



PROVENCE-ALPES-CÔTE D'AZUR

# WHAT'S NEW? KNOW-HOW NEWS & EVENTS

2026

#PROVENCE  
#ALPES  
#COTEDAZUR

PROVENCE  
ENJOY THE UNEXPECTED

alpes  
DU SUD

CÔTE D'AZUR  
FRANCE

RÉGION  
SUD  
PROVENCE  
ALPES  
CÔTE D'AZUR



COMITÉ  
RÉGIONAL  
DE TOURISME



| PROVENCE



| ALPES



| CÔTE D'AZUR

**F**rance'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



# KNOW-HOW

HONOURING  
REGIONAL  
KNOW-HOW

HAPPY CENTENARY  
MAISON FRAGONARD!

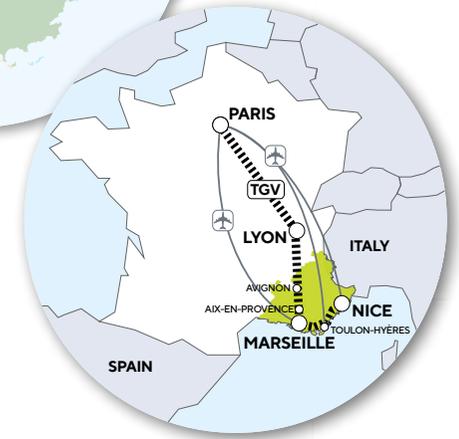
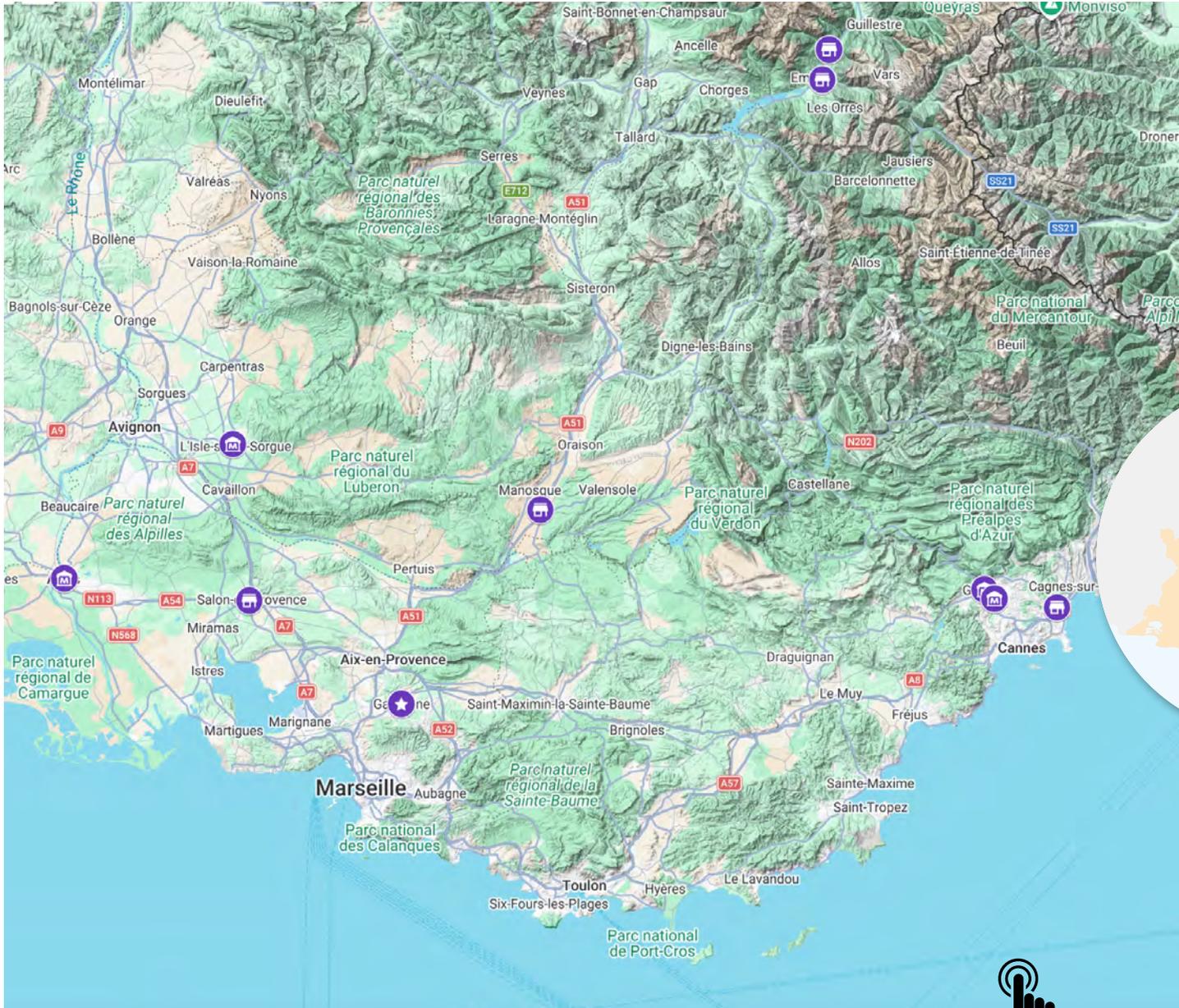
GALIMARD,  
30TH ANNIVERSARY  
OF THE PERFUME  
CREATION WORKSHOP

VERRERIE DE BIOT,  
70 YEARS OF BUBBLES

125TH  
ANNIVERSARY  
OF THE  
MARIUS FABRE  
SOAP FACTORY

50 YEARS OF BEAUTY AT  
L'OCCITANE EN PROVENCE

# KNOW-HOW: WHAT'S NEW?



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# HAPPY CENTENARY MAISON FRAGONARD!

PROVENCE CÔTE D'AZUR

A century-old perfumery house with thirty boutiques in France, fields of perfume flowers, three factories and seven museums, including the recent Fashion & Costume Museum in Arles – and it's all thanks to Grasse! The fourth generation of this noble family affair is celebrating its centenary with an exciting line-up of events, including the opening of the “Bastide du Parfumeur” – an immersive experience in the world of perfume plants – and new collections, including the aptly-named “L’Air de Grasse” perfumed product range.

## PROXIMITY AND TRANSPARENCY

Shortly before the start of World War I, Eugène Fuchs, a notary from Alsace, sojourned in the hills of Grasse, near the sea, to treat his asthma. In 1926, the family purchased two historic factories, baptizing them “Fragonard” as a tribute to the Grasse-born painter Jean-Honoré Fragonard (1732–1806), who was the son of a master perfumed glovemaker. A taste for the 18th century and Fine Arts became part of the brand's DNA. At the time, Maison Fragonard crafted perfumes for American brands including Elizabeth Arden. After her death, Fragonard decided to open their factories to a new audience: the holidaymakers who flocked to the Côte d’Azur after the introduction of paid leave in 1936. The brand has continued to uphold its founding values of proximity and transparency ever since.



© M. Camarena



Illustres: Agnès (au centre), Françoise (à droite) et Anne (à gauche) - © Fragonard

## THE ART OF PERFUME AND PROVENÇAL LIFESTYLE

Fragonard began opening boutiques in the Nineties and now boasts thirty retail outlets in France and one in Milan. A new boutique opened in Nîmes in 2025.

You'll find the brand's perfumery ranges on sale there of course, as well as beautiful textiles, tableware and other decorative items. Sunny, joyful and colourful, the Fragonard boutiques are the epitome of Provence's legendary lifestyle. Tableware and textiles may be less profitable than fragrances but, “as a family firm, we do what we love. Provence's enchanting lifestyle isn't limited to perfumes, it also spans home decor crafted with unique colours and patterns”, explains communications director Cyprien Fabre. Another source of pride: people are often reluctant to talk about money when it comes to luxury goods, but Fragonard continues to offer high-end products at affordable prices – “the right product at the right price”.



© C. Luparini

## THE PERFUME ROADS

### 📍 PAYS DE GRASSE

Perfume comes from plants of course, but since the perfumery know-how of the Pays de Grasse became part of UNESCO Intangible Cultural Heritage, people have become more aware of the talented men and women who know how to bring fragrances to life.

“The Perfume Roads” offer a fascinating, behind-the-scenes peek into the world of perfume plant harvesting, distillation, processing and olfactory composition. Exclusive tours of flower fields and workshops give flower lovers an opportunity to meet with growers, raw material experts and renowned perfumers. Breathe in the scent of jasmine at sunrise in Pégomas in February, stroll among Provence roses in May and savour lunch in the company of a perfumer... Contrary to popular belief, the region’s flowers bloom virtually all year round, so every season is perfect for exploring the Perfume Roads.

[www.paysdegrassetourisme.fr](http://www.paysdegrassetourisme.fr)



© DR

## FRAGONARD FASHION & COSTUME MUSEUM, THE ART OF STYLE

### 📍 ARLES

Hélène and Jean-François Costa, the third generation of the Costa family and parents of Fragonard’s current directors Anne, Agnès and Françoise, were avid collectors. The Fragonard Fashion & Costume Museum, which opened its doors in Arles in 2025, reflects Hélène’s passion for costumes. From the early 1960s, Jean-François Costa began collecting objects related to the history of perfumery, giving rise to the birth of Fragonard’s first Perfume Museum in Grasse, in 1975. A second museum opened its doors in Paris near the Palais Garnier in 1984. Last but not least, the Musée Jean-Honoré Fragonard-Collection Hélène & Jean-François Costa, located near the firm’s historic factory, showcases the world’s largest private collection of paintings by Jean-Honoré Fragonard.

[musee-mode-costume.fragonard.com](http://musee-mode-costume.fragonard.com)



© F. Terno

## SCENTS OF THE CENTENARY

Created in honour of Maison Fragonard’s centenary this year, the “L’Air de Grasse” perfumery collection honours the iconic flowers of Grasse: rose, iris, jasmine and the many other blooms that have made Fragonard a benchmark in the French perfumery world.

The new Bastide du Parfumeur, an 18th-century house featuring eleven rooms basking amid flower fields, is also an ode to the local soil. A genuine immersion in the world of perfume plants, it promises to delight lovers of perfumes, flowers and the subtle art of fragrance creation...

Opening summer 2026.

[www.fragonard.com](http://www.fragonard.com)



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# HONOURING REGIONAL KNOW-HOW

## GALIMARD, 30TH ANNIVERSARY OF THE PERFUME CREATION WORKSHOP

📍 GRASSE

Make your own unique perfume... The concept launched in 1996 by Galimard was revolutionary – and even more so in that Galimard is one of France's oldest perfumery houses, installed on the heights of Grasse since 1747. Thirty years later, perfume addicts are still carefully selecting their top, heart and base notes among the 126 tempting vials adorning the traditional perfume organ, in the inspired silence of the Studio des Fragrances Galimard. You can of course take your eau de parfum home in a personalized bottle – and even re-order your unique formula later online.

Workshops from €65 to €359 according to the number of participants, held in Grasse or Eze-Village.

[www.galimard.com](http://www.galimard.com)



© DR

## VERRERIE DE BIOT, 70 YEARS OF BUBBLES

📍 BIOT

Once considered a defect, the sparking bubbles that sometimes appear inside blown glass have become La Verrerie de Biot's trademark and signature. Eloi Monod, a ceramics engineer, developed the bubble glass technique in the little village of Biot: the bubbles are created by sprinkling thick glass with baking soda. At the time, homes were flooded with mass-produced objects, but Eloi Monod was convinced that his firm could craft everyday items that were both rare and elegant. Stars attending the nearby Cannes Film Festival flocked there, and bubble glass objects from La Verrerie soon became part and parcel of the Riviera's envied lifestyle. The firm was purchased by the Lechaczynski family in 1973.

Nearly half a million visitors – a regional record – come to admire the master glassmakers' age-old expertise every year. The molten glass is gathered with a blowpipe, rotated and gently blown to create unique, cheerful and lasting wares. In 2026, the family's third generation is taking up the reins alongside Jean Lechaczynski's daughter Anne, to offer an alluring range of tumblers, glasses, jugs, carafes, oil cruets and bowls adorned with joyful and sometimes unconventional Mediterranean colours. A hub of glassmaking know-how, Biot attracts many passionate arts & crafts lovers come to try their hand at the art of glassblowing and make their very own unique creation – complete with bubbles of course!

[www.verrieriebiot.com](http://www.verrieriebiot.com)



© M. Camarena



© M. Camarena

## LE VESTIAIRE BY BRUN DE VIAN-TIRAN

📍 L'ISLE-SUR-LA-SORGUE

Good news for fine fabric fans: Brun de Vian-Tiran can now dress you from head to toe!

Le Vestiaire features waistcoats, ponchos and capes by the renowned manufacturer, available in a myriad of colours and materials including wool, cashmere, mohair and merino. Located on the banks of the Sorgue river since 1808, the Manufacture Brun de Vian-Tiran sources exquisite fibres from the world over, transforming them into objects of comfort including, of course, their cult mohair throws and shawls.

“The Nomade collection wraps our customers in softness all day long”, explains Jean-Louis Brun from the eighth generation of the Brun family, still proudly upholding this family firm awarded the title of “Most Beautiful Family Business in the World” in 2023 and “Living Heritage Company”.

Thirty-five artisans based in L'Isle-sur-la-Sorgue, in the heart of Provence, add the finishing touches to Brun de Vian-Tiran's one-size, gender-neutral garments inspired by the Mediterranean's draped clothing traditions.

The Moulin Vian-Tiran textile mill was established in the 19th century, almost 220 years ago, taking advantage of the plentiful supply of pure water from the Sorgue river and merino wool from nearby Arles. A dedicated tour titled “La Filaventure” invites visitors to discover this two hundred year-old heritage and explore the Manufacture's workshops (please book ahead).

Collection available from February 2026.

Available at the Brun de Vian-Tiran online store and boutique in L'Isle-sur-la-Sorgue.

[www.brundeviantiran.com](http://www.brundeviantiran.com)



© Brun de Vian-Tiran



© Brun de Vian-Tiran



© S. Candé

## 50 YEARS OF BEAUTY AT L'OCCITANE EN PROVENCE

📍 MANOSQUE

50 years already and not even a wrinkle! Anchored in the countryside of the Haute-Provence area, L'Occitane en Provence is one of the only beauty brands in the world that welcomes the public into its wings. In celebration of the brand's 50th anniversary, the redesigned tour layout offers visitors an even more in-depth insight into the manufacture of their iconic product ranges, including Almond, Shea and Immortelle. From the Research & Development laboratory to the harvesting of carefully-selected plant raw materials, the tour promises a deep dive into a world of excellence - and a feast for the senses. And the new boutique is simply irresistible... You can also personalize your hand cream, have your perfume bottle engraved and enjoy expert treatments on site.

See you there from April 4th, 2026!

[fr.loccitane.com](http://fr.loccitane.com)



© FX Emery

## 125TH ANNIVERSARY OF THE MARIUS FABRE SOAP FACTORY

📍 SALON-DE-PROVENCE

On June 21st, 1900, at the tender age of 22, Marius Fabre founded a soap factory specializing in the production of Savon de Marseille soap. Today, his great-granddaughters Julie and Marie Bousquet-Fabre have taken up the gauntlet and continue to fly the flag of the traditional manufacturing process recognized in Colbert's Edict of 1688. The production of authentic Savon de Marseille is still governed by the rules established under Louis XIV, consisting of the exclusive use of vegetable oils and a precise, five-stage production process. In fact, it takes two whole weeks to make a bar of Marius Fabre soap!

In honour of this year's 125th anniversary, the Marius Fabre soap factory will be inviting the public to admire one of the most spectacular production stages, referred to as the "coulée de la cuite" or pouring of the molten soap paste. After bubbling in a cauldron for around 10 days, the soap paste is poured into "mises" - giant moulds used to dry the soap naturally before it is cut into cubes under the watchful eye of Jean-Pierre, a Marius Fabre master soap maker for the last 30 years.

The "coulée de la cuite" takes place once a month but you can enjoy free guided tours steeped in the soap factory's authentic atmosphere all year round.

Once-daily tours available from September 1st to June 30th (except Fridays and Sundays).

Every day during school holidays.

Several daily tours available from July 6th to August 29th, 2026.

Special anniversary weekend on June 21st and 22nd, 2026, featuring guided tours, DIY workshops and tips on natural cosmetics.

[www.marius-fabre.com](http://www.marius-fabre.com)



Miellerie Sainte-Victoire © OT Gardanne

© D. Lafont

### EVENT

## Indus3days® 2026 #11

📍 PROVENCE

May 18 - June 7, 2026

The aim: to forge ties between local inhabitants and companies, step into the wings of production sites and learn more about today's economic complexities and challenges. Hosted by the Gardanne Tourist Office for the past ten years, the programme is expanding to embrace two new areas in 2026 following on from the Aix-Marseille-Provence metropolitan area: Provence Verte and Pays de Manosque. The Provence-Alpes-Côte d'Azur Regional Tourist Board is co-organiser of this year's exciting new edition.

[indus3days.fr](http://indus3days.fr)

### MUST-READ

## Behind the scenes artisan & company tours

Various sectors: olive growers, nougat makers, engineers, winegrowers, perfumers, craftspeople.

[provence-alpes-cotedazur.com](http://provence-alpes-cotedazur.com)



# “TROPHÉES DE LA RÉGION SUD” AWARDS

The “Trophées de la Région Sud” reward initiatives that improve everyday life in the region sustainably and in the long term.

**MUST-READ**

**Our special edition**

Christmas Traditions & Festivities  
& Know-How Tourism

[provence-alpes-cotedazur.com](http://provence-alpes-cotedazur.com)



**ASSOCIATION LOU PAN D'ICI**

📍 SAINT-ANDRÉ-D'EMBRUN

The association **Lou Pan d'Ici** was the hands-down winner of the “Trophée 100 % Valeur du Sud” agriculture trophy – a distinction recognizing the association’s leading role in the revival and restructuring of the local soft wheat, flour and bread industry, now considered a vital component of the region’s future.

Lou Pan d'Ici’s President Guillaume Céard represents the 6th generation of one of Provence-Alpes-Côte d’Azur’s last families of millers, deeply committed to developing this wonderful regional brand.

[lou-pan-dici.com](http://lou-pan-dici.com)



© JM Chautens

**PISCICULTURE DES ÉCRINS**

📍 CHÂTEAUROUX-LES-ALPES

Another Southern Alps winner: **Pisciculture des Écrins**. A model fish farm in Châteauroux-les-Alpes co-managed by Anouck and Maxime Sarton, the farm has garnered European backing to modernize and improve its facilities and individual direct sales of trout and other fish species.

[www.pisciculture-des-ecrins.com](http://www.pisciculture-des-ecrins.com)

Bassin d'élevage @ Pisciculture des Ecrins



Traites © Pisciculture des Ecrins



Cérémonie des Trophées - © JM Verchre

## 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

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✉ [presse@provence-alpes-cotedazur.com](mailto: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.

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