

NICE TOURISM RELIES ON SOCIAL NETWORKS



The tourism numbers for the French Riviera are quite different for the periods before and after the attack of July 14, 2016. While in the beginning of the year, all indicators for Nice tourism were green, the attack abruptly halted that momentum.

In Nice, half of the shops, hotels, and restaurants located around the Promenade des Anglais reported decreased amount of clients. **Nice tourism numbers went down in August by 8% and the turnover decreased by an average of 20%, according to the CCI of Nice.**

To remedy the situation, local authorities invested 1 million euros in promotional campaigns, notably via social networks, under the titles #CotedAzurNow and #ILoveNice.

The use of social networks was chosen since 80% of bookings in the region are done through the Internet.

The Nice tourism campaigns seem to have an impact: while the attendance went down by 6% in September, it fell by only 3% in October, and in November it increased slightly.

Further development of the sector highly depends whether the local authorities decide to cancel various sport events which usually attract many tourists.

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<https://www.tourism-review.com/nice-tourism-authorities-focus-on-social-networks-news5160>