



The French Riviera – The Côte d’Azur

The Côte d’Azur extends from Menton on the French / Italian border, through Monaco, Nice and Cannes to St Tropez in the West.

It can be covered in less than an hour and a half drive, end to end, on the A8 motorway.

It stretches from the beautiful Mediterranean to the mountains, a narrow strip of very special land protected from the vagaries of European weather by geography, namely the Alpes Maritime.

The climate is mild with daytime summer temperatures in the high twenties and winter in the mid teens.

The **history** of the region goes back to ancient Greek times, Antibes and Sophia Antipolis being two examples of ancient Greek towns.

The Roman influence and ruins include Emperor Augusta’s “Trophee”, a soaring monument built at the ancient gateway to the Alps just above Monaco in La Turbie, and the Roman port at Frejus.

Mediaeval villages top many of the hills and mountains, and are wonderful to visit today, examples being Eze, St.Paul de Vence, Gorbio and Mougins.

Historically the region attracted some of the world’s most renowned **artists**; Cezanne, Degas, Monet, Renoir, Picasso. Their influence can still be felt.

Arguably the best **food and wines** in France are proudly served in even the most modest restaurants, while for connoisseurs the choice is greater than anyone could sample in a lifetime.

Throughout the year the most beautiful and prestigious **golf courses** in Europe offer golf which is both affordable and conveniently situated.

There are 15 major courses in the Côte d’Azur, the most well known perhaps being the Royal Mougins Golf Club, Golf du Claus Amic, Golf du Chateaux de Taulane, and the Monte Carlo Golf Club.

Contrary to popular belief they are not all impossibly expensive and all, except one, offer special rates and incentives at all times of the year.

It is not widely known that world renowned **ski slopes** like Isola 2000, Auron, and others are within an hour and a half drive of Cannes. During the season buses leave every morning from the Cannes City Hall (and return in the afternoon), providing a terrific service to those who would rather not drive.

From around the world people flock to the French Riviera to enjoy **boating**.

Every imaginable type of craft is on view at one of the many yacht basins up and down the coast, from the littlest pleasure boat to the world’s greatest sailing vessels and super yachts.

The International Ports are at Nice, Antibes and Monaco, with significant yacht basins in Cannes, St. Tropez, and Juan les Pins and many other smaller basins in charming seaside towns that are a pleasure to visit.

Each year in September, the event simply not to be missed is the “Salon Nautique De Cannes”. Whether one is a connoisseur or simply curious, it is one of the world’s great exhibitions of boats, boating technology and hardware. Boating is a way of life on the Côte d’Azur.

The “Rue d’Antibes” in Cannes is a brand name in its own right, not unlike the Champs Elysee, and must surely be the second most **famous shopping** street in France. Stretching for 2km it is home to the most wonderful fashion houses, perfume shops, art galleries, and home décor emporia.

The “Marche Forville” in Cannes is a covered **market place** occupying a whole block at the foot of the old town known as “Le Suquet”. Six days a week it is open from very early until lunch time with a fantastic atmosphere. Farm fresh vegetables of every type, fruit, and flowers, cheeses, meats, fish, honeys, home made preserves and jams, and spices are all on offer.

Shopping in Nice, Monaco, and in any of the towns of the Riviera is an equal pleasure.

Other than the world famous Casino de Monte Carlo in Monaco there are also a number of other **casino's** on the Côte d'Azur.

The Monte Carlo Sporting Club & Casino is a second huge casino in Monaco and also attracts some of the world's biggest shows.

In Cannes the Palm Beach Casino (constructed in the roaring 1920's audacious in its unashamed opulence), the Carlton Casino Club and the Casino Croisette at the Palais des Festivals, home also to the famous JimmyZ Night Club.

In Menton the Casino Barriere; in Nice the Casino Ruhl; in Cagnes sur Mer the Casino Cagnes sur Mer; in Juan les Pins the Eden Beach Casino; in La Napoule etc.

Like **security**, the **cleanliness** of the Côte d'Azur is demanded by the class of people who live and visit there. Rubbish and waste are a rare sight because they are collected before dawn, seven days a week, and the streets and pavements are washed.

Every town and city up and down the Riviera is justly proud, but Cannes must surely take the prize for the best of the best.

Frogmen are out at first light swimming up and down the beaches and coast with spears to collect any piece of plastic, ice cream paper or other rubbish which may have found its way into the water, and putting it into the bag tied to their waist for disposal later. The **beaches are spotless** and sieved and raked each morning. The gardens are a picture of cleanliness and good taste.

Businesses from around the world choose to meet on the Côte d'Azur, and normally Cannes, for all the reasons outlined above. The best known example perhaps is the **Cannes Film Festival** which has attracted an unprecedented 130 000 visitors in May 2006, and looks set to beat that in 2007 with the 60th celebration of this famous and prestigious two week event.

Other **major congresses** that are hosted in Cannes:

- o **MIDEM** is where the leaders of the world's music industry meet for five days each year in January.
- o **MIPIM** which is the global real estate market place and this gathering is in March.
- o **MIPTV** brings together the world's leaders in television each year in April.
- o **The Lions International Advertising Festival** sees the world's leaders in Advertising and marketing meeting in June.
- o The very prestigious **Cannes International Boat Show** which is one not to be missed is in September.
- o **MIPCOM** is the world audio visual content market place and happens in October.
- o **ILTM** or the International Luxury Travel Market is the only global trade event dedicated to luxury travel and represented by 52 countries last year. That takes place in December.
- o Many smaller conferences and festivals and business gatherings of all sorts from dentistry to a world circus entertainers meeting take place throughout the year.

Real Estate became sought after on the Côte d'Azur when the Americans and the Russians recognized the wonders of the climate and the lifestyle more than a hundred years ago.

The Rothschild's and their wealthy friends bought huge estates and built fabulous homes up and down the coast, the Russian aristocracy did the same. The latter perished during the Russian revolution in their thousands, but their castles, villas and churches stand today as monuments, it could be said, to their excesses.

The Côte d'Azur is the destination of choice for discerning individuals from around the world.

www.azur-accom.com
info@azur-accom.com
Tel: +33 45 680 9175
8 Avenue de la Reine Astrid, 06400 Cannes, France