



PROVENCE-ALPES-CÔTE D'AZUR

WHAT'S NEW?

ART & HERITAGE NEWS & EVENTS

2026

#PROVENCE
#ALPES
#COTEDAZUR

PROVENCE
ENJOY THE UNEXPECTED

SOUTHERN FRENCH
alps

CÔTE D'AZUR
FRANCE

RÉGION
SUD
PROVENCE
ALPES
CÔTE D'AZUR



TOURISM
BOARD



| PROVENCE



| ALPS



| CÔTE D'AZUR

France's leading region for tourism, flying the flag of three international destination brands - Provence, Southern French Alps and Cote d'Azur -, the Provence-Alpes-Côte d'Azur region is pursuing its commitment to excellence, innovation and the environment in 2026.

A little corner of France home to 5 million inhabitants, our region welcomes tourists from the world over every year, come to savour our rich heritage, exceptionally diverse scenery between sea and mountain, buzzing cultural scene, fine food and the unique sense of hospitality that has become our trademark.

But today, more than ever before, being a top tourist destination also means being an example to all.

Provence-Alpes-Côte d'Azur has demonstrated its resolute commitment to the ecological transition by voting Europe's first "100% green" budget. In 2026, we are going a step further by accelerating the decarbonisation of transport, boosting the cycling sector, developing rail tourism and providing massive assistance to help our travel professionals shift to more sustainable models. Our ambition is clear: to make Provence-Alpes-Côte d'Azur a European ambassador for the fight against climate change.

2026 is also a pivotal year for the upcoming 2030 Olympic and Paralympic Winter Games in the French Alps. We are not just welcoming a sporting event, we are building a genuine legacy, with sober, useful and innovative Games that prioritize existing amenities and accelerate the positive transformation of our alpine territories. "Passion Montagne 2050" is our roadmap for the future, ensuring our mountains offer a lively, attractive, accessible and preserved place for families and future generations to live all year round.

Bring on 2030!

President of the Provence-Alpes-Côte d'Azur
Regional Tourist Board



ART & HERITAGE

ARLES - ART, ART EVERYWHERE

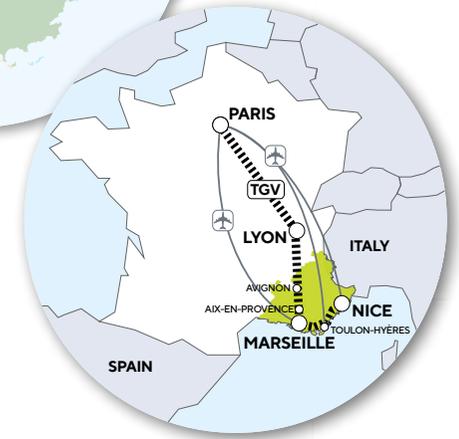
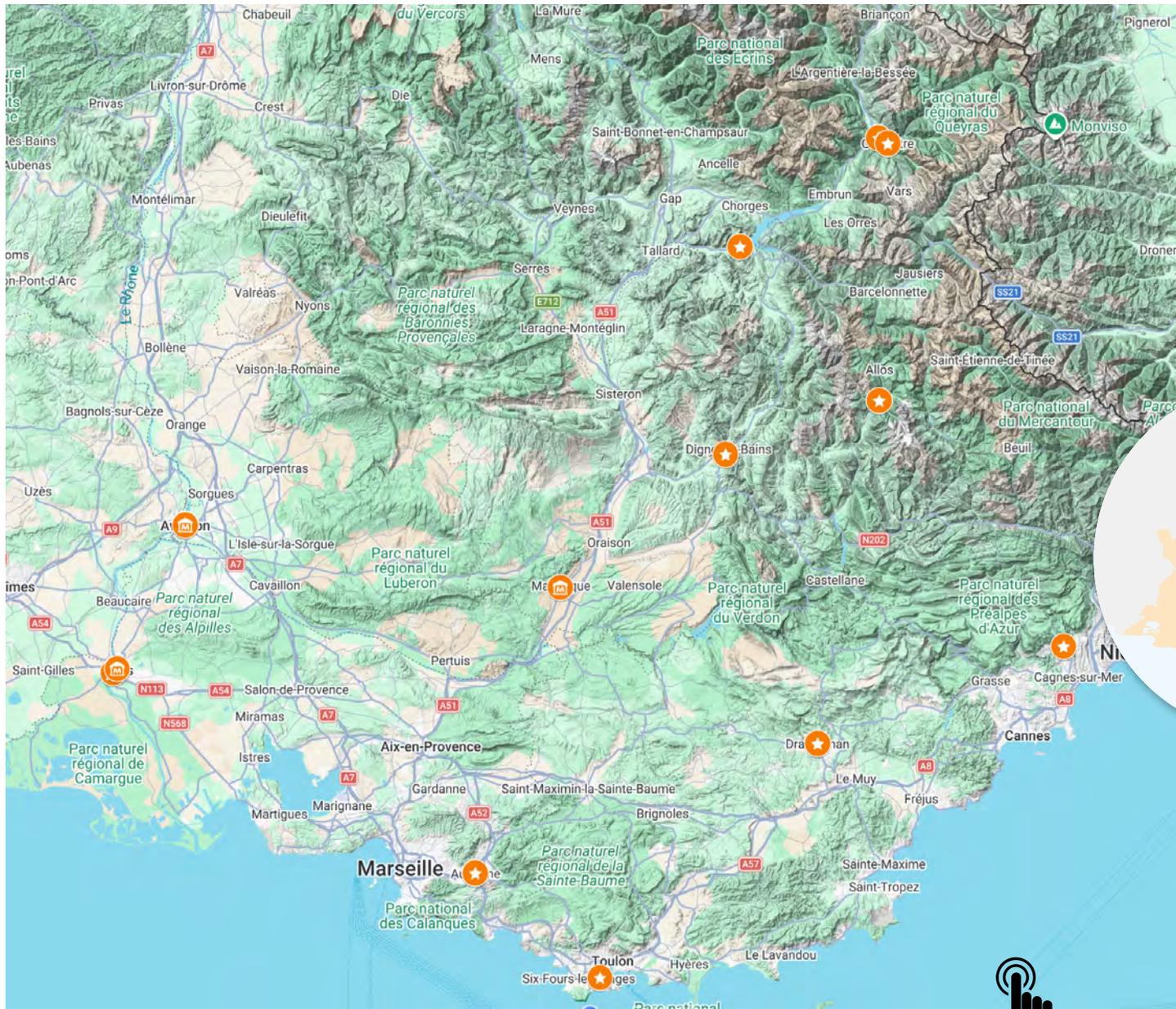
AVIGNON
A FRESH ANGLE ON THE POPES' PALACE

IN THE FOOTSTEPS OF GREAT AUTHORS

SOUTHERN FRENCH ALPES - "FRANCE'S MOST BEAUTIFUL VILLAGES"

NEW "TOWNS AND AREAS OF ART & HISTORY"

ART & HERITAGE: WHAT'S NEW?



ARLES – ART, ART EVERYWHERE

CONTEMPORARY ART: FONDATION BUSTAMANTE

Photographer, painter and sculptor Jean-Marc Bustamante's soon-to-be foundation is set to further cement Arles' reputation as a leading photography hub – a role it has upheld for over 50 years thanks to the city's International Photography Festival. Born in Toulouse in 1952 and a member of the Academy of Fine Arts, Bustamante represented France at the 50th Venice Biennale. The new Bustamante Foundation is set inside Église Sainte-Croix, converted by talented architect and designer Charles Zana into a three-storey exhibition space. In addition to his own works, Jean-Marc Bustamante plans to showcase every form of contemporary creation, from video works to photography, installations, paintings, sculptures and music, through an ambitious exhibition line-up, as well as a series of master-classes.

Opening July 2026.

www.arlestourisme.com

MUST-SEE

Modern & contemporary art in Provence-Alpes-Côte d'Azur

From Arles to Menton, discover 66 major modern & contemporary art collections and remarkable venues spanning historic, visionary and always-astonishing venues. On the programme: Land Art, painting, sculpture, photography and design.

provence-alpes-cotedazur.com



EVENT

Les Rencontres d'Arles #57

📍 ARLES

July 6 – October 4, 2026

The world's foremost photography festival, this international cultural meeting is an absolute must for professional and amateur photography buffs alike.

rencontres-arles.com



© C. Chillo

PROVENCE



Future Fondation Bustamante – © H. Hôte

(RE)DISCOVERING ARLES' MUSEUMS IN 2026

Arles' sometimes-overlooked museum treasures should be topping your wishlist in 2026! After the Museon Arlaten and its grand staircase decorated by Christian Lacroix, the Musée Départemental Arles Antique is reopening its rooftop terrace this year. Its undulating design echoes the waters of the Rhône below; in 2025, the river yielded a treasure trove of 850 Roman coins. The Musée des Beaux-Arts Réattu is sporting a new layout for the "Réattu Reinvented" exhibition (until March 29, 2026).

The 300 works on show transcend centuries, genres and conventions, with themes including "Reinventing the Landscape", "Representing the Body", or "Rethinking Images." Last but not least, the "Parallel Museum" will be offering an astonishing multisensory experience for all audiences, including people with disabilities.

www.arlestourisme.com



Musée Réattu - © S. Felizat



Arles - © C. Chillo

AVIGNON: A FRESH ANGLE

PROVENCE

THE POPES' PALACE

The Palais des Papes in Avignon is the world's largest Gothic palace. Some of its 25 rooms, such as the Grande Chapelle Clémentine and Grand Tinel, boast truly awe-inspiring dimensions. There are already countless ways to tour this UNESCO World Heritage site and this year, visitors will be enjoying three more, thanks to a new smartphone app. Explore the various rooms while delving into Palace life under Clement VI (1291-1352), enjoy a streamlined tour of the most iconic spaces, or follow the story of the monument's construction and restoration.

palais-des-papes.com



© C. Martelet



© Z. Nove - Josserand

EVENT

“Les Choses Divines” by Macha Makeïeff

📍 PALAIS DES PAPES

June 26, 2026 – January 3, 2027

A different artist takes up quarters at the Palais des Papes every year, with Macha Makeïeff – a genuine high priestess in the theatre world – following on from Eva Jospin, Miss Tic and Jean-Michel Othoniel in 2026.

A director, producer, visual artist and multifaceted talent from Marseille, Makeïeff will be magicking the impressive palace into a giant cabinet of curiosities, with everyday objects and carefully chosen works of art scattered throughout, promising a captivating, theatrical and poetic voyage into a world of “Divine Things”. Back in 1995, Macha Makeïeff staged “Feet in the Water” in the Palace courtyard for the Avignon Festival. Welcome back!

palais-des-papes.com

EVENT

Les Clés du Festival : Maison Jean Vilar

📍 MAISON JEAN VILAR

July 4 – 25, 2026

The Avignon Festival certainly deserved a year-round home and today, the Maison Jean Vilar – Vilar created the festival in 1947 – has aptly taken up the gauntlet, with a permanent exhibition titled “The Keys to the Festival”. 2026 is a landmark year, celebrating the festival's 80th edition from July 4th to 25th, as well as the 60th anniversary of the fringe festival. With an exciting line-up of 35 to 40 official performances and over 27,000 fringe shows in 2025, the world's largest theatre festival is a truly unique event, when triumphs, stars and emerging talents rub shoulders in a whirlwind of words and creativity. What's more, in addition to the memorable performances, the various festival venues are a revelation in their own right.

maisonjeanvilar.org



© M. Laurens

MOST BEAUTIFUL CULTURAL AND NATURAL SITES

MONT-DAUPHIN AND COLMARS-LES-ALPES

📍 MONT-DAUPHIN 📍 COLMARS-LES-ALPES

The fortified towns of Mont-Dauphin and Colmars-les-Alpes, respectively perched at altitudes of 1,050 and 1,250 metres, have now joined the very select ranks of the “*Plus Beaux Villages de France*”.

Crossed by the Verdon river, Colmars-les-Alpes – the venue for one of Mercantour National Park’s largest markets held every Friday – formerly watched over the border between Provence, the Kingdom of France and Savoy. Enjoy a stroll along the walkway of Fort Vauban, leading to the ancient ramparts, bastioned towers and guardroom.

The stronghold of Mont-Dauphin is very much alive too. Perched on a rocky spur, above the river Guil, its old fortifications and military buildings, featuring the Lunette d’Arçon, arsenal, powder room and Rochambeau barracks, now harbour cafés, accommodation and craftspeople, and host fascinating exhibitions including “Little Big Horn” by sculptor Ousmane Sow.

verdontourisme.com • lequeyras.com



Mont-Dauphin - © B. Bodin

SOUTHERN ALPS



Colmars-les Alpes - © DR

NEW “TOWNS AND AREAS OF ART & HISTORY”

Three new areas, **Pays de Vence** on the Côte d’Azur, **Serre-Ponçon Guillestrois-Queyras** in the Southern Alps and **Dracénie-Provence-Verdon** in Provence, are now proud holders of the national “*Villes et Pays d’Art et d’Histoire*” label. Awarded by the French Ministry of Culture, this label has been supporting and promoting territories committed to understanding, preserving and handing down their heritage with a focus on sustainable development for the last 40 years. Its deployment revolves around the development of discovery tools such as guided tours. An Architecture & Heritage Interpretation Centre is expected to further enhance the renown of the Pays de Vence area (spanning Saint-Paul-de-Vence, Tournettes-sur-Loup and Saint-Jeannet). Following on from Provence Verte Verdon and Alpes Provence Verdon, the Serre-Ponçon Guillestrois-Queyras area is also set to uphold the label with pride.

The Dracénie-Provence-Verdon area – like its neighbouring Pays de Vence and Serre-Ponçon Guillestrois-Queyras – boasts magnificently diverse landscapes, ranging from the Verdon Regional Nature Reserve to Bargème, Salernes and Draguignan.

In 2026, the national network will span 207 “Towns and Areas of Art & History”, including 14 in Provence-Alpes-Côte d’Azur, home to eight “Towns of Art & History” and six “Areas of Art & History”.

vence-tourisme.com/pays-de-vence • www.serreponcon.com • lequeyras.com • tourisme.dracenie.com



Fort Queyras, Guillestrois-Queyras © DR



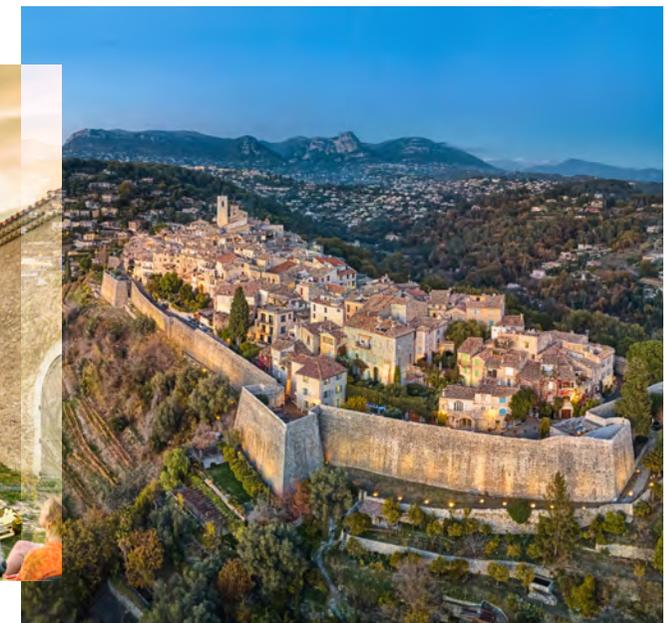
Bargème, Dracénie-Provence-Verdon © Var Tourisme - P. Fluchere

PROVENCE SOUTHERN ALPS CÔTE D’AZUR

MUST-SEE

Map of Provence-Alpes-Côte d’Azur’s most beautiful cultural and natural areas

provence-alpes-cotedazur.com



St-Paul-de-Vence, Pays de Vence- © DR

IN THE FOOTSTEPS OF GREAT AUTHORS

PROVENCE

2026 promises to be a landmark year for literary- and film - tourism in Provence-Alpes-Côte d'Azur, a region that has inspired writers since Antiquity. 20th-century giants Jean Giono and Marcel Pagnol will naturally be in the limelight, alongside 19th-century authors George Sand and Alexandra David-Néel.

JEAN GIONO AND MARCEL PAGNOL IN THE SPOTLIGHT

Marcel Pagnol was born on February 28th, 1895, Jean Giono on March 30th, 1895 - the former in Aubagne, the latter in Manosque about a hundred kilometres away. That same year, the Lumière brothers filmed *Arrival of a Train at La Ciotat Station*, marking the birth of the moving pictures.

Pagnol and Giono weren't just great authors, they were also talented and inventive filmmakers who will forever be associated with the history of cinema.



© Association les amis de Jean Giono



© Centre Giono

REOPENING OF GIONO'S FORMER HOME LE PARAÏS

📍 MANOSQUE

The writer's presence remains palpable: his furniture, paintings, trinkets and objets d'art were carefully preserved by his widow after his death in 1970. What's more, Le Paraïs, situated on *Montée des Vraies Richesses* on the outskirts of Manosque, offers stunning views over the Provençal countryside that formed the centrepiece of Giono's work.

Born on Rue Grande in Manosque, Giono wrote virtually all his works in this low-lying bastide, purchased in 1930 and continually upgraded by the author. Today, guided tours allow visitors to view the kitchen, dining room, library housing 8,500 books and four studies he used at various times. A prolific writer, with 24 novels, numerous collections of short stories, poems, essays, and articles to his name, Giono was also a screenwriter and filmmaker who directed *Crésus* starring Fernandel in 1960. A free spirit, who remained on the fringe of the 20th century's literary movements, his many modern and universal passions spanned nature, art, politics, philosophy and geography, and his former home aims to reflect his powerful personality by remaining "joyful and full of life".

The author of *The Man Who Planted Trees* was extremely fond of nature: his terraced garden, as well as the land he acquired opposite the Paraïs, will also be open to visitors.

The restoration of Le Paraïs and its gardens includes the creation of landscaped areas and a pavilion housing a visitor centre, featuring a shop, museum and the headquarters of the association "Friends of Jean Giono", which now owns the library and part of the author's archives and furniture. The house itself, managed by the Durance Luberon Verdon Metropolitan Area, was acquired by the town of Manosque in 2016. Now a listed monument and member of the Federation of Writers' Homes, Le Paraïs also harbours the "Maison des Illustres" and is an LPO (Bird Protection League) refuge.

Guided tours subject to appointment.

Reopening in spring 2026.

centrejeangiono.com

REDISCOVERING THE WORK OF PAGNOL

Pending the upcoming opening of a special Pagnol museum in Allauch, the unexpected reappearance of a forgotten treasure has rekindled interest in Marcel Pagnol's life and work.

Marcel Pagnol began filming the trilogy *La Prière aux Étoiles* (Prayer to the Stars) in 1941, in the midst of World War II. Following on from *Fanny*, *Marius* and *César*, the heroes of the Marseille Trilogy, *La Prière aux Étoiles* starred Florence, Pierre and Dominique. When the German occupiers threatened to seize the film, Pagnol destroyed the reels with an axe in front of the bailiff.

But in a dramatic turn of events, 80 minutes of edited footage from *La Prière aux Étoiles* were rediscovered in the archives of the French National Centre for Cinema and the Moving Image in summer 2024!

La Prière aux Étoiles was first adapted for the stage in 2025 by Eugénie Pouillot and Ulysse Robin and will be on tour in 2026.

www.marcel-pagnol.com



Garlaban - © A. Mouton

NEW PAGNOL TOURS

📍 AUBAGNE

Boosted by this exciting rediscovery, Aubagne is offering two new tours focusing on the writer's birthplace and childhood haunts:

Aubagne through the eyes of Marcel. After a stroll through the streets of Aubagne, this tour explores the "Little World of Marcel Pagnol" and its 200 animated santon figurines, as well as Pagnol's birthplace at 16, Cours Barthélémy, complete with its old bedroom, living room, kitchen, manuscripts, photographs and a screening room.

Marcel Pagnol: Nature and Memory. Led by a passionate guide, this moving and poetic walk leads along the trails of Pagnol's childhood playground *Domaine de la Font de Mai*, at the foot of the Garlaban hills.

www.tourisme-paysdaubagne.fr



Marcel Pagnol

MUST-SEE



Marcel and Monsieur Pagnol, an animated film by Sylvain Chomet, the "French Miyazaki"

Pending the inauguration of the Pagnol museum in Allauch near Marseille, fans are rediscovering the scope and courage of Pagnol's work as a filmmaker. Pagnol was born in 1895, in the same year the Lumière brothers

shot their first moving picture in La Ciotat, just a few kilometres away.



Marcel Pagnol
"La prière aux étoiles"
Part 2
Bamboo Editions

ALEXANDRA-DAVID-NÉEL AND GEORGE SAND, THE WOMEN EXPLORERS

IN THE FOOTSTEPS OF GEORGE SAND IN PROVENCE.



George Sand passed away 150 years ago. Born in France's Berry region, she sojourned several times in Provence and Marseille and her longest stay – three months – in the bay of Toulon gave rise to a novel titled *Tamaris* and travelogue, *Le Voyage dit du Midi* (Journey to the South) – two remarkable works overflowing with admiration for the Provençal countryside and humorous reflections on the people of Provence.

Amandine Aurore Lucile Dupin, aka George Sand, stayed in Tamaris, in the Bay of Toulon, from February 19th to May 29th, 1861, to recover from a lung ailment. She was accompanied by her last companion, the engraver Alexandre Manceau, her son Maurice and her lady's companion. It was her friend Charles Poncy, a poet and stonemason from Toulon, who recommended this holiday haven next to the town of La Seyne-sur-Mer. At 56 years of age, she rented a bastide on the hillside where she reworked her Valvèdre manuscript, explored the surrounding area, collected plants, entertained Lucien Bonaparte, Prince Napoleon, Victorien Sardou and painter Vincent Courdouan, kept a journal titled *Le Voyage dit du Midi* (Journey to the South) and began writing *Tamaris*. Still captivated by the region, she returned to nearby Antibes-Juan-les-Pins in 1868, eight years before her death.

* *Le Voyage dit du Midi* was republished in 2024 by Librairie des Femmes.

In the footsteps of George Sand. George Sand's two regional works often mentioned Fort Napoléon, now a museum. Sand was a tireless hiker, crossing Cape Sicié with its spectacular Mediterranean views, the Bay of Toulon, Deux Frères islets and Janas forest, culminating in the beautiful Chapelle Notre-Dame de Mai. The Musée du Fort Balaguier harbours a terracotta medallion depicting her – the portrait was formerly used to adorn the porch of her villa, no longer in existence. Enjoy a walk in her footsteps, stooping down to admire – but not pick – her favourite flowers: heather and orchids.

www.provencemed.com



Tourisme Provence Méditerranée – © Laurent Parinetti

ALEXANDRA-DAVID-NÉEL, THE HIMALAYAS OF HAUTE PROVENCE

Like Jean Giono's former home Le Paraïs, Alexandra-David-Néel's house in Digne-les-Bains invites visitors on a marvellous journey. But unlike her contemporary, who rarely left his beloved Provence, Alexandra-David-Néel (1868–1969) was an intrepid explorer before she finally came to rest in Haute-Provence.

An opera singer, journalist, feminist, Freemason, Buddhist and the first Western woman to reach Lhasa, the capital of Tibet, Sand learnt to speak and translate Tibetan before settling in Haute-Provence, an area that reminded her of the Himalayan peaks. Her home, which she baptized Samten-Dzong or “fortress of meditation”, was a haven of writing and reflection that went on to become France's first Lamaist sanctuary.

www.alexandra-david-neel.fr



© Digne-les-Bains Tourisme – M. Boutin.



© AD04

KEY FIGURES, EVENTS, CONTACTS & PHOTOS



36.6 million stays in the region



237.7 million nights spent, including **150.8** million by domestic visitors



86.8 million nights spent by overseas visitors.



32.7 million nights spent by first-time visitors



6.5 days spent on average



70.8 euros average expenditure per person per day



16.8 billion euros direct economic spinoffs

Source: Regional Tourist Board 2023 customer survey / Provence-Alpes-Côte d'Azur Regional Council and local partners

[Observatoire du Tourisme Provence-Alpes-Côte d'Azur](#)

CULTURAL EVENTS

SPORTING EVENTS

PHOTOS FROM THIS KIT

MEDIA LIBRARY

MEDIA SPACE

MEDIA CONTACT



✉ presse@provence-alpes-cotedazur.com

Check out our [Media Space](#) for the latest news, press releases, press kits, events, media libraries and video library.

N.B. Although great care is taken to ensure the information provided in this kit is correct, it is non-exhaustive and cannot be guaranteed.

mathieu@pointvirguledesign.com - © Front & back cover: Musée Réattu - C. Luparini. March 2026.