



Office  
de Tourisme  
Bureau  
des Congrès

Nîmes  
An unusual  
Destination!



## > In a few words:



## High attractiveness Excellent economic vitality



**260 000** inhabitants,  
a « human » dimension



**350** days of sunshine



a **strategic location**



**2000** of History & Heritage



The most **renowned designers**



**12 P.D.O.** products  
**4** Michelin-starred restaurants  
**4** seasons of festivals &  
events



research centers



**10 000** students



**26 000** companies



**2 000** rooms



**2 000** new  
businesses per year



## > Accès à Nîmes



3 airports less than an hour away



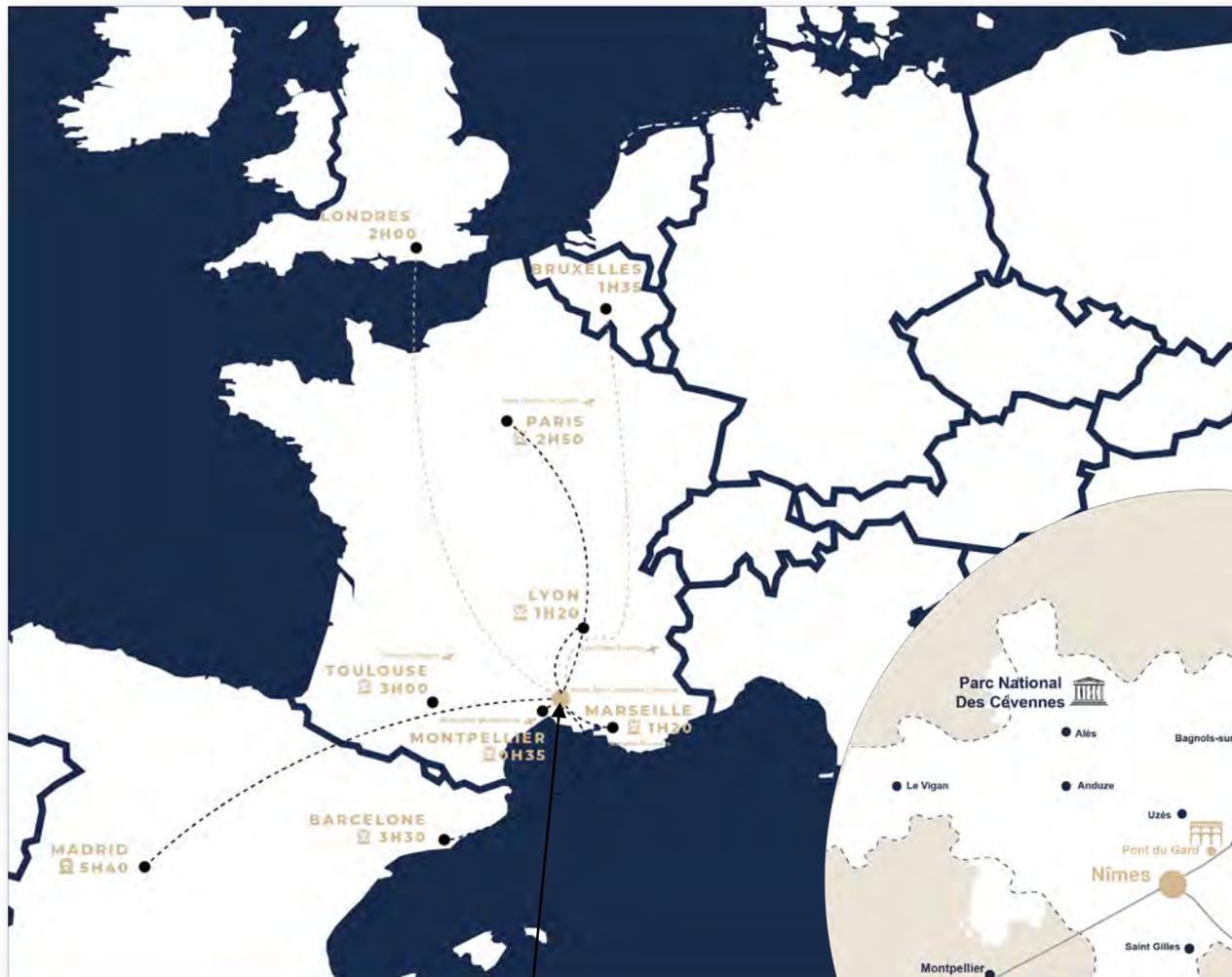
Major highways



9 bus and tram'bus parkings



2 railway stations



Nîmes



## > Data

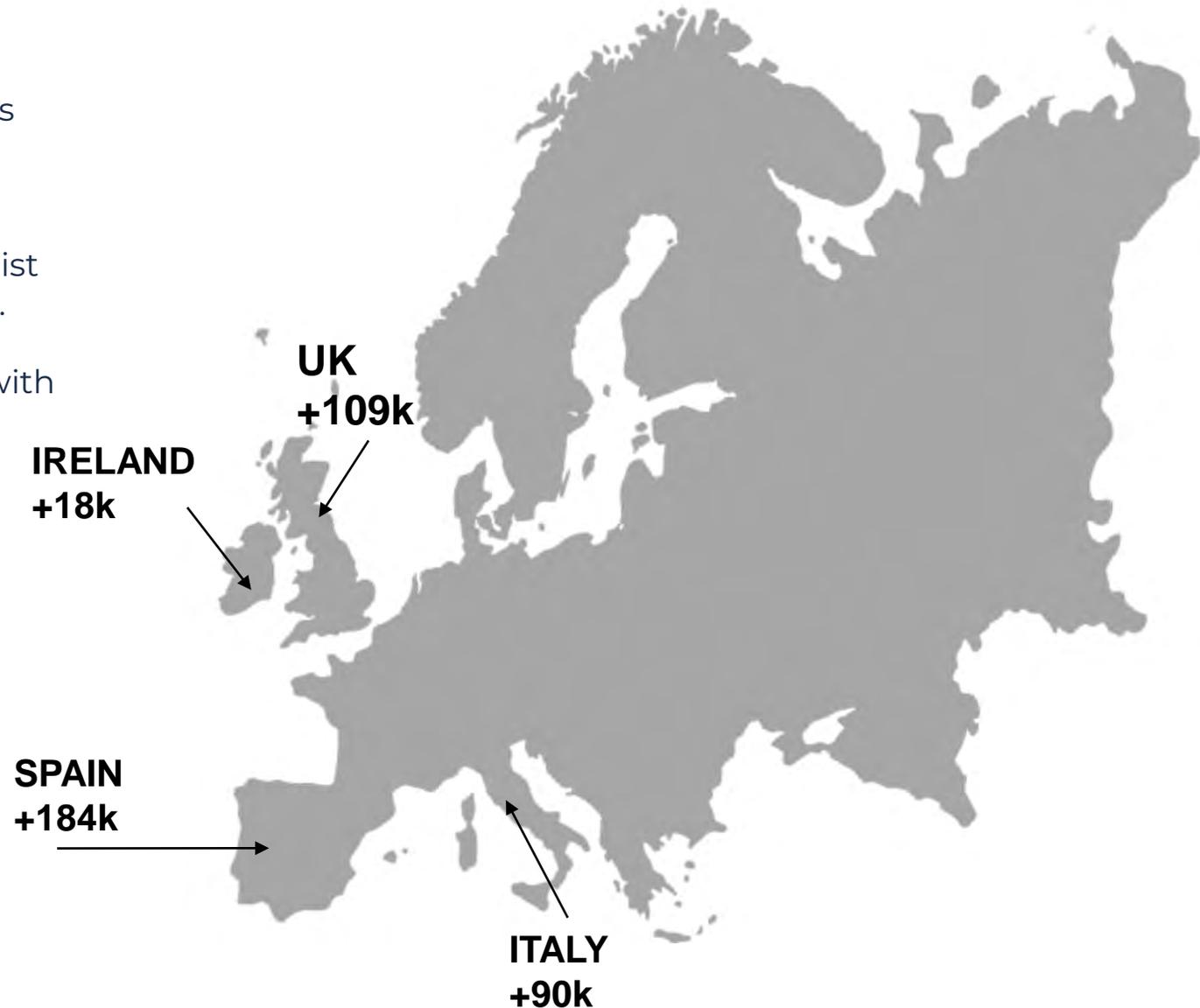
Since 2018, Nîmes Tourisme has been equipped with a tourism attractiveness observatory.

We use the **FluxVision Tourisme technology** provided by Orange.

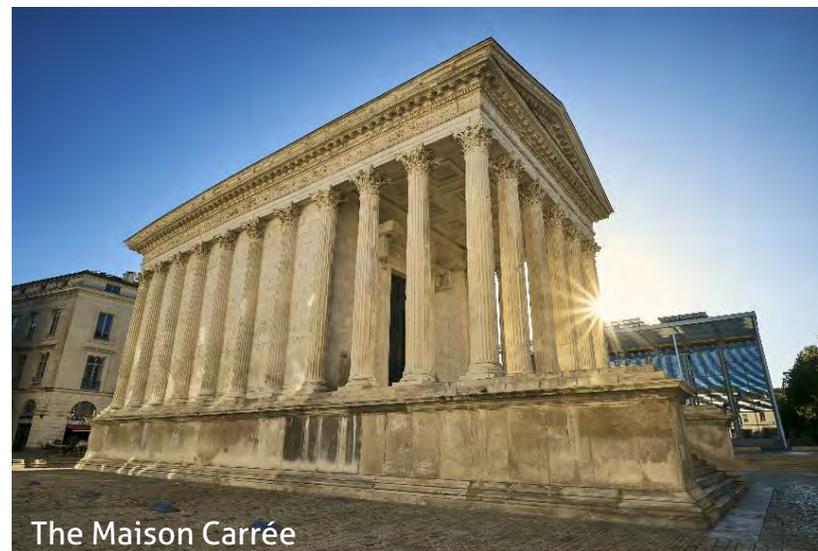
This tool allows us to measure the tourist frequentation of the city by nationality.

For the year 2019 we can provide you with the following data :

**2019 :**  
**Over 2 million**  
visitors



## ➤ An exceptional Roman heritage

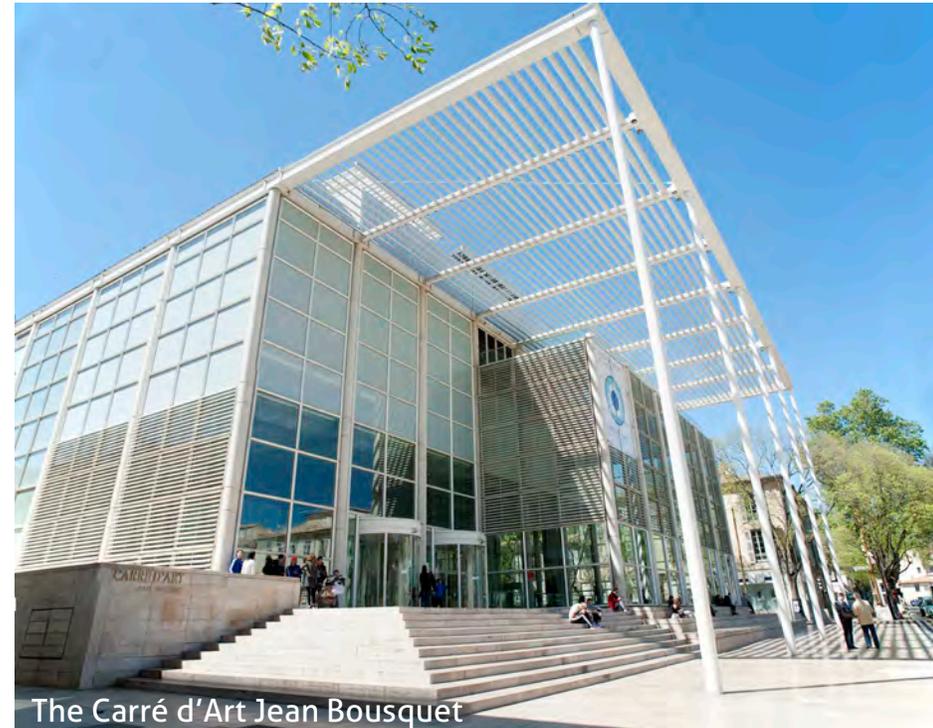


➤ The greatest designers and artists are signing today's town

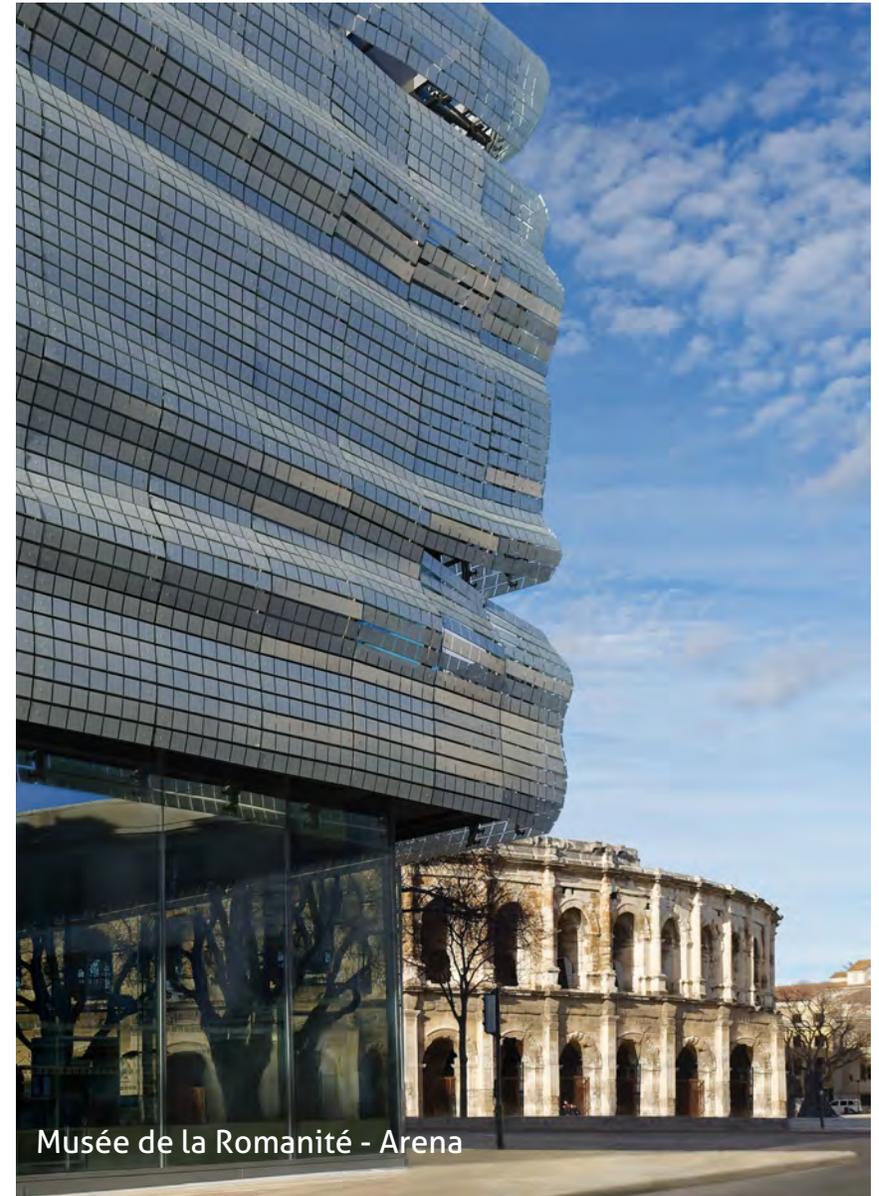
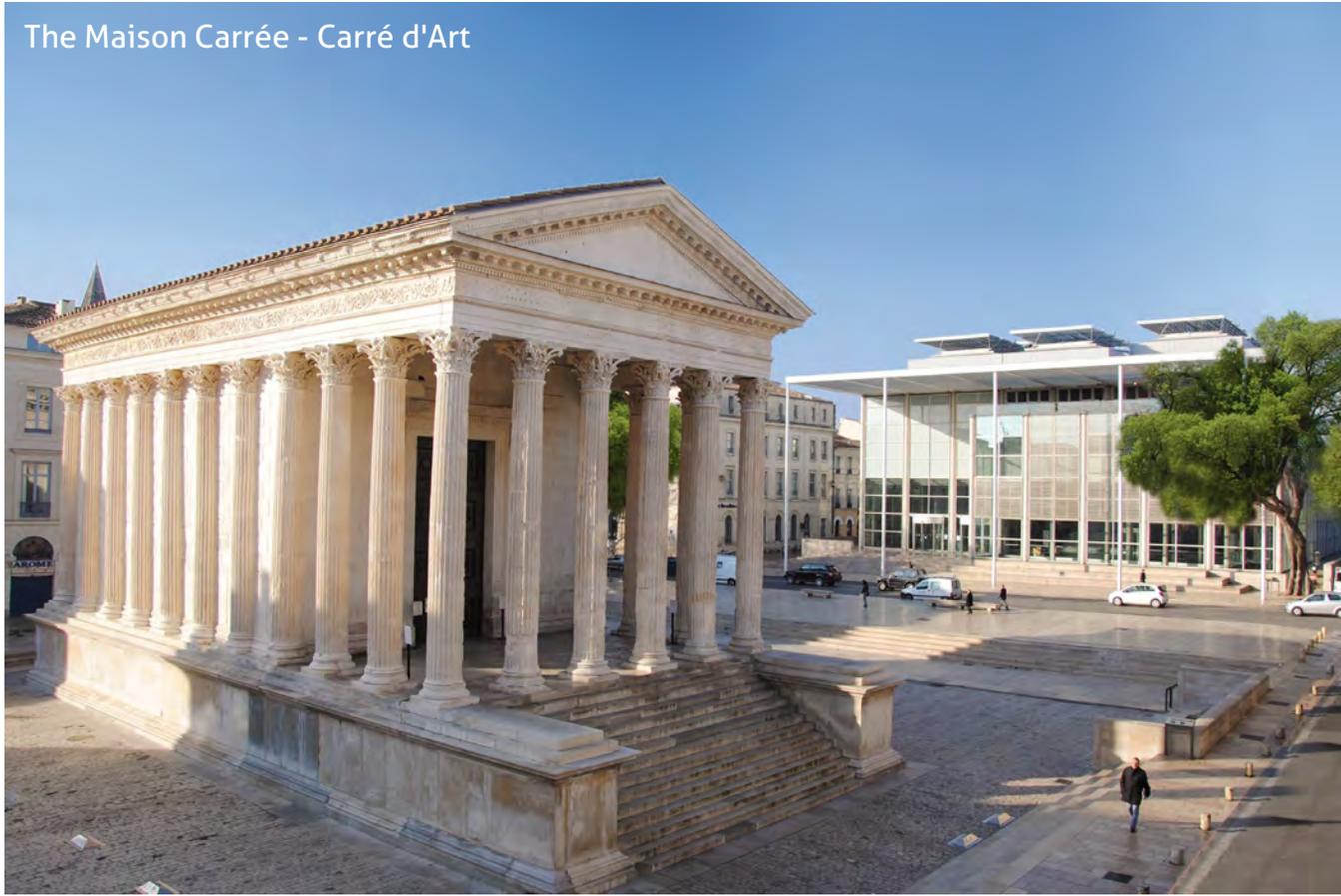
The Musée de la Romanité



The Place d'Assas



➤ **Dualism: a dialogue between past & present...**



➤ The greatest designers & artists are signing today's town : the street art



➤ **Nîmes: a city on a human scale, shopping, terraces, the art of strolling**



## ➤ Gastronomy: + 12 P.D.O. products, the oldest & largest vineyard in France



The « Costières de Nîmes » vineyards



The « Costières de Nîmes » wines



The « Tapenade »



The « Brandade »



The « Halles de Nîmes »

## ➤ Gastronomy: + 12 P.D.O. products, the oldest & largest vineyard in France



The « Croquants » Villaret



The « Picholine » olives



The « Petit Pâté Nîmois »



The « Picholine » Olive Oil

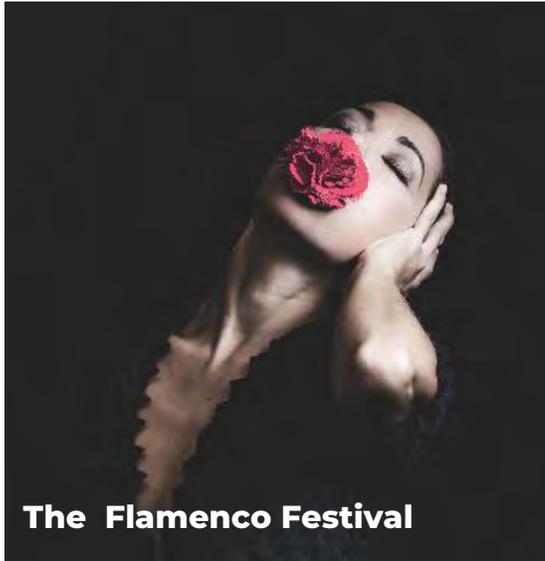


The « Pélardon » cheese

> **Gastronomy: 4 Michelin-starred restaurants**



## ➤ A sparkling city all year long: 4 seasons of festivals & events



➤ **Nîmes : two 18-hole golf courses**



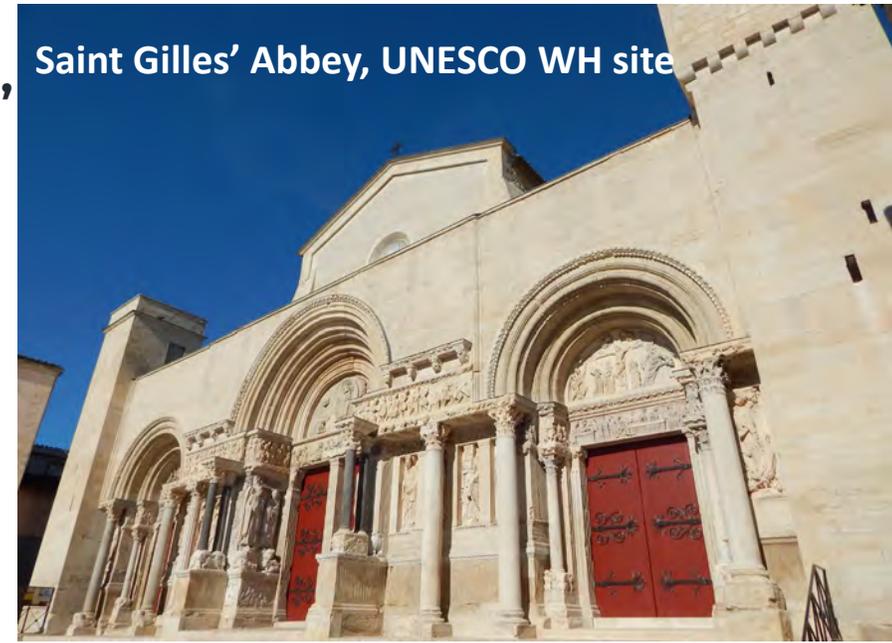
**Campagne Golf**



**Vacquerolles Golf**



➤ **Nîmes: a territory offering calm, nature, outdoor activities, UNESCO sites and an environmentally friendly tourism**



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The Costières de Nîmes vineyards



Greenways, cycle routes



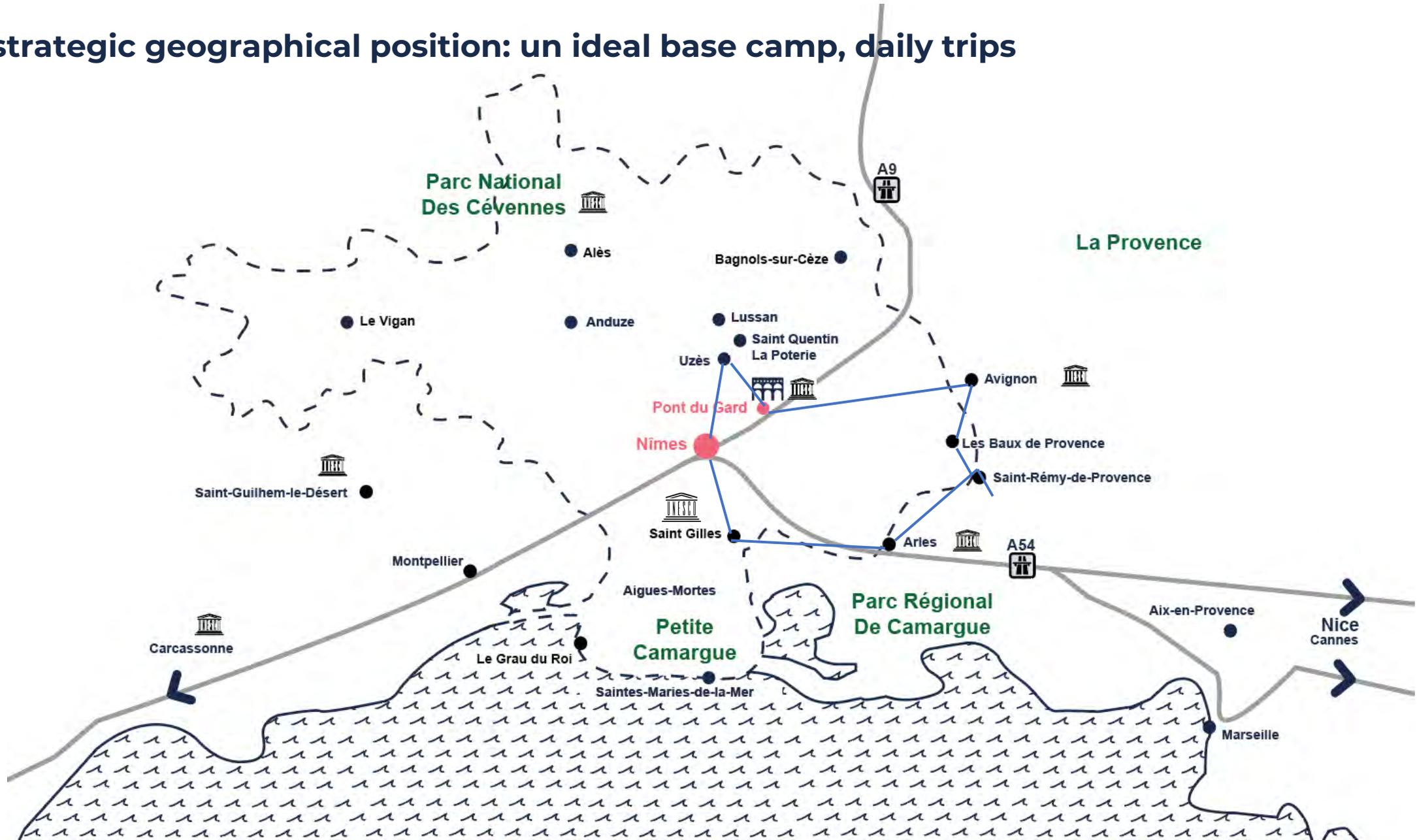
The Pont du Gard, UNESCO WH site



## > A strategic geographical position: un ideal base camp, daily trips



➤ **A strategic geographical position: un ideal base camp, daily trips**



The Pont du Gard, UNESCO WH site



Provence, lavender fields

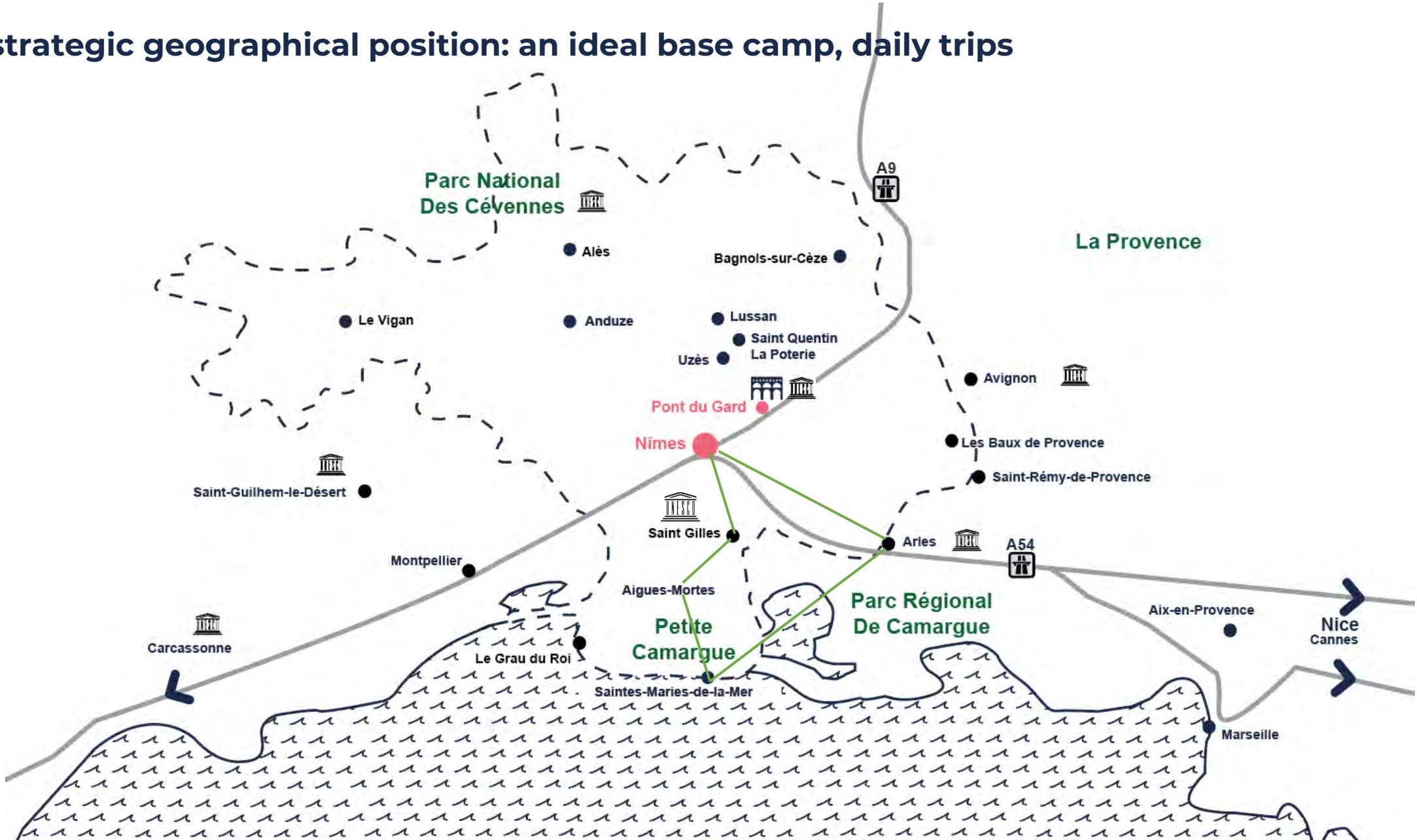


Saint Rémy de Provence



Avignon

➤ **A strategic geographical position: an ideal base camp, daily trips**



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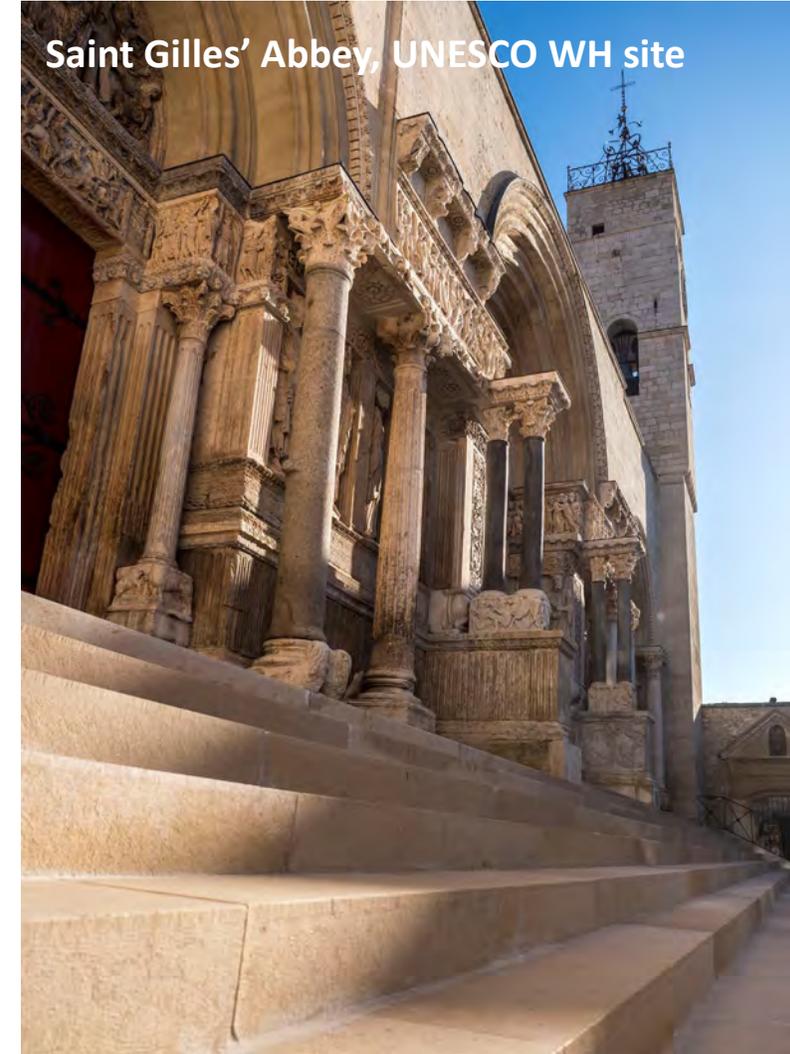
LUMA ARLES



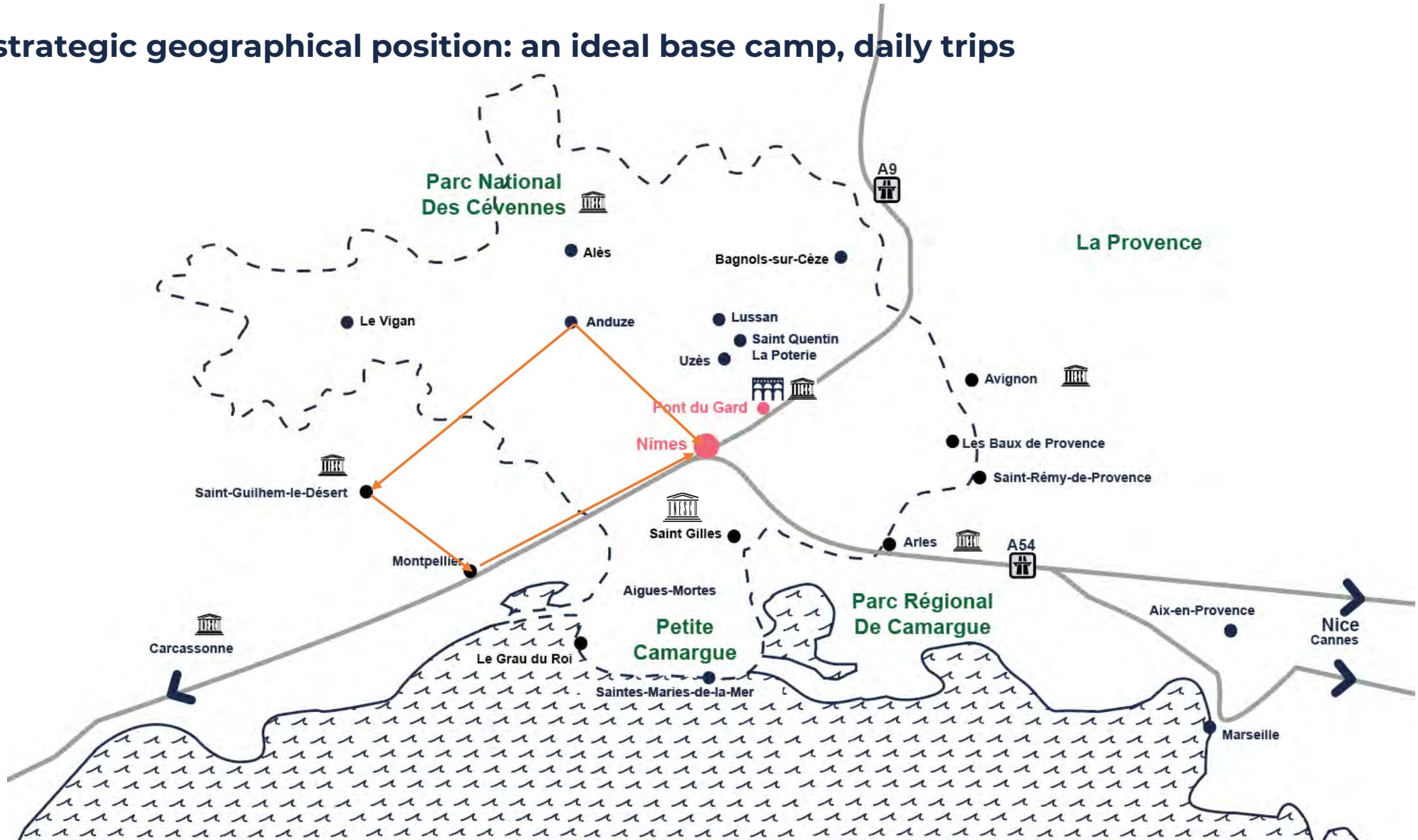
Camargue, Aigues Mortes salt marshes



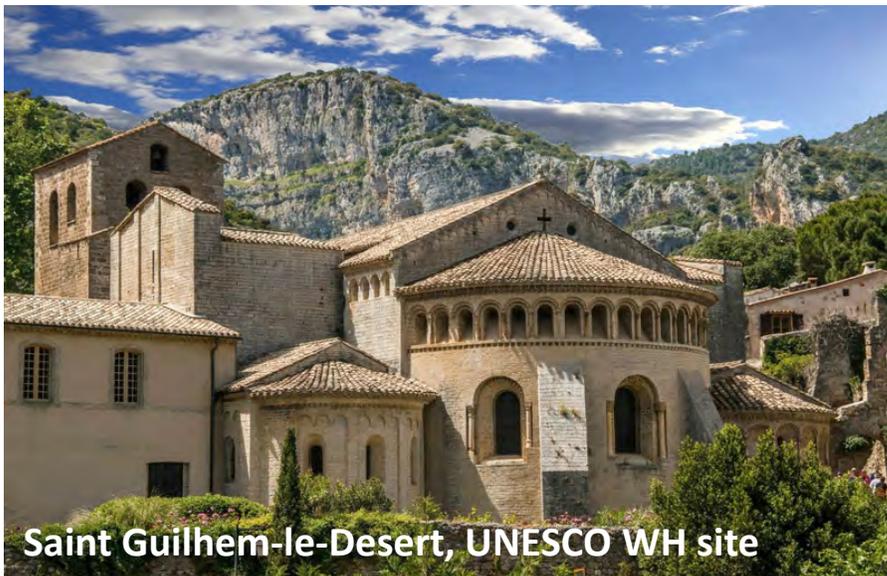
Saint Gilles' Abbey, UNESCO WH site



➤ **A strategic geographical position: an ideal base camp, daily trips**



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## ➤ Stay in Nîmes: charm, cocooning, authentic atmosphere from 2\* to 5 \*



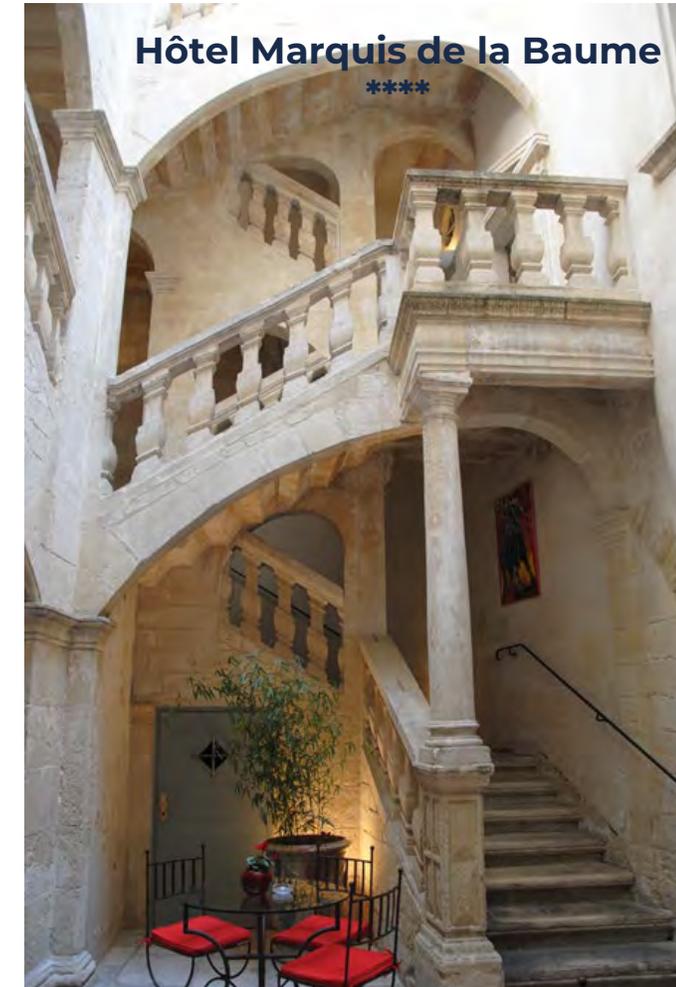
**Le Pré Galoffre**

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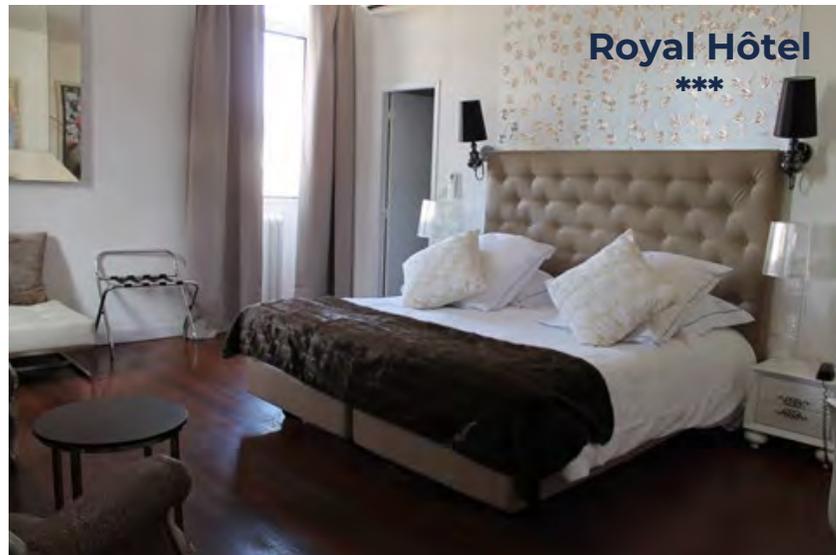
**Margaret hôtel Chouleur**

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**Hôtel Marquis de la Baume**

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**Royal Hôtel**

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**AppartCity Nîmes Arènes**

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## ➤ Stay in Nîmes: charm, cocooning, authentic atmosphere from 2\* to 5 \*

**SPA – Jardins Secrets**  
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**Jardins Secrets**  
\*\*\*\*\*



**Maison Albar Emperor**  
\*\*\*\*\*



**SPA – Maison Albar**  
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## PROPOSAL OF ACTIONS TO PROMOTE A LINE OPENING :

### • Participation in actions programmed by CRTL Occitania:

Continuation of the collaboration and partnership initiated in 2014 with the 1st network of travel agencies in the country, Travel Bug.

**1st semester 2022:** Organization of 4 online webinars for the network

**Themes :** Multi-themes/Rugby World Cup 2023

**Target :** Travel agencies

**Organizer :** Travel Bug

**Partners :** Institutions (ADT and OT)

**Actions :** Training for travel agents members of the Travel Bug network

**During 2022 :** Hosting of a tour of 15 travel agents from the Travel Bug network

**Location:** Occitania

**Themes :** Multi-themes/ Rugby World Cup 2023

**Target :** Travel agencies

**Organizer :** CRTL Occitanie

**Partners :** Institutions (ADT and OT), websites and accommodation providers

**Actions :** Following the series of webinars organized at the beginning of the year, reception in Occitania.

•**Mid-November 2022 :** Travel Centres Conference

**Location :** City to be defined

**Themes :** Multi-themes/ Rugby World Cup 2023

**Target :** Travel agents of the network

**Organizer :** Travel Bug

**Partners :** private companies + institutions

**Actions :** Workshop in the form of speed-dating with training for travel agencies



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*Thank you  
For your attention*