

Welcome!

Cannes | Antibes | Nice | Villefranche-sur-Mer



2016 Annual Report

French
Riviera

CRUISE CLUB

 CHAMBER OF COMMERCE
FRENCH RIVIERA

 DÉPARTEMENT
DES ALPES-MARITIMES

COMITE REGIONAL DU TOURISME
CÔTE D'AZUR

Founding members



French Riviera
Tourist Board



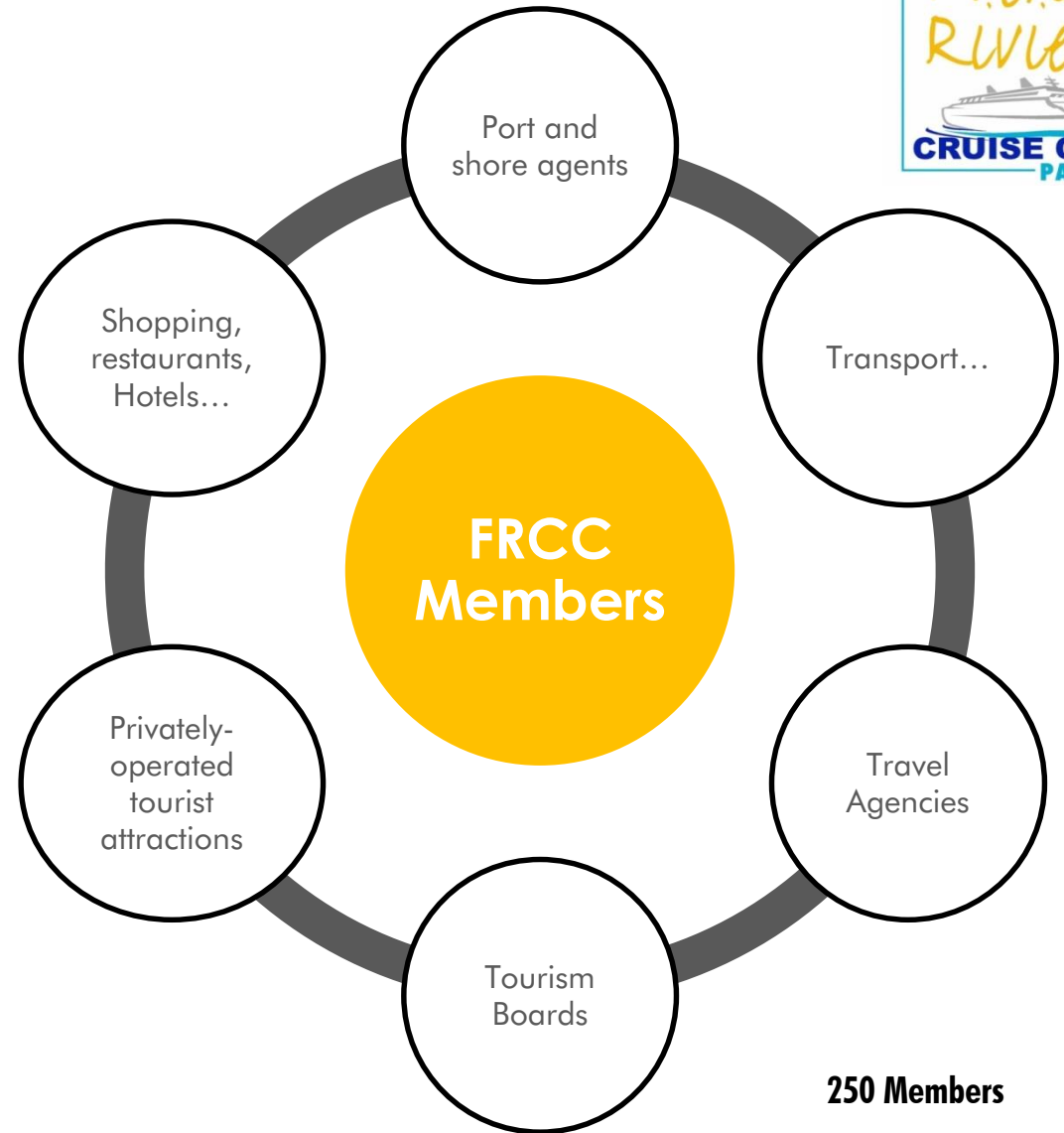
Riviera Ports Authority,
Chamber of Commerce



Cannes, Nice and Villefranche
Tourism Boards



*With the support of
Conseil Départemental
des AM*



FRCC Aims



Federate all tourism professionals
with the destination “Côte d’Azur”



Propose quality and innovative
cruise products like new visits and
must-see attractions of our
destination



Be a privileged interlocutor for
cruise lines and their guests



Raise awareness among local
decision makers of the valuable
economy input generated by the
cruise industry

Cruise passengers on the Côte d'Azur



50%

of the cruise passengers are visiting the French Riviera for the first time

90%

of them expressed the desire to be back « under their own steam »

97%

of cruise passengers are satisfied of the destination

77%

of cruise passengers are visiting the city « on their own »

83%

of cruise passengers are visiting the port call city

Average amount spent per passenger

47€

40 millions

of expenses on the Alpes-Maritimes

Crew members Survey

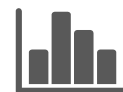
22%

of cruise passengers are asking crew members destination information

80%

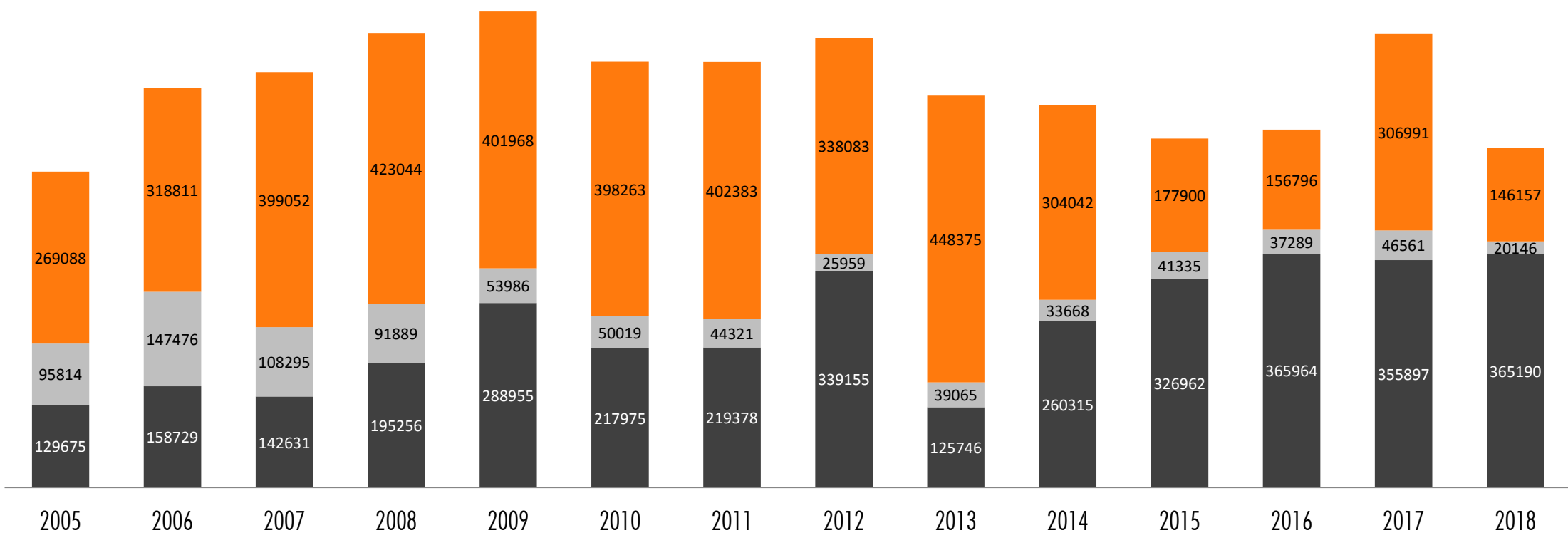
of crew members are visiting the city

Côte d'Azur Key data



French riviera ports passengers

Cannes - Antibes
 Nice
 Villefranche



Guest and crew member Experience

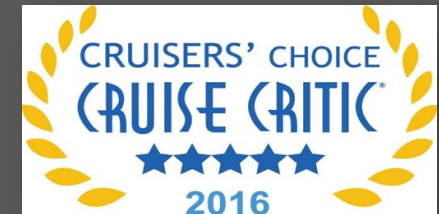


Tailor made and optimum guest Welcome

Crew member information kit



Cannes Cruise call in the Top 5 of mediterranean destinations quoted by cruise passengers



Nice cruise call: « Best Tour Experience en 2015 ».

NEARBY THE PORT, USEFUL INFORMATIONS

SHOPPING - FOOD
 Utile 50 bd Stalingrad Mon-Sat: 9h-20h
 Intermarché

BAKERY
 La Perle d'Amour 43 bd Stalingrad Thue-Sun: 6h30-13h/16h
 Hervé Martinez

PHARMACY
 Port Lympia 50 Bd Stalingrad Mon-Sat: 8h30-13h /14h30-19h30
 CIC 2 quai Papacino

BNP Paribas 1 place Jo de Beauté Mon-Fri: 8h15-12h / 13h30-17h35
CIC 2 quai Papacino

Buses
 100 To Monaco
 98 To airport
 30 To train station
 32 City center

Tramway
Train station

LOCATIONS
Rent A car 10 Quai Papacino Car Tel: + 33 (0) 4 93 56 45 50 Mon-Fri: 8h/12h-14h/19h30 Sat: 8h30/12h-15h/15/16h
Riviera Car Rent 24 Quai Lunel Car & Scooter 09 81 14 38 58 Sun: reservation only Tel: + 33 (0) 6 99 24 93 21 Mon-Sat: 9h-12h/14h-18h
Roller Station 49 Quai des Etats-Lits Tel: + 33 (0) 4 93 62 99 05 Mon-Fri: 10h30-19h Sat-Sun: 10h-19h
Holiday Bikes Vélos 4 Rue Meyerbeer Tel: + 33 (0) 4 93 82 27 00 Mon-Sat: 8h-12h30/14h-18h

TOURIST OFFICE 5 Promenade des Anglais + 33 (0) 9 92 70 74 07 www.nicetourisme.com

Nautic sports A lot of activities along the Promenade des Anglais.

LEISURE STORE
FNAC 44-46 Av. Jean Médecin Hightec, books, music, video, game... Mon-Sat: 10h-19h30

And much more to discover!
 Téléchargez gratuitement l'appli mobile «Port de Nice»

WELCOME CREW MEMBER TO NICE!
 Enjoy the French Riviera with easy shopping, tasty food and drinks, relaxing leisure, useful informations...
 Please find, on the map, the place and location you need.

LEISURE
Beach Volley Ponchettes beach, located in old part of Nice, in front of Castal beach (between June 1st and sept 30th).

FLASH TO DOWNLOAD PORT DE NICE



Environmental initiative



THE PORT

ISO 14001 environmental certification of ports of Nice, Villefranche-Darse and Cannes,

THE DESTINATION

- Develop « eco tourism » and sustainable products as green tours : green transportation, nature discovery...



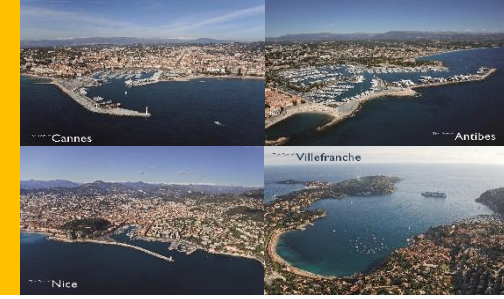
CRUISE SHIP FRCC « Green Award »

Winner 2010	Celebrity Century (<i>Celebrity Cruises</i>)
Winner 2011	Ventura (<i>Carnival cruises</i>)
Winner 2012	Liberty of the Seas (<i>RCCL</i>)
Winner 2013	Club Med II (<i>Club Med</i>)
Winner 2015	Vision of the Seas (<i>RCI</i>)
Winner 2016	Aida Stella



A brochure for 'FRCC Green Tours Villefranche-sur-Mer'. It features a green header with a circular logo, a QR code, and several circular images showing the town and harbor. The text includes: 'Dear Cruise Passengers, A more responsible way of discovering Villefranche-sur-Mer and its surroundings. Get a gift or a discount with the French Riviera Cruise Club green tours! Travel responsibly: Green Transport'. It also mentions 'eco-loc' with a '10% discount for 1 ranking' badge, and provides contact information for the Tourist Office: 'Port de la Santé - Wilson car park (exit "Gare maritime")', 'Tel: + 33 (0)6 66 92 72 41 | Email: contact@ecoloc06.fr | Website: www.ecoloc06.fr', and 'Tel: + 33 (0)4 93 01 73 68', 'Email: on@villefranche-sur-mer.com', 'Website: www.villefranche-sur-mer.fr/tourisme'. It also mentions 'Guided tours on request and advance booking required.' and 'French Riviera Cruise Club' at the bottom.

Excursions



Themed Cruise

Creation of a catalog of flavours of the French Riviera

A CRUISE OF *Discovery* THE DIVERSE FLAVORS OF THE FRENCH RIVIERA

Main events

Musical notes

Outdoor activities

Flowers & Gardens

Architectural heritage

Art & Culture

Sun drenched cuisine

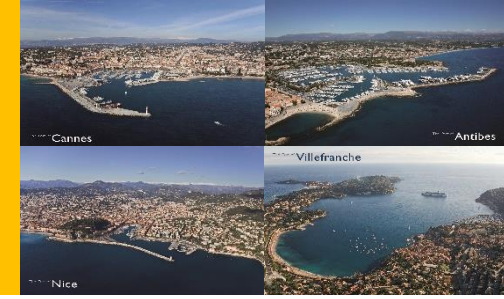
Cinema



To see the document

http://issuu.com/ccinicecotedazur/docs/escales_thematiques_issuu_bd

Cruise Events



A special day dedicated to cruise guests to Invite them to discover the city, to enjoy a special welcome by the local shops with local degustation.



June 20 th and october 21st in Cannes

- 100 shopkeepers participated
- A lot of events on the Quay St Pierre
- Discounts for cruise passengers

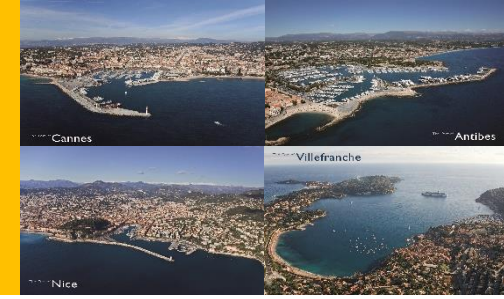


May 30th in Villefranche/mer :

- 60 shopkeepers participated
- A lot of events on the quay
- Discounts for cruise passengers



Social Media



Aims

Promote the FRCC on social media

Provide cruise passenger tools to be guided within the destination



#FrenchRivieraCC

 687 followers

 251 tweets



Publié par Soumaya Boussadoun [?] · 2 octobre

Découvrez la ville d'Antibes et de son port ! Discover Antibes! (7 photos)
Par cette belle journée ensoleillée, je vous propose de découvrir quelques photos de la ville d'Antibes et de son port qui vous donnera certainement envie d'aller vous y promener !
Today with a beautiful & sunny day, I let you discover some pictures of the city of Antibes and its port to make you feel like strolling!



Je n'aime plus · Commenter · Partager ↻ 258 partages

 Côte d'Azur Tourisme, Daniel Vergoni, Joseph Livolsi, Syl Lerou Henaff et 1 335 autres personnes aiment ça. Meilleurs commentaires -

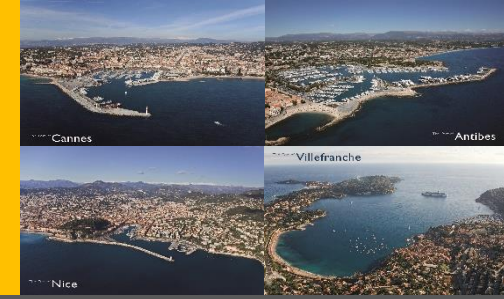
 **Josiane Bepina** magnifique... comme toujours...
Je n'aime plus · Répondre ·  2 · 3 octobre, 08:54

 **Wendy Frost**  
Je n'aime plus · Répondre ·  2 · 2 octobre, 12:38

 Afficher 41 autres commentaires

17 632 personnes atteintes Mise en avant indisponible

New technology



NEWSLETTER FRENCH RIVIERA CRUISE CLUB

N°2 - Mai 2016

Bonjour Mme Muriel LOSEN,

Chiffres clés
FRCC



ACTUALITES



[Cruise Days sur la French Riviera !](#)



[Jeu concours « Smile and Play »
pendant les Cruise Days des 20 et 31
mai](#)



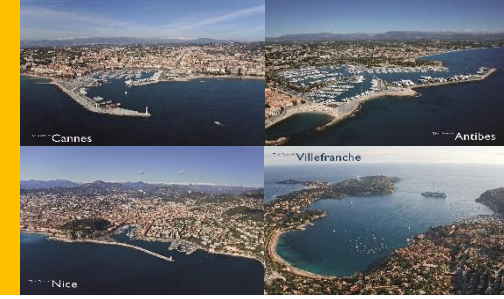
1 monthly e-newsletter sent to
all tourism professionals



1 e-newsletter sent to cruise
lines and travel agencies



New technology



Smartphone Application « Cruise Passenger Guide »

Tailored to short-stay visits

Motivate cruise passengers
to visit the destination

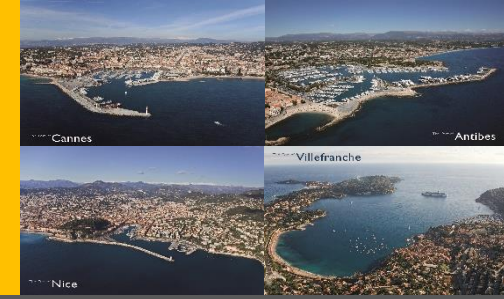
Better approach of must-see attractions
of the city

Shopping discounts

Feedback of cruise passengers



Marketing Actions



Promote France and the French Riviera as a key cruise destination

Attendance to events:

Cruise Shipping - Miami, Seatrade Med, Seatrade Europe – Hambourg, Cruise Shipping Asia, Singapour, All Asia Cruise Convention, Shanghai, Cruise360 – Vancouver, Top Cruise - Marseille

Networking

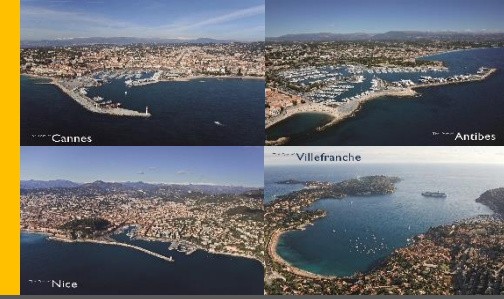




EXPERIENCE
FRENCH RIVIERERA



Marketing Actions



« French Riviera Cruise Club Awards »

To reward the French Riviera ports' outstanding cruise lines for 2015,
4 "French Riviera Cruise Club awards" categories:

Destination Awards
Azamara Club Cruises

Excursion Award
Silversea Cruises

Technical Award
Norwegian Cruise Line

Green Award
Cruise ship
Vision of the Seas
Royal Caribbean International



The winning cruise lines rewarded during 2016 Seatrade Cruise Global event in Fort Lauderdale.

The winners of each award had been honored with a VIP reception held on French Riviera, while the winner of the Green Award had also received a reduction on port fees for port call made in 2016.

Marketing Actions



Fidelio Cruise Mobile - Mobile version for onboard Se

French Riviera Cruise Club's new leaders outline 2016 strategy

font size | [Print](#)



New president Pasquale Hattemberg and vice president Michel Chevillon

Pasquale Hattemberg, responsible for tourism for Villefranche city council and Michel Chevillon, board member of the French Riviera Chamber of Commerce, and Industry, have been appointed respectively president and vice president of the French Riviera Cruise Club.

In announcing the new leaders the club said the cruise business remains buoyant compared to other economic sectors but must continue to evolve to find new ways to maintain its market share.

'Our challenge is to position the French Riviera as a major destination of the Mediterranean,' Hattemberg said.

Chevillon, who has been involved in the French Riviera Cruise Club since its creation, will bring his expertise in tourism and hospitality. He added: 'It's an honour for me to be the linchpin in the promotion of the French Riviera to cruise company decision-makers.'

The region's projected passenger count for 2016 is estimated to equal that of 2015, around 550,000. The French Riviera's cruise business generates an economic benefit of approximately €40m, and cruises provide an important way for tourists to visit, according to the club.

French Riviera Cruise Club Announces Award Winners

March 16, 2016



The French Riviera Cruise Club (FRCC) is positioning itself to better help cruise lines drive market demand and sell shore excursions, while also keeping local stakeholders aware of the benefits of cruise calls with a new series of awards it is giving out.

After spending time studying cruise lines' websites and brochures, the Destination Award went to the cruise company that best represents the region in their marketing materials.

The Excursion Award went to the cruise operator with the most innovative shore excursion initiative in the region.

In addition and also new is the Technical Award, which was presented to the ship and cruise line that has successfully handled a challenging operational situation when coming into a FRCC port. Finally, aimed at local stakeholders and communities, the Green Award went to the best environmental/green ship.

Winners:

Destination Award: Azamara Club Cruises

Excursion Award: Silversea

Technical Award: Norwegian Cruise Line

Royal Caribbean International

Marketing Actions



Make informed buying decisions with real

Santa Cruz terminal, French Riviera Cruise Club called models for dialogue

font size | [Print](#) 



Anne-Sophie Peyran tells how the French Riviera Cruise Club unites local stakeholders (Photo: Frederik Erdmann)

Tenerife's new cruise terminal at Muelle de Ribera in Santa Cruz received extremely positive feedback as it was presented to the industry for the first time in hosting the Seatrade Cruise Med Gala Dinner Wednesday night.

A senior US cruise line executive called it one of the five or six best cruise terminals he has seen worldwide.

Other cruise line representatives highlighted the security configuration, the clear layout for passengers, the check-in hall layout, accessibility for disabled travelers and the extensive use of wood in the interior design as strong points.

On Thursday morning Grupo Pullmantur's Javier Marín Martínón, director itinerary planning and route economics, used the Seatrade Cruise Med conference to applaud Ports of Tenerife's approach in planning the terminal. He said the port authority had continuously communicated with the terminal's future users and shown a great deal of flexibility throughout the planning.

Miami-based Berenblum Busch Architecture and Ports of Tenerife had presented the terminal plans to cruise line executives to gain their feedback and ideas. This input was implemented in the eventual design.

Another blueprint for industry dialogue presented at Seatrade Cruise Med on Thursday was the French Riviera Cruise Club, which has grown to 200 members. Open to all local cruise

Who' who?



OFFICES DE TOURISME

EPIC - MAISON DU TOURISME DE VALLAURIS/GOLFE-JUAN
OFFICE DE TOURISME DE CANNES
OFFICE DE TOURISME DE NICE
OFFICE DE TOURISME DE VILLEFRANCHE/MER
OFFICE DU TOURISME ANTIBES
OFFICE TOURISME ST PAUL DE VENCE
OFFICE DU TOURISME BEAULIEU SUR MER
OFFICE DE TOURISME ST JEAN CAP FERRAT
OFFICE DE TOURISME DE MOUGINS
OFFICE DE TOURISME DE BIOT

TRANSPORT

HELIPARTNER
MING TOUR
SUNNY DAYS
MEDTOUR **NEW**
SMARTOUR RIVIERA **NEW**
AZUR CONNECTION **NEW**
VIP RIVIERA TOUR **NEW**
LIVEN UP **NEW**

PRESTATAIRES TOURISTIQUES

MUSEES & GRANDS MAGASINS

GALERIES LAFAYETTE NICE CAP 3000
GALERIES LAFAYETTES CANNES
FRAGONARD
PARFUMERIE GALIMARD
VILLA EPHRUSSI ET VILLA KERYLOS
CONFISERIE FLORIAN
MUSEE D ART CLASSIQUE DE MOUGINS
FÉDÉRATION DES GUIDES INTERPRETES
LA CAVE DE ST PAUL/ ST PAUL DE VENCE
NICE LE GRAND TOUR
MUSEE NATIONAL DU SPORT
CC NICE ETOILE **NEW**

AGENCES RECEPTIVES

TRANSGLOBE
VOYAGES C MATHEZ **NEW**
INTERCRUISES **NEW**

GREEN TOURS

YOU RENT CANNES
HOLIDAY BIKES
CYCLOPOLITAIN / VELAPUB GAEC
CONSTANS ET FILS XTREME
GREENRENT

COMMERÇANTS, RESTAURATEURS, HÔTELIERS - NICE

A L'OMBRE D'UN OLIVIER
ALZIARI
BARBERIS OPTIQUE
BRASSERIE L'F
CHEZ TOM ET LÉA
GIUSEPPE PEPINO
LA GRANDE VOILE
LA SHOUNGA
LE CAFFÉ DELL'ARTE
LE CHAT GOURMAND
COMPTOIR DES BARBIERS
LE LUNEL
LE SALEYA
MATHILDE M
PATISSERIE CAPP
NICE YACHT MARINE
HI PARK NICE
SAFRAN
ALL SEASONS HOTEL NICE VIEUX PORT
HORTHENSE
NOVOTEL CAP 3000
PALOMA CANTINE
LE PANIER GOURMAND
HOTEL LA PEROUSE
LE LUNEL
LE PECHE MIGNON
LES COMPAGNONS DE LA GRAPPE
LES GARNUCHES

PINXCHO
INFOBOX
CHARCUTERIE ITALIENNE
WOKSHOP
LE SALEYA
COSI APPARENCE
L'ARRET PLAISIR
EKYOG
D'AQUI D'AIA
MANILDO OPTIQUE
SAFRAN
BOUTIQUE MORELLI
L'OCCITANE
LE GAGLIO
LA BRASSERIE DU COURS
KALOUIPILE
LE RAJA
PIZZA SUD
LE BISTROT DU PORT
HARD ROCK CAFE
LA MARIE BELLE
LES PECHEURS
L'ESCALE
L'OREE DU PORT
LE CORSAIRE
VO LOUNGE
LE GOUSTO
BE BAP
LE TRAITEUR DU PORT
PASSPORT
LE SAN JUAN
COTE SUD RESTAURANT

ZAKOPANE
LA POULE ROUSSE
LIZA DECO KDO
OPTIQUE FRANQUIN
TIP TOP BAR
LE BOMBAY PALACE
BEMON MAROQUINERIE
O'SUSHI
CHEZ GIGI
IBERICA
CHEZ GIORGIO
LA PERLE D AMOUR
UNITEX
PHARMACIE SIGNOURET
LE MARLIN
L ANE ROUGE
LA VIGNA
LE VESUVIO
LIZA DECO KDO
TISSUS TOSELLI
AC HOTEL BY MARRIOTT
TISSUS TOSELLI **NEW**
AU BONHEUR DES COCOTTES **NEW**

Who's who?



COMMERÇANTS, RESTAURATEURS, HÔTELIERS - CANNES

1862 WINES AND SPIRITS
A VOS DELICES
PHARMACIE DU FESTIVAL
BIJOUTERIE OR CENTOR
CAFÉ POËT
CAP SUD OUEST
CENERI FROMAGES
CHANDAIL EXPRESS
CHAPELLERIE TESI
JUST SPORTS
ANNE FONTAINE
LA FARIGOULE
LA FRÉGATE
LA PIAZZA
L'ARDOISE
L'ATELIER JEAN LUC PELÉ
LE CRISTAL CAFÉ
LE VESUVIO
PHARMACIE DU FESTIVAL
MARYLINE
AZUR PRESSE
O'KEY BEACH
GUSTI ITALIANI
PHARMACIE CENTRALE
JW MARRIOTT CANNES
PARAPHARMACIE MEYNADIER
PEPPERONI
PHARMACIE DE L'HÔTEL DE VILLE
LA MAISON DU CHOCOLAT
LINGERIE MARIE PIERRE

NINA
FRENCH KISS
ROYAL OPTIQUE
UP SIDE DOWN
MONALISA MODA
LA FONTAINE DE GAIA
DIVA 35
CARNET DE VOL
NYC
RESTAURANT LE PISTOU
PECHES GOURMANDS
SOLEIL
L EVENEMENT
MALINE
EMAUX DECO
DASKALIDES CHOCOLATIER
CHARLOT
COMPTOIR DE FAMILLE
SUN ICE
IMAGES DE PROVENCE
DURANCE
LE BOSPHORE
PUNTO ET PASTA
SOLARIS
BABORD TRIBORD
LA GALETTE DE MARIE
CASANERA
VETEMENTS GERARD BAYRAM
LA GRANDE COUTELLERIE
CHAPELLERIE
HOTEL LE FLORIAN

QUATRE SAISONS
JP PACI CHOCOLATERIE
BULLES DE SAVON
CHAUSSURES PARACHINI
CAFÉ DE L'HORLOGE
AT HOME
GENEVIEVE MARTY GALERIE
DIMENSION
MARLBORO CLASSIC
TUXEDO
CELIO
STARTER
CHAUSSURES GAB
MARIA
UN JOUR AILLEURS
L'IDEE
REGARDS
PATISSERIE LADUREE
CHORANGE
BEMON MAROQUINERIE
PUNTA ET PASTA
GUESS ACCESSORIES
FOURES OPTICIENS
L'OCCITANE EN PROVENCE
LOS PISTOLEROS
PASSION **NEW**
SELECTION GOURMET SHOP **NEW**
AU PAYS DU CITRON **NEW**
LA DROGUERIE DE CHARLOTTE **NEW**
ELECTRIC MOVE **NEW**
PHARMACIE MEYNADIER **NEW**

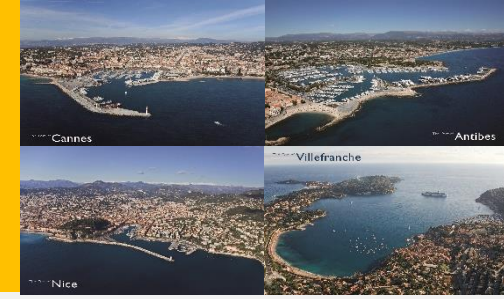
COMMERÇANTS, RESTAURATEURS, HÔTELIERS - VILLEFRANCHE/MER

CO'CONUTS
HOTEL MARRIOTT PORTE DE MONACO
LA BALEINE JOYEUSE
LA BELLE EPOQUE
LA FILLE DU PÊCHEUR
LA GRIGNOTIÈRE
LA POULE ROUSSE
LE BELUGA
LE MÉKONG
LES PALMIERS
LES SENTEURS DE MARIE
L'ESCALE
L'ESPACE TRINQUETTE
PHARMACIE DE TAHITI
POINT KOM CAFÉ
SAVONNERIE "TERRES DORÉES"
TRASTEVERE
VILLEFRANCHE OPTIQUE
ATELIER DU SOLEIL D'OR
ECOLOC
PHARMACIE LAURENT
MC PASSION
PHARMACIE DE LA PAIX
L OLIVULA
L'ORCHIDEE SALON DE THE
DELPHINE FLEURS
DOLCE MARE
SARL VILLEFRANCHE PRIMEURS

LA PROVENCE D ISABELLE
LE ROXY
LE LOUNGE
MELLI MELLO
MAEVA AZUR
L'ATELIER DE VALERIE
LOOK ILE D'ELLE
JOAILLERIE CERRUTTI
LES CORSAIRES
ACHILL'S
COFFEE SHIP
VIKTOR
LA COTONNIERE
ATELIER IVOIRE
ATELIER DE LA VOUTE OBSCURE
LA MERE GERMAINE **NEW**
AVENTURE AQUATIQUE
RESTAURANT LE COSMO
BEAUTY DERM
RESTAURANT A TREGO CAP D'AIL

Who's who?

Founding members



Pasquale Hattemberg

Présidente

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Michel Chevillon

Vice-Président Tourisme, CCI Nice Côte d'Azur

Président délégué FRCC

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Michel Lallement

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Caroline Valadié

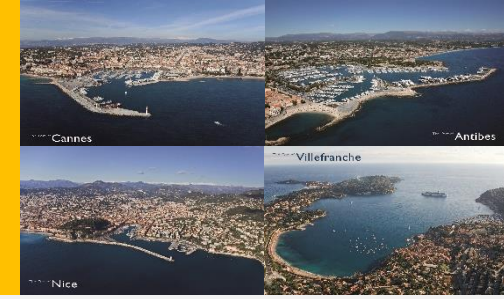
Chargée du dév. Commercial croisière

Direction des ports, CCI Nice Côte d'Azur

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Qui sommes-nous ?



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Marie Dominique Ramel

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M. Audouin Rambaud

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Céline Turpin

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Email: turpin@palaisdesfestivals.com



Isabelle Defoly

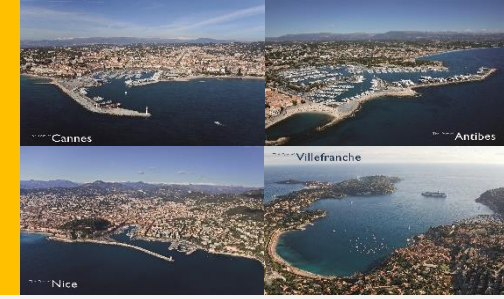
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Laure Pelletier

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Qui sommes-nous ?



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Eric Doré

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Manuella Machado

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French Riviera Cruise Club Secretary



Anne-Sophie Peyran & Muriel Losen

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Patricia Brégère

Directrice Office de Tourisme
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