

COMMUNIQUÉ DE PRESSE



Press release

Cannes, Friday 1st December 2023

Voted best Festivals and Events destination in the world in 2023, Cannes deploys an ambitious strategy for 12/12 tourism

On Friday 1st December, the Mayor of Cannes, David Lisnard, the teams of the Palais des Festivals and Congresses with its President, Jean-Michel Arnaud, presented the 2024 tourism strategy and actions at the Hi5 studio of the Palais des Festivals and Congresses in front of more than 300 Cannes socio-professionals.

"Together, we are writing the history of Cannes, a city of unrivalled festivities. This recognition testifies to our commitment, our determination and our collective vision. Rewarding today's excellence sows the seeds of an even brighter future. In 2024, our ambition will be unstinting, each month shaping a fabric of innovation and success to ensure that Cannes shines on the international stage."

David Lisnard, Mayor of Cannes

"2023 was an exceptional year for the Palais des Festivals et des Congrès, with 72 confirmed professional events, plus the shows in our cultural programme, for a total of more than 150 events hosted! A record that was crowned by the title of World's Best Destination for Festivals and Events at the World Travel Awards 2023. For the second year running, Cannes has been awarded this prestigious title. I'd like to extend my warmest congratulations to all the teams at the Palais and the destination's socio-professionals, with whom we've been working for several years and without whom nothing would be possible! »

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

2023 will be a record year, marked by the launch of new initiatives and exceptional figures:

- 72 confirmed professional events
- 80 cultural events
- The successful return of MIDEM with a prefiguration edition that brought together more than 9,000 spectators
- A renewed top-of-the-range hotel offer with the reopening of the Carlton, the openings of the Mondrian, the Canopy By Hilton...
- The redesign of the Palais des Festivals et des Congrès website
- And currently the Dance Festival, which continues to spread throughout the Côte d'Azur, with over 15,000 festival-goers ready to attend the 37 performances by 27 companies from 13 different countries on 13 stages in the region (Antibes, Carros, Mougins, Fréjus, Grasse, Draguignan, Cannes, Nice...).

For all these reasons, Cannes has just been voted "World's Best Destination for Festivals and Events" for the second year running at the World Travel Awards 2023. The good news was announced live from the awards ceremony in Dubai by Bruno Desloques, General Manager of the Palais des Festivals et des Congrès de Cannes.

To capitalise on this recognition, the Palais des Festivals et des Congrès is deploying an ambitious and aggressive action plan based on the following key areas:

- **A strong dynamism with new MICE events signed for 2024:**
 - The Datacloud Global Congress from 4 to 6 June
 - 10 B2B One to One Meetings WEYOU committed each year until 2029
 - ILTM confirmed until 2028
 - World Congress for Education - AMA (27 and 28 February)
- **Incubation and coproduction of trade fairs and congresses :**
 - MIDEM+ from 24 to 27 January
 - The 3rd World Artificial Intelligence Cannes Festival on 5 March
 - The 2nd Health From Space in October
- **A demanding cultural programme :**
 - 30 dance, music and theatre shows to be found on <https://www.palaisdesfestivals.com/app/uploads/cannes-palais/2023/09/cannes-saison23-24-programme.pdf>
 - MIDEM+24 LIVE from 24 to 27 January : 7 concerts scheduled at the Théâtre Debussy and the Grand Auditorium
 - Festival des Jeux, the 1st gaming event on the French market, from 22 to 25 February
 - A rich summer season : 4 Jeunes Talents du Suquet evenings (2, 3, 5 et 6 July), 3 major summer concerts on the Palais terrace with 2 dates confirmed : James Blunt on 15 July, Nile Rodgers et Chic on 23 July, 1 film-concert The Kid-C. Chaplin et 6 fireworks display (4, 14, 22 July et 7, 15 et 24 August).
 - The Palais des Festivals sponsors or supports key summer events : le Bal des Fous (7, 13, 21, 28 July et les 4, 11, 25 et 31 August), les Plages Electroniques on 16, 17 et 18 August, and the 6 concerts programmed at the Palais des Festivals by the Orchestre National de Cannes.
- **Initiatives in favour of more responsible development :**
 - In 2023, the Palais des Festivals et des Congrès used 100% guaranteed green electricity of French hydraulic origin. In 2024 and 2025, it will use 100% guaranteed green electricity from Provence-Alpes-Côte-D'azur photovoltaic panels.
 - The installation of photovoltaic panels on the Rotonde Lérins, enabling the Palais to produce its own electricity and thus save money. Le recours à la thalassothermie qui permet de récupérer la chaleur issue de la mer pour chauffer un bâtiment. Cette source d'énergie renouvelable est constante et efficace et a l'avantage de réduire les émissions de gaz à effet de serre par rapport aux sources d'énergie basées sur les combustibles fossiles.
 - The use of thalassothermal energy, which recovers heat from the sea to heat a building. This renewable energy source is constant and efficient, and has the advantage of reducing greenhouse gas emissions compared with energy sources based on fossil fuels.
 - Cool roofing: a roof design technique that aims to reduce heat absorption by the building by reflecting more sunlight and emitting less absorbed heat. This has a number of advantages: it reduces the temperature inside buildings, saves energy and reduces greenhouse gases and the carbon footprint of buildings.
 - The roll-out of relamping: replacement of lamps with more energy-efficient and effective light sources, resulting in energy savings, lower electricity costs, a longer lifespan and improved quality of light.
- **Numerous initiatives in priority markets for leisure tourism :**
 - 15 operations in the American, Canadian, Brazilian and Mexican markets.
 - Operation Rendez-vous à Cannes à Paris ! on 25 avril 2024
 - 3 operations in the Near & Middle East, and more than twenty other multimarket operations.
- **A digitisation programme for the Palais des Festivals**
 - Nearly a million euros invested in a digital pathway with numerous screens
- **An ambitious communication campaign**
 - With the developpement of a network of « Cannes talent » ambassadors,

- The « Rendez-vous à Cannes » campaign, with a billboard display in the City (London) in Mars 2024, and a media and social media plan with advertising.
- The redesign of the Cannes Convention Bureau and Cannes Ticket websites in 2024.

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