



Press release

Cannes, 16 March 2023

Cannes: a new world leader in creative tourism **Cannes joins the Global Creative Tourism Network and is awarded the Creative Friendly Destination label**

As part of the 46th edition of the World Tourism Fair in Paris, the Creative Tourism Network® has announced the addition of Cannes to its network, awarding the city the label of "*Creative Friendly Destination*".

With this, the City of Cannes hopes to implement a new ecosystem which will benefit the entire population and the professionals of Cannes, through the creation of authentic experiences intended to diversify its offer – particularly in the off-season. The aim is also to discover another facet of this destination – a more human and creative side – thanks to the know-how of its inhabitants.

"The creative fabric of Cannes is unparalleled, but the approach taken by representatives from the City Council, the SEMEC and local inhabitants is even more innovative, as they seek to convert the cultural and human assets of this destination into a distinguishing factor aimed at attracting new generations of travellers in search of meaning."

Caroline Couret, Director of the Creative Tourism Network®

"The teams of the Cannes Convention & Visitors Bureau and the Cannes Tourist Office have been working for years to implement creative experiences in Cannes, most notably with the Greeters network(), culinary experiences in the homes of local hosts with Eatwith or the addition of new Cannes activities on Wecandoo. Today, I am very proud that this has gained the city this label, which will allow a greater number of visitors to discover another side of Cannes. It is also fully in line with the Palais' mission to sustainably welcome the world."*

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

"Having been voted the World's Leading Festival & Event Destination at the World Travel Awards 2022, today, Cannes continues to innovate and is driving a new form of tourism by becoming a Creative Friendly destination. This label responds to the growing demand of travellers in search of authenticity. It will highlight French know-how, and more specifically the know-how of the Côte d'Azur, along with the creativity of our local actors. Involving local actors and talents is essential in order to ensure the sustainable development of the tourism economy."

David Lisnard, Mayor of Cannes

Greeters are volunteer ambassadors of the city – locals who want to share their favourite places, a passion, a sporting activity or human experiences. This ambassador scheme was launched in Cannes in 2016. More info on <https://www.cannesgreeters.fr/>

Creative tourism, a growing sector

Creative tourism is a new form of tourism aimed at travellers hoping to discover a destination and its culture by taking part in artistic and creative activities with locals. Its many benefits include:

- Meeting the new demand of travellers seeking unique experiences
- Diversifying the local tourism offering through the optimisation of existing resources
- Attracting quality and off-season tourism
- Preserving and sharing intangible heritage
- Sustainability, based on the use of creativity as a primary resource

Cannes, a destination that values its creative talents

The cultural wealth of Cannes, its heritage – both tangible and intangible – and its creative industries are all assets that meet the requirements of a *Creative Friendly* certified destination, a label awarded by the **Creative Tourism Network®**. This certification will facilitate the formation of various synergies, both with the network's member destinations and actors in this international market, as well as with organisations such as the World Tourism Organization and UNESCO. It also allows labelled destinations to enjoy strong international exposure in the creative-tourism market (B2B and B2C), while benefitting from strategic partnerships with tour operators, organisations and companies.

Cannes joins 27 other destinations labelled *Creative Friendly* in 18 countries around the world.

A host of creative activities are offered in Cannes to visitors looking to unleash their most creative side, such as:

- Tours of the city carried out by local Greeters;
- Tastings of wines from organic farming on Île Saint-Honorat;
- Ceramic tableware-modelling workshop with a local artist;
- Family candle-making workshop;
- A spiritual retreat on the Île Saint-Honorat with the monks of the Abbey of Lérins;
- Discovery and tasting of local products at the Forville Market;
- A clean-up session on Île Sainte-Marguerite with the French Forestry Organisation;
- The discovery of the six statues of the Jason DeCaires Taylor underwater eco-museum near Île Sainte-Marguerite;
- The creation of upcycled clutches, bags and aprons with Résines Esterel Azur, made from old Cannes event banners.

About the Creative Tourism Network®

The Creative Tourism Network® is the international body responsible for the development of creative tourism worldwide. CTN was established in 2010 as a non-profit organisation with the support of the EU, seeking to structure this growing sector. CTN regularly collaborates with UNWTO, UNESCO and government ministries around the world.

PRESS CONTACTS

For Cannes:

Blandine Dugenetay – Tel.: 04 92 99 84 45 - dugenetay@palaisdesfestivals.com

Margaux Lécluse – Tel.: 04 92 99 31 67 – lecluse@palaisdesfestivals.com

For the Creative Tourism Network®

Caroline Couret – dir@creativetourismnetwork.com