

COMMUNIQUÉ DE PRESSE



Cannes, July 16, 2025

Cannes celebrates Bastille Day in the United States and Strengthens its ties with the North American Market

To mark Bastille Day, Cannes traveled to the United States to celebrate Franco-American friendship and strengthen its status as a premier destination for North American travelers. From July 11 to 14, the Palais des Festivals et des Congrès de Cannes, through its Visitors Bureau, conducted an ambitious promotional campaign between New York and Montclair (New Jersey), at the heart of festivities organized by the Alliance Française.

« Celebrating Bastille Day in New York is not just about marking an anniversary; it is about bringing to life the deep alliance of two cultures united by a love of freedom, creativity, and excellence. Thanks to the dedication of our teams and the loyalty of our partners, Cannes shone in the heart of Manhattan, with all the elegance and boldness of a destination that blends art de vivre with innovation. The North American market now holds a strategic position in our tourism development: it is discerning, engaged, and influential. »

Jean-Michel Arnaud, President of the Palais des Festivals et des Congrès de Cannes

An immersion in the art of Cannes living in the heart of Manhattan

As the main sponsor of the celebrations organised by the Alliance Française de New York - an emblematic institution of the French-speaking world in the United States - Cannes brought Madison Avenue to the rhythm of Côte d'Azur culture.

More than **35,000 visitors** took part in the transformed Bastille Day Fair, which included sensory stands, a cinema photocall, and meetings with the author of *Martine sur la Côte d'Azur*, Rosalind Elland-Goldsmith... everything was designed to immerse visitors in the world of Cannes.

A warm welcome to the town of Montclair

In Montclair, the operation was just as intense, with a garden party, 4 stands and a literary event to exchange ideas with the public, who were curious and won over by the elegance and authenticity of the destination.

Exceptional media visibility

The presence of Cannes in the United States has had an extraordinary impact, with media exposure estimated at **over 200 million contacts**, including coverage in prestigious media such as The New York Times, Forbes and Le Figaro, as well as live broadcasts on FOX and PIX11. An innovative partnership with the Hopper application, with the aim of encouraging people to book stays in Cannes through exclusive offers (promotional code and free experiences, etc.).

A B2B offensive aimed at US specifiers

In addition to public exposure, the operation included two professional events in Brooklyn and Manhattan attended by 70 tourism professionals (travel agencies, tour operators, luxury concierge services, etc.). With a pétanque tournament and an immersive evening in the colours of Provence, these meetings helped to strengthen business links and position Cannes as a destination of choice with North American influencers.

At the same time, the Convention Bureau organised a **roadshow dedicated to promoting business tourism**, which was held from 7 to 11 July in several strategic cities and regions: Denver, Salt Lake City, San Francisco and Southern California. The operation, designed to raise Cannes' profile among targeted influencers, brought together a number of Cannes-based partners: the Carlton Cannes, Le Majestic Cannes, JW Marriott Cannes, Hôtel Martinez, Canopy by Hilton Cannes and MGallery hotels, as well as Raising Stones Events, Ikebana DMC, French Factor and Lafayette Group DMC.

Partners committed to raising the profile of Cannes

Bastille Day was made possible by a group of Cannes-based professionals working with the Cannes Visitors Bureau: JW Marriott Cannes, Canopy by Hilton, Croisette Beach MGallery, Best Western Le Mondial, Best Western Le Patio des Artistes, Fragonard, Dimension Sud.

Three strategic partners have also joined the operation:

- **La Compagnie**, a 100% business class airline between Nice and New York, which is offering on-board entertainment during the summer:
 - On 2 July, with Chef Alexander Burger, Executive Chef of the Canopy by Hilton in Cannes, and his signature dessert
 - On 11 July, an on-board literary event based on *Martine sur la Côte d'Azur*, with book signings by the author;
 - On 30 August: On-board entertainment, including a signature cocktail party on the Mondrian in Cannes
- **Déesse Voyages**, which is now offering a themed holiday 'In the footsteps of Martine', including overnight stays in Cannes, available via the TY-WIN hub.
- **Les Éditions Casterman**: at the instigation of the Cannes Visitors Bureau, the book '*Martine sur la Côte d'Azur*' has been published, with a cover and six double-page spreads devoted to the city of Cannes. This publishing partnership is part of an initiative to promote the destination, making this album an original medium for attracting and engaging a wide audience.

A fast-growing US market, driving tourism to Cannes and the Côte d'Azur

The Bastille Day operation is part of a wider dynamic: the booming number of American visitors to the Côte d'Azur, and to Cannes in particular.

In 2024, the United States will become the leading foreign clientele for commercial accommodation on the Côte d'Azur, with almost **1 million overnight stays** (hotels, tourist residences, Monaco).

In Cannes, this clientele will account for more than 169,000 overnight hotel stays, or 17% of all overnight stays in the destination in 2024. This represents a 10% increase on 2023, and a return to pre-Covid levels (152,539 overnight stays in 2019).

In terms of stays, **620,000 stays by American tourists** were recorded on the Côte d'Azur in 2024, up 10% on the previous year. This is an all-time record, with only the figures for 2000 having reached a comparable level.

A visitor profile with a high economic impact

American visitors have an average **stay of 5.5 nights** and spend around **€200 a day**, almost three times more than French tourists (€75).

Their presence is also invaluable for the deseasonalisation of tourist activity, with visitors spread throughout the year:

- **Spring (18% market share) and summer (16%)** in the lead;
- but also **autumn (12%) and winter (8%)**.

Cannes, an international destination rooted in the American imagination

Cannes' success with the American market is also based on its international events dimension, which touches on a wide range of sectors, boosting the destination's visibility and appeal.

The Cannes Film Festival (cinema), Cannes Lions (advertising and communications), MIPIM (real estate), MIPCOM (audiovisual), Cannes Yachting Festival (luxury yachting) and, more recently, EthCC [Ethereum Community Conference], a new major event dedicated to the world of cryptocurrency, attract a large North American clientele every year.

This diversity of sectors - culture, business, innovation, luxury - gives Cannes an exceptional reach, capable of reaching a wide variety of audiences, both prescribers and internationals. These events ensure high media visibility, which is extended throughout the year by promotional campaigns targeting the business and leisure tourism segments.

A winning strategy for the future

By combining **on-the-ground promotion, a presence at events and solid partnerships**, Cannes continues to forge a lasting link with the American market.

This strategy has produced tangible results: an increase in overnight stays, a stronger brand image and greater appeal to a loyal, high-quality clientele.

CONTACT PRESSE

Blandine Dugenetay - T I : 04 92 99 84 45 - dugenetay@palaisdesfestivals.com

Margaux Lécluse - T I : 04 92 99 31 67 - lecluse@palaisdesfestivals.com

