

MEET IN

NICE 
CÔTE
D'AZUR



DESTINATION
MICE

PRESS KIT 2023

MEET IN



THE CONVENTION BUREAU

IDEAL ERGONOMICS FOR BUSINESS TOURISM

ADVICE

The Convention Bureau, a department of the Nice Côte d'Azur Metropolitan Convention & Visitors Bureau, is your special partner for all congress-related projects, seminars, exhibitions, incentives etc. with a team at the disposal of organisers for planning the event, organising inspection visits, developing the social programme and helping to set the budget.

ASSISTANCE

The Convention Bureau puts at your disposal for free, technical assistance, promotion tools (brochures, photos, videos etc.) or communication and helps you find accommodation suited to your requirements.

THE TOOL:

meet-in-nicecotedazur.com

Totally redesigned in the image of the general site explore-nicecotedazur.com, the MICE site is a tool designed to facilitate access to Nice Côte d'Azur, it perfectly complements the previous system by serving as an introduction to the destination. Discovering the area and its capabilities, keeping up to date with its news, everything is presented in a very ergonomic way.

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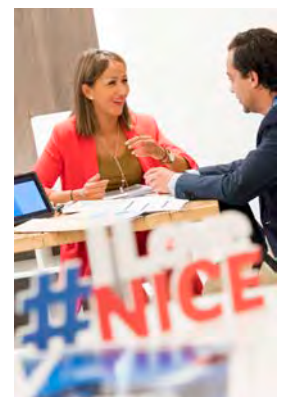
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NICE CÔTE D'AZUR

IDEAL ERGONOMICS FOR BUSINESS TOURISM

As shown by the advent of the tramway at Nice Côte d'Azur airport, the Metropole facilitates and simplifies mobility for all -visitors, residents-. A region in full development thanks to a virtuous economic environment and major structural projects which are shaping the Metropole of tomorrow. And Meeting Industry is no exception to this.

The strength of Nice Côte d'Azur as a destination lies in the proximity of its facilities, from the airport to the equipments located in the city

centre, to the nearby hotels, everything has been thought through to reduce travel times so that delegates can enjoy their stay in a mild climate and in complete safety.

Drawing on its strong identity, Nice Côte d'Azur offers the choice of a destination, at once cosmopolitan and authentic, open internationally and deeply rooted in its culture and history.



An international airport directly connected to line 2 of the tramway, from the airport to the port via the centre of Nice, in 30 minutes. A valuable time saving for getting around Nice Côte d'Azur. And, line 3 of the tramway is connected the airport to Allianz Riviera Stadium in only 15 minutes. The airport is ultra-efficient, safe from health point of view and a leader in its commitment to reduce its environmental impact.



A HOTEL OFFER FOR EVERYONE

A GREAT ACCOMMODATION CAPACITY

A Quality Hotel Offer

Nice Côte d'Azur Hotels and Residences: 301 establishments; 15,402 rooms. And Nice only: 175 establishments; 11,238 rooms > 44% of the hotels in the Alpes Maritimes + Monaco are located in the Nice Côte d'Azur metropolis, and 46% in terms of the number of rooms.

With 300 hotels and apart-hotels, Nice Côte d'Azur Metropolitan Area represents near by 1/2 of the hotel capacity of the Côte d'Azur, from the luxury hotel to youth hostel, via boutique hotels, the accommodation offer is varied and suitable for all kinds of customers. 4 and 5 star establishments represent 60% of the accommodation capacity and, for the most part, have meeting rooms which are perfect for seminars and incentives.

A Seminar in winter

Nice Côte d'Azur, faithful to its history, is renewing its winter hospitality, recognised by UNESCO under the title «Nice, winter resort town of the Riviera» on its World Heritage List. Many hotels and meeting places offer seminar possibilities. Activities and hotels are not limited to a particular season in France's 5th largest city, so it is easy to organise any event here.

Eco-Labelled Hotels

Staying or meeting in a hotel which is strongly committed to ecological values is now commonplace in Nice Côte d'Azur. And to accelerate this process, the OTM NCA has initiated, with the institutional partners Région Sud, A deme, CCI..., a plan to help with the Clé Verte label.

The hotel industry in Nice

The hotel industry is in constant evolution. Between 2020/25, the total number of new hotels or renovations will be around 30, representing nearly 3,000 rooms. The establishments are being modernised with numerous embellishment or renovation works.

A move upmarket is being made. The Boscolo Plaza Hotel has become the 5* Anantara Plaza Hotel, the Boscolo B4 Nice Park Hotel will be the 5* Maison Albar Hotel (2023) and the Couvent de la Visitation (2024) as well. The Double Tree by Hilton, Mama Shelter, and the Sheraton, Crowne Plaza or Radisson Nice airport are also coming. The La Pérouse hotel has just been completely renovated.

The news is online on meet-in-nicecotedazur.com



A MICE NICE COTED'AZUR OFFER

AN EXPANSION IN THE MAKING

The congress offer in Nice is undergoing a real overhaul with sustainable development and adaptation to the new demand for meetings as the roadmap.

Two structures are emerging, each in a district in phase with soft mobility, and the work between the existing and the «to be built» underlines these concerns.

Meeting industry provides an answer to all these issues.

- «M» (meetings)

Driven by well-equipped hotels, capacities range from 15 to 900 pax max. Other privatizable venues such as the Palais des Expositions, still in operation, increase the overall capacity (several thousand people)

- «I» (Incentive)

With Nice and the whole of the metropolitan area as a huge playground, from the sea to the mountains for outdoor activities, gastronomy and other possible workshops to test know-how, heritage and culture.

- «C» (Conferences)

For «C», continue to promote meeting industry tourism to organisers and, in the medium term,

be ready to promote future conference centres: Parc des Expositions et Congrès (PEC) near Nice Côte d'Azur international airport and the Acropolis bis at the port of Nice (delivery June 2025) as soon as the technical elements are available.

- E» (Events/Exhibitions)

Exhibitions, professional events that can also find their place, and also sports events, which are still being intensified. See below

An «Acropolis bis

Located in the port of Nice, the Palace that will host the Ocean Summit, in 2025, will become the new congress centre, with 10,000 m² of fitted-out space, modular areas on the quay, and a 2,400 seat auditorium.

The Exhibition and Convention Centre - Airport

Located in the heart of the Marché d'Intérêt National, in the former Centre des Fleurs, this future structure will face the Nice Côte d'Azur international airport. The technical data should be known soon. However, it is already known that it will emit less than 10 kg of CO₂ per m² thanks to thermal insulation and the production of local renewable energies.



A varied offer of locations dedicated to events

The Metropolitan Area has many venues for events of all sizes. More than 40 hotels have quality infrastructure to meet these requests, other sites can also host conferences or meetings, such as CHU, the Centre Universitaire Méditerranéen, Chateau de Valrose (University of Nice Côte d'Azur headquarters), the Airport Business Centre and many others.

Allianz Riviera Stadium.

Located in the Plaine du Var, it is a benchmark in eco-architecture and a prestigious place. Although this stadium -35,000 seats and 45,000 in concert configuration- is devoted to sports events (OGC Nice Ligue 1 matches, the Women's Football World Cup, rugby, etc.), its ability to be highly flexible and multi-disciplinary enables the organisation of events of all kinds. In addition to the pitch and the huge concourse, both of which can be booked for private events, it has 10 000 m² of flexible spaces.

Palais Nikaïa.

It can accommodate 7 000 people seated and 9 000 people standing in its «indoor» configuration. It also has an annexe for cultural events and smaller events (plays, concerts) and can host public relations operations, cocktail events or sit-down meals etc..



National Museum of Sport. Located in the Allianz Riviera Stadium, this Museum has one of the biggest collections in the world, 45,000 objects and 400,000 documents. Its entire 2 000 m² of exhibition events can be booked for private events and it also has an 80-seat auditorium with a giant screen.



EXCEPTIONAL VENUES WHICH CAN BE BOOKED FOR PRIVATE EVENTS

A UNIQUE OFFER FOR EVENTS

Prestigious venues are available across the whole Metropolitan area, in old and modern settings: the Musée Masséna, Cours Saleya, the Villa Ephrussi de Rothschild, the Nice Côte d'Azur Observatory, the MAMAC (Museum of Modern and Contemporary Art), Musée national Marc Chagall, the Villa Arson, the Villa Kérylos, the Gare du Sud, etc.

Iconic historic locations which offer an extraordinary glamour to your events.

Examples of Venues which can be Booked for Private Events

Villa Ephrussi de Rothschild

Located in Saint-Jean-Cap-Ferrat, 25 mins. from the centre of Nice, the Villa Ephrussi de Rothschild is one of the most beautiful villas in the Côte d'Azur (see photo above). Built during the Belle Epoque by Baroness Béatrice Ephrussi de Rothschild, the villa is surrounded by nine magnificent gardens with a sea view. An elegant and luxurious backdrop which offers an exceptional setting for events such as cocktail evenings, dinners, seminars and product launches.

Musée Masséna

Musée Masséna represents the architectural jewel of the Promenade des Anglais. The bookable spaces in the museum are on the ground floor: the Grand Salon, the Petit Salon as well as the dining room. The museum's historic landscaped garden, looking onto the Promenade des Anglais and beside the famous Negresco hotel, is available too.

Le 109

Le 109, a contemporary arts hub, is located in an industrial brownfield site owned by the City of Nice. An unusual reclaimed venue which houses artists' workshops, exhibition and concert spaces, even very flexible receptions.

The CAP 3000 centre

More original, this centre voted «best shopping centre in the world» at the Mipim, and its multiple possibilities of privatization, near nautical centres: premium space, luxury and creators, of 8.000 m², *La Tête dans les nuages*, a leisure space of 2.000 m², a dozen restaurants of any capacity...



INCENTIVES, A UNIQUE PLAYGROUND BETWEEN SEA AND MOUNTAIN, LOTS TO EXPERIENCE!

The special geographical location of the Nice Côte d'Azur Metropolitan Area offers a unique playground to put together made-to-measure incentives and seminars with simply magical views. The diversity of the landscapes creates the opportunity to imagine original activities, timeless and filled with thrills.

Skiing on the slopes and dinner on the beach on the same day? This is the extraordinary opportunity on offer with Nice Côte d'Azur Metropole. A region which offers you a multitude of things to experience together, ideal for a successful team-building event.

Examples of Incentives

> Draw your city and research its history

A day of experiments where observation will be essential. Educate your eye on the baroque architecture of Old Nice or understand its history by solving riddles....

> Wine tasting in the wine-making estates of Bellet.

An exclusive wine tasting in one of the most beautiful cellars in Bellet, a little known PDO in Nice.



> Nice Cooking Workshop

A cooking workshop in a group focusing on Nice cuisine with a tasting session. This kitchen is a national heritage site.





> Create sensations and cohesion on the zip lines

A day of sensational experiences at la Colmiane with one of the longest zip-lines in Europe, a new «accrobranche» for all levels, a «via ferrata» or the hike with landscape reading.



> Sailing ship Regatta

The sea as far as the eye can see and your staff aboard, a great moment to share on the water.



> Theme days on skiing, snowshoe hiking, hiking, cycling, perfumery, museums etc. are possible.



An optimal welcome all year round

With 300 days of sunshine a year, Nice Côte d'Azur Metropole will guarantee mild weather, which is conducive to hosting seminars. The offer is huge and suited to all requirements, small or large reception capacity, a wide palette of venues is available.

Numerous agencies, specialising in team-building, based in Nice Côte d'Azur, offer innovative ideas and concepts.



NICE CÔTE D'AZUR FOCUSED ON THE FUTURE

EXCELLENCE AT THE SERVICE OF PERFORMANCE

A Virtuous Dynamic

Modern and active, Nice Côte d'Azur is the economic core of the Alpes-Maritimes, bringing together all the energy and strengths of a continuously developing region. In addition to the importance of the tourism economy (2nd French destination after Paris), Nice Côte d'Azur Metropole is a major stakeholder in sustainable development, «Green Mediterranean City,» health, «European City of Health,» and as a Smart City.

Sustainable Tourism: A Necessity

Today, the development of an eco-responsible offer is no longer an option, but more than ever a priority. Similarly, the commitment of destinations and their partners to sustainable tourism is a determining factor and a trigger for the choice of a stay, for visitors who are increasingly respectful of the environment.

This period of transition in the meeting industry landscape allows us to move forward in a

serious and committed way with the CSR approach, which is essential today. This work is being carried out internally by subscribing to the Iso 20121 approach and the integration of the GDS Index, as well as with our partners by supporting them, in particular, with the Green Key label.

Objective: OTM NCA aims to become one of the leading destinations for sustainable tourism.

The Eco-Vallée. The Eco-Vallée, at the edge of Nice Côte d'Azur airport, a Science and Technology Park in the making, dedicated to eco-technologies, is both a place of experimentation and a home for cutting-edge companies.

Eco-construction, smart networks, sustainable mobility, renewable energy are future sectors on which business hubs such as Capénergies, Solutions Communicantes Sécurisées (SCS) and Risques are positioning themselves, finding on the Côte d'Azur a concentration of skills and experimentation.



LAND OF GREAT EVENTS

SPORT AND CULTURE ON THE BIL

Drawing on an extraordinary history and heritage, Nice Côte d'Azur represents an authentic Mediterranean way of life and a magnificent sports ground.

A Land of Events

A **strategy for hosting major international sporting events** has been initiated. It is bearing fruit with, for 2023, the hosting of the Hopmann Cup in tennis, the men's **Ironman World Championship**, the **Rugby World Cup France 2023** and, in 2024, the **arrival of the Tour de France**, football matches for the **2024 Olympic Games** or the women's Ironman World Championship...

These choices prove the know-how in situ, the quality of the infrastructures and facilities as well as the dynamics of the destination. In addition to the very important economic spin-offs, it is also a formidable showcase for Nice Côte d'Azur.

More than 3,000 cultural, festive or sporting

events testify to this event-based culture all year round. The most symbolic are the Carnival, the Biennial Arts Festival, the Nice Jazz Festival, the Ironman triathlon...

A cultural Mecca

«Nice, winter resort town of the Riviera» The inscription of the heart of the city on the Unesco World Heritage list is a fabulous recognition of the richness and uniqueness of Nice. Nice Côte d'Azur has an international cultural influence thanks to its rich historical heritage of museums, theatres and opera. The cultural scene, always in effervescence, offers numerous events and exhibitions throughout the year.

A Welcoming Nature

Nice Côte d'Azur is 80% made up of mountains and extends from the Mediterranean shores to the ski resorts of the Mercantour National Park. Landscapes within reach from Nice.

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