

TOURISM ON THE FRENCH RIVIERA GENERATES €4.5 BILLION



A recent study conducted by the Economic Observatory of the CCI Nice Côte d'Azur reveals that tourism in the Alpes-Maritimes region could produce revenue of nearly 4.5 billion euros, creating 46,300 job opportunities across 8,200 businesses in the region. The study aimed to quantify a rapidly changing economic activity.

Hotels and restaurants account for almost 80% of the turnover of the tourism sector in the Alpes-Maritimes, with more than 7,000 establishments and nearly 39,000 employees. And 87% of these businesses have fewer than ten employees. At the beginning of the year, 70% of professionals were concerned about the global economy.

The study highlights several development opportunities for tourism on the French Riviera, such as sustainable tourism and the need to regulate tourist flows.

Other trends to watch between now and 2035 include wellness tourism, linked to an aging population, and digital tourism.

Finally, sports tourism will benefit from a new attraction on the French Riviera thanks to the hosting of major events such as the Rugby World Cup in September 2023 or the arrival of the Tour de France in Nice in 2024.

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