

THE CÔTE D'AZUR TOURISM HAD RETURNED TO ITS PRE-CRISIS LEVEL OF VISITORS



The year 2022 was a good year for French tourism professionals. On the Côte d'Azur, more than ten million visitors were welcomed. This represents a return to the number of tourists that visited the region before the health crisis. In particular, Côte d'Azur tourism has seen the "return in force" of international customers.

"While the first months of 2022 were still affected by the Covid crisis, the 2022 summer season has changed the game with a very sustained attendance until the fall," says the Regional Tourism Committee (CRT) Côte d'Azur France.

The summer season was marked by a "strong progression" compared to the two previous years, with up to 90% hotel occupancy in August, and "a superior performance in terms of economic impact.

Over the full year, tourism in the Côte d'Azur (Alpes-Maritimes and Monaco) is estimated at more than 10 million stays, leisure or business, compared to less than 8 million in 2021 and 6.5 million in 2020. The Côte d'Azur tourism is therefore almost back to the level of visitors recorded in 2019, with approximately 11 million visitors.

Hotels and tourist residences have restored their market share and accommodated 4.5 million tourists in 2022, according to the CRT, achieving 97% of the overnight stays of 2019. They were occupied at 62% on average over the year, 12 points higher than in 2021, and only one point lower than in 2019.

The performance in terms of revenues even appears to be much better than in 2019 in the hotel industry, with a gain of around +20%, due in particular to the rates increase.

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