



Cannes, May 8th, 2010

Marketing Action Plan 2010 Take up the challenge of the competitiveness of Cannes

" *The world tourism struck by the crisis takes-off again since the second quarter 2010. Cannes faces the difficulties and proposes a voluntarist and pragmatic Marketing Action Plan 2010, elaborated by the Palais des Festivals and Congresses, in dialogue with the people working in the tourist industry. This device answers two priority requirements : the immediacy of the actions to support the local business and the conservation of the brand « Cannes ». It was conceived to generate the tourist flows and benefits so from the economic recovery. Such is the mission of the Tourism Department of Cannes* " says David Lisnard, President of the Palais des Festivals and Congresses of Cannes, 1st Deputy mayor delegated to Tourism and Economic development, during the presentation of the second version of the MAC 2010 (Marketing Action Plan) last Friday, May 7th in front of about a hundred of tourism, business and leisure activities professionals of Cannes.

Stimulate business tourism in Cannes

" *Cannes remains convincing as a business destination and has to capitalize its offer on its fundamental and its values* ". It is in these terms that Bertrand Salama, new Marketing and Sales Director of the Palais des Festivals and Congresses of Cannes introduced the presentation of the MAC 2010.

By positioning itself as a modern, accessible and qualitative destination, the city of Cannes has to adapt and intensify its marketing and sales initiatives and commits to :

- Strengthen the operational by acting everywhere with an offensive sales force to win market shares on the business and incentive sector. The slogan " **The city is yours** " (unity of place, of time and of work) and the simple and direct " **We want you** " messages are declined on classic actions (presence on lounges and meetings with the event organizing companies), consolidated and refocused on an European and American clientele;
- Propose a precise and specific sales offer to every target market containing accommodation, exhibition-congress surfaces, animations of Cannes.
- Communicate on the identity " **Cannes Convention Bureau** " by using a strong and easily recognizable signature. A new positioning for a better recognition on the international and professional plan;
- Capitalize on the assets of the destination by advancing the **triple certification ISO 9001, 14001 and OHSAS 18001** obtained by the Semec, result of a progress initiative on the international plan.
- Manage with pragmatism the renovation projects of the Palais to meet at best the needs of the customers and in the reality of the business world and the economic crisis.

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To decline the concept " The City is yours " on leisure tourism activities

Create **footbridges between business tourism and leisure tourism** is one of key actions. The priorities of the Tourism Department are refocused on the actions and the fundamental with a coherent evolution of the **brand Cannes** towards the " new luxury " by assuring :

- The development, in partnership with the Labor union of the hotelkeepers, of the " Privileges card " sent to 150 000 customers and participants of Reed Midem congresses to develop loyalty of the professional visitor and incite him to return to Cannes for leisure stays.
- A wider range of sales actions of the city and the continuation of the organization of quality events as :
 - the renewal of the alliances with St Tropez, Antibes and Nice;
 - the renewal of the Shuttle Turin-Cannes and its extension to other French destinations in particular Lyon, Aix and Marseille;
 - the relaunching of the idTGV operations on the second half-year 2010;
 - the launch of a Smartbox Cannes : 9 hotels of Cannes already undertook to integrate the caskets of which the release is planned in September ("seaside", "discoveries" and " dreams and delights ").
 - the local markets sales actions by continuing the " group actions " with the bus transport operators and foreign Tour operators.
 - the continuation of the familiarization journeys in Cannes with the TOs and travel agencies;

The Targets : emerging and neighbour countries

The priority markets are the ones said of nearness like France, Europe (Italy, Switzerland, Great Britain, Germany, Belgium, Scandinavia), the USA, Russia and the countries of the Middle East.

The Tourism Department strives to work in depth affinity targets (family activities, spa / nature stays, gay friendly stays, golf-lover stays, ...) through the intensification of the presence of Cannes on the Web always with an accent put on the social networks.

The new events 2011

About 10 000 additional congress participants are expected in 2011 :

GETIS	1 000 Pax	3 days	February 2 nd - 4 th
Century 21	2 500 Pax	2 days	March 20 th - 21 st
Intl. Osteology Symposium	2 500 Pax	3 days	April 14 th - 16 th
Solicitors Congress	4 000 Pax	4 days	June 5 th - 8 th

As underlines David Lisnard : "*in these economic difficult and uncertain times, when the international battle between destinations rages, these signatures confirm the competitiveness of Cannes and its location as first city of events in France, after Paris, regarding international professional meetings. The proof of the confidence which grants us the economic decision-makers*".

Cannes, creative city, invents a new luxury and offers a "mosaic" image to answer the diverse needs of the tourists coming from the whole world, whether it is for business or leisure. Cannes has to develop the loyalty of its clientele and remain competitive. The strategy is to keep a rigorous line of action, pragmatic, sober and at the same time dynamic, so that the success results of a mission shared between the Palais, the city and the professionals generating immediate tourist fallout.

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