



## Tourism: from the historical economy to the focus of economic innovation

The Metropole Nice Côte d'Azur is **the second largest tourist destination in France** after the Paris region. The Metropole wants to ensure the continued prosperity of this sector which is the **top sector in its urban area** and increase its stock of hotel rooms, but also transform the destination, in particular by developing event and convention tourism and by exploiting opportunities offered by new technologies and the Smart City.

### The Metropole is participating in two European project connecting tourism with innovation:

**MASAI**, as part of the H2020 European programme, to design and test tools to simplify bundling services from different suppliers in so-called 'concierge' applications. The challenge is to **provide tourists with seamless services** through the interoperability of different service platforms.

**SMART DESTINATION** event as part of the European cross-border programme Marittimo, resulting in developing a joint strategy and action plan. Including testing a smartphone application in 4 pilot tourist destinations: Livorno, Bonifacio, Metropole Nice Côte d'Azur and Ogliastra).

### Developing business tourism

**2nd conference and event destination in France**, by 2020 the Metropole will have a multi-modal exhibition park of around 65,000m<sup>2</sup> located in the Grand Arénas business district with direct public transport links to Nice Côte d'Azur airport (3rd largest European airport for business aviation). At the same time, it is creating a public-private partnership with a sole business purpose (SEMOP, in French) and will outsource public services for the Acropolis.

### Strengthen and consolidate the urban area's leading economic sector

The Metropole has produced a **master plan to develop its hotel sector**. This is a strategic, management tool which will help the entire Metropole and its partners in programming and decision marking. This approach will support implementing the remit of the Metropole Nice Côte d'Azur for the Tourism Development.

### Key figures

**2n** Destination preferred by internet users  
2016 Travellers Choice awards – Trip

**600,000** days/year in the highlands 

**3,500** Hotel nights generated by the Nice Tourist Office during the Nice Carnival

**1,800** Direct jobs in the

**€30m** in economic benefits

### Spotlight on Nice Côte d'Azur Airport



**2nd** largest airport in France



**2nd** convention destination  
**2nd** biggest tourist destination

**12m** passengers /year

**1** daily flight to New York, Dubai & Moscow

**3rd** biggest airport in Europe for business aviation

**61%** international traffic



**110** destinations  
**35**

### Objectives:

- ▶ **Secure Nice Côte d'Azur's ranking as a world tourist destination**
- ▶ **Set up a system of governance for the tourism industry including all the stakeholders in the urban area**



OPERATIONAL PROJECT