



Press kit

2021



— GROUPE —
AÉROPORTS
DE LA CÔTE D'AZUR

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► Nice Côte d'Azur airport was voted as the world's 3rd and France's 1st most scenic approach in the PrivateFly 2019 Airport Approaches Poll.

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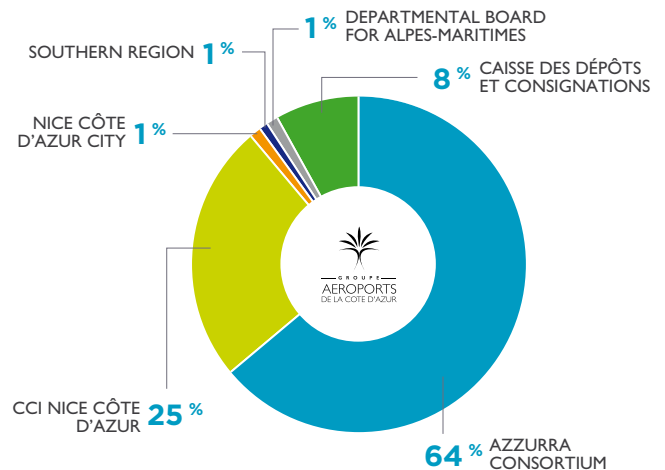
Undertaking rigorous **certification** processes

OVERVIEW

AÉROPORTS DE LA CÔTE D'AZUR GROUP

- 2016: privatisation of the Group
- 2018: Carbon-neutral level 3+ certification awarded by ACI for all of the Group's airports
- 2020: commitment made to achieve net-zero emissions by 2030
- Three airports under management (Nice Côte d'Azur, Cannes Mandelieu and Golfe de Saint Tropez)
- One Fixed-Based Operator (FBO) network, Sky Valet, in France, Spain, Portugal, Italy and Bulgaria
- 650 employees

- Breakdown of group shareholders



NICE CÔTE D'AZUR AIRPORT

- France's 2nd busiest airport hub
- 1st French airport certified as carbon-neutral level 3+ by ACI (2016)
- 1st French airport to commit to zero CO₂ emissions by 2030
- 80% reduction in greenhouse gas emissions since 2010
- 71 grams CO₂ eq per passenger (2019)
- 4.58 million passengers in 2020 (-68.4% vs. 2019)
- 68,516 business aviation movements (2020)
- Up to
 - > 121 destinations
 - > Six long-haul destinations with scheduled flights (Bahrain, Doha, Montreal, New York and Beijing)
 - > 44 countries with direct flights
 - > 61 airlines
- World's busiest scheduled helicopter route (Nice-Monaco)
- 3rd busiest business aviation airport in the world
- 530 employees

CANNES MANDELIEU AIRPORT

- France's 2nd busiest airport for business aviation
- Civil defence helicopter base
- 9,297 business aviation movements (2020)
- 7,784 helicopter movements (2020)
- 1st airport in the world to achieve IS-BAH level 2

GOLFE DE SAINT TROPEZ AIRPORT

- 1st airport in France to be carbon-neutral without offsetting (2020)
- 2,942 business aviation movements (2020)
- 1,356 helicopter movements (2020)

SKY VALET

- 19 FBOs in France, Spain and Portugal
- 12 FBOs under the Sky Valet Connect label (France, Italy and Bulgaria)
- Member of the international Paragon network (since 2020)
- Ground-handling services provided to more than 27,000 business aircraft (2020)

« *A testing ground for the airport of the future* »



While for some sectors 2020 was a serious crisis, for Nice Côte d'Azur Airport it was the year in which it accelerated and realised its strategy to become a testing ground for the airport of the future: a high-performance airport that is safe from a public health perspective and actively engaged in reducing its environmental impact. Linking these three points is the transformation underway – and to be accelerated – of the entire airport sector to ensure it supports and amplifies progress made in air transport.

High performance no longer means simply offering the largest array of destinations, or the best connectivity via Nice in addition to providing the necessary high-quality airport services. It now means being able to fulfil airports' new role in contributing to the management of European air traffic. With A-CDM (Airport Collaborative Decision Making) certification from Eurocontrol, all of the airport's partners currently benefit from better coordination, and we are now working to improve the fluidity of air traffic in Europe. In the same vein, the implementation of our APOC (Airport Operations Center) is a key milestone. The APOC is the most effective and advanced means of collaboratively managing airport operations. This enormous control station makes it possible, in real time, to exchange information, determine the most relevant solutions, initiate their implementation and verify their effects on all terminals, runways and airport surroundings. The anticipated improvements range from better punctuality to smoother passenger flows with, as a common thread, improved safety, especially in terms of increased health protection.

This is because being a safe airport from a public-health perspective has emerged as a new imperative for our activities. And an imperative that we envisage continuing in the long term beyond the COVID-19 crisis. For this reason, not only were we able to implement the necessary health protection measures as soon as the pandemic began, but we trialled various solutions, of both a human and technical nature, to reinforce them. All of these measures, welcomed by the French Minister of Transport, have enabled the airport to rank amongst the most responsible in terms of health protection, and to make a commitment with the European Union Aviation Safety Agency (EASA) to lead the way in applying the recommended measures and to define the airport of the future in terms of health protection for passengers and staff.

Finally, in terms of environmental protection, 2020 was a step-up in our policy, initiated 10 years ago, that has already enabled us to reduce our direct emissions by over 80%, be the first carbon-neutral airport in France, and to resolutely pursue our commitment to not emitting a single gram of CO₂ by 2030 – 20 years ahead of other airports in France. In concrete terms, this means that we will have minimised our emissions as far as possible and implemented carbon sinks either at our airports or in the immediate vicinity of our terminals to absorb any remaining emissions.

Again in 2020, we fulfilled our promises for our region, our passengers and the air transport sector by implementing what from now on should be regarded as standard for airports: operational performance, public health protection and environmental responsibility.

All these aspects are required to be a testing ground for the airport of the future. It is a humble approach, where we recognise the need to try out initiatives in order to improve. It is an agile approach, where we make real-time adaptations to achieve progress. It is a responsible approach, where we share our innovations to help the sector as a whole to progress.

A handwritten signature in black ink, appearing to read 'Franck Goldnadel', written in a cursive style.

Franck Goldnadel
Chairman of the Board of Aéroports de la Côte d'Azur

NICE CÔTE D'AZUR, .

France's 2nd busiest airport hub

Despite 2020 being a historically difficult year for the air transport sector, Nice Côte d'Azur Airport has remained strong. Air traffic dropped by 68.4% to 4.58 million passengers, but confidence remained unchanged, as did our workforce, which is vital for supporting the return to normal air traffic. And this return to normal air traffic will come, and certainly at a faster pace than other airports in Europe. On the one hand, because of the unaffected attractiveness of the region. On the other hand, thanks to increased performance.

This is because Nice Côte d'Azur has been able to utilise this exceptional year to consolidate its status as a testing ground for the airport of the future. While the direct routes that we have focused on for Nice have suffered as a result of reduced air traffic and border closures, its exceptional network, with over 120 destinations to 45 countries served by close to 60 airlines, has not been undermined in the medium term. Instead, the airport has been able to make progress in three other areas over the past months.

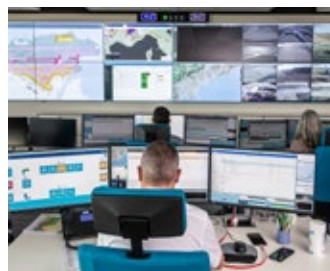
Firstly, in terms of operational management and the increased fluidity it offers for Europe's airspace, with A-CDM (Airport Collaborative Decision Making) certification from Eurocontrol. The computing technology and working methods implemented with A-CDM enable air traffic controllers at the airport to perfectly synchronise their management of flights with all aviation roles: Nice Côte d'Azur Airport, airlines and ground-handling agents. This helps to optimise, in complete safety, the use of capacity for arrivals, departures and taxiing, and offers environmental benefits (reduced taxiing time, no waiting at the runway threshold, etc.) and increases the fluidity of Europe's airspace. This certification was further supported by the implementation of the APOC a few weeks later (see inset).

The second criterion of excellence for the airport of the future, after high-tech solutions for operational performance, is public health protection, which has recently emerged as an imperative and is now a prerequisite for our activities. By implementing all the human, technical and technological resources available to avoid the virus spreading within its terminals, the airport has succeeded in becoming an example in this domain, as commended by the industry and certified by the internationally recognised ACI Health Accreditation, which currently sets the most stringent standards in the sector. By June 2020, the airport was one of the first seven airports in Europe to join forces with the European Union Aviation Safety Agency (EASA) and European Centre for Disease Prevention and Control (ECDC) by signing their COVID-19 Charter. This initiative fulfils two aims: ensuring that the health of passengers, crew and airport employees is protected, and contributing to a new definition of health protection standards for European airports.

Finally, the third pillar of excellence for the airport of the future is environmental responsibility. Not only in terms of noise pollution management, a field in which we have been active for over 30 years at Nice, but especially the reduction of greenhouse gas emissions, to which the airport has been committed for over 10 years with impressive results. The airport was the first to achieve carbon neutrality with Airport Carbon Accreditation level 3+ (the highest level) in 2016, and has succeeded in reducing its direct emissions by over 80% in addition to taking action to reduce aircraft emissions. Today, the airport is accelerating efforts by implementing an unprecedented reforestation policy in its region to switch from an offsetting stage to an absorption stage (see page 7).

Adaptations to terminal 2, **a topical project**

The project for adaptations to Terminal 2, announced in 2018, has seen its relevance increased by the pandemic in 2020. While the return to normal air traffic is expected to be gradual, in coming years this will require terminals to be perfectly sized to accommodate new passenger numbers in optimal conditions of comfort and safety, and in particular public health. This project, covering almost 25,000m², will both fulfil this need and respect the Group's and airport's commitments with regard to carbon neutrality.



Nice Côte d'Azur, **at the heart of Europe's airspace**

In 2020, Nice Côte d'Azur— France's second busiest airport hub – significantly accelerated its integration into the heart of Europe's

airspace, with the twin aim of increasing the performance of air traffic through improved fluidity and punctuality, and reducing the environmental impact of this traffic through resource optimisation. With the implementation of its APOC (Airport Operations Center), Nice Côte d'Azur has acquired the most advanced technology to optimise air traffic and help reduce congestion in Europe's airspace. All control stations for the airport are brought together in this 500m² unit under the responsibility of an Airport Duty Manager, who truly orchestrates operations. This monitoring hub centralises the management of the airport's various resources and positions Nice Côte d'Azur as one of Europe's most advanced airports in terms of managing airport operations, helping to increase the fluidity of air traffic.



**Co-financed by the Connecting Europe
Facility of the European Union**

THE FIRST FRENCH AIRPORT GROUP.

to achieve zero emissions by 2030

Having signed up to the independent **Airport Carbon Accreditation (ACA)** programme in 2011, Nice Côte d'Azur became the first airport in France, and 25th in the world to achieve carbon neutrality in 2016, and was joined two years later by the airports of Cannes Mandelieu and Golfe de Saint Tropez. In 2019, the Group committed itself to achieving zero CO₂ emissions before 2050, before moving forward this target and announcing in January 2020 a programme of measured actions in order to succeed in this challenge within just 10 years, by 2030.

This Cap 2030 programme lists all the actions to be carried out, year after year, for the Group's three airports on the Côte d'Azur. It is based on the electrification of all possible equipment, abandoning gas and progressively transitioning to alternative energy sources. Aware that reducing its own environmental impact to zero is only a part of the larger impact of the aviation sector, the Group has also taken bold action in order to reduce aircraft emissions in their approach, landing, taxiing and take-off phases. As such, in 2016, Nice Airport was the first in France to implement and require the use of electrical terminals for private aeroplanes in its parking areas to reduce the use of noisy and emission-generating auxiliary power units. Then the first to deploy passenger boarding bridges with a 400-hertz power supply for commercial aircraft at gates, with the same aim.

Between 2013 and 2018, emissions from aircraft during their approach, when taxiing and on take-off from Nice Airport saw a 20% reduction, initiating a trend that was all the more positive because passenger traffic and aircraft movements increased over the same period. These encouraging results have been reinforced by the implementation in 2020 of A-CDM followed by the APOC (see page 6), which enabled further reductions in the time that aircraft spend taxiing and waiting at the runway threshold, and therefore in greenhouse gas emissions.

This level 3+ certification independently awarded by Airport Carbon Accreditation (ACA) committed the Group, following several years of declining emissions, to sustaining our efforts across all activities under our control, in addition to encouraging our various stakeholders to do the same. With the support of 37 partners operating at our airports, Nice Côte d'Azur Airport had reduced its greenhouse gas emissions by 80% between 2010 and 2019, and in that year reached a new record low of 71 grams of CO₂eq per passenger, compared to a world average of 2,210 grams and an average of 1,610 grams for European airports.

Even if today the three airports are carbon-neutral according to ACA's criteria, this has been achieved through offsetting measures, which the Group does not wish to rely upon in the long term. «Offsetting is by nature a transitional step because it cannot address the climate emergency. Switching to an absorption stage is a necessity for our activities and our region,» explains Isabelle Vandrot, Head of the Sustainable Development & Environment Department. The Group initiated this next stage, which is unprecedented in France, in 2020 with the creation of its first carbon sinks (see inset).

In addition to actions carried out in its terminals, on its aprons, taxiways and runways, or to help reduce in-flight emissions, Aéroports de la Côte d'Azur has made a commitment to sustainable transport. Self-service charging points enable employees to come to work in electric cars. Nice Airport has been accessible by tram since December 2018, with the Group financing the works to integrate the line into its environment. Finally, in 2019, Nice Airport became the first in France to provide its passengers with free electric shuttle buses connecting its two terminals and car parks. This innovation reduces the emissions generated in the airport area by 250 tonnes of CO₂ equivalent.



Creation of carbon sinks

In 2020, Aéroports de la Côte d'Azur initiated an unprecedented partnership in France between an airport operator, local authorities and the French National Forests Office (ONF). This commitment, spanning a number of years, involves funding the planting and maintenance of tree species suited to the local climate. Several hectares have already been reforested close to the airports of Cannes Mandelieu and Nice Côte d'Azur. From 2030, this ambitious programme will eventually serve to absorb 300 tonnes of CO₂ equivalent annually, covering the airport's remaining emissions. Meanwhile, Golfe de Saint Tropez Airport has seen a vast planting operation right up to its perimeter, with the promise in the even shorter term, and as the trees grow, of complete carbon neutrality through absorption.

A LEADING GROUP.

in business aviation handling in Europe

As operator of the airports of Nice Côte d'Azur, Cannes Mandelieu and Golfe de Saint Tropez, the Aéroports de la Côte d'Azur Group ranks second in Europe in terms of business aviation traffic. Operating the Sky Valet FBO (Fixed-Based Operator) network in 22 destinations in Portugal, Spain and France, and developing the network under the Sky Valet Connect label, the Group has established a unique network of bases throughout Europe.

As a stakeholder in the economic growth of its region, which stretches from Saint Tropez to Genoa and encompasses Cannes, Nice and Monaco, the Aéroports de la Côte d'Azur Group supports the growing business aviation needs of the region and beyond. In terms of flow, first of all. With the number of flights to or from the French Riviera constantly on the rise, the Group has expanded capacity with a 50% increase in the number of aircraft parking areas at Nice Côte d'Azur or the authorisation in 2015 for 35-tonne aircraft to land at Cannes Mandelieu. The Group has also developed infrastructure to ensure smooth journeys for time-pressed passengers, enabling them to make connections between business flights and

helicopters directly from the general-aviation terminal, where security checks are carried out. With a turn-around time of 30 minutes, the Nice-Monaco helicopter route is the busiest in the world in terms of traffic, furthering local economic development.

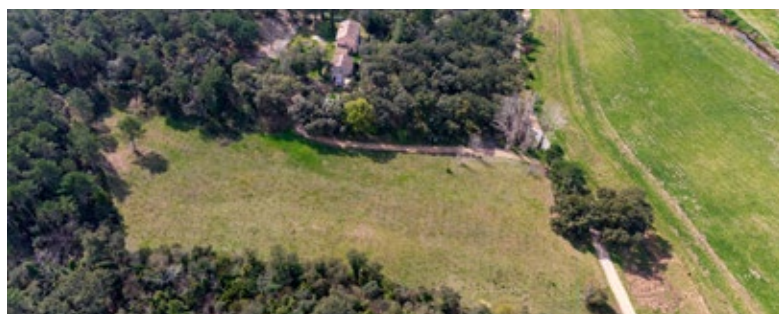
As an advocate for the region, Aéroports de la Côte d'Azur strives to integrate its operations into the environment. First and foremost by imposing strict approach paths on pilots, to avoid planes flying over residential areas. In addition to this, the Group was the first in the world to install electrical supply systems in the business aircraft parking area so as to reduce noise pollution and greenhouse gas emissions created by planes parked at Nice Côte d'Azur. Furthermore, each of our three airports has an Environmental Commitment Charter which sets out the rules of good conduct for airlines and pilots in an effort to curb disturbance, particularly noise. For these efforts, in 2015 Cannes Mandelieu Airport was recognised as an example by ACNUSA, a watchdog for disturbances caused by airports, for the quality of its approach.



Sky Valet, **partner of the Paragon network**

In late 2020, having witnessed rapid growth for a number of years, Sky Valet, the FBO (fixed-based operator) network of the Aéroports de la Côte d'Azur Group decided to join the Paragon network. The complementary nature of their locations forms a coherent, high-end system from the United States (Los Angeles, Houston, Dallas, Austin, Miami, Chicago, Boston, Washington DC, New York, etc.) to Sydney via Cape Town, Dubai and a large number of European business airports. This partnership enables the Group to bolster its international presence by developing what is now one of the most extensive FBO networks in the world.

Golfe de Saint Tropez, **first zero-emission airport in France**



Golfe de Saint Tropez Airport, ideally located in the heart of an exceptional region, was the first within the Aéroports de la Côte d'Azur Group and France more generally to succeed in not emitting a single gram of CO₂ and transitioning from offsetting its remaining emissions to partially absorbing emissions from aircraft during their approach, taxiing and take-off phases. This feat was based on two pillars: on the one hand a reduction in the airport's emissions through the electrification of its vehicles and machinery, and on the other by establishing on-site plant-based carbon sinks. This future-oriented approach will be extended over the coming years through new efforts regarding vehicles, including refuelling tankers, firefighting trucks or airside machinery, and with the installation of photovoltaic panels. This will enable Golfe de Saint Tropez Airport to absorb more than 21 tonnes of CO₂ equivalent annually by 2030.

PROACTIVE AND RESPONSIBLE MANAGEMENT.

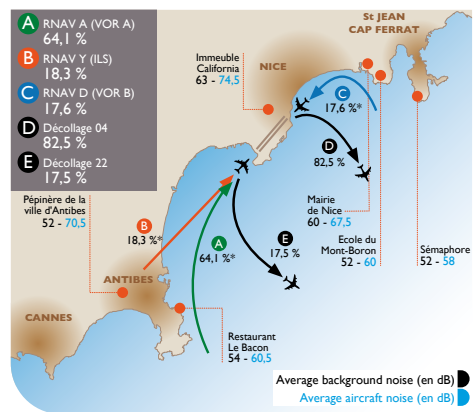
of noise pollution

How can you make your region more attractive by developing domestic and international air routes without, paradoxically, degrading the area for local residents and visitors? To address this delicate question, the Aéroports de la Côte d'Azur Group has, for many years, spearheaded an effective strategy.

Located a few kilometres from the city centre and in the immediate vicinity of local residents, Nice Côte d'Azur Airport has adopted a proactive policy to minimise the noise pollution generated by our operations and those of our carriers. With two runways that run parallel to the sea, the airport has taken the unprecedented decision to allocate the south runway, which is furthest from residential areas, to take-offs, which create the most noise. This 'inverse pair' arrangement is specific to the airport and works alongside many other initiatives allowing the airport to integrate harmoniously into its surroundings and receive just 100 complaints per year - a remarkably low number considering the airport's traffic.

From 2000 Nice Côte d'Azur voluntarily created a Charter for the Environment that outlines 46 measures to be put in place to control and reduce nuisances from our operations - an approach that was subsequently adopted by other airports in France. The first measure, implemented in 2000, saw a network of 10 sensors installed in the area around the airport. This enables the level of noise pollution to be measured so that changes can be made. Since then, the level has been reduced by an average of 4 dB depending on the flight path.

With regard to flying over residential areas, Aéroports de la Côte d'Azur worked with the French Civil Aviation Authority (DGAC) to consider means of minimising the number of flights over Antibes on approach paths from the west, which are the most common due to the prevailing winds. The establishment of a flight path referred to as RNAV A made it possible to reduce the proportion of planes flying over Antibes from 40% in 2002 to 18% in 2019.



► Take-off and landing flight paths have been optimised for maximum noise pollution reduction for local residents

Finally, in order to further reduce any disturbance due to approaches from the east, which make up just 18% of situations, planes landing at Nice must, as of 1 January 2019, be equipped with an area navigation system to the RNP APCH standard. This more accurate technology simplifies the flight path and reduces jet fuel consumption and noise pollution. This innovation also has benefits for flight paths from the west, as the operational minima were lowered on 7 November 2019 in order to further avoid flights over Antibes.

Because noise pollution is not only generated on take-off and landing, the airport has also taken measures to reduce noise from aircraft in parking areas. Since 2013, all passenger boarding bridges have been equipped with an electrical network allowing planes at gates to turn off their engines while maintaining air conditioning, light and electricity. Similarly, since 2014, electric terminals have allowed pilots to avoid using their auxiliary power units during flight preparation in the parking area for business aircraft. This offers double benefits: no CO₂ emissions as jet fuel is not used, and no noise pollution as the turbines are not in use. Other airports have since adopted this innovative initiative. And, as we're always striving to go above and beyond, planes are now towed to the runway to reduce the use of their engines even further while on the ground.

Cannes Mandelieu, an exemplary airport continuing its efforts

Because planes take off and land into the wind, the runways at Cannes Mandelieu have the particular characteristic of requiring approach paths that fly over parts of neighbouring Cannes, Mougins and La Roquette sur Siagne. Aware that aircraft movements can cause disturbance for residents, Aéroports de la Côte d'Azur has taken numerous measures for more than 15 years: increased altitude, installation of sound attenuators, timetabling and frequency restrictions, introduction of a pilot briefing to make them aware of the best approach procedures, etc. To measure the effectiveness of these policies, in 2010 the Group sought the opinion of ACNUSA, a watchdog for disturbances caused by airports, and this same organisation cited the airport as an example in 2015. Again in 2015, and to develop its approach even further, Cannes Mandelieu Airport drew up, in conjunction with airlines and pilots, an Environmental Charter setting flight paths and altitudes in order to minimise the impact of aviation activity on local residents. A monitoring system enables sanctions to be imposed on offending parties in the event of a proven breach. The result was that, in 2017, all flight paths reported by residents were demonstrated to be compliant from an aeronautical perspective. Finally, the Group is a committed partner of the work undertaken by the French state, through the DGAC, concerning additional measures (examination of new flight paths, measures to reduce noise pollution, etc.) to further improve relations between Cannes Mandelieu Airport and local residents.

OPTIMAL INTEGRATION.

of new technology to improve passenger journeys

From within their Lab, the expert division for Nice Côte d'Azur has developed a bold and ambitious strategy to integrate the latest technology throughout the passenger's experience, from preparing for their trip to their journey through the terminals in addition to managing their vehicle or baggage.

As such, in 2019, the airport enriched its array of services with two innovations. Firstly, as part of an experiment conducted in conjunction with Amadeus and IN Groupe, the airport has deployed a facial recognition solution, currently reserved for Emirates business passengers requesting this option. By facilitating procedures at each point in the passenger's journey through the airport, this innovation helps to achieve a 75% time saving. This experiment follows on from the installation and commissioning of 16 Parafe gates at the airport as part of a pilot in July 2018. This system too is based on facial recognition and reduces the time spent at border control.

These innovations are in line with our continuous efforts to seek solutions that help minimise passenger inconvenience. For example, before their flight, passengers can use the website or mobile app for last-minute preparations: check their flight status or departure terminal, book a parking space (Click&Park) or buy a fast-track pass for the security checkpoint (Nice Access). To optimise their time spent in the terminal, they can even reserve luggage wrapping, VIP lounge access or a rental car.

As for baggage, whether carried in the hold or cabin, the airport has also implemented solutions in order to reduce inconvenience. For passengers forced to remove items

prohibited in cabins, Tripperty offers secure locker storage until they return from their trip, or forwarding by post.

To further streamline plane turn-arounds, the airport has introduced a new solution for handling hold baggage, which increases the speed and reliability of transfers from drop-off to aircraft. Thanks to its Destination Coded Vehicle system, this new technology used for baggage sorting provides reassurance to passengers, supports the continued increase in traffic at the airport, and facilitates the management of connecting flights, which are expected to develop over the coming years.




Finally, in view of the thousands of passengers that use the airport multiple times a year, Nice Côte d'Azur has introduced an offer specific to frequent flyers. Club Airport Premier

provides many benefits to members, expands the Group's marketing strategy, and is part of a relationship-building effort that culminates in monthly private tours of the airport followed by a drinks reception. An original and popular way to establish an authentic social network.

By integrating innovative – and sometimes unique – digital solutions throughout its value chain, Nice Côte d'Azur has positioned itself as a pioneer amongst European airports when it comes to using new technologies and digitalising passenger journeys through the airport.



 Co-financed by the Connecting Europe Facility of the European Union

A coordinated airport **airport with less CO₂ from aircraft movements**

On 25 November, after several months of collaboration with all of its operational partners, Nice Côte d'Azur Airport commissioned its Collaborative Decision Making (CDM) system in conjunction with the Network Manager – Eurocontrol. This system offers a competitive advantage to the airport's partners, airlines and ground-handling agents, who will gain in terms of operational efficiency, and the promise of better service quality for passengers. CDM also enables reductions in aircraft taxiing time, improved performance (including financial) for airlines, and reductions in their greenhouse gas emissions, and so forms part of the airport's proactive policy to reduce its carbon footprint.

PROMOTING THE REGION.

and showcasing its cultural heritage

Aware that it is a gateway to a large region enjoying worldwide renown, Nice Côte d'Azur Airport has implemented an ambitious policy to transform boarding time into an experience that is surprising, unforgettable and unique in Europe. This policy earned it the title of world's Best Airport Operator at the Frontier Awards in 2018.

With the completion of renovation work in both terminals in 2018, Nice Côte d'Azur Airport has put the finishing touches to its retail and service transformation programme, structured around four levers, including Riviera Essentials and French Essentials. As, under normal conditions, two out of every three passengers come from or are heading abroad, the airport set out to offer not only the most surprising shopping experience in Europe, but more importantly to showcase the treasures and unique character of our region: La Tarte Tropicaine opened its first airport outlet at Nice Côte d'Azur, as did Fragonard, who created an exclusive line for Nice Côte d'Azur: Chez Pippo is a traditional Nice restaurant serving up their famous socca daily...

As a premium setting welcoming visitors from around the world, the airport also appeals to luxury brands, such as Dolce & Gabbana, who in 2020 enriched the commercial offer in Terminal 2 and confirmed the airport's attractiveness to retailers.

Despite the pandemic and significant reduction in passenger traffic, this attractiveness was demonstrated by the opening of two pop-up stores in the same year: Lobsta offers specialities featuring lobster, whereas Mar y Cocina serves fine ceviches that awaken a desire to travel. Ladurée has also established a presence in the heart of Terminal 2. This wide range of outlets enables passengers to enjoy a carefully selected and culturally emblematic commercial offer.

As a gateway to the Côte d'Azur, the airport is expanding its role in the region by wholeheartedly assuming its identity and fully supporting its attractiveness and dynamism. As a powerful demonstration that our love for the region is not just symbolic, in the Terminal 1 forecourt stands an #ILoveNice sculpture – a nod to the one found on the Promenade des Anglais and a perfect setting for tourists to create their own souvenir.



► In the heart of our terminals, the “Sense of Place” spirit promotes regional products and craftsmanship to tourists.

A key asset for attracting international conventions

Since 2014, Nice Côte d'Azur has collaborated with convention centres and festivals in Nice, Cannes and Monaco to attract and retain professional international events. Aware of their economic benefit for the region, the airport has joined forces with its partners in their promotional efforts with the aim of winning Europe-wide competitions for our city. In real terms this means that for any event with at least 1,000 participants where 50% come from abroad, or 500 participants if the event takes place in Monaco, the airport offers a comprehensive welcome service, from signage to online and offline communication to take care of participants in a personalised manner from arrival to departure, and maximise the event's visibility. Since the introduction of this scheme, several major conventions have chosen

the Côte d'Azur as the location for their events. In addition, in 2020, the airport became a partner of the plan to boost the promotion of the region, which took the form of advertising campaigns in major cities in France and Europe. At the time, the Group was the only private operator to be involved. Finally, in early 2021 as part of a partnership with Provence Côte d'Azur Event, the airport introduced a welcome pack specifically for major events taking place in the region. It includes solutions to both streamline participants' journeys (mobile welcome desks, assistants, baggage carriers, fast-track queueing, customised signage, etc.) and enhance the travel experience (reserved areas in boarding areas for receptions, access to VIP lounges at preferential rates, etc.).



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