



Launch of the new website of the Nice Côte d'Azur Metropolitan Convention and Visitors Bureau www.explorenicecotedazur.com



The new website of the **Nice Côte d'Azur Metropolitan Convention and Visitors Bureau** has just been launched. Integrating the entire metropolitan dimension, it aims to inspire, as close as possible to the experience in this exceptional territory.

With over 300 pages of content per version, it offers: itinerary suggestions, travel blog articles, information on activities and places to visit...

Its characteristics

- It is designed in **mobile first** to better correspond to the habits of visitors to our sites. Indeed, 65% of information searches are carried out via a mobile phone.
- Explorenicecotedazur.com is developed in **3 languages**: French, English and Italian, with **smaller versions** in German, Spanish, Russian, Chinese and Japanese to follow.
- It is fed by the **APIDAE collaborative database**, i.e. more than **4,000** information sheets with photos of hotels, restaurants, museums, service providers, etc. The listings extracted are filtered by type of clientele/label, for example: family agenda, LGBT, cyclists, accommodation with the Famille Plus label, etc.



Its new features

- From the home page, an **immersive video** introduces this exceptional territory, and information presents and leads to "**Experiences**" pages highlighting the main strengths of the destination; a way of making the tourist assets tangible for visitors.
- A "**I am on site**" feature leads to an environment that is completely adapted to the visitor already present, and offers suggestions for activities depending on the time of day, the weather, etc.
- A **new space is dedicated to our local partners** compiling information on partnerships, labels, reports, access to the pro blog and to the OTM's services...

Its advantages

- The **Travel Blog, Itineraries and Tested for you sections** are all condensed experiences that allow future visitors to prepare their visit.
- The **booking platform** simplifies the planning and booking of any stay in a single basket: accommodation, activities, French Riviera Pass... and to benefit from current offers and promotions.
- Spaces are **dedicated to the press and to leisure tourism professionals** such as travel agents and tour operators and meet their specific needs.
- **Webcams at different points** in the area provide an instant view of the Promenade des Anglais, Promenade du Paillon, Auron and Isola.

More

- New versions of the other sites: French Riviera Pass, Greeters, Meet-In-Nice, will be developed in this spirit.
- A Chat Tool and FB Messenger will be active for a better interaction with the public

explorenicecotedazur.com

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We thank you for your interest and the feedback you will give to this information.

Press Departement

Isabelle Billey-Quéré

Presse Officer

Tel. +33 (0) 4 92 14 46 15

Tel. +33 (0) 4 92 14 46 10

presse@nicecotedazurtourisme.com

Social networks

 @ExploreNiceCotedAzur

 @explorenicecotedazur

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 Youtube.com/user/NiceCotedazurTourisme

 <https://www.linkedin.com/company/nice-convention-&-visitors-bureau/mycompany/>

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