

AMERICAN TOURISTS ARE BACK ON THE FRENCH RIVIERA



A rising dollar, an air bridge between Nice and New York with three regular airlines, that's all it took for the 2022 touristic summer to be "American" on the Riviera.

American tourists are back. **This is enough to fill the void caused by the absence of Russian and Asian customers and to put a smile on the faces of tourism professionals in Nice, Cannes and Monaco.**

Moreover, the first figures confirm that the trend could generate travel numbers higher than that of 2019, which was however one of the best seasons.

American tourists are contributing to the positive trend. Hoteliers even achieve historic profits compared to 2019. American customers represent one out of every five customers in some hotels.

But Americans and the French Riviera and Monaco have a long history of the attraction. **American tourists currently represent 46% of the clientele at the famous Cap-Eden-Roc hotel in Cap d'Antibes.**

A return that is also supported by the rise of the dollar which makes their stay more attractive and generates more revenue for locals.

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