered in 4 open air zones, set up in the form of connected, roughly 100 m² platforms. These well-being and positive energy spaces are open to everyone free of charge - some are also accessible for people with reduced mobility - and allow several combinations of exercises to be performed depending on fitness levels. Four dedicated spaces have been or will be installed in Croix des-Gardes, at the Romano roundabout west of the city, Bijou Plage to the east and Boulevard Hibert. In total, about thirty outdoor sports facilities are provided by the city. Some 50 sports events held throughout the year have been labelled "Cannes, Capital of Outdoor Sports". Plenty of sporting events can be found on the Cannes Sports app.

Sporting events

Sport is a well-established part of the city's DNA because Cannes organizes or participates in the organization of some 270 sporting events. For example, the Jumping International de Cannes in June, the Régattes Royales de Cannes which celebrates its 40th anniversary in September 2018, the Nice-Cannes marathon which celebrated its 10th anniversary in 2017, the Cannes Half Marathon in February and the first Urban Trail in January followed by the petanque supra-national half marathon next April.

Cannes is of course an ideal city for nautical activities with dream conditions for water sports such as water skiing, kiteboarding, and paddleboarding in the bay and around the Îles de Lérins. There are two marinas, one in Batéguier, renamed Florence Arthaud in homage to the around-the-world sailor, and one in Moure Rouge.

The city revived its aviation tradition from 20 to 22 April 2018, when for the first time in France it hosted one of the most symbolic air races of our time: the **RedBull Air Race**.

During the competition, some of the best pilots in the world go head to head to achieve the fastest time on a course over the sea off Cannes.

SPORT IN THE SUN

LAUNCHING HIS PROJECT "CANNES, CAPITAL OF OUTDOOR SPORTS" IN JANUARY 2017, DAVID LISNARD, MAYOR OF CANNES, INVITED THE PEOPLE OF CANNES AND ITS VISITORS TO PRACTICE THEIR FAVORITE SPORT WITH COMPLETE FREEDOM IN A SOCIABLE SETTING.

The opportunity to remember a sporting tradition that has forged exceptional talents such as the footballer Zinedine Zidane, the Racing Club de Cannes' women's volleyball team, which held the European championship title for over a decade, and the golfer Victor Dubuisson. A major project, "Cannes, capital of outdoor sports" showcases the city's sporting infrastructure and events, as well as capitalizing on its sites. For example, the new health trail in the Croix-des-Gardes nature park, renovated and expanded by 1.9 kilometers and now equipped with 11 modules set in beautiful natural and agricultural landscapes planted with Aleppo pines, umbrella pines, cork oaks and other species such as the wonderful mimosa.

Marked trails

As in Sydney, Rio and Miami, serious or Sunday sportspeople, hikers and joggers can now tread the 100 kilometers of the 14 running and hiking trails found all over the area. They are easily identifiable with a color code and pictograms on the signs.



RYDER CUP

In September 2018, the 42nd Ryder Cup, one of the five most publicized sports events in the world, will be played in France.

It is an opportunity to highlight Cannes' golf courses: **Cannes Mandelieu Old Course, Riviera Golf de Barbossi in Mandelieu La Napoule, Royal Mougins Golf Resort & Spa and Golf Country Club Cannes-Mougins, Golf Country Club de Saint Donat in Grasse, Golf du Claux Amic in Cabris, Golf d'Opio Valbonne, Victoria Golf Club and Golf de la Tour d'Opio in Valbonne, Golf de la Grande Bastide in Châteauneuf de Grasse, Terre blanche Hôtel Spa Golf Resort in Tourettes, Golf du Château de Taulane in La Marthe...**

COTE D'AZUR GOLF PASS

Launched to mark the Ryder Cup, the **Côte d'Azur Pays de Grasse Golf Pass** covers a total of 20 golf courses on the Côte d'Azur, offering various green-fee formulas and giving access to a variety of privileges and advantages from golf friendly partners: restaurants, high-end shops, health and spa institutes, leisure facilities, etc. It is accessible from the website: www.cotedazur-golfs.com



CANNES & THE CINEMA

For more than 70 years, the world of cinema has chosen Cannes as the mainstay of the most important event dedicated to the 7th art:

the Cannes Film Festival. This global event takes place in the heart of the Palais des Festivals et des Congrès, in between the red carpet and screenings in the auditoriums.



MAJOR CITY OF THE 7TH ART

THE CELEBRATION OF THE 70TH EDITION IN 2017 WAS AN OPPORTUNITY TO LOOK AT THE PRESTIGIOUS HISTORY OF THE CANNES FILM FESTIVAL, WHICH REALLY BEGAN IN 1946 AFTER THE FIRST EVENT SCHEDULED FOR 1939 WAS CANCELLED BECAUSE WAR WAS DECLARED.

Since then, the Festival has constantly laid claim to and defended "quality films serving the development of cinema" as its General Delegate Thierry Frémaux explains.

This year it will be held from Tuesday 8 to Saturday 19 May. "A new timetable that rebalances the two weeks of the event and brings new energy to the proceedings," according to its President Pierre Lescure.

A major event in the world of cinema, for 12 days the Festival changes the rhythm on La Croisette and delights cinema lovers. This global happening attracts a total of 4,600 national and international journalists who gravitate around one place: the Palais des Festivals et des Congrès.

In addition to the competing films, within its official selection the Festival presents selections under the headings Un Certain Regard, Hors Compétition, Séances Spéciales and Séances de Minuit, along with heritage films presented at Cannes Classics and a selection of Cinéfondation school films.

In 1962 La Quinzaine des Réalisateurs, created in 1969 by the Society of Film Directors and Critics' Week, was launched in parallel to the official selection. Cannes Film Festival attracts nearly 200,000 visitors and professionals and generates 200 million euros' worth of economic benefits for the Cannes area.

The Marché du Film – the film industry's business counterpart – also takes place during the Festival with over 1,500 screenings and some 10,500 participants. It is the largest market in the world and promotes meetings, exchanges and negotiations between accredited professionals by offering them the most suitable services and tools.

In Cannes, cinema is also inextricably associated with the Cannes Cinéma association which, during the Festival, in addition to screenings of the official selection, shows films in the parallel selections (Quinzaine des Réalisateurs, Semaine de la Critique, ACID, Vision Sociale) all over the city. At the end of the year Cannes Cinéma co-organizes the Rencontres Cinématographiques de Cannes. A festival that presents more than 50 feature films over 6 days with 8 competing films. It also offers meetings with film crews, workshops, a cinema concert, special events and evenings. www.cannes-cinema.com



PAINTED WALLS

Cannes loudly proclaims its love of cinema. Among the various itineraries evoking the stars of the big screen organized by the city, **the painted walls circuit** is undoubtedly the most remarkable. Charlie Chaplin, Keaton Buster, Gérard Philippe, Alain Delon, Marilyn Monroe, L'Envers du Décor, Le 7^e Art, La Leçon de Piano and Pulp Fiction... every year this open-air gallery is enriched by new monumental frescoes, scattered in the four corners of the city.

WAY OF THE STARS

At the foot of the Palais des Festivals, several hundred handprints and signatures of actors and directors, trace a path of cinematic glory. A collection that immortalizes more than 400 celebrities – another nod to the 7th art!

CANNES CINEMA TOUR

The small tourist train offers guided tours demonstrating the connections between Cannes and the cinema.

THE HEART OF A MYTH

A guided tour dedicated to cinema and the Cannes Film Festival organized by the Tourist Office.



TRAVERSO, AN EXCEPTIONAL BACKDROP OF IMAGES

In 1939, Auguste Traverso seized upon the arrival of Louis Lumière - honorary president of the first festival interrupted by the war - at Cannes station. For 20 years he photographed all the festivals and ceremonies in Cannes, a precious testimony of the changes in the seaside resort. Naturally he was there to record the event when the Festival finally opened in 1946. With him, Henri, his 16 year old grandson, couldn't believe his eyes. Eyes he cast over the world of cinema for over 36 years. Jeanne Moreau, Grace Kelly, Kirk Douglas, Orson Welles, Cary Grant, etc... they all at some time came under his lens. His son, Gilles, continues the mission of bringing this remarkable family heritage to life and, festival after festival, adding to it.

FROM CINEMA TO SERIES...

Moving on from cinema, Cannes launched the Canneseries International Film Festival, the first edition of which took place from 4 to 11 April 2018, an addition to MIP TV (international television and digital content market). A week of free screenings, meetings, free rein, retrospectives, master classes and a special series night...

As part of the future Cannes university hub located in the Bastide Rouge technopole, the Mairie de Cannes, Université Côte d'Azur, Vivendi and Canal + have launched an international Cannes-Vivendi / Canal + Chair. This Chair offers high level training in the field of writing and scriptwriting in partnership with UCLA TFT (University of California Los Angeles, School of Theater, Film and Television). A first feature film writing program entitled Institut du Storytelling will take place from 9 April to 20 May and will welcome 8 French and American talents.

Also part of the Bastide Rouge project, the Multiplex Cineum Cannes, an ultra-modern complex designed by the Rudy Ricciotti interior design firm, will have seating for 2,426 and 12 screening rooms. All year round visitors to Cannes can celebrate the cinema by contemplating the painted walls or by visiting the Musée Éphémère du Cinéma, installed during the summer in the Palais des Festivals et des Congrès.



CANNES CULTURE FROM SCHOOLS TO MUSEUMS

The Cannes Film Festival and Cannes Lions, an international creativity and publicity film festival, set the tone and provide undeniable momentum. These highlights also reflect the appeal of a cosmopolitan and open-minded city that has always inspired and welcomed creators and artists.



AN AMBITIOUS ARTS PROGRAM

CANNES' ACTIONS UNDER THE LEADERSHIP OF DAVID LISNARD PLACE CULTURE AT THE HEART OF THE CITY – RIGHT FROM THE TIME CHILDREN START SCHOOL. THE HIGH POINT IS THE INTRODUCTION OF A LABEL CERTIFYING SECONDARY SCHOOL ARTS AND CULTURE EDUCATION.

Cinema, music, theater, dance, sculpture, design and visual arts... An arts and culture certificate is now issued to all students attending school in Cannes.

The Palais des Festivals et des Congrès has also made education in the arts a priority through its culture program. Exchanges, transmission, and interactions with the artists are included in the programming for the "Going out in Cannes" seasons and for festivals. Before the shows, dancers, actors, musicians, and choreographers visit primary and secondary schools to share their passion and experience with young people and highlight the benefits of culture for society and living together in harmony.

Chosen by the French Ministry of Education as one of France's experimental cities, Cannes has been granted unique status as an

"experimental and pioneering city" for arts and culture education.

The policy has been extended to include all audiences – in particular the area's business world. Spectators can attend certain rehearsals or take part in debates / meetings after some of the shows.



CANNES CULTURE PASS

► A real cultural door opener, throughout Cannes' seasons **the Culture Pass** offers preferential rates for many cultural activities in the Cannes area: cinemas, museums, theaters, concert halls, etc. as well as offering access to media libraries in Cannes, Université de Cannes, Cannes Cinéma, MJC... Rates: €10 for Cannes residents, €15 for other people. www.cannes.com

► **A Youth Culture Pass** has also been set up on an experimental basis to encourage voluntary arts activities outside school. Initially offered to 460 secondary and university school students in Cannes this pass includes free admission to museums and other exhibition venues, gives the card subscriber the right to borrow books and multimedia documents and includes a free seat at a show in the "Going out in Cannes" program. www.e-passjeunes

CULTURE IN CANNES

MUSEUMS

20TH CENTURY ART. ANCIENT CIVILIZATIONS AND LAND AND SEA ARCHEOLOGY... CANNES MUSEUMS TAKE VISITORS ON A CULTURAL JOURNEY.

► **Centre d'Art La Malmaison, (CAM)** Every year this large Belle Epoque villa, which will soon be entirely dedicated to the museum program, hosts several temporary exhibitions of major 20th century artists, mostly focusing on unusual private collections. www.cannes.com

► **Musée de la Castre** A place on the heights of Le Suquet dedicated to world civilizations. Established for the last 60 years in the Lérins monks' old medieval chateau, the museum takes a look at the five continents through collections including Himalayan and Tibetan art, Mediterranean antiquities, pre-Columbian ceramics, world musical instruments, 19th century painting, etc. The starting point was Baron Lycklama's donation to the city 140 years ago. www.cannes.com

► **Musée de la Mer** On the highest point of Île Sainte Marguerite, in addition to the cell reputedly used by the Man in the Iron Mask, the Royal Fort houses the Musée de la Mer. It has a permanent exhibition of an important collection of land and sea archeology and presents temporary exhibitions, often focusing on photography.

ARTISTS IN RESIDENCE, MEDIA LIBRARY

► **The Suquet Artists' Residence** Also known as Le Suquet des Artistes (not to be confused with the event Le Suquet des Arts, held at the end of August), this residence devoted to creative expression has a huge 800 m² studio which hosts four renowned plastic arts specialists: the painter and sculptor Grégory Berben, the painter Olivier Domin, known as OLLL, the painter and sculptor Richard Ferri-Pisani and the illustrator and engraver Olivia Paroldi. Le Suquet des Artistes also presents temporary exhibitions. www.cannes.com



THE JEAN DE NOAILLES MEDIA LIBRARY

► **Cannes' media libraries** Established over 50 years ago in Villa Rothschild, built in 1881 and surrounded by a beautiful garden planted with rare species that has been recently restored, the Noailles media library is much more than just a library. Throughout the year workshops, debates, literary and film events, jazz and contemporary music concerts, and conferences are held there. Two other media libraries, including one in the République-Prado district, Romain Gary, which was inspired by the "third place" concept (defined in the early 1980s by Ray Oldenburg, professor of American sociology), two library annexes, a library bus / school minibus and a dozen book boxes put culture and books within everyone's reach.

CANNES SCHOOLS OF ARTS

► **Conservatoire de Musique et de Théâtre** With a label for the whole of the department, this focal point for the arts, introduces, trains, disseminates and is involved in music and the dramatic arts. High-quality teaching in 82 individual and collective disciplines, under the direction of Alain Pavard, and for the last decade, the setting for prestigious international exchanges. The conservatory offers lectures, master classes and other concerts. www.cannes.com

► **École Régionale d'Acteurs de Cannes, Erac** In the beautiful, old-fashioned Villa Barety, on the Petit Juas hill, Erac under the direction of Didier Abadie trains 14 lucky candidates - 7 girls and 7 boys - from among the many candidates that enter the competitive entrance examination. The first two years of the three-year course take place in Cannes, with the last year spent in Marseille. The school has recently been authorized by the Ministry of Culture to award the State Theater Teacher Diploma and is beginning to offer continuing education. Throughout the year, the aspiring troupe performs on stage during various events. www.eracm.fr

► **Pôle National Supérieur de Dance Provence Côte d'Azur** was born from the amalgamation of the activities of the Ecole de Danse Cannes-Mougins Rosella Hightower and the higher education section of the Ecole Nationale Supérieure de Danse de Marseille.



Under the artistic and educational direction of Paola Cantalupo, the school combines basic and advanced training. Bringing together final year students, Cannes Jeune Ballet performs throughout the year - in particular during the Dance Festival. www.pnsd.fr



CANNES CULTURE, THEATER ARTS

Cannes offers a wide choice of international events, festivals and shows presenting world class artistic disciplines. **Dance, circus, cinema, classical and modern music, theater, and even pyrotechnics.**

A WORLD CLASS PROGRAM

AN AMBITIOUS JAM-PACKED PROGRAM COMBINING CULTURE AND ENTERTAINMENT AT THE PALAIS DES FESTIVALS WITH MORE THAN 80 SHOWS A YEAR. OTHER CANNES VENUES – THEATRE DE LA LICORNE, THEATRE ALEXANDRE III, THEATRE CROISSETTE, ESPACE MIRAMAR AND THE CITY'S PUBLIC SPACES – OFFER A GREAT CULTURAL DIVERSITY OF SHOWS.

Two seasons punctuate the cultural year in Cannes: from October to June "Going out in Cannes" includes the programs offered by the Palais des Festivals and Congrès, the Mairie de Cannes and the Orchestre de Cannes, while "Summer in Cannes" is dedicated to music festivals and major events.

www.palaisdesfestivals.com

EVENTS THROUGHOUT THE YEAR

► FEBRUARY

Festival International des Jeux A quintessential entertainment event, the festival attracts an intergenerational audience of more than 100,000 visitors. Great champions, game enthusiasts and people curious about this universe experience their emotions in an almost 30,000 m² space shared by game publishers, authors and illustrators.

► APRIL

Performance d'Acteur Originally a festival for all forms of café-theater established in 1980, with around twenty shows and events it has now become a rendezvous for the greatest comedians.

Canneséries, Festival International des Séries de Cannes

The first edition of this event which aims to promote and represent the new popular genre of series. This new image and creativity event takes place before the MIP TV.

► JUNE

Fables Lab Begun over 19 years ago, the storytelling garden has become Fables Lab. The concept is the same with a thousand and one stories told over three evenings based on speech, text and writing. Outdoors and for all ages.

► JULY AND AUGUST

Festival d'Art Pyrotechnique Six evenings during which the Bay of Cannes is lit up with a thousand lights, ephemeral stars, colors and other arrangements by the greatest international pyrotechnic specialists. With a "Vestale d'Argent" trophy and a Jury Prize thrown in. And for the public – pure wonderment.

► JULY

Les Nuits Musicales du Suquet in 2018 under the artistic direction of Misha Katz, this festival thrills the Musée de la Castre courtyard and the forecourt of Notre-Dame de l'Esperance church with a program of classical and chamber music.

► AUGUST

Les Plages Electroniques For the last 13 years, this electronic music festival has attracted an audience from around the world to listen to a program of the best artists in the genre – either at a great beach party or on the Palais des Festivals roof terrace.

Jazz Domergue four concerts and four evenings to swing in the gardens of the exceptional Villa Domergue in an amazing atmosphere reserved for fans of music that epitomizes and celebrates the summer to perfection.

Festival de l'Art Russe For over 20 years, Tatiana Shumova has attracted the many fans of Russian art with a program of recitals and concerts, choirs, plays, operas, ballets, paintings and sculptures, and cinema.

Suquet des Arts Exhibitions of artists, introductions to drawing and painting, recitals and concerts, open days at the Le Suquet des Artistes studios... An event to show off the work of Cannes' artists.

► OCTOBER NOVEMBER

Festival P'tits Cannes à you A festival for young audiences with a program of dance, puppets, cinema, theater, workshops, storytelling...

► NOVEMBER

Les Rencontres de Cannes Three highlights. Spotlights on contemporary literature with the Rencontres Littéraires, on the cinema with the Rencontres Cinématographiques, organized by the Cannes Cinéma association, and on the main societal themes with Rencontres-débats by Cannes' Arte-Filosofia association. Renowned speakers, eminent specialists, high-quality insights and exchanges fulfil a thirst for knowledge and understanding.

► DECEMBER

A biennial dance festival

An eclectic program, which over ten evenings, offers a selection of international creations reflecting current choreography under the artistic direction of Brigitte Lefèvre. Next festival in 2019.



ORCHESTRE RÉGIONAL DE CANNES PROVENCE ALPES CÔTE D'AZUR

Now under the artistic and musical direction of the very enthusiastic Benjamin Levy, Cannes orchestra has been touring the region's roads for more than 40 years and offers symphonic concerts, chamber music and shows for young audiences in an innovative, audacious program.

www.orchestre-cannes.com



LIFESTYLE IN CANNES – HOTELS

Cannes stands out with its exceptional hotels and remarkable expertise - **not only in its 5-star but also in its 2-to-4-star hotels.**



THE GRAND HYATT CANNES HÔTEL MARTINEZ

A REMARKABLE RANGE OF HOTELS!

THE TOP PRIVATE SECTOR EMPLOYER. CANNES' HOTEL INDUSTRY OFFERS ACCOMMODATION THAT REFLECTS THE CITY'S AMBITIONS. LUXURY HOTELS ALONG WITH BOUTIQUE HOTELS, TWO AND THREE STAR HOTELS, HOSTELS AND RESIDENCES...

With almost 8,000 rooms in 130 establishments with accommodation for 22,000 people, Cannes counts nearly 2,800,000 overnight stays a year - both in business tourism and leisure tourism. All the major hotel groups are represented: Accor, Barrier, Concorde, Intercontinental, Marriott, Radisson Blu, Hyatt.

The city has:

- 7 hotels with 5*
- 35 hotels with 4*
- 32 hotels with 3*
- 25 hotels with 2*
- 5 unclassified hotels
- 25 residences

Most of these establishments are located just minutes from the Palais des Festivals et des Congrès.

Cannes is without a doubt a top destination and continues to innovate. Every year, investments are made in perfecting the performance of the Cannes offering.

The events held in the city - Cannes was voted Best Destination 2017 at the Luxury Travel Guide Global Awards - and the development of the hotel industry go hand in hand. Obviously links that are strengthened by a series of synergies between the SEMEC (Société d'Economie Mixte pour les Evénements Cannois) and the Syndicat des Hôteliers de Cannes et du Bassin Cannois through special offers and packages.



The continued presence of major professional events (**MIPIM, MIP TV, MIDEM, MIPCOM, MAPIC, HEAVENT MEETINGS, CANNESERIES, MARCHÉ INTERNATIONAL DU FILM, CANNES LIONS, TAX FREE WORLD EXHIBITION, ILM, TRUSTECH, MARE DI MODA, CANNES YACHTING**), new exhibitions organized by the Weyou Group and the creation of new events such as **CANNESERIES, ESPORTS BAR (REED MIDEM)** and **RED BULL AIR RACE** strongly drive the development and the attractiveness of the hotel offering.

KEY FIGURES



2 MILLION
PEOPLE ACCOMMODATED

2,800,000 

HOTEL NIGHTS IN 2017
SOURCE CANNES - TOURIST TAX

130

HOTELS



8000

ROOMS
IN HOTELS AND RESIDENCES



8000

HOLIDAY
HOMES



€ 900,000,000

INVESTMENT
IN HOTELS OVER THE LAST DECADE



30 MIN.

FROM NICE AIRPORT



7 KM

OF SANDY
BEACHES



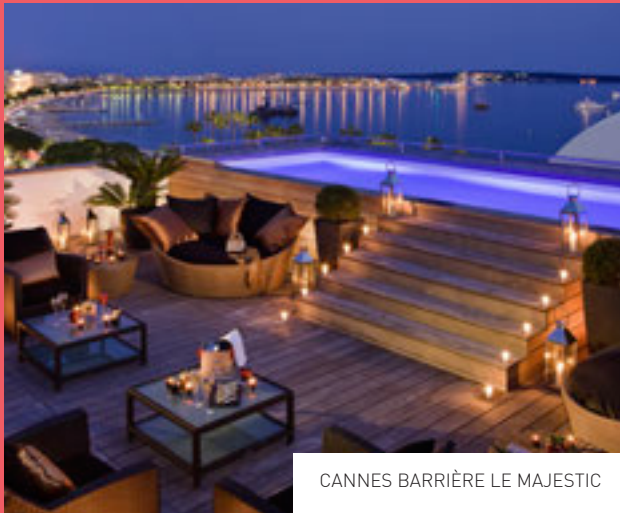
3000

SHOPS



A CONTINUOUSLY DEVELOPING HOTEL INDUSTRY

Leaders in luxury hotels and excellence in Cannes, La Croisette's luxury hotels embody the historic image of Cannes. An image that they never cease to update with numerous renovations and expansions. And they have been joined by other categories of establishments.



CANNES BARRIÈRE LE MAJESTIC

CANNES BARRIÈRE LE MAJESTIC • Hôtel Barrière Le Majestic, ideally located on La Croisette facing the sea and the Palais des Festivals is an iconic 5* hotel.

Entirely redecorated, it has 349 rooms and suites with splendid interiors, breathtaking views of the Bay of Cannes and high quality service. Whatever the time of year, an outdoor pool heated to 27°C, a chic contemporary private beach for lunch by the sea, cocktails on the sand and water sports from the pontoon. Gastronomy is one of the great pleasures in life and the Hotel Barrière Le Majestic cultivates it with great passion: from the private beach restaurant BFire By Mauro Colagreco to Fouquet's Cannes, which has

kept the spirit of the great traditional French brasseries, and La Petite Maison de Nicole with its colorful plates, where in a friendly atmosphere the menu has a thousand and one Mediterranean flavors to savor. The Spa Diane Barrière with Biologique Recherche and LIGNE ST BARTH, is a 450 m² bubble of wellbeing with its 24/7 fitness and sensory space (sauna, hammam) for an exquisite aside. The Studio by Petit VIP - a dedicated children's space focusing on the cinema and the 10 major arts - is available free of charge.

HOTEL MARTINEZ • Opened in 1929, Hôtel Martinez embodies the Riviera of the Roaring Twenties. An essential part of La Croisette, personalities from all walks of life frequent it for its friendly carefree atmosphere and joie de vivre. Inspired by its Art Deco style, the sea and yachting, the Côte d'Azur and its colors, the interior designer Pierre-Yves Rochon has revived this iconic hotel and the harmony between a generous nature and Mediterranean lifestyle.

With the beach, the garden with its open-air café atmosphere, the legendary bar and of course La Palme d'Or, a two-star Michelin restaurant run by Chef Christian Sinicropi, and the Beauty Spa L. Raphael, Hôtel Martinez is an invitation to share the simple pleasures of the Riviera in a chic relaxed atmosphere.

In 2018, Hôtel Martinez became the second establishment in Europe to join The Unbound Collection by Hyatt.

HOTEL INTERCONTINENTAL CARLTON CANNES • The InterContinental Carlton Cannes is pleased to announce its upcoming metamorphosis. Waking up the Sleeping Beauty while preserving its historical and mythical heritage is the challenge one of the most luxurious hotels in the world has taken on. For its makeover, the establishment plans to do much more than just get it back in shape - there will be real renovation which will write the next page in the history of this legendary luxury hotel. One of the biggest transformations will be the extension on the building's two wings, with the creation of a swimming pool, a magnificent spa, a new generation fitness center, conference rooms with skylights, and a central garden - a haven of peace away from prying eyes. The renaissance of this architectural jewel, without it being closed for business, offers a trip out of time with a subtle balance of transformation and conservation.

J.W. MARRIOTT • On the former site of the Palais des Festivals in the center of La Croisette, the hotel has 261 rooms where serenity reigns around large portraits of stars. On its roof, a more than 180 degree panoramic view of the sea and a heated pool. Since February 2018, and just opposite is its partner beach: Palais Stéphanie Beach. The JW Grill Cannes, a chic family brasserie with sea view offers grilled meats and Mediterranean cuisine cooked with fresh produce.

RADISSON BLU • Labeled 5 stars in 2016

A 2700 m² spa & thalassotherapy center, this contemporary hotel with a refined Zen-like style has a 400 m² terrace with a breathtaking panorama. It is directly connected to the Thermes Marins de Cannes, the only spa offering a beauty treatment menu focusing on the sea and its benefits. Sea and sport, luxury and well-being, burnout remedy, especially for men...

FIVE SEAS HOTEL • More recent, this hotel boasts its discretion and offers 45 rooms and suites. A trendy restaurant & bar "Bistrot Chic Le Roof" is the work of Chef Arnaud Tabarec. From its rooftop terrace, there is a unique view of Cannes and a 13-meter designer stainless steel pool. It has a Cinq Mondes and Carita spa. The lobby has been completely redecorated in the spirit of the aft deck of a luxury yacht. Three meeting rooms complete the offering.

GRAND HOTEL • Separated from La Croisette by a large park with palm trees, the Grand Hotel, recently awarded 5 stars, boasts its sustainable development approach. A Michelin star rewards the Park 45 restaurant, while its beach "45" has been embellished to accommodate Monaco's Beefbar concept.

HOTEL BARRIÈRE GRAY D'ALBION • In the heart of the city, this elegant 4-star hotel with 200 deluxe rooms opened "Terrasse du Gray" in spring 2017. The concept is a modern take on a French-style brasserie, a suspended garden in the city, with a decoration by the designer Christophe Pillet. Open for lunch and dinner during congresses, the terrace opens every in the evening from 1 April and is accessible to external customers from rue des Etats Unis.



LE CAVENDISH, BOUTIQUE HOTEL



HOTEL SIMONE • This 4-star boutique hotel has been spectacularly renovated and is one of the city center's most charming hotels. It offers 28 bright and cozy rooms with a contemporary designer feel.

CAVENDISH, BOUTIQUE HOTEL • In a Belle Époque style building on Boulevard Carnot, 5 minutes' walk from La Croisette, it has recently opened two rooms for people with reduced mobility without compromising on the delicate, refined decoration.

OKKO HOTEL • Its urban designer look can be found close to the renovated train station. Designer Patrick Norguet was commissioned for the decor in both the 125 rooms and the public spaces, which the Group is particularly keen on – for example the Club, a vast 300 m² meeting place, and the terrace overlooking the station esplanade and the rooftops of Cannes.

OLIVERAIE BASTIDE • In the residential area of Montfleury, this 4-star hotel has also been renovated in a Provençal style with a contemporary feel. The bastide retains all its charm with a 150 m² wellness space, pool and a roof terrace with jacuzzi.

LE CROISSETTE BEACH • has 94 rooms, the majority with a balcony. There is a heated outdoor pool, patio and a private beach extended by a pontoon. Decoration work are scheduled between now and the end of 2018.



LIFESTYLE IN CANNES, — GASTRONOMY

Bistros, brasseries, concept restaurants, Michelin starred restaurants... The culinary arts are unquestionably part of the city's heritage. Gastronomy is one of its greatest assets, giving every visitor the opportunity to eat in magical places and enjoy local specialties.



DINNER IS SERVED IN CANNES!

CANNES IS NOT ONLY A SOURCE OF CREATIVITY FOR ARTISTS, BUT ALSO FOR THE CHEFS THAT EMPLOY ALL THEIR TALENTS IN REINVENTING TRADITIONAL RECIPES.

Cuisine created from local produce such as fish caught by Cannes' local fishermen and produce grown by small farmers and market gardeners in the Siagne valley - where for many years Cannes has invested in an ambitious project to encourage organic or sustainable farming in an area of about 48 ha.

Two Michelin stars.

LA PALME D'OR, CHRISTIAN SINICROPI, 2 STARS.

The Grand Hyatt Cannes Hôtel Martinez restaurant, founded in 1985 by Christian Willer, has been synonymous with the height of French culinary art from the outset. After 5 years of close collaboration, the imaginative chef Christian Sinicropi finally took over the reins in 2008. His inventive and daring cuisine gave rise to the "Movements" concept - in other words, how to taste the same product prepared in three different ways. All served in ceramics fashioned by the Chef and his wife using Vallauris techniques. Every year, for the very exclusive first dinner for the Cannes Film Festival jury members, Christian Sinicropi creates a menu dedicated to the filmography of the jury's president.

PARK 45, 1 STAR.

The Grand Hôtel's restaurant has a new chef, Christophe Poard. After a prestigious career in top establishments such as Taillevent and La Vieille Fontaine in Maisons-Laffitte (2 stars), the chef who was second to Joël Robuchon (Jamin in Paris) and Guy Martin (Grand Véfour in Paris) will take up the challenge of maintaining the Park 45's Michelin star with his authentic, generous cuisine.

Maîtres Restaurateurs

Issued by the State and awarded by the Prefect after an inspection, the title of Maître Restaurateur, certifies high quality homemade cuisine made entirely from seasonal produce. In Cannes, 12 restaurants have this title, 6 of which have chosen to join the AFMR (the French association of master restaurateurs):

- L'Antidote
- La Potinière du Palais
- La Toque d'Or
- Le Bâoli
- Le Bistrot Gourmand
- La Plage Ondine

All the establishments can be found on the website:

www.maitrestaurateurs.com

To celebrate their local gastronomy, some sixty restaurateurs and food industry professionals, along with producers and farmers in the Cannes area, take part in the event known as Cuisine Cannoise en Fête.

This annual week-long event held in March allows them to compose dishes and menus with ingredients - land or sea - that are exclusively local!

Each district has its own special atmosphere

Le Suquet • The oldest district in Cannes, with Forville market and rue Meynadier which are full of good restaurants and establishment where high quality products can be bought. The village atmosphere created by its authentic narrow streets encourages exploration and a change of scenery.

Carré d'Or • One of the trendiest districts in Cannes. Bars, restaurants and other party venues can be found around rue du Commandant André - making for some sparkling evenings!

Rue Hoche • Between the railway station and rue d'Antibes, which runs parallel to it, this pedestrian street has become a haven for restaurants, tea rooms and other gourmet establishments.

Beach restaurants

More than 33 private sandy beaches and their restaurants line the shores of Cannes from Boulevard du Midi to the harbor in Mouré Rouge. Around fifteen are open all year, which during the winter season means it's possible to go skiing in the morning in the hills near Grasse and return for lunch facing the Esterel mountains!

Stores dedicated to flavor

Quality products, Cannes offers a multitude of outlets, either selling a number of different brands or dedicated to a single brand - such as the new Nespresso concept store in rue des Serbes, Kusmi teas in rue d'Antibes, Comptoir du Caviar in rue du Docteur Cazagnaire and Volupté or Raviolis Perrin in rue Hoche... Cannes also has a large number of top-flight caterers. Ernest Traiteur, established in 1936, along with Lenôtre, Ladurée and other high-end professionals who all have international culinary experience. Wines are not left out with some remarkable wine merchants such as Au Pot de Vin, 1862 Wines & Spirits, and La Cave de Forville.

Cannes' markets

Held under the roof of the oldest market hall in Cannes, where it is not unusual to come across the area's Michelin starred chefs, Forville market cultivates a festive French Mediterranean atmosphere. The stalls are full of high quality produce: seasonal fruit and vegetables, Mediterranean fish caught by the city's independent fishermen, olives and other condiments delight local food adepts while other producers continue to grow and sell cut flowers. Not far from there, rue Meynadier has some famous food shops and other gourmet establishments. Two other markets, in Place Gambetta and La Bocca are also held every morning (except Mondays).



CANNES LIFESTYLE SHOPPING & WELLNESS



A city with a large number of fashion and luxury stores alongside more traditional ones focusing on leisure or decoration, Cannes is also a popular destination for lovers of spas and other well-being facilities.



GREAT DESIRES AND SMALL PLEASURES

HAUTE COUTURE, READY-TO-WEAR, PERFUMERIES, MAJOR LUXURY AND FASHION BRANDS, JEWELERS, LOCAL DESIGNERS, CRAFTS, DECORATION... WITH ITS 3,000 STORES, CANNES CAN EASILY COMPETE WITH PARIS, MILAN AND LONDON.

On the magical crescent stretching from Palm Beach to Vieux Port, via La Croisette, are some of the most beautiful luxury and ready-to-wear brands such as Chanel, Dior, Hermès, Louis Vuitton, Miu Miu, Prada, Gucci, Dolce & Gabbana, Escada... And given the number of ready-to-wear brands, accessories, perfumeries, and jewelry shops, rue d'Antibes and the surrounding streets have the feel of an amazing open-air mall.

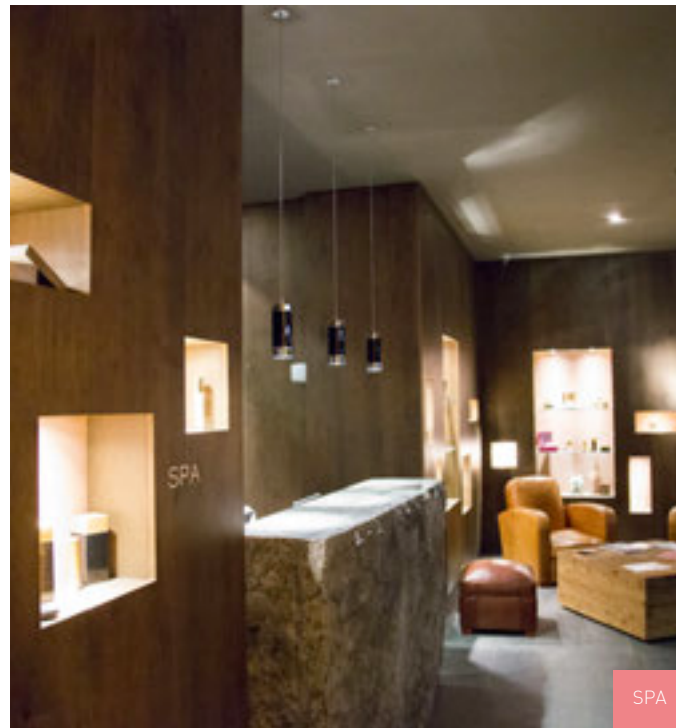
A stone's throw from the Forville market, other shops are traditionally present in rue Meynadier - an authentic, pedestrian street frequented by locals, with the air of a large Provençal market. And a great spot for finding bargains!

A remarkable wellness offer

Cannes is one of Europe's great wellness destinations. A mission fed by the dynamism of its luxury hotels which, anxious to meet their guests' expectations, have almost all opened a

spa in partnership with the top cosmetics brands.

Other wellness institutes and centers in the city offer a variety of treatments reflecting traditions from all over the world.



HAPPY SPA WEEK CÔTE D'AZUR

To raise awareness about their wellness spaces, around fifteen Côte d'Azur hotels offer a promotional week from 19 to 25 March. In Cannes, four spa hotels are partnering this operation: Radisson Blu 1835 and its Thermes Marins, Majestic Barrière and Gray d'Albion with the Spa Diane Barrière, Five Seas Hotel with its Cinq Mondes Spa and Carita cabins, and finally Grand Hyatt Cannes Hôtel Martinez and its Spa L. Raphael.

CANNES DESTINATION

To help visitors choose from among the establishments and activities available in Cannes, the Tourist Office has developed the cannes-destination website. Restaurant and accommodation guides, the islands, walking, jogging and hiking routes, reduced mobility accessibility map... and the possibility of booking online.

reservation.cannes-destination.fr

CANNES, BETWEEN THE SEA AND MOUNTAINS



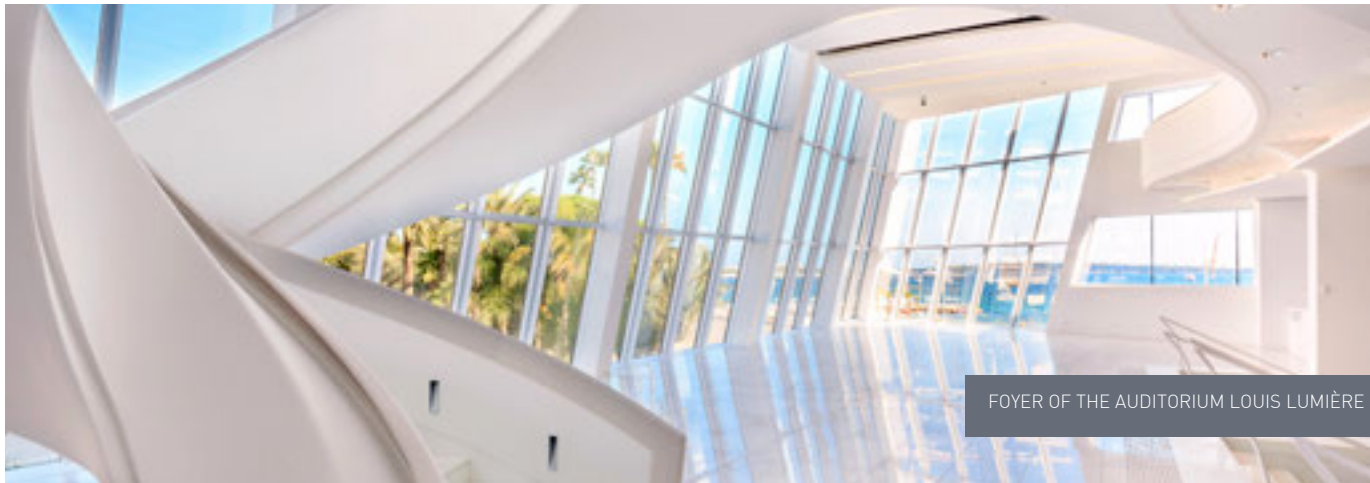
We often forget, but Cannes is only a few dozen kilometers from the mountains in the Southern Alps: just one hour to reach the first snowy slopes of Gréolière and Audoubert. A great opportunity to combine the pleasures of the sea and the city with the joys of skiing - all in one day!



CANNES, EVENTS.



A city on a human scale, a city of culture with a singular and enchanting lifestyle, combining authenticity and sophistication, a city popular with sportspeople, Cannes is also the leading international business tourism destination.



FOYER OF THE AUDITORIUM LOUIS LUMIÈRE

CANNES' UNDENIABLE EXPERTISE

WITH ITS WORLD RENOWNED PALAIS DES FESTIVALS ET DES CONGRÈS, EXCEPTIONAL HOTEL OFFERING AND IDEAL LOCATION, CANNES IS THE SECOND MOST POPULAR DESTINATION FOR EVENTS AND EXHIBITIONS IN FRANCE AFTER PARIS, AND CONTINUES TO ATTRACT INTERNATIONAL EVENTS THROUGHOUT THE YEAR.

The secret is out! Events held for the first time in Cannes choose to stay there and develop both their performance and quality. This loyalty is nourished not only by the perfectly mastered expertise of a team of some 300 professionals representing 100 areas of activity entirely dedicated to event organization, but also by its geographical position and attractive urban spaces where everything is within walking distance, thereby facilitating networking.

Another important element is that the organizers can, during a trade fair or event, take over the city which then dresses itself in the event's colors. The slogan "Cannes is yours" makes complete sense! The city was voted Best Destination 2017 by the Luxury Travel Guide at the World Travel Market, one of the world's largest travel fairs.

More than 50 events take place at the Palais des Festivals et des Congrès every year. **In 2018, the IPEM private capital marketplace** (1,200 participants) in January, the **32nd Festival International des Jeux** (100,000 visitors) in February, the **28th Mipim** (22,000 visitors) and the **Heavent Meetings** (2,500 visitors) in March, the **54th MIPTV** (11,500 participants) in April, the **famous 71st Cannes Film Festival**

(125,000 accreditations) in May, the **51st Midem** (4,000 people) and the **65th Cannes Lions** (15,000 members) in June, the **41st Cannes Yachting Festival** (35,000 people) in September, the **33rd Mipcom** (13,800 people) and the **34th Tax Free World Exhibition** (10,000 visitors) in October, the **23rd Mopic** (8,700 people) and the **Mardi Moda** (4,000 people) in November, the **ILTM** (4,500 visitors) in December.

Le Palais at the forefront!

Between La Croisette and Vieux Port, the Palais des Festivals et Congrès is the city's strong point. Modernized and newly smartened up, it is brighter, more comfortable and has better technology with modular event spaces. The Grand Auditorium Louis Lumière is now equipped with 2,300 new seats, the Salon Croisette, a 260 m² multipurpose panoramic lounge, has been entirely renovated, and 9 small halls and 22 offices reserved for the organizers have been renovated...

The Palais des Festivals et Congrès **is certified ISO 9001, 14 001 and OHSAS 18001** (environment-safety quality) and **ISO 26000** (sustainable development and eco-citizenship) The various terraces have spaces that offer undeniable value and are greatly appreciated by organizers and participants alike.

www.palaisdesfestivals.com

Other spaces to rent

Places like the **Villa Domergue**, the **Noailles Mediatheque**, **Place de la Castre**, the **Palm Beach**, the **Résidence d'Artistes du Suquet** and **beaches** also host events. Most **hotels** in Cannes also have **lounges, rooms and even auditoriums**.

An attractive lifestyle

Dynamic and busy all year round, Cannes also offers the opportunity to experience the events more closely. Apart from its enchanting and elegant setting, remarkable range of hotels and gourmet restaurants, the city of the cinema also enjoys an authentic Mediterranean lifestyle.

Strolls along La Croisette, beautiful escapes to the Îles de Lérins, sporting trails, shopping, sunny café terraces, wellness treatments in the many spas the city boasts, trips into the surrounding area, high quality shows... Cannes offers endless possibilities.

A city with high security

The city and the Palais des Festivals et Congrès, have made security a top priority. Under directives issued by its mayor, David Lisnard, Cannes has adopted a joint plan for the prevention of terrorism (PPRT) which allows events with excellent security arrangements to be organized. Every event is subject to the close coordination of all the law enforcement agencies, the city and the state.



FESTIVALS TRADE FAIR

CLICK TO BOOK AN EVENT

Managed by the Tourism Department, the Cannes Convention Bureau hosts a network of partners including representatives of SEMEC (Société d'Economie Mixte pour les Évènements Cannois), representatives of the hotel industry federation, the city, the hotel industry and luxury hotels, the restaurateurs' union and the beach attendants' and taxis' union, as well as representatives of DMC / PCO agencies.

The Cannes Convention Bureau is the first point of contact for business event organizers. A new digital platform opened in autumn 2017, which immediately provides a list of the available event venues. Just enter the number of participants - over 400 people and an expert will contact the organizer - and the desired date of the event, indicating whether there is any flexibility.

This new tool also makes it possible to streamline communication with all MICE decision-makers in the Cannes region (DMC / PCO agencies, service providers, etc.). Blog articles presenting Cannes' news and customer testimonials help to understand the real opportunities offered by the "City of Festivals".

www.cannesconventionbureau.com
hello@cannesconventionbureau.com

UN NOUVEL OUTIL,

A NEW TOOL, THE CANNES 360 APP

The only one in the world, the Cannes 360 app - developed by the Cannes audiovisual agency Films 06 - presents Cannes and the Palais' spaces in total immersion.

360 degree videos immerse users in the heart of the city and its activities, for example by teleporting them to the red carpet during the Cannes Film Festival or to the alleyways of Suquet. Designed not only for classic stores (Google Play, App Store) but also for Oculus Store, dedicated to immersion apps, these videos can be viewed on mobile devices, by moving the phone around or using a virtual reality headset.



CANNES MICE IN FIGURES

70 YEARS'

EXPERIENCE IN HOSTING AND ORGANIZING TRADE FAIRS

30 MINUTES

FROM THE INTERNATIONAL NICE-CÔTE D'AZUR AIRPORT

300 DAYS

SUNSHINE A YEAR

18 AUDITORIUMS

WITH 150 TO 2300 SEATS

130 HOTELS

INCLUDING 7 HOTELS WITH 5 STARS
132 HOTELS WITH 4 STARS

OVER 3000

STORES INCLUDING TOP LUXURY BRANDS

46000 M²

EXHIBITION SPACE

OVER 8000

ROOMS

30

PRIVATE SANDY BEACHES

140

MEETING ROOMS

550

EVENT VENUES

0 TRANSFERS

IN THE CITY CENTER EVERYTHING IS WITHIN WALKING DISTANCE



CANNES & THE SURROUNDING AREA

In addition to the Pays de Lérins and Cannes, visitors can enjoy enchanting additional getaways - for example to Cannet, Mandelieu-La-Napoule, Mougins and Théoule-sur-Mer, and even as far as Pays de Grasse with over 23 villages around the perfume capital, visitors can enjoy enchanting additional getaways.



GRASSE, CITY OF FLOWERS

THE GREAT ESCAPE

Mougins, stronghold of gastronomy

Just 15 minutes from Cannes, the hilltop village has turned itself into a city of gastronomy with a culinary history that goes from Celestin Veran to Roger Vergé. Every June it organizes an **international festival of gastronomy**, known under name "Les Etoiles de Mougins". Guest of honor in 2018 will be the star chef and "Meilleur Ouvrier de France" title holder Philippe Etchebest, who heads the restaurant Le Quatrième Mur in Bordeaux. And don't miss the **Musée de la Photographie André Villers** which has some endearing images of Pablo Picasso and offers fascinating temporary exhibitions, and the intimate **Musée d'Art Classique de Mougins** (MACM).

mougins-tourisme.fr

Grasse, city of perfume

About thirty minutes from Cannes, Grasse has numerous museums including the **Musée International de la Parfumerie**, museums devoted to **costumes** and **Provençal jewelry** and **Musée Fragonard**, the latter two established by Parfumerie Fragonard, whose factories and workshops are open to the public. As are other perfumers such as Galimard, Molinard, Isnard, La Bastide des Aromes, Jeanne en Provence, Guy Bouchara, Martine Micallef, Gaglewski and Mougins Parfums. Travelling around the Grasse area is also an opportunity to take the Mimosa route, which passes through Pégomas, where the famous Chanel fields are located - property of the Mul family- which cultivate May roses, tuberose, jasmine and other flowers used to make Chanel perfumes. Tanneron in February when the mimosas are in bloom is a both visual and emotional delight.

Esterel, a sublime trip

From La Croisette, the great silhouette of the Esterel massif stands in the distance and irresistibly draws the eye. To explore it just follow the shoreline. The Corniche d'Esterel or Corniche d'Or was opened in 1903 thanks to the Touring Club de France. This magnificent road partly follows the route of the old Via Aurelia.

It connects Saint-Raphaël in the Var to Mandelieu-la Napoule where Chateau La Napoule and its remarkable gardens, now the Henry Clews foundation and museum, lies alongside the sea.

5 kilometers away, on the top of its hills Théoule-sur-Mer reveals another famous residence, the Palais Bulles, built by the architect Antti Lovag - to whom we also owe the architecture of the Maison des Jeunes Picaud in Cannes - bought in the early 1990s by Pierre Cardin. Between the blue of the Mediterranean and the deep red of the Esterel massif, this still wild road, punctuated with belvederes and coves, should not be missed.

Le Cannet and Musée Bonnard

Opened in 2011, Musée Bonnard is the only museum in the world entirely dedicated to this outstanding figure in 19th and 20th century art who loved to travel the hills to paint the landscapes of Le Cannet and the Bay of Cannes.

In the town, the museum offers an interactive walk in the footsteps of Bonnard, punctuated by representations of a dozen of his works. museebonnard.fr



CANNES, BIRTHPLACE OF CHANEL NUMBER 5

Coco Chanel met Ernest Beaux for the first time in Cannes-La Bocca, in the Rallet factory workshops. Of the five samples the perfumer submitted to her, Coco chose No. 5 and kept this lucky number - the perfume collection was launched on 5 May, the fifth month of the year. It has since become one of the brand's leading perfumes. Chanel opened one of its first stores at No. 5 La Croisette in the 1920s, a historic address that has remained unchanged. The links between Cannes and Chanel are still very strong. Most of Chanel's flowers are grown about ten kilometers from the Palais des Festivals in Pégomas - these include tuberose, an ingredient in Gabrielle, the brand's new fragrance.

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