

CATALOGUE WORKSHOP CHINE

展商手册
中国市场研讨会

AIX-EN-PROVENCE
HOTEL RENAISSANCE
17 FÉVRIER 2025

2025年2月17日,
艾克斯普罗旺斯
艾克斯万丽酒

WELCOME

to the Chinese Market in the South of France!

France's leading region for tourism, flying the flag of three "worldwide" destination brands – Provence, Southern French Alps and Côte d'Azur –, the Provence-Alpes-Côte d'Azur region is committed to responsible and sustainable tourism.

A little corner of France home to 5 million inhabitants, our region welcomes tourists from the world over in all seasons, come to savour our quality accommodation, rich heritage, buzzing culture, exceptional scenery between sea and mountain, enviable lifestyle, fine food and legendary hospitality.

A forerunner for the ecological transition, the Provence-Alpes-Côte d'Azur regional council voted Europe's first "100% green" budget, meaning the climate emergency is an important factor in every investment decision.

In 2024, a new airline route was inaugurated between Shanghai and Marseille by China eastern airlines, acting as a formidable economic accelerator for the region. Also, with China less focused on the summer season than other markets, we are particularly interested in deepening our engagement with Chinese visitors throughout the year.

After the success of the Olympic football and sailing events in Nice and Marseille, which put Provence-Alpes-Côte d'Azur under the spotlight of thousands of international journalists, we continue to face new challenges. In 2025, a major cultural event will take place in provence. Aix-en-provence will be paying homage to its illustrious painter Paul Cézanne with a major show at musée Granet and tours to the foremost sites that marked his life.

Also in 2025, Nice on the Côte d'azur will be welcoming the third United Nations Ocean Conference (UNOC), with numerous heads of state and government leaders attending this one-week event, offering the Provence-Alpes-Côte d'Azur region another opportunity to prove its commitment to the ecological transition. Last but not least, our French Alps will be welcoming the winter Olympic and Paralympic games in 2030!

For these reasons – and because there are so many other unexpected things we would like you to discover – we have invited you to take part in our workshop and famtrips. It promises to be a great opportunity to meet with top local tourism providers keen to present their destinations and the products they have curated for your clients.

DEAR FRIENDS, WELCOME TO PROVENCE-ALPES-CÔTE D'AZUR!



François de CANSON
President of Provence-Alpes-
Côte d'Azur Tourism Board
Vice-President of the Region
Provence-Alpes-Côte d'Azur



Loïc CHOVELON
CEO of Provence-Alpes-Côte d'Azur Tourism Board
Vice-President of Provence & Côté d'Azur
convention bureau Linkeus

欢迎来到法国南部了解我们的中国市场！

普罗旺斯-阿尔卑斯-蔚蓝海岸地区的是法国领先的旅游地区，拥有三个“全球”目的地品牌——普罗旺斯、法国南阿尔卑斯、蔚蓝海岸——致力于负责任和可持续的旅游业。

我们地区是法国的一个小角落，拥有500万居民，一年四季都欢迎来自于世界各地的游客，前来体验我们优质的住宿、丰富的遗产、热闹的文化、山海之间的独特风景、令人羡慕的生活方式、精致的美食和传奇的热情好客。

作为生态转型的先驱，普罗旺斯-阿尔卑斯-蔚蓝海岸地区委员会投票通过了欧洲第一个“100%绿色”预算，这意味着气候紧急情况是每个投资决策的重要因素。

2024年，中国东方航空公司开通了上海和马赛之间的新航线，成为该地区的强大经济加速器。此外，由于中国对夏季的关注度低于其他市场，因此我们对加深全年与中国游客的互动特别感兴趣。

在尼斯和马赛成功举办奥运会足球和帆船赛事后，普罗旺斯-阿尔卑斯-蔚蓝海岸成为成千上万国际记者关注的焦点，我们继续面临新的挑战。2025年，普罗旺斯将举办一场重大的文化活动。艾克斯普罗旺斯将在格拉内博物馆举办一场大型展览，并推出以纪念他一生的重要景点行程线路，以此向杰出画家保罗·塞尚致敬。

同样在2025年，蔚蓝海岸的尼斯将迎来第三届联合国海洋会议（UNOC），众多国家元首和政府领导将参加这个为期一周的活动，为普罗旺斯-阿

尔卑斯-蔚蓝海岸地区提供另一个机会来证明其对生态转型的承诺。最后但同样重要的是，我们的法国阿尔卑斯将在2030年迎来冬季奥运会和残奥会！

出于这些原因 — 也因为我们希望您发现许多其他意想不到的事情 — 我们诚邀您参加我们的资源研讨会和考察之旅。这将是一次绝佳的机会与当地顶级旅游资源供应商会面，他们将热切的为您呈现他们的目的地以及他们为您的客户们筹划的旅游产品。

亲爱的朋友们，欢迎来到普罗旺斯-阿尔卑斯-蔚蓝海岸！

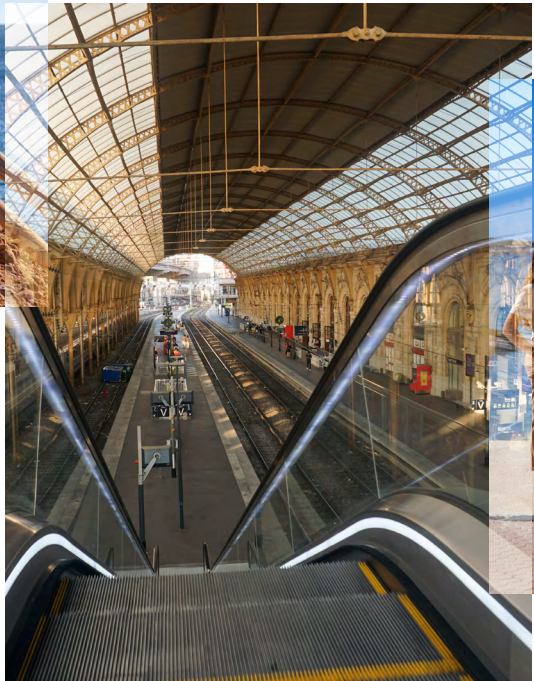


François de CANSON
普罗旺斯-阿尔卑斯-蔚蓝海岸大区旅委主席
普罗旺斯-阿尔卑斯-蔚蓝海岸大区副主席



Loïc CHOVELON
普罗旺斯-阿尔卑斯-蔚蓝海岸大区旅委执行总裁
普罗旺斯&蔚蓝海岸会议局副局长

SOMMAIRE



ACCOMMODATION 9

- 3 A Hotels La Collection
- Château de Fonscolombe
- Château de La Chèvre d’Or
- Château Le Cagnard
- Domaine La Ferme Hi Bride
- Grand Hôtel Roi René MGALLERY
- Groupe Noemys Hotels
- Hôtel Atrium Arles Centre
- Hôtel Le Couvent des Minimes & Spa
- Intercontinental Marseille Hotel Dieu
- La Divine Comédie- Luxury Guesthouse Avignon
- La Mirande
- Les Lodges Sainte-Victoire Hotel & Spa
- Lou Calen
- Mercure Marseille Canebière Vieux Port

- Mercure / Ibis- Avignon
- NH Collection Marseille
- Novotel Avignon Centre
- Radisson Blu Marseille & Nice
- Renaissance Aix-en-Provence Hotel
- Residhotel
- Sofitel Marseille Vieux-Port

TOURISM BOARDS 33

- Aix-en-Provence-Tourism Board
- Arles Camargue Tourism Office
- Avignon Tourisme
- La Ciotat Tourist Office
- Office de Tourisme et des Congrès du Pays de Manosque
- Office de Tourisme des Loisirs et des Congrès de Marseille

TRANSPORTATION INCOMING AGENCIES 41

- France Travel Services
- Liven Up
- NA Provence
- Nice Côte d’Azur Airport
- Oléis Travel Events
- Provence Panorama
- Vanilia Events
- Transmedtour et Voyages

OTHER PROVIDERS 51

- Bouachon Winery
- Chateaneuf-du-Pape
- CAP3000
- Groupe Territoire de Provence
- L’Occitane en Provence
- Parfums Galimard
- Rose et Marius

ACCOMMODATION |





3A HOTELS LA COLLECTION★★★★

With 3 - 4* hotels, a residence and a beach club, each with its own style and benefiting from the most emblematic locations, 3A Hotels La Collection offers you different ways to experience a stay in Nice.

It brings together Hotel West End on the emblematic Promenade des Anglais with 121 rooms, the majority of which offers a panoramic view on Mediterranean sea, a restaurant and 2 bars; Hotel Aston La Scala on Massena Place with 149 rooms, 2 restaurants and bars and a panoramic rooftop; and Hotel Beau Rivage in the old town, boutique hotel style with 114 rooms, a green patio and a beach club.

New opening in February 2025 : The residence Aston La Scala with 17 fully equipped flat which combine elegancy and discreet luxury.

Whatever the atmosphere you want to create for your stay, we probably have the right product for you!

CONTACT

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CHÂTEAU DE FONSCOLOMBE★★★★★

Situated in the heart of Provence, just a few kilometres from Aix-en-Provence, Château de Fonscolombe is a former 18th-century private residence that has been completely restored and transformed into a 5-star hotel, a member of Relais & Châteaux.

It has a total of 50 rooms and suites ranging from 20 m² to 58 m².

Surrounded by parkland, vineyards and gardens, Château de Fonscolombe invites you to enjoy a stay that reconnects you with nature.

Our two restaurants offer exclusive culinary experiences, including our Michelin-starred gastronomic restaurant 'La Table de l'Orangerie'.

Our Chef Concierge, Benjamin Leclerc, will be delighted to accompany each guest as they discover our establishment and the region.

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CHÂTEAU DE LA CHÈVRE D'OR★★★★★

Perched between sky and sea, in the heart of the medieval village of Èze, the Château de la Chèvre d'Or*** is an iconic and legendary luxury hotel offering breathtaking views of the Mediterranean.**

Discover or rediscover the Chèvre d'Or's two Michelin-starred restaurant, led by Executive Chef Tom Meyer. Additionally, the bistronomic restaurant "Les Remparts" is open seasonally, and the "Café du Jardin" is located near the pool. In perfect harmony with nature throughout the luxurious estate, La Chèvre d'Or is delighted to offer its guests an exceptional and unforgettable stay.

45 exclusive rooms, two outdoor pools, sauna, jacuzzi, fitness center. Three restaurants. Private parking. Gardens, terraces. Three private treatment/massage rooms.

CONTACT

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卡尼亚城堡

CHÂTEAU LE CAGNARD★★★★

Château Le Cagnard, a 4-star boutique hotel, is nestled in the picturesque medieval village of Haut-de-Cagnes on the French Riviera.

Built in the 13th century, this exceptional stone dwelling is part of the city wall, offering a unique blend of history and luxury. Our 36 rooms and suites, each named after prominent artists associated with the area, provide havens of peace with stunning views of the Mediterranean Sea or surrounding hills. The hotel's restaurant, renowned for its sliding ceiling that opens to reveal the blue sky, serves creative cuisine using local, seasonal products. Guests can enjoy our new relaxation area with a whirlpool bath or explore nearby attractions. From personalized service to breathtaking vistas, Château Le Cagnard offers an unforgettable escape in an idyllic setting, just minutes from Nice and other Côte d'Azur destinations.

卡尼亚城堡酒店是一家四星级精品酒店，坐落于法国里维埃拉的中世纪村庄上卡涅。这座建于13世纪的独特石头建筑是城墙的一部分，完美融合了历史与奢华。我们的36间客房和套房均以与该地区有关的著名艺术家命名，为客人提供宁静的避风港，可欣赏地中海或周围山丘的壮丽景色。酒店的餐厅以可滑动的天花板而闻名，打开后可以看到蓝天，供应使用当地时令食材的创意美食。客人可以享受我们新的放松区，配有按摩浴缸，或探索附近的景点。从个性化服务到令人惊叹的景色，卡尼亚城堡酒店在这个田园诗般的环境中为您提供难忘的度假体验，距尼斯和其他蔚蓝海岸目的地仅几分钟路程。

CONTACT

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DOMAINE LA FERME HI BRIDE

"The HI Bride Farm : living on the land and inventing contemporary agro-tourism"

First and foremost, it was a matter of getting to know the Luberon intimately, in this part of Le Pays d'Aigues which is wrongly believed to be already widely exploited, and even overcrowded. Eight rooms, two studios, two houses, in the midst of an olive-grove, vines, a pond-style pool, a vegetable garden and a forest comprise the HI Bride Farm, like an estate in which to experience a contrast between the contemporary style and an historic, natural setting. HI Life has found something here in which to take root and develop.

CONTACT

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GRAND HOTEL ROI RENÉ★★★★

The Grand Hôtel Roi René Aix en Provence Centre, a 4* hotel, is located a 5-minute walk from Cours Mirabeau and the center of Aix.

Discover the cozy world of the Grand Hotel Roi René. Succumb to the comfort of our rooms which invite you to relax. Taste a Provençal specialty at the La Table du Roi restaurant. Relax on the terrace, by the outdoor swimming pool, heated in season , or take advantage of the fitness room.

CONTACT

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GROUPE NOEMYS HOTELS

Our establishments are distinguished by:

- A strategic location: close road access, while benefiting from a quiet environment.
- Comfortable rooms adapted to different needs.
- A restaurant that can accommodate large groups.
- Secure and free parking.
- Equipped meeting spaces.
- Customized packages for groups and seminars.

2 brands to discover :

Hotels Garrigae (3 stars+ and 4 stars): Charming hotels from 25 to 95 rooms, located in properties of character and full of history. Well-being, change of scenery and unique experiences are at the heart of their philosophy.

Hotels Noemys (2 to 3 stars): Establishments combining simplicity, comfort and conviviality.

Our commitments and values:

Social & environmental responsibility: implementation of concrete actions on site: the Ecogestes, including the deployment of the Green Key label.

Quality customer service: family group of 15 establishments with the values of hospitality, service and professionalism.

Cycling: commitment to the label Accueil Vélo, with equipment and services adapted to cyclists, whether amateurs or confirmed.

CONTACT

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中庭阿尔勒中心酒店

HÔTEL ATRIUM ARLES CENTRE***

Welcome to the Atrium Arles Centre hotel, located in the heart of the historic center of Arles, city of art and history.

Stay in one of our rooms and enjoy our lounge area and swimming pool overlooking the city rooftops. The Atrium has 5 flexible meeting rooms, adapted to all your needs. Give your events a Mediterranean touch by enjoying the dishes of our restaurant. Escape to the Camargue, a wild land to explore on foot, by bike or by cruise on the Rhône.

欢迎来到位于阿尔勒历史中心中心、艺术与历史之城的阿尔勒中庭中心酒店。住在我们的一个房间，享受我们的休息区和游泳池俯瞰城市屋顶。中庭有5间灵活的会议室，适合您的所有需求。享受我们餐厅的菜肴，给您带来地中海风情。逃到Camargue，一个徒步、骑自行车或在罗纳河上游览的野地。

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HOTEL LE COUVENT DES MINIMES★★★★

The charm and elegance of a Provencal house

Discover Le Couvent des Minimes Hotel & Spa L'Occitane, where simplicity, elegance and naturalness blend for a refined Provencal experience.

The meeting is for space, disconnect, wellness and gluttony. An authentic art of good reception carried by the Masters of the House, Fabien and Valérie Piacentino, and their team: conviviality and kindness, as in a warm Provencal family home, for privileged moments.

CONTACT

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INTERCONTINENTAL MARSEILLE HOTEL DIEU★★★★

Perched atop the Panier hill, in the oldest quarter of Marseille, the InterContinental Marseille – Hotel Dieu, is the most majestic of the luxury hotels in the city.

Overlooking the Vieux Port, its massive staircases, vaulted passages and magnificent terraces all bear witness to the former status of the building: the Hôtel-Dieu, a superb 18th century edifice, inaugurated by Napoleon III, in person. This classified historical monument, with its unique setting, offers an inimitable view of the landmark Notre-Dame-de-la-Garde Basilica, while firmly seated in the present-day. The MuCEM museum that opened its doors in 2013, is a short walk away, as are the old Joliette Docks with their animated quarter, shopping outlets and ever-growing trade. The Hôtel-Dieu continues to stand tall above the city, as it has done for centuries: it is an ideal venue for anyone wishing to really get to know Marseille, both past and present.

坐落在马赛最古老的街区——潘尼耶山顶，马赛洲际酒店 — 上帝医院（InterContinental Marseille — Hôtel Dieu）是这座城市中最宏伟的奢华酒店。俯瞰旧港（Vieux Port），酒店的大型阶梯、拱形走廊和壮丽的露台，无不见证了这座建筑的昔日辉煌：作为一座18世纪的杰出建筑，Hôtel-Dieu曾由拿破仑三世亲自揭幕。这座被列为历史古迹的建筑，拥有独特的环境，可俯瞰标志性的圣母守护教堂（Notre-Dame-de-la-Garde）大教堂，同时又融入了现代气息。距离2013年开馆的欧洲与地中海文明博物馆（MuCEM）仅几步之遥，老朱利耶特码头（Joliette Docks）及其热闹的街区、购物商场和不断发展的商业区也近在咫尺。Hôtel-Dieu依旧巍然屹立在城市之上，正如几个世纪以来那样：这是任何想真正了解马赛过去与现在的游客的理想之地。

CONTACT

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La Divine Comédie

DEMEURE PRIVÉE & SPA

豪华宾馆（阿维尼翁）

LA DIVINE COMÉDIE LUXURY GUESTHOUSE (AVIGNON)

La Divine Comédie is a luxurious guesthouse nestled in the heart of Avignon's city center, five minutes from the Popes' Palace.

Open year-round, we offer five exclusive suites, each designed to provide a perfect blend of comfort and sophistication. Boasting the largest private garden in Avignon, our property features a swimming pool and a serene wellness area, offering an oasis of relaxation. With a secure parking facility, La Divine Comédie serves as an ideal base for exploring the enchanting region of Provence. Iconic destinations like Châteauneuf-du-Pape, Luberon, Arles, "Pont du Gard" (less than 30 minutes away), and Aix en Provence, Marseille are less than an hour away. Our guesthouse is steeped in history, with a heritage spanning over 700 years, while its eclectic decor adds a modern twist to timeless charm. Due to La Divine Comédie's intimate size, our dedicated team provides truly personalized care and attention.

La Divine Comédie 是一家豪华宾馆，坐落在阿维尼翁市中心，距离教皇宫殿仅五分钟路程。我们全年开放，提供五间独家套房，每间套房的设计都将舒适与精致完美融合。我们的酒店拥有阿维尼翁最大的私人花园，设有游泳池和宁静的健康区，为您提供一片放松的绿洲。La Divine Comédie 酒店设有安全的停车场，是您探索迷人的普罗旺斯地区的理想基地。教皇新堡（Châteauneuf-du-Pape）、吕贝隆（Luberon）、阿尔勒（Arles）、"加尔桥"（Pont du Gard）（不到 30 分钟车程）、普罗旺斯地区艾克斯（Aix en Provence）和马赛（Marseille）等标志性旅游景点均在一小时车程之内。我们的宾馆历史悠久，拥有 700 多年的历史遗产，其不拘一格的装饰风格为永恒的魅力增添了现代气息。由于 La Divine Comédie（神圣喜剧院）规模不大，我们的专业团队能够提供真正个性化的关怀和照顾。

CONTACT

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LA MIRANDE★★★★★

In the heart of Avignon, La Mirande, a 5* private hotel with 26 rooms at the foot of the Popes' Palace, reveals all the richness of its secular heritage.

This timeless refuge offers a dreamy, relaxing and authentic experience in a refined decor, evocative of the 18th century atmosphere and the gentle way of life of the yesteryear's houses.

A stay at La Mirande is an invitation to travel through the exquisite world of French decorative arts. Authenticity is the key word. As for gastronomy, La Mirande offers a plural proposal: between the Gourmet Michelin-star Restaurant, the Bistro, The Chef's Table, the Cooking School and the Bar and Afternoon Tea.

CONTACT

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圣维克多山庄酒店及水疗中心.

LES LODGES SAINTE VICTOIRE HOTEL & SPA★★★★★

Les Lodges Sainte Victoire Hotel & Spa is a luxurious retreat nestled in the heart of Provence, surrounded by the serene Aix countryside.

Located just minutes from the charming city center of Aix-en-Provence, our hotel offers a complimentary shuttle service for guests to explore the city's historic streets, cultural landmarks, and vibrant markets. Open year-round, the hotel features 35 elegant rooms and suites, blending modern comfort with Provençal charm. Guests can enjoy a tranquil escape in our lush gardens, indulge in our spa and wellness facilities, and savor gourmet dining at our Michelin-starred restaurant, making it the perfect Provençal getaway.

圣维克多山庄酒店及水疗中心位于普罗旺斯中心，坐落在宁静的艾克斯乡村，是一家奢华的度假酒店。酒店距离艾克斯普罗旺斯市中心仅几分钟车程，并提供全年免费班车服务，方便客人探索这座历史悠久的城市、文化景点和热闹的集市。酒店全年开放，拥有35间优雅的客房和套房，将现代舒适与普罗旺斯风情完美融合。客人可以在郁郁葱葱的花园中放松身心，在水疗中心享受身心护理，并在米其林星级餐厅品尝精致美食，是体验普罗旺斯魅力的理想之地。

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盧卡倫

HÔTEL LOU CALEN

Lou Calen is a place of retreat to reconnect with yourself, with your loved ones, and with nature.

Lou Calen is a magnificent three-hectare country estate in the heart of Cotignac, a traditional village certified "one of the most beautiful villages in France", located one hour from the French Riviera, the Gorges du Verdon and the Lac de Ste Croix. With 34 luxury rooms, 3 swimming pools, one tennis court, one Michelin-green-star-awarded restaurant, a Bistrot restaurant, a library, a pastis bar and a craft brewery, Lou Calen with its all-year-long workshop agenda invites its guests to enjoy an immersive experience, explore the local areas and discover the celebrated Provençal way of life. The hotel's rich history within the well-loved and famous village of Cotignac offers an unmissable stay in Provence.

盧卡倫 (Lou Calen) 是一個讓自己、與所愛之人，跟大自然重新建立聯繫的靜修之地。Lou Calen 是一座佔地三公頃的宏偉鄉村莊園，位於科蒂尼亞克的中心位置，是一個被認證為「法國最美麗的村莊之一」的傳統村莊，距離法國里維埃拉、凡爾登峽谷和聖十字湖約一小時車程。Lou Calen 擁有34間豪華客房、3個游泳池、1個網球場、1家米之蓮綠星餐廳、1家法式小酒館餐廳、1家圖書館、1家茴香酒酒吧和1家手工啤酒廠，全年開放的工作坊會邀請入住客人享受身臨其境的體驗，探索當地地區並體驗著名的普羅旺斯風格的生活方式。Lou Calen位於深受喜愛的著名村莊科蒂尼亞克，擁有悠久的歷史，為您在普羅旺斯提供不容錯過的住宿體驗。

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MERCURE MARSEILLE CANEBIÈRE VIEUX-PORT★★★★

Mercure Marseille Canebière Vieux-Port hotel boasts 90 comfortable rooms, including 18 privileged rooms, 3 privileged suites and a magnificent privileged terrace room with a breathtaking panoramic view of Notre Dame de la Garde.

It also offers a seminar and reception service with 3 fully-equipped meeting rooms. It also boasts a bistronomic restaurant called Le Capucin Brasserie. Chef Noël Baudrand creates original, refined dishes using fresh, local produce.

Mercure Marseille Canebière Vieux-Port 酒店拥有 90 间舒适的客房，其中包括 18 间豪华客房、3 间豪华套房和一间豪华露台客房，在这里可以欣赏到巴黎圣母院（Notre Dame de la Garde）的壮丽景色。酒店还提供研讨会和接待服务，拥有 3 间设备齐全的会议室。酒店还设有一家名为 Le Capucin Brasserie 的美食餐厅。主厨 Noël Baudrand 使用新鲜的当地食材烹制出独具匠心的精致菜肴。

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MERCURE PALAIS DES PAPES AVIGNON CENTRE MERCURE PONT D'AVIGNON CENTRE IBIS STYLES AVIGNON SUD

Ibis Styles Avignon Sud: South of Avignon, near A7 and A9 motorway exits and the Cap Sud, Fontcouverte, Mistral 7, Agroparc and the Parc des Expositions commercial areas. Spacious, air-conditioned bedrooms, all comforts. Breakfast and WiFi included. Pool, shaded terrace, garden, petanque, table tennis, fitness, billiards, pinball, table football, bar and restaurant La Boucherie, the meat specialist. Undercover free car park.

Mercure Palais des Papes Avignon Centre: The Mercure Avignon Centre Palais des Papes located by the Horloge square in the city center. Best situation to discover the Popes' Palace, to dance on the Pont d'Avignon and to enjoy shows all year through at the Avignon Theater (opposite the hotel). Stroll around the city and enter 1 of the numerous theaters during the Festival d'Avignon in July. You are in the heart of Provence. Easy access to Avignon with 2 stations: Avignon TGV and Avignon Centre, and highways A7 and A9. The Mercure Palais des Papes hotel is located on the Place de l'Horloge, the animated centre of the old city, with its theatres and numerous cafes. In the heart of Provence, this address is ideally situated to make the most of the Theatre Festival of Avignon

Mercure Pont d'Avignon Centre: Located between the Pont d'Avignon and Palais des Papes, this Mercure hotel benefits from an excellent location right in the city center. A stone's throw from the convention center and the central train station, the establishment has quiet and modern rooms that exude a sense of well-being. After a day of work or sightseeing, relax in the hotel's small garden or enjoy a drink in the lounge bar.

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Minor Hotels

NH COLLECTION MARSEILLE★★★★

NH Collection Marseille, part of the MINOR Hotels group, is a 4-star hotel ideally located in the heart of Marseille.

The property features 176 elegantly designed rooms, including 70 twin rooms, making it an excellent choice for leisure groups, incentive trips, and business meetings. Just a 10-minute walk from the iconic Vieux Port and 15 minutes from the train station, the hotel offers both convenience and charm. Its sophisticated design, highlighted by warm red and white tones, creates a welcoming and professional atmosphere, ensuring a memorable stay for all guests.

NH Collection Marseille (隶属于MINOR Hotels集团) 是一家理想地坐落于马赛市中心的四星级酒店。酒店拥有176间精心设计的客房，其中包括70间双床房，非常适合休闲团队、奖励旅游以及商务会议。步行至标志性的老港仅需10分钟，至火车站约15分钟，地理位置优越，交通便利。酒店以温暖的红白色调为主，营造出高雅且专业的氛围，为每位宾客带来难忘的入住体验。

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NOVOTEL AVIGNON CENTRE★★★★

Novotel Avignon centre is a 4-star hotel that is located next to the iconic medieval walls that surround the old city of Avignon

Our elegant hotel is in walking distance from the spectacular touristic sites that Avignon has to offer such as the Pope's Palace, Pont d'Avignon, shops, restaurants, museums and stunning architecture from the 14th century.

Novotel Avignon centre's location makes it easy to explore the Provence region and the famous lavender fields of Luberon. The Novotel is open all year round, we offer 130 modern rooms from classic (25 m²) to suites (50 m²), as well our hotel has 50 twin share rooms, that can be set up with one size bed for a couple or two separate beds. Free WIFI is available for all guests of the hotel.

Guest can enjoy a dining experience in our tasteful restaurant "Le Patio" where all meals are prepared with regional products and located on the ground floor of our premises. "Le Patio" can seat up to 200 guests, including 80 seats on the pergola overlooking our splendid pool terrace.

Our restaurant is open for breakfast, lunch and dinner 7 days a week regardless of season. We offer many free services in our hotel, such as an outdoor swimming pool with sunbeds, a fitness centre that is accessible 24 hours a day and many others. If requiring something more relaxing the "Novaspa" located also on our ground floor provide a relaxation area with sauna, hammam and jacuzzi which is available by appointment for an extra charge.

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尼斯丽笙酒店 & 马赛老港丽笙酒店

RADISSON BLU NICE & MARSEILLE★★★★

Radisson Blu Marseille: A hotel in the heart of Marseille with a panoramic pool by the old port - Combining comfort and contemporary design, this four-star hotel is the perfect spot for a city break in the heart of Marseille.

Our hotel provides the setting for an ideal holiday, business trip, or vacation with family and friends. After enjoying the day exploring, relax by the outdoor pool with a panoramic view, or keep in shape at the fitness center. Radisson Blu Nice: Discover our seafront hotel in Nice on the Promenade des Anglais. Ideally located on the iconic Promenade des Anglais, the hotel is the perfect place for your stay on the French Riviera. Easily accessible by tram or car, the hotel is just minutes away from Nice Côte d'Azur Airport and the city center.

马赛丽笙酒店： 这家四星级酒店位于马赛市中心，拥有老港边的全景泳池——集舒适与现代设计于一体，是您在马赛市中心享受城市假期的绝佳地点。我们的酒店为您提供了理想的度假、商务旅行或与家人和朋友度假的环境。游览一天后，您可以在室外游泳池边放松身心，欣赏全景，或在健身中心保持身材。 尼斯丽笙酒店： 尼斯丽笙酒店位于尼斯盎格鲁海滨大道（Promenade des Anglais）上。酒店地理位置优越，位于标志性的昂莱海滨大道（Promenade des Anglais）上，是您下榻法国里维埃拉（French Riviera）的理想之地。酒店距离尼斯蔚蓝海岸机场和市中心仅数分钟路程，乘坐电车或汽车均可轻松抵达。

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RENAISSANCE AIX-EN-PROVENCE HOTEL★★★★

Created as a genuine art gallery, in the very heart of the city, the brand new Renaissance Aix-en-Provence 5-star hotel offers 133 spacious rooms and suites.

Sober and refined, the decor is a contemporary reinterpretation of the symbols of the Provence.

Our chef creates for you a gourmet rendez-vous in the Bistrot "Atmosph'R". On summertime, on the terrace, the "Palm's" offers an outdoor heated swimming pool, a restaurant and a lounge bar with signature cocktails.

Dedicated to your events, 1000 sqm with natural day light meeting rooms and sun-kissed terraces will host seminars, exhibitions, cocktails or garden parties, even car launches with a total flexibility.

The hotel also features a Spa by Esthederm including 2 treatment cabins, an indoor pool, a steam room and a fitness center.

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度假酒店

RESIDHOTEL

Residhotel is a family-run group that has been in existence for 32 years, operating 22 aparthotels in France's largest cities.

Residhotel 是一家拥有 32 年历史的家族企业，
在法国各大城市经营着 22 家公寓式酒店。

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索菲特马赛老港酒店

SOFITEL MARSEILLE VIEUX-PORT★★★★

Sofitel Marseille Vieux Port is a luxurious hotel located in the heart of Marseille, offering breathtaking views of the Old Port and the Mediterranean Sea.

Combining modern elegance of French sophistication with a local touch, the hotel features stylish rooms, an upscale spa, and a refined atmosphere. Guests can enjoy exquisite dining at the hotel's restaurants, serving Mediterranean and regional cuisine. Sofitel: Mastering the art of exceptional dining and restful sleep.

索菲特马赛老港酒店是一家位于马赛市中心的豪华酒店，提供迷人的老港和地中海美景。酒店将现代优雅与法国精致风格相结合，并融入本地特色，拥有时尚的客房、奢华的水疗中心和高雅的氛围。宾客可以在酒店的餐厅享受精美的地中海和地方美食。索菲特：精通卓越的美食与舒适的睡眠艺术。

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S O F I T E L
HOTELS & RESORTS
MARSEILLE VIEUX PORT

TOURISM BOARDS

AIX-EN-PROVENCE TOURISM

Travelling to Aix-en-Provence means choosing an inspiring destination for high end leisure travel.

The town's historic city centre, its Mediterranean landscapes and its prestigious cultural events are an invitation to discover the best of Provence. Within easy reach (3 hours TGV high speed train from Paris; Marseille Airport at 30 minutes), the hometown of famous impressionist painter Paul Cezanne enjoys 300 days of sunshine per year. 10 hotels are rated 5-stars, one of them even with the "Palace" label, the highest standard in France.

Fine arts museums, galleries and other artistic places host permanent and temporary exhibitions of great values. Discover the large choice of venues and activities in the historic capital of Provence with its outstanding architectural and artistic heritage.

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ARLES CAMARGUE TOURISM OFFICE

The Group Service of the Tourist Office specializes in welcoming and assisting groups by offering tailored tourism experiences in Arles and the Camargue.

We provide expert guidance for tour planning and organize unique activities that highlight the region's rich heritage and natural beauty. Our team collaborates with partners such as Viking Cruises, Performance Travel, and Un Monde Bleu to ensure top-tier service and seamless experiences.

Our certified guides, deeply knowledgeable about local history, culture, and landscapes, lead engaging tours of iconic sites and hidden gems. With an in-depth understanding of the territory, we support you in designing customized itineraries that cater to your group's preferences and interests. Whether exploring ancient monuments, savoring local cuisine, or discovering the Camargue's unique biodiversity, the Group Service is your dedicated partner for unforgettable journeys in the heart of Provence.

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AVIGNON TOURISME

With its history, built heritage, culture, art of living and traditions, Avignon is well worth a lasting visit.

Home to the Pope in the 14th century, the city has preserved a rich and renowned heritage that has been designated a UNESCO World Heritage Site. The Palais des Papes, the Pont St Bénézet, the city wall, the narrow streets and squares make Avignon a magnificent setting for delightful strolls.

Known for its festivals, Avignon presents a year-round range of cultural events to satisfy every curiosity (art exhibitions, street parties, markets) which this year, will culminate with the celebration of Avignon as Land of Culture 2025 for an even denser cultural offer.

With 3 Michelin-starred restaurants and top-notch boutiques, a stay in Avignon is light and exhilarating. In the heart of Provence, with nature at your fingertips, it's varied and bucolic.

In a nutshell, Avignon is a unique experience.

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La Ciotat旅游办事处

LA CIOTAT TOURIST OFFICE

Just 30 kilometres from Marseille, La Ciotat is an authentic town on the Mediterranean.

As the gateway to the Calanques National Park, with the highest sea cliffs in France and among the highest in Europe, a bay that has been named the Most Beautiful Bay in the World in 2019, 7 kilometres of sandy and pebble beaches, a 12-hectare botanical park, the birthplace of the 7th art (with the oldest cinema in the world still in operation) and pétanque, Europe's first open-air casino... La Ciotat has plenty of tourist attractions to appeal to your customers. La Ciotat is also the ideal place for water sports: kayaking, paddle-boarding, sea excursions, scuba diving... where you can admire the world-famous seabed. La Ciotat also has many hotels, apartment hotels and campsites. The Tourist Office of La Ciotat is at your disposal to help you organize your MICE events and group and individual stays.

La Ciotat 距馬賽僅 30 公里，是地中海上一個地道的小鎮。作為卡蘭克國家公園（Calanques National Park）的門戶，這裡有法國最高、歐洲最高的海崖，有被評為 2019 年世界最美海灣的海灣，有 7 公里長的沙灘和卵石灘，有佔地 12 公頃的植物公園，有第七藝術的發源地（世界上最古老的電影院仍在運營中），有歐洲第一個露天賭場.....拉齊奧塔特有很多旅遊景點可以吸引您的顧客。La Ciotat 也是進行水上運動的理想地點：皮划艇、槳滑板、海上遊覽、潛水.....在這裡您可以欣賞到世界著名的海底景色。La Ciotat 也有許多旅館、公寓旅館和露營地。La Ciotat 旅遊局隨時為您效勞，幫助您組織團體和個人參觀、住宿和研討會。

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马诺斯克地区旅游局

OFFICE DE TOURISME ET DES CONGRÈS DU PAYS DE MANOSQUE

Durance-Luberon-Verdon Agglomeration is located in the center of Provence, France, in the Alpes de Haute Provence Department of the Provence-Alpes-Côte d'Azur region.

Office de Tourisme et des Congrès du Pays de Manosque work for the management of tourism development and tourism promotion of the 25 municipalities. Lavender Ocean - Valensole Plateau: It is the place where lavender is planted with the largest area and the most complete species in France and even the world, and it is also the best area to watch the waves of the lavender ocean. Verdon Nature Park: the Verdon Grand Canyon and the Saint Croix Lake, which is called the tears of the angel of ownership. Hot Spring Town - Gréoux. Haute-Provence - Manosque.

马诺斯克地区旅游局 / 法国普罗旺斯之心目的地. 迪朗斯-吕贝隆-韦尔东地区位于南法大区的中心位置, 即普罗旺斯-阿尔卑斯-蓝色海岸大区的上普罗旺斯阿尔卑斯省。马诺斯克地区旅游局负责管理该地区的25个市镇的城镇旅游规划、旅游发展、旅游推广。薰衣草海洋 - 瓦伦索勒高原: 是整个法国乃至世界种植薰衣草面积最大, 品种最全的地方, 也是能够观赏到薰衣草海洋波涛起伏的最佳地区。韦尔东自然公园: 欧洲第一大峡谷以及享有天使之泪美称的圣十字湖。温泉小镇 - 阁来屋: 法国第三的温泉小镇。上普罗旺斯-马诺斯克: 千年文化历史古城。

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马赛旅游会议局

OFFICE DE TOURISME, DES LOISIRS ET DES CONGRÈS DE MARSEILLE

The Marseille Tourism, Leisure, and Congress Office plays a key role in promoting this vibrant Mediterranean city.

It offers a wide range of services, from providing information on local attractions and events to recommending accommodations and crafting personalized tours. Emphasizing Marseille's rich cultural heritage, dynamic arts scene, and breathtaking coastline, the office highlights the city's diverse offerings. Additionally, it supports the business tourism sector by organizing and promoting conferences, congresses, and corporate events, positioning Marseille as a prime destination for both leisure and professional gatherings.

马赛旅游、休闲与会议局在推广这座充满活力的地中海城市方面扮演着至关重要的角色。它为游客提供一站式服务, 包括提供当地景点、活动、住宿信息, 并根据需求定制独特的旅游体验。马赛旅游局在展示马赛丰富的文化遗产、蓬勃发展的艺术氛围以及迷人的海岸线方便, 做出了卓越的成绩, 完美呈现了这座城市的多元魅力。同时, 旅游局也积极推动商务旅游, 通过组织和举办会议、学术大会及企业活动, 让马赛成为理想的休闲与专业聚会胜地。

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TRANSPORTATION INCOMING AGENCIES



FRANCE TRAVEL SERVICE

France Travel Services is a COACH Company based in Nice, with our own recent coaches GT - from 15 to 61 seats.

France Travail Services is besides a Dmc , specialized in taylor made and all inclusive pacakges for Fit and all kind of groups for the south east region but not only.

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LIVEN UP

Welcome to LIVEN UP, your exclusive leisure provider on the French Riviera, from Cannes to Monaco.

We specialize in crafting exceptional experiences that blend luxury, adventure, and unforgettable memories.

As the leading name in Côte d’Azur leisure services, we offer a diverse range of activities. Enjoy guided excursions in our comfortable mini-vans, thrilling self-drive Ferrari and Lamborghini road trips, or serene cruises on yachts ranging from 10 to 50 meters.

At LIVEN UP, we know the importance of creating moments that matter. Whether it's a special celebration, corporate outing, or a day of adventure, our tailored experiences are designed to delight all types of clients.

Join us to explore the land, sea, and roads of the French Riviera like never before. Let LIVEN UP transform your dreams into extraordinary memories, leaving you eager to return for more.

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呐 普罗旺斯

NA PROVENCE

Na Provence is an Atout France company and has been operating as a DMC since 2012.

We are based in Aix-en-Provence (next to Marseille). Whether it's leisure travel, corporate events or spiritual retreats, we offer unique solutions tailored to your needs.

NA PROVENCE 是受法国旅游发展署承认的旅行社，自2012年以来主营旅游接待业务。我们的总部位于艾克斯（邻近马赛）。无论您需要休闲旅游、商业活动会展或者养生静修旅行，我们都可以为您量身定制适合的行程。

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NICE COTE D'AZUR AIRPORT

Nice Côte d'Azur Airport is the second busiest airport in France after Paris.

It is also the only French airport outside Paris to offer 15 long haul flights (New-York, Atlanta, Dubai, Dakar, Washington, Abu Dhabi etc.) Nice airport provide personalized hospitality to meet every need for, VIPs, business passengers, groups.

122 directs destinations in 45 countries all over the world. In 2024 Nice Airport has registered 14,8 million passengers.

4 Vip Lounges and meet and greet services on the arrival and departure.
Onsite desk for Tax refund.

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OLEIS旅行活动

OLEIS TRAVEL EVENTS

Since 2006, Oleis Travel Events, an events agency based in Saint Rémy de Provence, has been organising your corporate events, whether you're looking for 10 or 500 people, for an afterwork break or several days:

a seminar in a teepee in the heart of Provence, team-building on the water in Marseille, an evening wine challenge or an incentive trip to Europe or the other side of the world. Creativity, personalisation and trust are the watchwords of our agency. Discover our experienced team and entrust your dreams and desires to our events agency: we'll turn them into reality with rigour and enthusiasm!

自2006年以来，总部位于普罗旺斯圣雷米的活动策划公司Oleis Travel Events一直在为您策划企业活动，无论您是想要组织10人还是500人的活动，是下班后的休闲活动还是为期几天的活动：在普罗旺斯中心的帐篷里举办研讨会，在马赛的水上开展团队建设活动，举办葡萄酒品鉴之夜，或是组织欧洲或世界其他地区的奖励旅游。创意、个性化和信任是我们公司的座右铭。欢迎了解我们经验丰富的团队，将您的梦想和愿望托付给我们：我们将以严谨和热情的态度将其变为现实！

CONTACT

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普罗旺斯全景

PROVENCE PANORAMA

Provence Panorama is a travel agency in Avignon organizing sightseeing day tours or private tours in Provence. We have more than 20 years' experience in the tourism in our region.

We have different size of vehicles to receive groups from 1 to 50 people. All our driver speak English and some of them can speak Chinese. Our team in the office can also speak English and Chinese, will be able to organize tours for your clients or give you suggestions in organizing tours for your groups. With our large partnerships of local suppliers, we can book activities for your groups such as restaurant, visits and tastings, bike renting etc.

We also provide private transfers service between airports, train stations and hotels. As well as shuttle service for conferences, marriages and events.

普罗旺斯全景是一家在阿维尼翁的旅行社，提供普罗旺斯一日游或者包车服务，拥有着二十多年的旅游行业服务经验。

我们的司机全部会说英文，可以提供中文司兼导或者中文导游服务。我们的办公室人员也都可以说英文或者中文，能够帮贵社的客人组织行程或者提供贵社所需的行程信息。另外，我们拥有许多当地的合作伙伴，能够帮助预定行程中的各种所需，包括餐厅、参观酒庄和品酒、租自行车游薰衣草田等等活动。我们也提供机场、火车站和客人住宿地之间的接送服务。会展包车服务，婚纱旅拍包车服务等。

CONTACT

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www.provence-panorama.com



VANILIA EVENTS

Based on the French riviera, Vanilia Events designs and conducts the organization of corporate events in Europe.

We offer our services for incentive, team building, product launch, seminars, prestigious evenings, gala dinner with tailor made solutions.

We offer a full and global supervision of your event from project design to implementation, from dinning to accommodation services, from transportation logistics to audio and video, from the concierge to the security detail and badges, we deliver each step of the way.

Experts of the French Riviera, Lyon, Alpes, (Lyon’s ambassador Onlylyon), Paris and Europe area, we work for French and foreign companies all around the world.

CONTACT

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Owner

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vanilia-events.com



TRANSMEDTOUR & VOYAGES

Our company exists since 2015. At the beginning, we only sold transport with our coaches.

Then, we have grown in 2020. We also propose excursions and travels in France, in Europe and on an international level. We have several services: transport, individual, grouped individual, group. Today, we would like to grown again, we mean you have to know that we are a receptive agency : we wish to welcome travellers and show them around the region. Our coaches are very comfortable because we have grand touring coaches. We are used to working with Chinese, Japanese and Koreans, and they really appreciate our services.

CONTACT

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OTHER PROVIDERS





BOUACHON WINERY CHATEAUNEUF DU PAPE

We would like to meet you to share the tours and seminars we offer.

The Bouachon Family welcomes you in Châteauneuf du Pape, the heart of the most famous appellation of the Rhône valley in Provence. Unique wine experiences : wine chocolate or cheese pairing, wine tasting from barrels or vineyard adventure (Segway, Electric Bike Tour...). Private events (seminars, lunches, master classes..).

我们希望与您见面，分享我们提供的旅游和研讨会。Bouachon 家族欢迎您来到普罗旺斯罗纳河谷最著名的产区——教皇新堡。独特的葡萄酒体验：葡萄酒与巧克力或奶酪搭配，从酒桶中品尝葡萄酒或葡萄园探险（赛格威、电动自行车之旅...）。私人活动（研讨会、午餐、大师班等）。

CONTACT

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Wine Experience in Provence

✉ pavillon@maisonbouachon.com

www.pavillondesvins.com



CAP 3000

CAP 3000, located in Nice, is one of the largest shopping centers in the region, offering a dynamic and diverse shopping experience.

With over 300 stores, including prestigious international brands such as Apple, the largest pharmacy in Europe, and Maison Christian Dior, as well as local labels, CAP 3000 attracts both local and international visitors. Its prime location, nestled between the sea and the mountains, makes it a popular destination for tourists seeking a combination of shopping, relaxation, and stunning views. The center is also home to over 50 restaurants, most of which feature terraces with breathtaking sea views, and provide a large variety of services dedicated to international customers. CAP 3000 is committed to sustainability and accessibility, offering a welcoming environment for all.

CAP3000 位于尼斯，是该地区最大的购物中心之一，提供充满活力且多样化的购物体验。这里拥有超过300家商店，包括Apple、欧洲最大的药房和Maison Christian Dior等知名国际品牌，以及本地品牌，吸引了大量本地和国际游客。购物中心地理位置优越，坐落于大海与群山之间，是游客寻找购物、放松和迷人风景的热门目的地。中心还拥有超过50家餐厅，其中大多数设有可俯瞰海景的露台，并为国际顾客提供多样化的服务。CAP3000 致力于可持续发展和无障碍环境，为所有人提供热情友好的体验。

CONTACT

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GROUPE TERRITOIRE DE PROVENCE

The Territoire de Provence Group brings together Provençal companies and manufacturers specializing in the agri-food sector, open to the public all year round.

Around its President Olivier Baussan, passionate artisans and employees manufacture or select products from the Provençal and Mediterranean regions. This wide range of confectionery and groceries is made available to the public in a network of stores in France and Norway, as well as on dedicated websites. Partner of the Act for Planet association, the companies of the Territoire de Provence Group are committed to preserving the climate, by supporting actions for regenerative agriculture and the protection of biodiversity.

CONTACT

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L'OCCITANE EN PROVENCE

Our Manufacture is located in the very heart of Provence, in Manosque.

During a guided tour (1 hour duration) - you will discover the story of the brand, the manufacturing process, our commitments to support human and nature. On site - enjoy the Boutique and the Mediterranean Garden.

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嘎丽玛香水

PARFUMS GALIMARD

Welcome to Maison de Parfums Galimard, an iconic institution nestled in the heart of Grasse, the world's perfume capital.

Whether you're a passionate perfume lover or simply curious to discover what goes on behind the scenes of this fascinating industry, the entirely family-run Maison de Parfums Galimard invites you to plunge into the spellbinding world of perfumery.

探索香水世界的秘笈...

免费参观 法国老牌香水工厂，探索香水的神秘世界... 格拉斯-埃兹小镇 一周七日全天开放，时间灵活。

我们的专业知识将为您提供独特的个性化体验。跟随香水 调配师指导，用传统手工和现代技术选配您心仪的香味调制出自创香水，留作纪念或独特的礼物。我们将聆听客户的需求为您选购高端 定制香水，充分享受法国家族企业的灵活服务。

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Rose et Marius
馥说

馥说

ROSE ET MARIUS

Rose et Marius is the first luxury perfume brand from Provence.

We distribute Haute Parfumerie collections worldwide.




We offer unique bespoke perfume experiences in Aix-en-Provence.

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**STAY UP TUNED WITH THE LATESTS NEWS FROM PROVENCE,
ALPES AND CÔTE D'AZUR AND LET YOURSELF BE SURPRISED!**
provence-alpes-cotedazur.com/en

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TOUR OPERATORS & TRAVEL AGENTS

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In charge of promoting our 2 destinations, Provence, Dordogne (the vineyard), "Alpes French South" and "Côte d'Azur France", the Regional Tourism Board Alpes and takes part in regional tourism promotional activities throughout the year in collaboration with its partners, aiming to encourage tour operators and travel agents to include our destinations in their programmes.

Facebook Twitter Instagram YouTube LinkedIn

TOOLS & HOLIDAY BUILDING ASSISTANCE

Technical guides, catalogues, news releases and press kits to download. All this tools will allow you to familiarize yourself with our Best Of and stay up to speed with the latest events.

We can achieve or assist you in finding partners, accommodation, catering agencies, transporters, tourism providers for exclusive activities sites, or special interest itineraries. Such as cycling tour, wine tourism and golf tourism.



EXPERIENTIAL ACTIVITIES

EXPERIENTIAL ACTIVITIES FOR LASTING MEMORIES!

July 2023

Home > [Fiat van](#) > [Dutch landscape](#) > [Publications](#) > [Experiential Activities](#)


Walk on the vineyards in the mythical land of a former abbey. A stunning lunch surrounded by beautiful landscapes, the discovery of an excavation site, vineyards of Porto wine...

Published on March 2023

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... Learn new things in farming life, discovering local traditions by creating links with locals, all this is possible in our beautiful region

This tool has a maximum of 9 possible search of visitors contributing with "open call" resources



EXPERIENTIAL ACTIVITIES

EXPERIENTIAL ACTIVITIES FOR LASTING MEMORIES!

PREMIERE - ALPS - COST OF DESIGN

[Home](#) > [Press & Media](#) > [Publications](#) > [So Many Towns](#)

Welcome to *Provenza-Alpes-Côte d'Azur*, your playground! This catalogue is a series of brochures, a journey that is richly rewarding combined.

If you are looking for high quality towns to propose to your customer, it's right here!

Published on 17 March 2022

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SO MANY TOWNS

Yes, we are France's leading destination after Paris for international tourism (over 6 million visitors in 2019), this plays an important role in this achievement and we thank you for your trust and loyalty. Yes, our region is magnificent, with a wide choice of destinations and boasting 200 days of blue skies a year.

Despite the fact, don't let us lead for a minute the traveller with a glass of wine hard waiting for visitors to arrive. We are constantly on the move and always listening – "ask the pros and join the fun on our travel blogs. As you will see, our products are ready to assist a customer and our brand is leading. Our 3 destinations – "Provenza, Alps and the Côte d'Azur", "Alps & Côte d'Azur" and "Côte d'Azur" – are located across the entire French coast, we offer all the diversity of our entire continent to cater to every request. We are also committed to international partnerships, the role of our outstanding pros and our growing new commitments, to give you a reasonable future. You can fully rely on our professionalism and desire to help you, so be brave and expand your market. Welcome to our new development.

Warm welcome from your Provenza, Alps and Côte d'Azur travel partners.

TEAM PROVENCE-ALPES-CÔTE D'AZUR TOURISM BOARD



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PRODUCED BY THE PROVENCE-ALPES-CÔTE D'AZUR REGIONAL TOURISM BOARD

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