



The Nice Côte d'Azur Metropolitan convention and visitors bureau launches

Departure of its Managing Director, Denis Zanon



After 14 years of exemplary tourism development, despite numerous historical crises (economic, security and health) and many successful challenges, the city of Nice and then the Nice Côte d'Azur Metropolitan area continues its development in order to meet the challenges of tomorrow's world (tourism, events, economy, environment).

At the head of the OTC Nice then the OTM Nice Côte d'Azur, Denis Zanon, after having successively worked for Chamonix, Annecy, Ski France International and Courchevel, arrived at the beginning of Mayor Christian Estrosi's first term, and since then has successfully steered the tourist destiny of the city and then the Metropolitan area for the last 14 years.

Since 2008, Nice, the second tourist destination after Paris, has regained its rightful place on the international tourist scene: growing visitor numbers, a strategy that is resolutely turned towards the international market in both leisure and MICE tourism, a strong and constant "quality" plan, supported by the creation of labels, the organisation of the revisited Nice Carnival which has been exported twice to China.

Since 2019, the perfectly controlled metropolitan transition is now a fully operational success, in close collaboration with the municipal teams of the territory's communes.

On the strength of an excellent track record, called upon by personal and professional projects, Denis Zanon has decided to hand over the reins to the person who will be responsible for setting up and deploying a new organisation over the next few years, and will leave his post on 1 August.

This concerted and well-considered transition will guarantee a smooth, serene and secure organisational evolution for the tourist office and the entire ecosystem concerned.

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

Press Department

Isabelle Billey-Quéré

Responsable service presse

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

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

presse@nicecotedazurtourisme.com

Réseaux sociaux

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