

FRENCH SOUTH

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A new brand

The Sud - Provence-Alpes-Côte d'Azur Region and its three Alpine departments (Hautes-Alpes, Alpes de Haute-Provence and Alpes-Maritimes) have joined forces to fulfil an ambitious new joint strategy and action plan.

The region's corporate and institutional players promote this beautiful and great tourist destination in France and abroad.

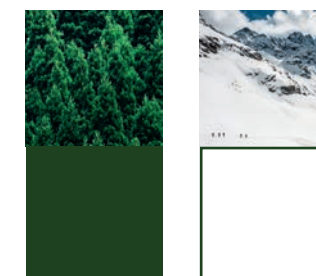
- An iconic name with a strong image: ALPES
- A clear geographical location with the warmly welcoming feel of the South of France
- The bright, vibrant colours of nature in all its glory
- Simple, beautiful graphic design
- A powerful concept : PURE

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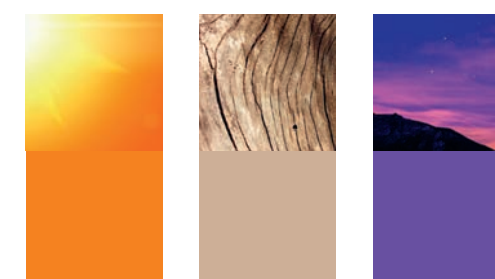
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FRENCH SOUTH

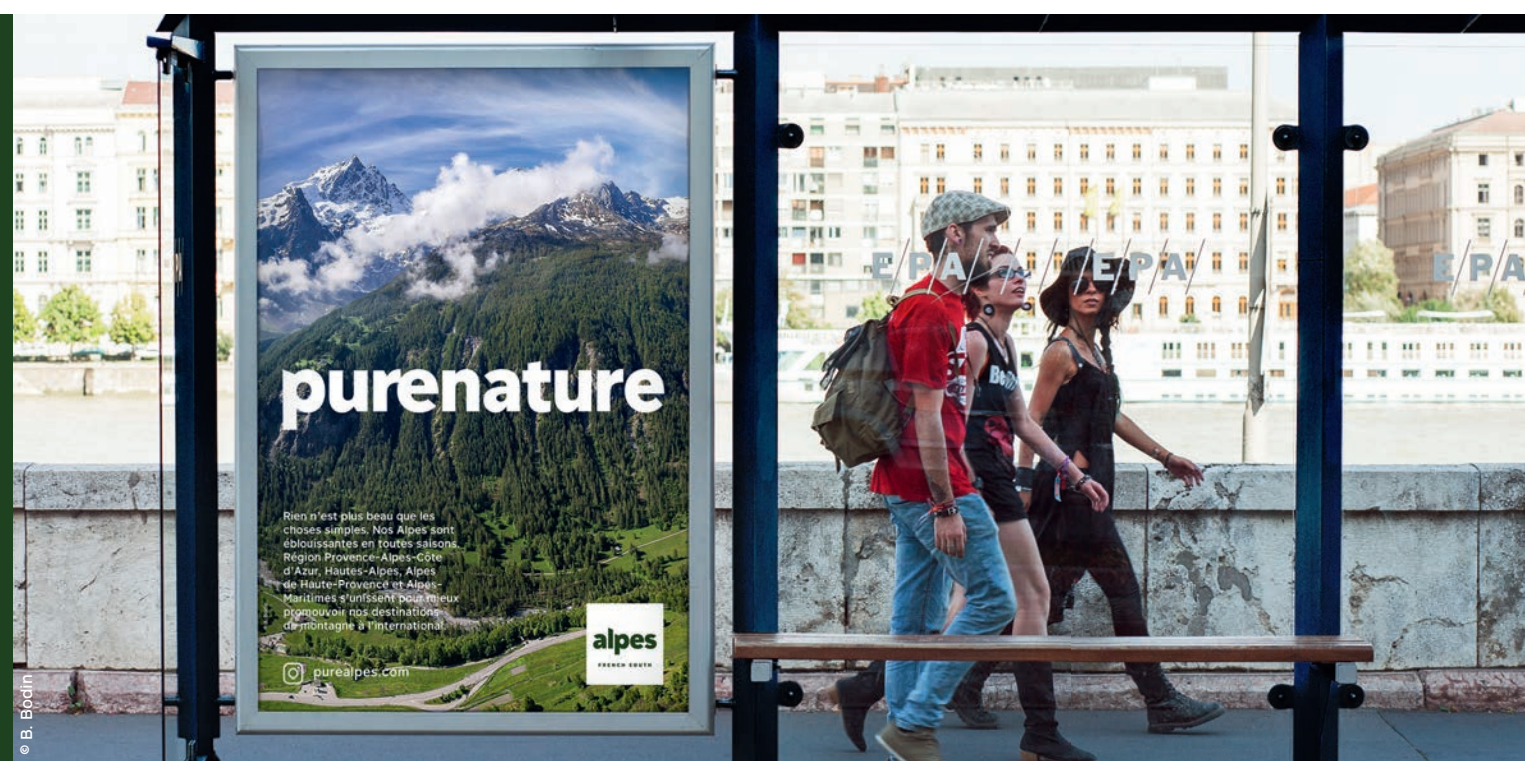
MAIN COLORS



SECONDARY COLORS



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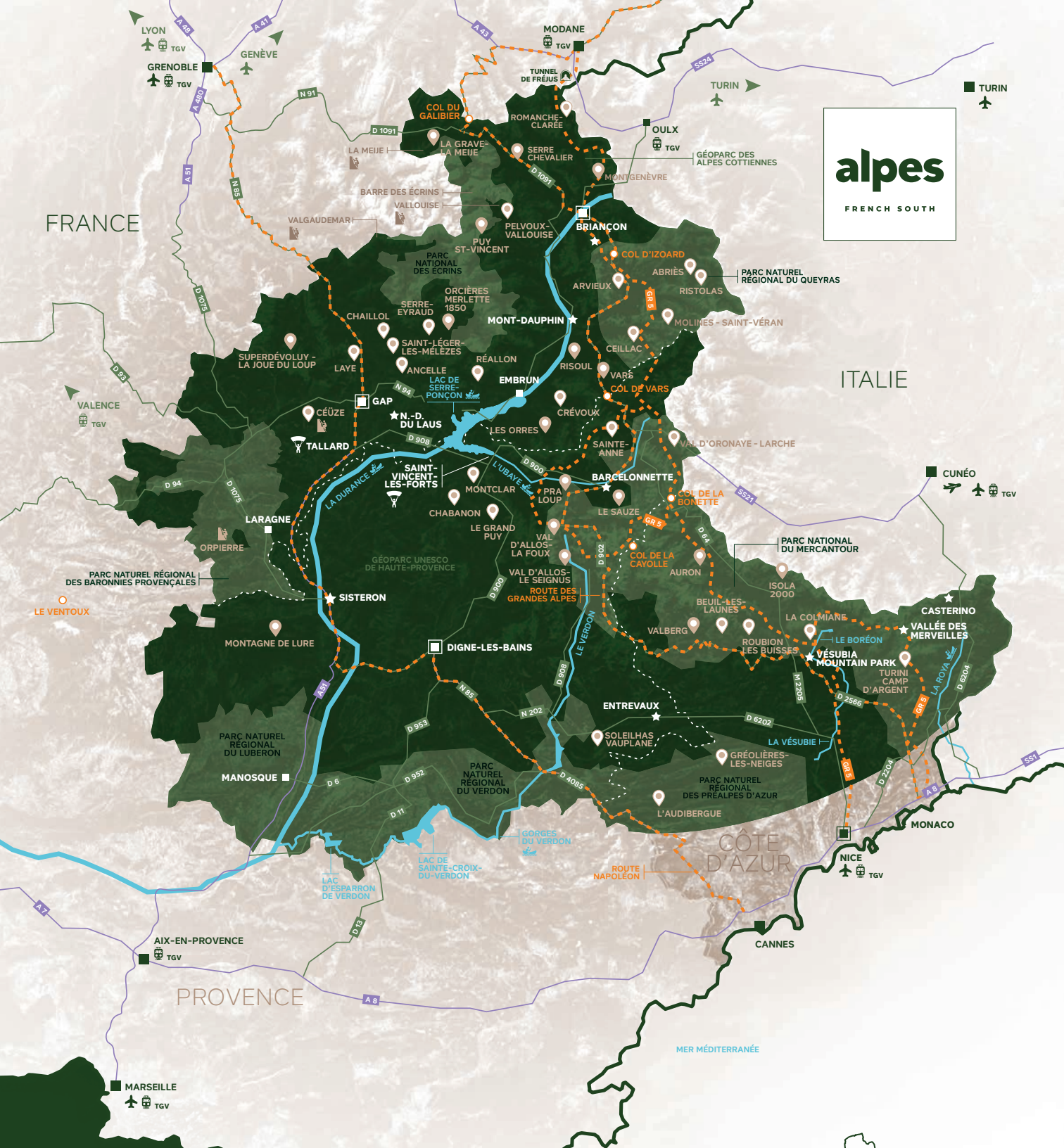
Strong values

Nothing beats the simple things in life.

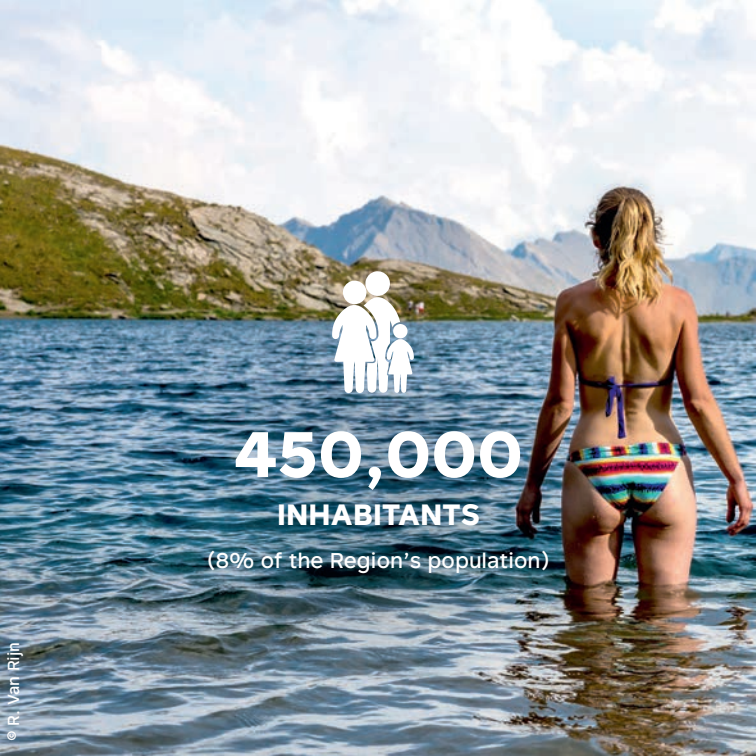
Our part of the Alpes is simply stunning. It is home to an unspoilt way of life so bountiful and rich that it has the power to attract and wow visitors all year round.

It inspires strong values: respect, humility and perseverance.





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FRENCH SOUTH



450,000
INHABITANTS
(8% of the Region's population)



12,000 km²

(40% of the Region's Sud-Provence-Alpes-Côte d'Azur)



2nd
MOUNTAIN
DESTINATION
OF FRANCE



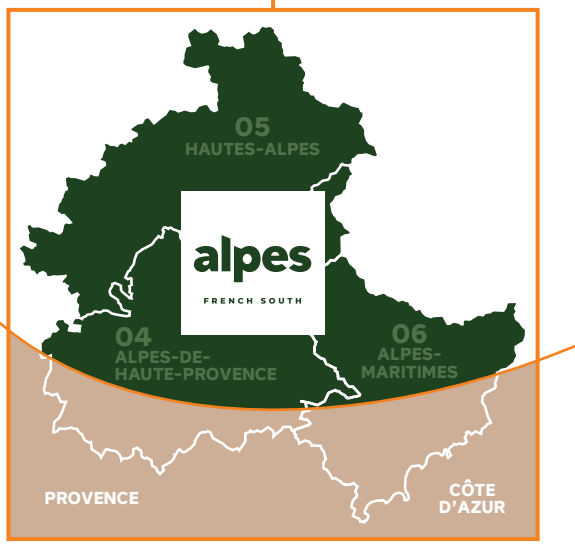
30
MILLION
TOURIST
BED-NIGHTS

15%
OF THE REGION'S
ECONOMIC ACTIVITY

1,8
BILLION EUROS
OF ECONOMIC BENEFITS

Legend

- 7 NATURE PARKS**
 - NATIONAL PARKS: ÉCRINS AND MERCANTOUR
 - REGIONAL NATURE PARKS: QUEYRAS, BARONNIÉS PROVENÇALES, VERDON, LUBÉRON AND PRÉALPES DU SUD
- 2 GEOPARKS AND NATIONAL GEOLOGICAL RESERVES**
 - UNESCO HAUTE-PROVENCE GEOPARK AND ALPES COTTIENNES GEOPARK
- LONG-DISTANCE TOURIST ROUTES**
 - ROUTE DES GRANDES ALPES (ALPINE COLS: GALIBIER, IZOARD, VARS, BONETTE, ETC.)
 - ROUTE NAPOLEÓN
 - GR5 LONG-DISTANCE FOOTPATH
- OUTDOOR ACTIVITIES DESTINATIONS**
 - SERRE-PONÇON, VERDON, DURANCE, UBAYE AND ROYA GORGES (WHITE WATER SPORTS AND SAILING)
 - TALLARD AND SAINT-VINCENT-LES-FORTS (AERIAL LEISURE ACTIVITIES)
 - LA MEIJE, VALLOUISE, VALGAUDEMAR, ORPIERRE, CÉUZE (MOUNTAINEERING AND ROCK CLIMBING)
- SITES OF SPECIAL INTEREST**
 - MONT-DAUPHIN (UNESCO), BRIANÇON (UNESCO), ENTREVAUX, BARCELONNETTE, CASTERINO, NOTRE-DAME DU LAUS, VÉSUBIA MOUNTAIN PARK, VALLÉE DES MERVEILLES
- 68 SKI RESORTS AND CROSS-COUNTRY SKI AREAS**
 - MAJOR SKI AREAS
 - VILLAGE RESORTS
- MAIN TOWNS AND CITIES**



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ZERO
POLLUTION PEAK

85% FRENCH
15% INTERNATIONAL CUSTOMERS

(of which 30% from within the Region Sud-Provence-Alpes-Côte d'Azur)



ORIGIN OF OUR CUSTOMERS

BED-NIGHT DISTRIBUTION

	WINTER	37%
	SUMMER	47%
	SPRING - AUTUMN	16%

