

Beat: Travel

## THE PROVENCE - Enjoy The Unexpected is the New Brand for a Successful Stay

### Heritage, Culture, Gastronomy, Shopping

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**USPA NEWS** - Time for experiencing, time for love, time to enjoy your holiday... at first glance, The Provence makes a strong impression. Very quickly, it puts the mind at rest, the senses awaken and you become all receptivity. Heritage, culture, gastronomy, shopping... a lot to see and so much to do.

Time for experiencing, time for love, time to enjoy your holiday... at first glance, The Provence makes a strong impression. Very quickly, it puts the mind at rest, the senses awaken and you become all receptivity. Heritage, culture, gastronomy, shopping... a lot to see and so much to do. To get the best of Provence Alpes Cote d'Azur, is to be launch the Brand PROVENCE - Enjoy The Unexpected, to promote the area internationaly. Several Tourist Boards gathered to work together under the Project 'Le Contrat Destination' with the new Concept and Brand. The offer of urban destinations are : Marseille, Aix-en-Provence, Avignon, Arles, Toulon, Orange, Saint-Tropez, Nîmes.

The Region is sending out a new Advertising Strategy that might remind International Tourists of its positive qualities. The Provence-Alpes-Côte d'Azur (PACA) Region of France is a renowned International Tourist destination which opens on to the Mediterranean and has much to recommend it : exceptional cultural and natural heritage, a broad range of landscapes, a pleasant climate, a wide variety of accommodation, modern infrastructure,... Tourism has therefore naturally become a major component of the regional economy. The letter 'P' is becoming the symbol and the new platform of several brands/destinations put together.

The New Campaign undertook under the Concept and Brand 'Provence - Enjoy the Unexpected' is putting ahead the Region's numerous offers including accommodation to suit all tastes and budgets, original and delicious traditional food, a rich and varied programme of cultural events, majestic mountain ranges, legendary seaside resorts, and landscapes that have inspired the greatest painters.

The Marseille-Provence 2013, European Capital of Culture programme heavily boosted tourism in the area. Nearly eight million people took part in the events that were organized. According to estimates by the PACA Regional Tourist Board, international tourism accounts for six million visits each year, bringing in revenue of around €5 billion.

'Provence Enjoy the Expectation' is more than a name, it represents a character : describing the promise of an exceptional experience, evokes emotion, is in his time, evokes the unexpected and promise surprise. The international actions plan 2017-2018 are :

- \* Digital BtoC campaign on website Morethanprovence.com, #unexpectedprovence, #morethanprovence, #provencego (April 2017)
- \* UK & Germany BtoC campaign media online and offline (April-May 2017)
- \* USA & Canada BtoB campaign 'Mission Pro Press' (May 2017)
- \* Canada BtoC campaign on Air Canada (May 2017)
- \* Canada BtoC 'Festival Juste pour Rire' (July 2017)
- \* China BtoB 'Workshop pro-press Beijing' (October 2017)
- \* Digital BtoC 'Benchmark of great destinations and their digital strategy' (after October 2017)

Le Dragon Rouge is the Agency in charge of the Brand and Concept campaign, helping in the strategy and creativity aspects.

Source : Press conference at Le Restaurant La Gare (Paris) on April 25, 2017

Speakers :

Danielle MILON President Bouches-du-Rhône's Tourisme  
Renaud MUSELIER President CRT Provence-Alpes-Côte d'Azur  
Isabelle CHOVELON Executive Director Bouches-du-Rhône's Tourism  
Loic CHOVELON Executive Director CRT Provence-Alpes-Côte d'Azur  
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