



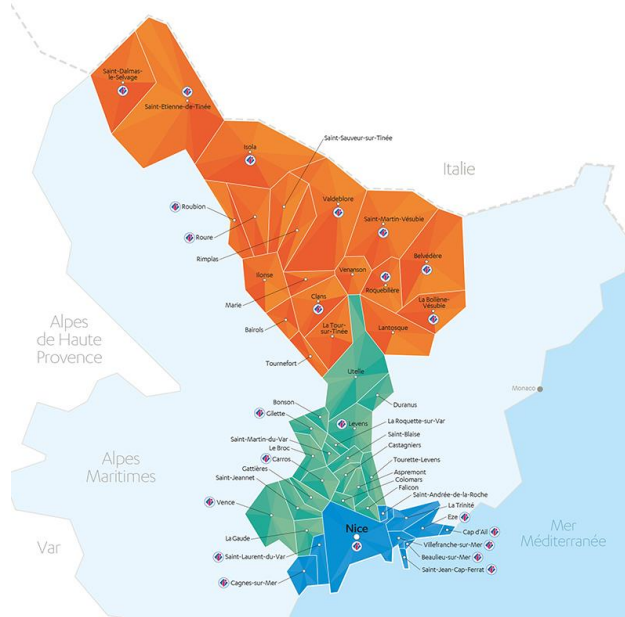
# Nice Côte d'Azur : Slow tourism in mobility

Green and digital transition in tourism

2<sup>nd</sup> ICC City Lab

# Nice

- Capital of the French Riviera
- 5<sup>th</sup> major city in France
- 2<sup>nd</sup> tourist hub
- 2<sup>nd</sup> international airport in France
- 10 000 hotel rooms
- 300 days of sunshine



# Nice Côte d'Azur Metropolitan Area

- 49 towns and villages between sea and mountains
- 1 400 km<sup>2</sup>
- 550 inhabitants
- 6 marinas
- 7 ski resorts

# The green Metropolis of the Mediterranean

- 59 natural areas of ecological interest, 80% natural land, 10 km of coast-line, 45 lakes
- Mercantour National Park
- Pélagos marine sanctuary
- Territorial air-energy climate plan
- First French airport to obtain carbon neutrality
- Multi-modal and environment-friendly transport system
- 155km of cycle paths
- Shared bicycle and electric car rental

# Our challenges

- Improve the spread of visitors
  - Over the year : further promote off-season vacations
  - Over a wider geographic area : attract more visitors to activities and vacations outside the city
- Growing demand for a more meaningful, value-based tourism
  - Healthy living/eating, fresh air, outdoor activities
  - Authenticity, local skills and products
  - Original « off the beaten track » experiences
- Requirements of a more personal travel experience
  - Increased need for specific and detailed information
  - More active and less static form of travel (itineraries, road-trips)
- Post-covid recovery

# Our actions

- **Digital communication**
  - New multi-lingual mobile-first web platform to be launched in June 2021  
Affinity-based search engine, itinerary planning, zero-carbon stays
  - Newsletters, travel blog articles and social network posts
  - Marketplace for on-line booking of accommodation, activities, city-cards
  - Interactive information terminals around the city
- **Data**
  - 250 open data records concerning tourism, culture, heritage and transport
  - Integration of the national shared tourism data base APIDAE
  - Smart Destination European project

# Smart Destination cross-border project 2018-2021



smart  
DESTINATION

