



Crédit : Atout France/Michel Angot

France

Seatrade Cruise Global 2018

FRANCE - 2017 CRUISE FACTS

32

Cruise Destinations

95

stopovers* worldwide



* Ocean cruises only. Non-inclusive of river cruises

Source: Atout France – February 28, 2018 update with figures provided by port managers and cruise clubs

FRANCE - 2017 CRUISE FACTS



5,32 million
Port call passenger arrivals
@ French destinations

+ 3,5%
Over 2016



787 860
Passengers at home ports
embarking & disembarking



3795 **Port Calls**

* Figures do not include those of Saint Martin, Saint Barths, Mayotte, French Southern & Antarctic lands & Wallis and Futuna
Source: Atout France – February 28, 2018 update with figures provided by port managers and cruise clubs

FRANCE - 2017 CRUISE FACTS

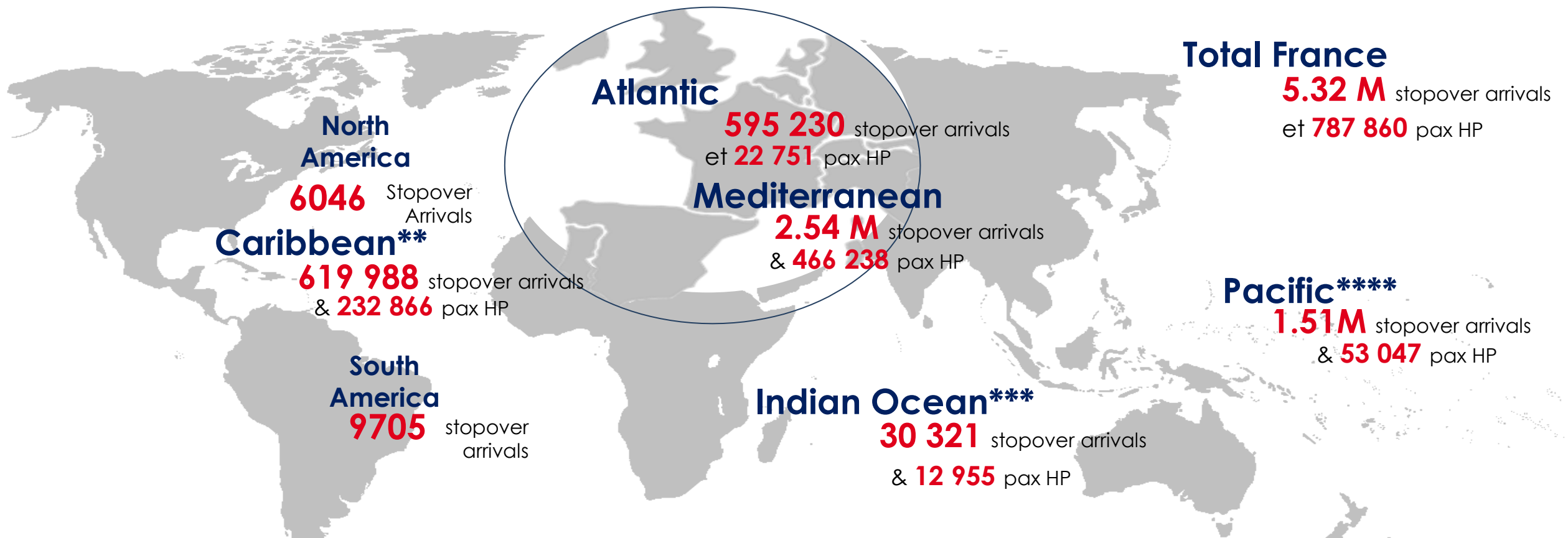
Breakdown of the number of passengers between mainland and overseas France

	Total number of Passenger arrivals at stopovers	Total number of passagers At home ports	Number of stopovers	Number of ports and sites having welcomed Ships in 2017
Mainland	3.14M	488 990	1866	39 (out of 45 potentials)
Overseas	2.18M	298 870	1929	41* (out of 50 potentials)
Total France	5.32M	787 860	3795	78 (out of 95 potentials)

* Figures do not include those of Saint Martin, Saint Barths, Mayotte, French Southern & Antarctic lands & Wallis and Futuna
Source: Atout France – February 28, 2018 update with figures provided by port managers and cruise clubs

FRANCE - 2017 CRUISE FACTS

Nombre of passenger arrivals at stopovers & at home ports
by geographic location



* pax HP = number of passengers at home ports

** Guadeloupe et Martinique only

*** Réunion Island only

**** New Caledonia & French Polynesia only

OUR PARTNERS - French Atlantic Ports





Le Havre



Rouen - Honfleur



Caen-
Ouistreham



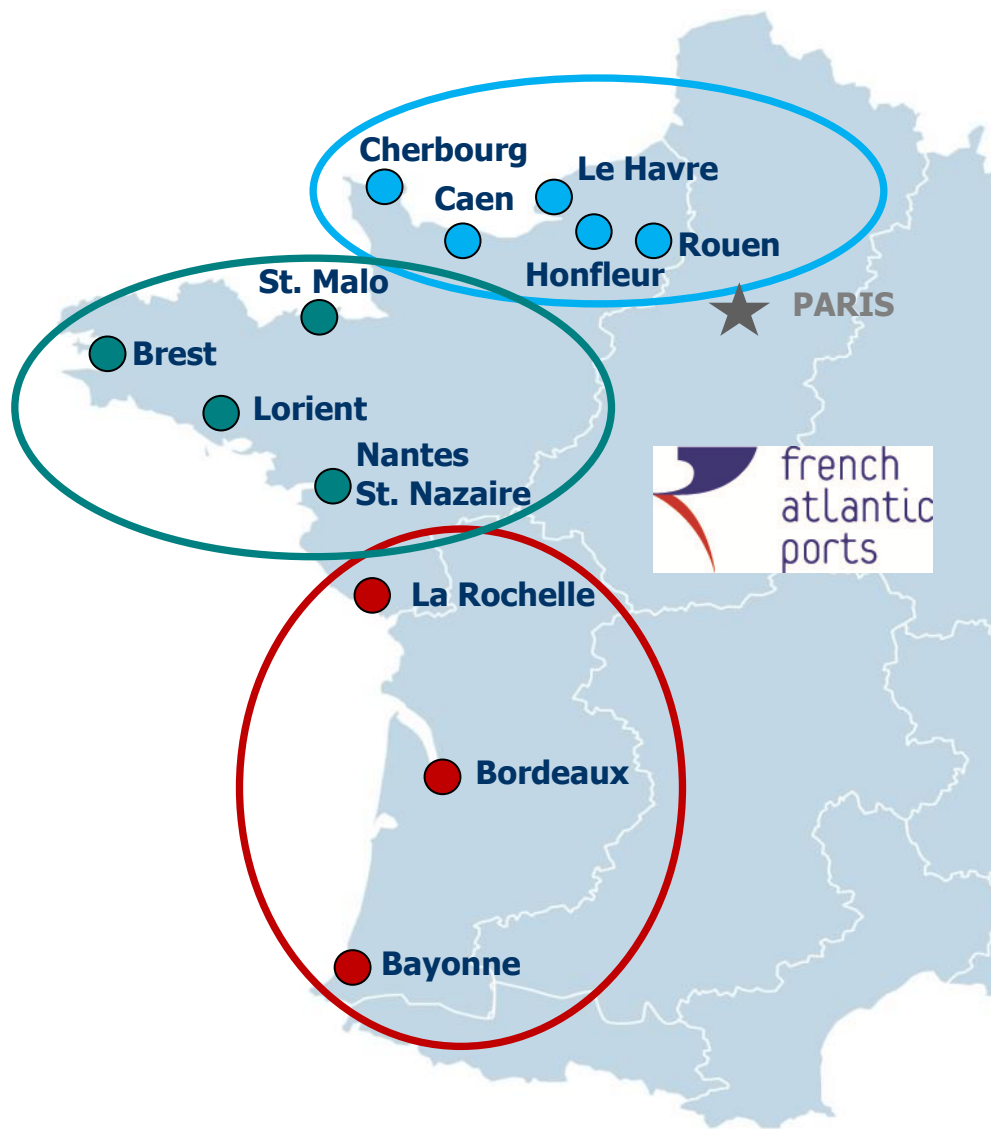
Cherbourg



St. Malo



Brest



Lorient



Nantes
St. Nazaire



La Rochelle



Bordeaux



Bayonne

Be prepared to Experience

the Art de Vivre



www.frenchatlanticports.com



French Atlantic Ports

New cruise company visitors

Le Havre : AIDAperla, Norwegian Breakaway, Sapphire Princess, Marella Discovery, Star Breeze, Zuiderdam, Seven Seas Explorer, New Mein Schiff 1, Viking Sun

Caen : Saga Pearl II, Lapérouse

Saint Malo : Le Champlain

Brest : Norwegian Jade, Marella Discovery, Mein Schiff 4, Nautica, Europa 2

Nantes-St Nazaire (Montoir): Marella Discovery

La Rochelle : Midnatsol, AIDAvita, Ocean adventurer, Laperouse, Champlain and Cunard back with Queen Victoria and Queen Elisabeth

Bordeaux: MSC Magnifica, Seabourn Ovation, Star Pride, Azamara Pursuit

Established visitors

3 ports : Black Watch, Hebridean Princess, Ventura, Azamara Journey, Crystal Serenity, Clio, Magellan, Nautica, Queen Victoria Sapphire Princess, The World, Seabourn Ovation, Silver Cloud, Silver Spirit, Star Breeze

4 ports : Berlin, Europa 1 & 2, Soleal, Astoria, Aegean Odyssey, Seven Seas Explorer

5 ports : Astor, Braemar, Ocean Majesty, Prinsendam, Saga Pearl 2, Silver Wind

6 ports : Marella Discovery, Marina, Ocean Adventurer, Saga Sapphire, Sea Cloud

the Art de Vivre

French Atlantic Ports

International Recognitions

Le Havre Seatrade
"Destination of the year " in 2017

Brest has received the
"Art and Historic city" distinction

Normandy Landing Beaches
UNESCO heritage site candidate

Upcoming Events 2018

Tall Ship Regatta
June 14-18, Bordeaux
St Malo La route du Rhum
Oct 26 – Nov 4 2018

2019

75th anniversary of WWII, D-Day landing
Tall ship Armada
Normandy

New shore excursions

from culture and architecture to shopping



Meet the French Atlantic Ports at Seatrade Cruise Global



Guillaume Hamel
Cherbourg



Valérie Conan
Le Havre



Jérôme Radanovic
Honfleur



Morgan Pravos
Caen-Ouistreham



Elizabeth Gouzien
St Malo



Marine Lucas
Brest



Laurence Paitel
Nantes-St Nazaire



Marie Guégan
La Rochelle



Laurence Bouchardie
Bordeaux

OUR PARTNERS - French Mediterranean Ports



Port of Sète – A Unique Destination



Port of Sète
South of France



Port of Sète – Growing Fast

Thanks to major investments:

- In infrastructure, with brand new “H” berth for the largest ships
- To promote
 - the charm and authenticity of Sète
 - a wide variety of excursions (including **5 UNESCO sites**)

2017

- ❑ number of calls: **44**
- ❑ number of passengers: **47,377**

2018

- ❑ expected number of calls: **70**
- ❑ expected number of passengers: **110,000**



Corsica Cruise Club Bastia & Northern Corsica

BASTIA / CALVI / L'ILE-ROUSSE / SAINT FLORENT



2018
131 calls / +79%
19 maiden calls

PEAK YEAR FOR BASTIA
31 calls
10 maiden calls

French Riviera Cruise Club

CANNES / ANTIBES / NICE / VILLEFRANCHE-SUR-MER



FRENCH RIVIERA PORTS ARE THE GATEWAY
TO THE UNIQUE AND DIVERSE COTE D'AZUR

PORTS FRP 2017
374 port calls
694 189 pax

French Riviera Cruise Club

CANNES / ANTIBES / NICE / VILLEFRANCHE-SUR-MER



2007 – 2017

THE FRENCH RIVIERA
CRUISE CLUB
celebrates its
10th Anniversary

10 years of expertise
and guest experiences!



Marseille Provence Cruise Club



1ST FRENCH CRUISE PORT

KEY FIGURES IN 2018

530 Calls

89 Cruise ships

32 Cruise companies

1 750 000 M cruise passengers
expected

8 inaugural calls including The
Symphony of the Seas, the MSC
Seaview and Carnival Horizon.



Marseille Provence Cruise Club



New North Pass Layout:

Completion of the Port of Marseille North Passage in September 2017, providing easier access to large cruise and container ships.

Renovation of dry-dock #10

the Mediterranean Sea largest, operated by the shipyards of Marseille". Now accommodates the new generation of mega ships up to 465 mt.



Marseille Provence: The gateway to Provence



Less than 1h drive from

Aix-en-Provence
Arles
Aubagne
Avignon
Cassis,
La Ciotat
Camargues
Luberon

Marseille Provence: a rich cultural heritage; including 5 UNESCO World Heritage sites.

150 shore excursions available!

The Ports of Toulon Bay – Chill Out Heaven in the Med



- In the heart of the city the
- 3 terminals nestled in the best sheltered and secure bay of the French Med
- Exclusive natural and relaxing experience
- Accommodates the largest ships
- Also, a French naval base

2017
239 023 pax
107 calls

94% of satisfied passengers



Var Provence Cruise Club

SAINT-RAPHAEL / FREJUS / SAINT-TROPEZ / CAVALAIRE / LE LAVANDOU / PORQUEROLLES ISLAND
HYERES / PORTS OF TOULON BAY / LES EMBIEZ ISLAND / BANDOL / SANARY / SAINT-CYR

2017 HIGHLIGHTS

- 313 740 pax - 13% / 2016, record year with 362 479 pax
- 224 calls -19% / 2016 : 278 calls
- 19 maiden calls / 12 rerouted calls
- Medcruise General Assembly in the Ports of Toulon Bay: a record attendance of 16 cruiselines and 7 media executives +104 representatives from 53 ports
- The Cruise Friendly Quality Label Marketing Initiative of the Year Finalist with more than 330 CF partners and soon 8 cities

2018 FORECAST

- 219 322 pax - 30% / 2017
- 230 calls +2,7% / 2017 record year in St-Tropez 108
- 24 maiden calls
- New ItinERA project
- A portfolio of experiential shore excursions



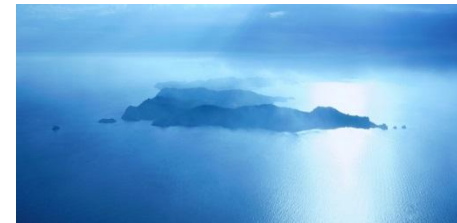


Var Provence Cruise Club

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2018 HIGHLIGHTS

- **WWII Landing Memorial Museum** of Toulon re-opening
- **Porquerolles Island** : June opening of a contemporary art museum
- **Experiential excursions and eco/sustainable tours** to enhance the cruise guest experience ashore





Var Provence Cruise Club

SAINT-RAPHAEL / FREJUS / SAINT-TROPEZ / CAVALAIRE / LE LAVANDOU / PORQUEROLLES ISLAND
HYERES / PORTS OF TOULON BAY / LES EMBIEZ ISLAND / BANDOL / SANARY / SAINT-CYR

2018 HIGHLIGHTS

- The return of the Formula 1 « **Grand Prix de France** » at the Paul Ricard Racetrack - Le Castellet / VAR on June 24 2018 !
- New ! : **Daily direct flights** year round to **Paris-CDG from Toulon-Hyères** Airport starting March 25, 2018.



Meet the French Med Ports at Seatrade Cruise Global



Delphine BEUDIN
Var



Anne-Sophie PEYRAN
French Riviera



Catherine LAFON
Sete



Laetitia MORESCO
Ajaccio



Anne-Marie SPINOSI
BASTIA



Anne-Marie BLUM
Var

OUR PARTNER - **Galeries Lafayette**



*Galeries
Lafayette*

OUR PARTNER - Galeries Lafayette



The famous building
with a neo-byzantine dome

- The Galeries Lafayette flagship store is located in the heart of Paris.
- **The largest** and the most famous department store in France
- Major tourist attraction due to its unique architecture and its prestigious selection of French and International fashion, beauty, accessories, gastronomy and home decoration.

KEY SELLING points

- 1st European department store, founded in 1893
- 3500 brands from affordable to the prestigious
- Specific shopping offers & services dedicated for foreign tourists
- Breathtaking views over Paris from the 7th floor terrace
- Weekly fashion shows with online registration
- Wine tasting sessions, cooking classes, make-up workshops, fashion conferences and other activities for FIT and groups
- Personalized services by a multilingual staff
- Dedicated Concierge welcome & service desk for English speaking customers
- Digital campaigns with drive to store attractive offers
- Special in-store events such as Christmas decorations & animations, sales, etc.

*Galeries
Lafayette*

Happy Cruising to France Worldwide 2018

