

# RUGBY WORLD CUP 2023:

## WHY IS THE PROVENCE-ALPES-CÔTE D'AZUR REGION THE BEST PLACE TO STAY TO FOLLOW THE WHOLE COMPETITION?

Provence-Alpes-Côte d'Azur on tour in Australia and New Zealand from September 5 to September 9, 2022.

Just one year from the Rugby World Cup 2023, the Provence-Alpes-Côte d'Azur Tourism Board and partners (Marseille, Nice, Aix-en-Provence) will present the assets of their destinations in workshops organised by Atout France in Australia and New Zealand.

RWC 2023 France will spotlight Destination France during the 52 days of the competition from September 8 to October 28, 2023. A fantastic opportunity for Provence-Alpes-Côte d'Azur tourism to promote its destinations!

Since May 2022, the **Provence-Alpes-Côte d'Azur Tourism Board and its partners** have been pooling regional tourism forces to build, in partnership with the host cities **Marseille and Nice, the Metropolitan areas of Toulon Provence Méditerranée, Aix-en-Provence, Antibes Juan-les-Pins and Luberon Cœur de Provence**, an easier reception for international visitors and targeted promotion. A project worthy of a global challenge! We are the only region in France to create a synergy of energy and as much leverage in the way of funds for this event and we are also the region in France which boasts the highest number of international tourists received after Paris-Île-de-France, the clientele which contributes the most to the tourism economy (income and jobs).

After South Africa and Japan – remote markets which will be well-represented during the RWC 2023 France event, with its partners the Office de Tourisme et des Congrès Métropolitain de Marseille, the Office Métropolitain du Tourisme Nice-Côte d'Azur and the Office du Tourisme d'Aix-en-Provence, the Provence-Alpes-Côte d'Azur Tourism Board's next stop will be Australia and New Zealand – first stop Sydney, then Melbourne and Auckland from September 5 to September 9 to present our destinations' advantages. RWC France 2023-dedicated promotional and communication material will be published for the occasion.



Clients from Oceania are important for our territory because they are the ones who will be staying the longest on the spot.

It is therefore with the idea of convincing them to settle here throughout the competition that we are carrying out this mission, making the point that they can take advantage of the many matches on the spot (more than 20% of the matches will be played in Marseille and Nice), and also showing how accessible the assets of Provence and the Côte d'Azur are, in the same way as with the stadiums in other regions in France.

**LOÏC CHOVELON,**  
CEO PROVENCE-ALPES-CÔTE D'AZUR TOURISM BOARD



## THERE ARE THREE WORKSHOPS ON OUR PROGRAM:

- One over two days in **Sydney**, on September 5 and 6.
- One in Melbourne with an evening: « **A Night in Provence & Côte d'Azur** ». The dinner for the 150 guests will be prepared by Chefs Dominique Frérard (Marseille) and Noëlle and David Faure (Nice), on September 7.
- One in **Auckland**, on September 9.

In all, over the 4 days of the tour, the delegation will meet more than 600 tour operators, travel agents, the media and influencers. On top of these workshops, there will be a communication campaign piloted by Atout France on the theme of «One year to go...» for the general public.

**And we must not forget our partners during this tour: Emirates, Fragonard and Château La Gordonne.**

## THE ADVANTAGES OF OUR DESTINATIONS



A collective drive launched around a year ago with a plan of action which began at the end of May 2022;



Expertise in the reception of an international clientele (2<sup>nd</sup> region in France for the reception of international tourists);



The leading region for the number of matches: 10 out of 48



A very large hotel and cultural tourist offer, iconic venues and the wealth of different activities and landscapes;



Close proximity to 2 major stadiums in the vicinity of international airports with easy access by public transport;



The weather with «the Indian summer of the South of France».

## A FEW FIGURES

### 10 MATCHES

out of 48, i.e. over 20% of the competition on our territory and it is very easy to get to the 2 stadiums and also the tourist attractions of Provence and the Côte d'Azur by public transport.

### 52 DAYS

of competition.

### €3.2 BILLION

Estimated direct and indirect spinoffs in France

### 2 STADIUMS

in Marseille 67,000 seats (6 matches of which 2 out of 4 are in the finals) and in Nice 35,000 places (4 matches) i.e. potentially over 500,000 spectators in the Région Sud.

### 175 COUNTRIES

Approximately 50% of the spectators will come from 175 foreign countries;

## PRESS KIT

[#RWC2023 Provence-Alpes-Côte d'Azur, Let's Go!](#)  
[Photos from this Press Kit](#)  
[Provence-Alpes-Côte d'Azur General photos](#)

## PRESS CONTACT

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## ABOUT THE PROVENCE-ALPES-CÔTE D'AZUR REGIONAL TOURISM BOARD

The Regional Tourism Board ensures a promotional and communication approach for international and French clients to support the Provence-Alpes-Côte d'Azur region's tourism economy, in connection with its tourism professionals.

The CRT's action is focused on 3 objectives: to give visibility to our destinations internationally, promote competitive destinations and create a link with our clients, as much with the general public as with travel organisations and the media.

The strategy developed around the 3 brands; Provence, Alpes and Côte d'Azur, is the cornerstone of the marketing devices which have been implemented by the CRT for several years. The client-oriented strategy is based on specific governance for each brand and the pooling of means and is going from strength to strength.

#RWC2023  
#VisitSouthofFrance

