



# MARSEILLE

Press Kit 2024



VILLE DE  
MARSEILLE



# 2024

PRESS KIT  
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In 1924, France hosted the Olympic Games and Normandy, next door to the capital of Paris, inherited the sailing events. 100 years later, the world's biggest sporting event is returning to France, and it's in Marseille, capital of Provence and famous for its sunny, windy harbour, that all the windsurfers will be meeting. 10 men's and women's football matches will also be held at the legendary Stade Orange Vélodrome.

100 years of development which, in 2023 alone, show that Marseille has everything it takes to become a city of international stature: the welcome of Pope Francis in the autumn, for the first time in 500 years, attracted more than 50,000 people. The Rugby World Cup attracted almost 500,000 fans, with 9 different teams playing all 6 matches in Marseille. A great year, with 2024 in our sights! The arrival of the Olympic flame aboard the Belem on May 8 in Marseille, live from Olympia, will mark the start of the festivities for this exceptional year.

The city's appeal is no longer in doubt, thanks to the many openings and events that have punctuated the last decade: in 2013, Marseille was elected European Capital of Culture and opened the Mucem, its first national museum; in 2016, the Stade Orange Vélodrome was extended to host the Euro football tournament; and Le Corbusier's Cité radieuse was listed as a UNESCO World Heritage Site, in 2017 Marseille became the European Capital of Sport, in 2019 Alexandre Mazzia joined Gérard Passadat in the exclusive circle of 3 Michelin stars, in 2021 Marseille hosted the IUCN World Conservation Congress, and in 2022 the replica of the famous Cosquer cave opened... Over the years, Marseille has developed and adapted to the current challenges in tourism, while preserving the evidence of its 2,600 years of history, which still gives it the status of oldest city in France.

Ever concerned about protecting its environment, Marseille boasts a remarkable range of sustainable offerings, including zero-pollution activities such as cycling, climbing, kayaking, hiking, and more. As well as lodging in a wide range of hotels with the Green Key label and restaurants with the important Ecotable designation. What's more, Marseille is home to Europe's only national peri-urban park, Calanques National Park, which, since 2022, employs a reservation system in a section of the park to preserve its exceptional ecosystem's flora and fauna.

City of contrasts, Marseille, by definition, successfully embodies blends, between tradition and modernity, between land and sea, and between warm sun and refreshing sea.

Made up of 111 districts, each with their own identity and strength, you can visit and appreciate the city over several days, enough time to satisfy all your senses; tasting numerous Marseillais specialties and other delicacies from around the world served in Marseille's many restaurants; marvelling at the turquoise blue water of Calanques National Park, smelling the mix of spices in the different multicultural neighbourhoods peppered around the city, hearing the roar of Marseille fans for l'OM, or walking, running, or cycling in streets that are as sunny as they are different from one another.

Always showcased and defended by the inhabitants themselves, Marseille lives to be understood, and awaits you in any season!

## MARSEILLE >> BY THE NUMBERS

FOUNDED MORE THAN  
**2 600 YEARS AGO**  
MARSEILLE IS THE OLDEST CITY  
IN FRANCE

**2<sup>ND</sup>**  
LARGEST FRENCH CITY  
WITH A POPULATION  
OF 870,000 IN 2022

**57 KM**  
OF COASTLINE  
OF WHICH **20 KM**  
ARE THE CALANQUES

**300**  
DAYS OF SUN  
EACH YEAR

**5 MILLION**  
TOURISTS  
ON AVERAGE EACH YEAR

**1<sup>ST</sup>** CRUISE PORT  
IN FRANCE  
AND **4<sup>TH</sup>**  
IN THE MEDITERRANEAN

**2<sup>ND</sup>**  
MOST FILMED CITY  
IN FRANCE

**250,000**  
SPORTS CLUBS MEMBERS  
MORE THAN 1/4 OF THE POPULATION

**145** HOTELS  
**10,730** ROOMS  
(INCLUDING MARSEILLE PROVENCE AIRPORT)

**16**  
ARRONDISSEMENTS  
**111**  
NEIGHBOURHOODS

A **24°** SEA  
EACH SUMMER



# >> MARSEILLE: CONNECTED CITY



Tram Joliette

© OTCM IOYANA

The Aix-Marseille-Provence metropolis is at the heart of a very comprehensive public transportation network that makes the destination THE strategic gateway to the Mediterranean and Europe, but also a key place to stay coming from sea, land, or air.

## MARSEILLE PROVENCE AIRPORT

As the main natural gateway to the Mediterranean, Marseille Provence Airport welcomes, in high season, up to 1 million passengers per month.

Major French and European cities, the Mediterranean the Middle East and Canada, a total of almost 128 destinations are served to 36 countries with 34 airlines.

### Liaisons / Marseille Centre (30km) Connections / Marseille Centre (30km)

- By airport shuttle (every 30 minutes – at peak times – from 5:10 to 23:10)
  - By TER train (more than 72 trains during the week and 46 on weekends)
  - By rental car (11 agencies at the airport)
  - By taxi (86 vehicles available 24/7)
- [www.marseille-airport.com](http://www.marseille-airport.com)

## VIA MOTORWAY

3 motorways linking Spain, Italy, and northern Europe pass through Marseille, and offer an ideal proximity to top regional destinations:

- 1:00** to connect to the Camargue and Avignon
- 1:30** to escape to Saint-Tropez
- 2:00** to take advantage of the Côte d'Azur
- 2:30** to hit the slopes at first-class ski resorts

## BY TRAIN

Marseille is:  
1:40 from Lyon, 3h from Paris, 3:30 from Geneva, 4:30 from Barcelona, 5:30 from Brussels, 6:30 from London, 8h from Frankfurt...

## GETTING AROUND IN MARSEILLE

### By land:

Marseille is easy to get around by bike or car, thanks to 2 metro lines, 3 tram lines, 88 bus lines and 15 car parks with almost 10,000 parking spaces. Since 2019, electric vehicles have also made their appearance, starting with scooters, quickly followed by bicycles. Both of these, quickly won over by the people of Marseille, are available on a self-service basis throughout the city, and can be booked in less than 5 minutes via their respective apps.

### By sea:

From spring to fall, 1 ferry line connects the Vieux-Port / Pointe-Rouge / Les Goudes. Another line offers round-trips between the Vieux-Port and Estaque from Monday to Friday.

Treasured by Marcel Pagnol, the Ferry Boat links the Hôtel de Ville and Place aux Huiles on the shortest ferry ride in the world. It goes to and fro every day of the week from 7h30 to 20h30 for 0.50€ each crossing.

### Marseille on Geovelo

3 itineraries are offered on this cycling app, to help you discover Marseille from every angle. The app also allows you to find the best routes to get from point A to point B, offering several alternatives like the most touristic, the most direct, and the safest. [www.geovelo.fr](http://www.geovelo.fr)





# >> 26 CENTURIES OF HISTORY: FROM MASSALIA TO MARSEILLE

## 27<sup>th</sup> Century B.C.

If Marseille bears witness to 26 centuries of history, the cave paintings in the Grotte de Cosquer confirm the first human settlements around 2700 B.C.

## 6<sup>th</sup> Century B.C - A Phocaeen legend

The Greek city Massalia was born from the fruit of a mythic, 5<sup>th</sup> century B.C. love story between Gyptis, a native princess, and Protis, an explorer from Phocaea in Asia Minor. Together, they created this Greek trading post along the banks of the Lacydon (now the Vieux-Port). A fortuitous encounter, symbolising openness to the outside world. Twenty-six centuries later, this remains the true essence of this Phocaeen city.

## 5<sup>th</sup> – 6<sup>th</sup> Century

Given its setting facing the sea, Massalia helped introduce the cultivation of grape vines and olive trees, money, and writing to Gaul. Consequently, it rapidly became a place for influential exchanges between the Mediterranean and Celtic worlds.

**5<sup>th</sup> Century** Saint-Victor Abbey is established at the exterior of the city on the southern banks of the port, enabling Marseille to extend its spiritual influence beyond Provence.

## 15<sup>th</sup> Century

Bound to France in 1481, Marseille becomes one of the kingdom's first cities!

## 16<sup>th</sup> Century

In Marseille, the country's first Chamber of Commerce is created in 1599, a sign of the city's trading vitality.

## 17<sup>th</sup> Century

Rebel city against royal power, Marseille is conquered in 1660 by Louis XIV's troops. The Sun King orders the construction of the Fort Saint-Jean and Fort Saint-Nicolas citadels to protect and keep a close watch on the city. Under his reign, he implements significant urban planning projects, with notably the creation of the Grand Cours, a new Hôtel de Ville (City Hall), and the Hôpital de la Charité – all using the plans of Pierre Puget. At that time, Marseille expands beyond its medieval ramparts, tripling its surface area from 70 to 195 hectares.

## 19<sup>th</sup> Century

The city undergoes a period of transformation and growth at an economic and cultural level, as well as opening up to the oceanic world. The port is equipped with new basins at La Joliette while the railway and the Gare Saint-Charles come to revolutionise transport. Manufacturing develops, maritime companies flourish with the rise of the colonial empire, the population swells 3.5 times its size, and the city experiences an impressive urban transformation: the opening of the Rue de la République, the arrival of water via the Canal de la Durance at the Palais Longchamp, and the construction of the Préfecture, the Palais de la Bourse, the Palais du Pharo, the Cathédrale de la Major, and the Basilique de Notre-Dame-de-la-Garde.

## 20<sup>th</sup> Century

The Second World War has a profound impact on the city and its architectural heritage. From that moment on, modern architects, notably Le Corbusier or Fernand Pouillon, were called upon to participate in the city's reconstruction, building iconic places that remain in Marseille's cityscape today.

## 21<sup>st</sup> Century

Rich in historic and architectural heritage, the city of Marseille is today tackling its future, with large-scale urbanism projects such as the enormous urban renewal initiative, Euroméditerranée, without forgetting to beautify and renovate its existing structures, like the Port Antique. Ruins from ancient times (600 B.C.) that were discovered in 1967, the site has recently been restored, allowing Marseillais to reclaim the vestiges and pass on their history to future generations.

Today, Marseille has, in part, heightened its worldwide renown thanks to the big names in architecture that have designed monumental projects here during the last decade, like "starchitects" Zaha Hadid (CMA-CGM Tower), Jean Nouvel (La Marseillaise Tower), Stefano Boeri (Villa Méditerranée) or Rudy Ricciotti and Roland Carta (Mucem, J4), Norman Foster ("Ombrière" at the Vieux-Port).



# >> NOT TO BE MISSED

## FIRST TIME IN MARSEILLE ?

### CHECK OUT THE CLASSICS

## NOTRE-DAME DE LA GARDE

No need for a GPS nor a compass. From here you can get the lay of the land: the Vieux-Port, the Vélodrome stadium, the Cité Radieuse and even the Pointe Rouge and the Frioul Islands. From the 154-meter-high hill on which Notre-Dame de la Garde sits, one gets a breathtaking 360° view of Marseille. All Marseillais – from lifelong citizens to newcomers – refer to the basilica as the “Bonne Mère” (the “Good Mother”) who watches over the city day and night. Since the Middle Ages, the hill has housed a succession of chapels before welcoming the basilica in the 19<sup>th</sup> century. The religious building, considered as the guardian of sailors and fishermen, fascinates and lures more than 2 million visitors each year.  
[www.notredamedelagarde.com](http://www.notredamedelagarde.com)

## MUCEM - MUSEUM OF EUROPEAN AND MEDITERRANEAN CIVILISATIONS

### J4

Erected on the ancient harbour pier J4, Mucem owes its “feminine and muscular” structure to architect Rudy Ricciotti, an associate of Roland Carta. The 15,000 m<sup>2</sup> space welcomes two exhibition halls: the Galerie de la Méditerranée dedicated to the discovery of major stages in Mediterranean civilisations as well as a temporary-exhibition space. J4 also houses a 355-seat auditorium (for conferences, shows, concerts, etc.), the “Médinathèque,” (a venue for screening audio-visual documents that is a collaboration with INA), a dedicated space for children (“Odyssey des Enfants”), a bookstore/shop, as well as Môle Passédat, a restaurant by celebrated 3-Michelin-Star chef Gérald Passédat.

### Fort Saint-Jean

A suspended footbridge connects J4 to Fort Saint-Jean, a small village in itself in which stone arcades, vaulted rooms, suspended gardens, and panoramic viewpoints over Marseille and the Mediterranean intermingle. A second footbridge connects the fort to the Le Panier neighbourhood, from the fort's Port Royale to the Église Saint-Laurent. Opened punctually, it is only since 2013 that the site of Saint-Jean of the 12<sup>th</sup> century is widely open to the public.  
[www.mucem.org](http://www.mucem.org)

## LES CALANQUES

With its maritime pine massifs, its aromatic plants and its turquoise waters, the Parc National des Calanques is a prime playground for lovers of hiking, rock-climbing,

diving, and heritage. Explored from top to bottom, the Calanques are photographed, inhaled, and even devoured, thanks to a handful of delightful foodie hideouts. Dig into freshly caught fish, squid, panisses, and pastis at off-the-beaten-path restaurants Chez le Belge (Marseilleveyre), La Grotte (Callelongue), or Chez Paul (Les Goudes).

[www.calanques-parcnational.fr](http://www.calanques-parcnational.fr)

## LE CORBUSIER'S CITÉ RADIEUSE

The avant-garde genius Le Corbusier built the “Cité Radieuse” between 1947 and 1951. This “Unité d'Habitation”, as Le Corbusier called it, is a vertical city made of expose, made of exposed concrete, perched on concrete pilings, and featuring multi-coloured loggias. The cruise-ship like building houses 337 magnificent apartments, a hotel, a restaurant, a school, shops, a bookshop, galleries, a tea room, an art and design centre, as well as a rooftop that is open to the public. Misunderstood, the space is today a reference point for artists and art and design lovers across the globe. Since 2016, the Cité Radieuse has been ieuse est inscrite au Patrimoine Mondial de l'UNESCO.

[www.marseille-tourisme.com](http://www.marseille-tourisme.com)

## IF CASTLE AND FRIOUL ISLANDS

Marseille has preserved superb examples of military architecture like the Château d'If, constructed under the order of King François 1<sup>st</sup> between 1527 and 1529. Out at sea, off the shores of Marseille, this medieval fortress primarily served as a state prison over its 400 years of official use. Made famous by Alexandre Dumas' celebrated novel, the Count of Monte-Cristo, the château, a registered historic monument, is a not-to-miss site.

[www.chateau-if.fr](http://www.chateau-if.fr)

Still in Marseille's harbour, the Frioul Islands captivate, thanks to their endemic flora and fauna that has earned them the Zone Natura 2000 label.

[www.marseille-tourisme.com](http://www.marseille-tourisme.com)

## LE PANIER THE OLDEST DISTRICT IN MARSEILLE

It's here on the north banks of the Vieux-Port, in Le Panier, the Phocaeans first settled and founded Massalia, choosing this “Lacydon” for its high position near the sea. With its narrow streets, its cultural spaces, its artisan boutiques, its mythical restaurants, and its infinite works of street art, the neighbourhood now charms both locals and tourists. Old, but not old-school, today Le Panier is considered THE benchmark for both fans of street art and urban culture.



# >> MARSEILLE: NEIGHBOURHOOD WALKS

With its 57 kms of coastline, its 10,000 hectares of natural green spaces, and its 300 days of sun per year, Marseille is a delightful place to live...and visit. The exceptional quality of life is well-suited to local desires as much as tourists in search of nature, outdoor activities, wide-open spaces, and a "return to green."

Marseille is evolving and reinventing itself! The **Marseille-Provence Metropolis** is committed to improving the daily life of its inhabitants while revitalizing its city centre and its image at a national level.

In the city centre, Marseille is **pedestrianizing the streets** and its emblematic Canebière, reconfiguring public spaces with natural beauty (over 1700 trees have been planted) that harmonizes with its existing architectural heritage. The latest pedestrianisation to date: the Opéra district which is adjacent to the Vieux-Port. A new breath of fresh air for the city centre that is more favourable for strolling.

## MARSEILLE BY NEIGHBOURHOOD

Marseille is often spoken of in the plural. **It's a city of 111 faces**, 111 villages that each have their own strong character, beauty, and exuberance. If each neighbourhood has its own church and its pétanque court, they don't all have the same history, the same topography, nor the same age.

To truly comprehend Marseille, one must get to know its different facets. This is what the Marseille Tourist Office and Convention Bureau offers to visitors, by roaming the city district by district, from its singular coastline to the hills of Marcel Pagnol.

**Here is a peek into the most original and atypical walks** that we provide to better understand Marseille behind the scenes and inside and out.

## JOLIETTE EUROMED

Just off the Old-Port, along the sea, the Joliette-Euromed district continues to amaze with its **dynamism** and modern **architecture**. Mixed with a history in the construction of Marseille, with its position at the position at the entrance to the city, the district shows Marseille's evolution, and can be read like an open book through its architectural heritage. Visit and discover its emblematic buildings, starting with the **Mucem**, Rudy Riciotti's iconic building inaugurated in 2013. This will be followed by other iconic buildings such as **FRAC**, the museum of contemporary art designed by Kengo Kuma, the **CMA CGM Towers** (by Zaha Hadid) and the **Tour Marseillaise** (Jean Nouvel), or the **Docks**, a former storage area now home to offices and shops. Older architecture is also part of the tour, with a stop in front of the majestic **Cathedral la Major**, whose foundation stone laid by Louis-Napoléon Bonaparte in 1852.

A grandiose overview of the contrasts that animate Marseille, between tradition and **modernity** and **historical** heritage.

Visit "**Parcours Architectural Joliette-Euromed**"

## BELSUNCE

"Everything goes and comes from here," write the rappers Bouga and Akhenaton (from Marseille's legendary IAM) in the **soundtrack** for the film, Comme un Aimant. Marseille wouldn't be Marseille without Belsunce, "**flagship of the Phocaeen neighbourhoods**" that is both land of welcome and land of **reinvention** - and where *La Marseillaise* (the French national anthem) resonated for the first time in 1792!

Encounter with **rich history** of sharing and exchange of this working-class stronghold in the city's core, via a walk designed in collaboration with ACAM Belsunce (The Association of Shopkeepers and Artisans of Marseille). At the heart of this **diverse** and dynamic area, one discovers unexpected monuments tucked away on side streets, like the Église Saint-Théodore (soon to be the Musée de l'Art Baroque), Alcazar Municipal Library, the Théâtre de l'Œuvre, the Mémorial de La Marseillaise, and the Port Antique. Equally singular are those who make Belsunce: the master tailor, **Tom**, the **Zoé la Fée** company, the indie designer boutique and salon de thé, the **AZA** association, Linda, a Master of Embroidery, a fair-trade shop and restaurant that supports the professional integration of women, and many more!

Visit "**Belsunce and its creative paths**"

## L'ESTAQUE

In the northern part of the city, l'Estaque is a small **fishing port** on the outskirts of Marseille, forming the border with the neighbouring towns of the **Côte Bleue**, which you will see from afar. With a 100% local identity, the district reveals its many assets as you visit: sceneries that have inspired the greatest **painters**, a port that mixes multiple activities, from **boat** repairs to the «*joutes Estaquéennes*», plus gourmet pleasures with the **panisses** and **chichis** huts open all year round; all this is in addition to everything that makes the charm of Marseille: numerous **pétanque** courts, local bars and restaurants where old hands old-timers and newcomers mix.

For 3 hours, wander through this unique district with guide Jean-Marie, a local, who will take you through all the alleys in a playful, theatrical way, for a **moment of discovery**.

Visit "**Promenades urbaines, l'Estaque**"





## LA TREILLE

In the steps of Marcel Pagnol, the writer/filmmaker who so beautifully documented Marseille's history, we will explore typical Provençal quarters that are far from the city centre and home to the emblematic places from his childhood and his work.

Get a breath of fresh air and a total change of scene, in the villages of Eoures, Camoins, and La Treille, perched high and aptly-named the "village of memories," those of "petit Marcel."

Like time travel, this stroll dives into Pagnol's universe, from his childhood to his adult life: the Schpountz épicerie in Eoures, Camoins les Bains, and the "Château de ma Mère" in Buzine. The walk will traverse La Treille and its dirt paths, at the foot of the hills that were so dear to him. Wear a good pair of walking shoes and wander past the **Bastide Neuve**, Pagnol's vacation home, and **Pascaline**, the villa in which he holed up in to write, until you reach his grave in the village cemetery. These places inspired the novelist's village, Bastides Blanches, and provided filming locations like the Manon des Sources fountain, the Saint-Dominique church, and the Ugolin square. Then, let's take a break on the patio at the **Le Cigalon** restaurant: tasting the daube de boeuf (beef stew) and/or or pieds paquets marseillais (a specialty of the house) are both strongly recommended! Visit "**La Treille, storied village of Provence**".



## MAZARGUES

At the gateway to the Calanques, this district will appear to you as the visit progresses like a genuine **authentic Provençal village**. Blending the bastides of Marseilles with colourful little streets, the tour also introduces you to the local craftspeople who bring the district to life. As the locals say, the district is «self-sufficient» - you can find everything here! Its rural history, its links with fishing and farming, all of which can be retraced during the visit. The tour also includes a visit to the **Mazargues cemetery**, an integral part of the district with its own history. Some of Marseille's most famous families

are buried there, as well as a large number of British soldiers, in a dedicated section managed by the Commonwealth War Graves Commission.

Visit « **Les secrets de Mazargues** »

To reserve one of these **Marseille Tourist Office and Convention Bureau guided tours**, head to [marseilleexperience.com](http://marseilleexperience.com) or call 0826 500 500 (0.15 min)



## CITY PASS

### CityPass Marseille

Valid for 24h, 48h or 72h, these all-inclusive passes include public transport, tourist buses, maritime shuttles, the little train, culture and leisure.

**Prices : 29 €, 39 € or 47 €**

Family packages for children from 6 to 12

### Reduced prices

Since 2023, the City pass has also been available in a version **without public transport at reduced prices**: 26€, 35€ and 42€. Children under 12 also benefit from **reduced prices**.



## MARSEILLE EXPERIENCE

Marseille Expérience is the sales portal for leisure activities in and around Marseille.

These activities are offered by local service providers committed and passionate about helping you discover Marseille in a classic or unusual way.

This e-commerce site offers visitors and residents to book guided tours, Marseille CityPasses, boat trips, tuk-tuk rides, electric bikes and scooters, panoramic buses and excursions in Provence, as well as many other activities from partner service providers! All these are tested by the Tourist Office teams.

Come and discover Marseille in an original way : through its gastronomy with foodtours dedicated to culinary discovery, for sport people there are plenty of activities on offer, from rock climbing, diving and even snorkelling, escape games and treasure hunts games to delight families (and even adults !)

In all, there are 50 service providers offering more than 115 activities, going beyond Marseille to discover Provence, from Aix to Cassis via the the Luberon. Activities are sold online at [marseilleexperience.com](http://marseilleexperience.com) and at the reception of the Office de Tourisme, des Loisirs et des Congrès de Marseille on the Canebière.

**More information on :**

[www.marseilleexperience.com](http://www.marseilleexperience.com)





## MUSEUMS AND SHOWS

### Let's all go to the museum!

In Marseille, access to the municipal museums' permanent collections is free all year round, and every first Sunday of the month for temporary exhibitions.

Marseille's 17 museums, of which 11 are designated Musées de France, as well as 7 historical monuments, make national culture shine in their eclectic collections and exhibitions. Each year, these artistic and historical establishments welcome more and more art lovers, history buffs, contemporary art connoisseurs, fashion lovers, and curious children.

### Musée d'Histoire de Marseille and the Port antique

Rue Henri Barbusse, 13001

This museum offers a lively, intriguing journey through 26 centuries of existence of the oldest city in France. More than 4 000 pieces and a hundred multimedia devices bear witness to this exceptional history. Two steps from the Vieux-Port, a visit is apt for anyone who wants to discover the origins and secrets of Marseille.

[www.musee-histoire-marseille-voie-historique.fr](http://www.musee-histoire-marseille-voie-historique.fr)

### Centre de la Vieille Charité and its two museums

Vieille Charité, Le Panier, 2 rue de la Charité, 13002

#### • Le Musée d'Archéologie Méditerranéenne

Located on the first floor of Vieille Charité, this museum showcases the 2nd largest French collection of Egyptian antiquities after the Louvre as well as classical antiquities.

#### • Le Musée des Arts Africains, Océaniens et Amérindiens

The MAAOA aims to show what Westerners call 'works of art' from the African, Oceanian and Native American continents. These objects are often testimonies of cultures that have disappeared or are in the process of disappearing.

[www.musees.marseille.fr/musee-darts-africains-oceaniens-amerindiens-maaoa](http://www.musees.marseille.fr/musee-darts-africains-oceaniens-amerindiens-maaoa)

### Musée Regards de Provence

Allée Regards de Provence, avenue Vaudoyer, 13002

The Regards de Provence Foundation, located in the former Marseille health station that was built by famed architect Fernand Pouillon and René Egger and renovated by Guy Daher, has built up an important artistic estate of more than 850 works influenced by le Sud (the South) from the 18<sup>th</sup> century to the present day. In 2022, the museum will make an impression with two intriguing exhibitions. The first, "Marseille, from Ports to Ports", presents sixty painters' and photographers' views on Marseille's ports since the 19<sup>th</sup> century. The next, "The Regards de Provence Collection Over the Years" will highlight contemporary art and artists from the Foundation's collection.

[www.museeregardsdeprovence.com](http://www.museeregardsdeprovence.com)

### FRAC PACA (Fond régional d'art contemporain)

20 boulevard de Dunkerque, 13002

The role of the Regional Contemporary Art Fund is to build and showcase a collection of contemporary art and to program and organize temporary exhibitions, meetings/conferences, and publications. They also implement awareness-raising measures and training for various audiences (schools, students, and adults).

[www.fracpaca.org](http://www.fracpaca.org)

### Musée Cantini

19 rue Grignan, 13006

Built in 1694, this mansion houses one of the richest French public collections, devoted to the so-called 'modern' period of the 20<sup>th</sup> century, which spanned between 1900 and the 1960s.

[www.musees.marseille.fr/musee-cantini](http://www.musees.marseille.fr/musee-cantini)

### Palais Longchamp and its two museums

#### • Musée des Beaux-Arts

9 rue Édouard Stephan, 13004

Marseille's Musée des Beaux-Arts began in 1802. Installed in the left wing of the Palais Longchamp, it exhibits a collection of 16<sup>th</sup> - 19<sup>th</sup> century paintings, sculptures and drawings from the greatest Italian, French, Dutch, and Flemish masters. One of the museum's main features is also Provençal art from the 17<sup>th</sup> to 19<sup>th</sup> century.

[www.musees.marseille.fr/musee-des-beaux-arts-mba](http://www.musees.marseille.fr/musee-des-beaux-arts-mba)

#### • Musée d'Histoire Naturelle

Boulevard Jardin Zoologique, 13004

Created in 1819, the Museum of Natural History has occupied the right wing of the palace since 1869. It brings together several local and national botany, palaeontology, mineralogy, zoology and human sciences collections that reflect the political, economic and scientific life of Marseille since the beginning of the 19<sup>th</sup> century.

[www.musees.marseille.fr/museum-dhistoire-naturelle-mhnm](http://www.musees.marseille.fr/museum-dhistoire-naturelle-mhnm)

### Musée des Arts Décoratifs de la Faïence et de la Mode

134 avenue Clot Bey, Château Borély, 13008

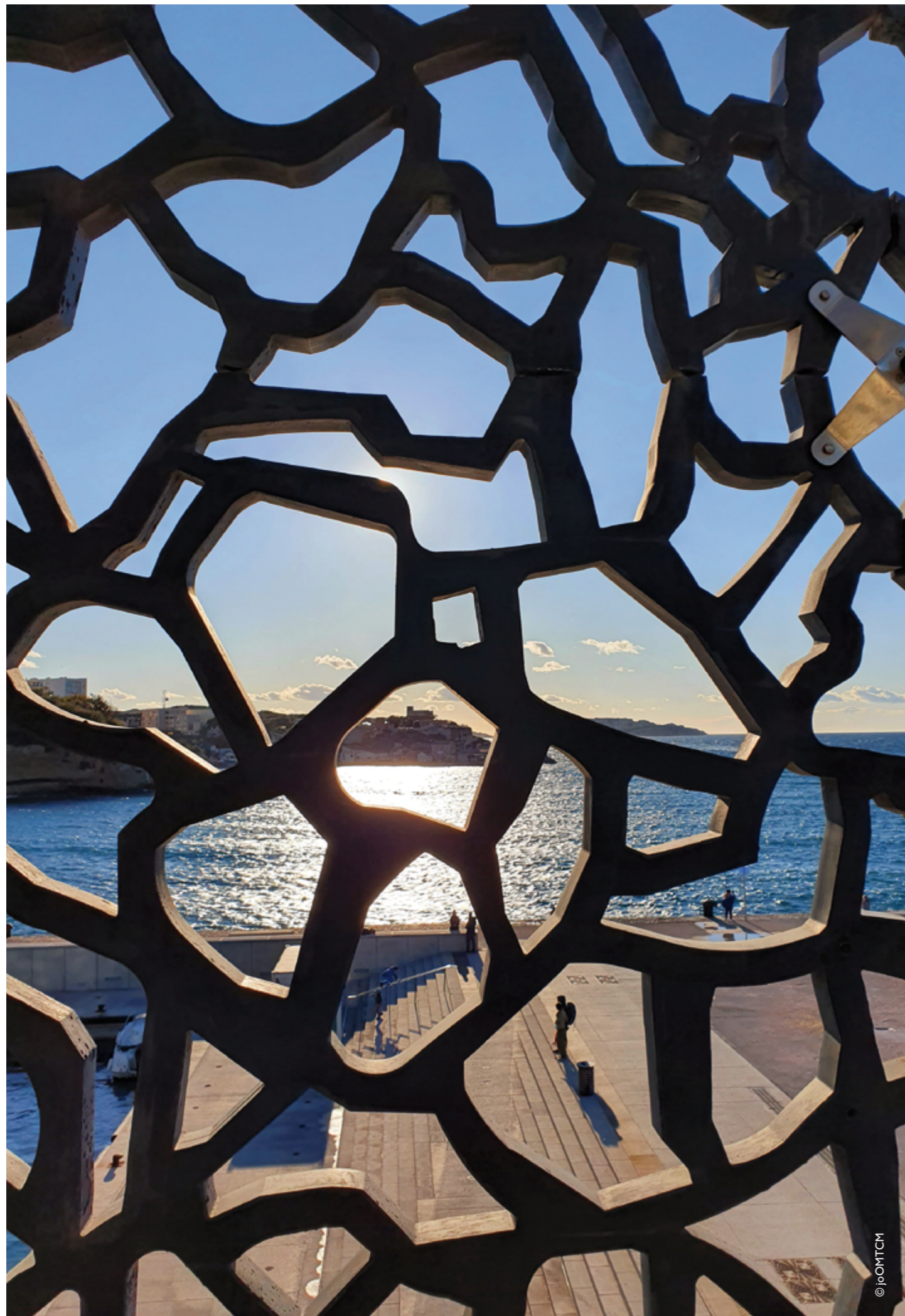
Listed as a historical monument, Château Borély is emblematic of vacation homes built around the city by the great Marseille families in the second half of the 18<sup>th</sup> century. Today it hosts a selection of 2,500 works of a wide variety of artistic methods: furniture, ceramics, glass, tapestries, decorative objects, rare and exotic objects, and fashion and accessories collections from the 18<sup>th</sup> century to today.

[www.musees.marseille.fr/chateau-borely-musee-des-arts-decoratifs-de-la-faience-et-de-la-mode](http://www.musees.marseille.fr/chateau-borely-musee-des-arts-decoratifs-de-la-faience-et-de-la-mode)



Palais Longchamp





**Musée d'Art Contemporain – [MAC]**

Bonneveine, 69 avenue d'Haïfa, 13008  
 The MAC collection comprises essential works from the second half of the 20th century and the beginning of the 21st. It is made up of great oeuvres from New Realists, Supports Surfaces, Arte Povera, Land Art, and the Fluxus movement. Don't miss the museum's adjoining garden, which brings together several works by Jean-Michel Alberola, Julien Blaine, César, Erik Dietman and Fabrice Gygi. Currently closed for renovation.  
[www.musees.marseille.fr/musee-art-contemporain-mac](http://www.musees.marseille.fr/musee-art-contemporain-mac)

**Centre d'art de la Cité radieuse – MAMO**

280 boulevard Michelet, 13008  
 Perched on the 8th floor of Le Corbusier's Cité Radieuse, MAMO (Marseille Modulor) restores the famous rooftop to its former glory. In 2013, designer Ora-Itto launched this new place of artistic creation in the sky, to welcome and capture the spirit and expression of young contemporary artists. It has already hosted artists such as Invader, Alex Israël, Olivier Mosset, Jean-Pierre Reynaud, Felice Varini, Dan Graham, and Daniel Buren.  
[www.mamo.fr](http://www.mamo.fr)

**Musée Pernod Ricard France – Le Musée MX**

10 place de la Joliette, 13002  
 Part museum, part concept store, Mx launched in the spring of 2021. An initiative launched by Pernod Ricard France to (re) discover Marseillais' favourite plant through the history of Marseille and its metropolis. The museum welcomes the public in a 1,000 m2 space to taste original products and benefit from unique, diverse, and ever-changing sensory experiences. Restaurant and boutique on site.  
[www.lesdocks-marseille.com](http://www.lesdocks-marseille.com)

**Cosquer Méditerranée**

Esplanade du J4, 13002  
 After years of work and scientific surveys, the Grotte Cosquer replica opened in June 2022 in the heart of the Villa Méditerranée. The site has not been empty since, with 1,500 to 3,000 people per day, for a total of 450,000 visitors since the opening. Each day, Marseillais, the French, and international tourists take advantage of this replica of a vestige that is submerged 37 meters underwater beneath the Calanques of Marseille  
[www.grotte-cosquer.com](http://www.grotte-cosquer.com)

**Musée de l'Illusion**

Place Albert Londres, Bd Jacques Saade, 13002 Marseille  
 Découverte du monde fascinant des illusions où tous les sens sont chamboulés. Trompe-l'oeil et casse-têtes pour défier l'impossible!  
[www.museedelillusion.fr](http://www.museedelillusion.fr)

**Musée Provençal - Château Gombert**

5 Pl. des Héros, 13013 Marseille  
 The museum retraces life in the Marseilles region in the 18th and 19th centuries: furniture, costumes and objects recreate the traditional way of life in Provence. The museum's collections of religious art, nativity scenes and santons recall on local customs and traditions.  
[www.museeprovençal.com](http://www.museeprovençal.com)

**Musée Subaquatique (MSM)**

Plage des Catalans, 13007  
 The Underwater Museum of Marseille is a unique underwater space dedicated to art, marine biology, and environmental preservation. It features a collective exhibition of great artistic richness that demands and desires a close relationship to its distinct marine environment. All of the works on display form an artificial reef that is both habitat and refuge for marine species.  
[www.musee-subaquatique.com](http://www.musee-subaquatique.com)

**Musée des Civilisations d'Europe et de Méditerranée – Mucem**

Created by Rudy Ricciotti and Roland Carta, Mucem, which defines itself as a 'museum of society', is a not-tomiss stop in Marseille. Beyond its collections, the place stands out as a new public space whose access to the stunning outdoor spaces of Fort Saint-Jean is free for all. A must see!

**L'exposition « Populaire ? »**

As the Mucem celebrated its 10th anniversary in 2023, the new exhibition «Populaire?» opened its doors in December 2023 for 3 years. It brings together the museum's historical collections of the museum, made up of a variety of objects that that will make it unique: from classic paintings and ceramics, as well as more unusual items such as decorated beehive doors, all with a Mediterranean connection. An immersive digital will accompany the display of these 1,200 objects.  
[www.mucem.org](http://www.mucem.org)

**Visits of soap factories**

The production of Marseille soaps has survived decades and is still produced today in various soap factories, most of which are several hundred years old. To learn all about this emblematic product, visit the authentic soap factories in different parts of the city. On the programme: the 4 ingredients that make up soap, the cauldrons in which the materials are melted, the cutting and processing ... Some soap factories have been awarded «Entreprise du Patrimoine Vivant» (Living Heritage Company) label in Marseille.



## STREET ART & CONTEMPORARY ART

Capital of creativity, Marseille is (among others) conducive to the emergence of new talents, which stems from its very distinctive urban atmosphere. Here, art is circulated and shown in a more or less formal fashion, without borders, in the public or private sphere.

The city and its streets are a playground in which many international and Marseille artists express themselves: graffiti artists, sculptors, photographers, etc. Since 2023, the MauMA «Musée des arts urbains de Marseille» (Museum of urban arts of Marseille), is a collaborative open-air project accessible and free to all.

A lever for urban transformation, it brings together artists, economics and community players, academics and local residents in the inner harbour area of Marseille. It provides an opportunity to discover urban art in the districts of the 2nd, 3rd, 14th and 15th arrondissements.

Through a permanent exhibition, this time, a family of collectors has sought to escape the clichés of a squat or an old warehouse by transforming a stately Marseille building into a temple of street art! The **Château de Forbin**, built in the 15<sup>th</sup> century and renovated in the 19<sup>th</sup> century at the gateway of the Calanques, now offers art lovers a vast collection dedicated to post-graffiti and the EastVillage scene. In this elegant home, which also acts as an artist's residence, discover a unique marriage between the history of an aristocratic family from Provence and that of New York street art from the 80s and 90s.



## VOTED ONE OF THE COOLEST NEIGHBOURHOODS BY TIME OUT

Hoisted up on a small hill on the outskirts of the city centre, Cours Julien (Cours Ju for those in the know) is a lively neighbourhood that is beloved for its eclectic, colourful, and artistic side. Linked to the Plaine district by extension, it is a hotspot for street art: provocative murals that adorn the walls and building facades depict the city and its history, inseparable from that of the Marseillais. Cours Julien's numerous monuments delight fans of more classical art: the Conservatoire National au Palais des Arts, the Église Notre-Dame du Mont, and the Théâtre des Bernadines (a former convent created by nuns with the same name.) In this creative neighbourhood, restaurants with very diverse cuisines, atelier-boutiques, and vintage stores of every shape and size have all chosen Cours Julien as their home. It is hard to resist a visit to the landmark addresses, like **L'Entrepôt**, which notably shows works by Marseille artist Brems and is the headquarters of the Massilia Graffiti non-profit.

**Missing a bit of green?** Head towards the urban flora and the grand edifices located on both sides of the Canebière, from the Conservatory to the Église des Réformés (currently being restored.)

Visits **“Cours Julien Street-Art”** and **“An Atypical Walk: Biodiversity in the City”**.

## THE NEW ART GALLERY OWNERS

Knowledgeable about art and passionate about design, the new generation of Marseille gallery owners are imposing their artistic vision. **Emmanuelle Oddo (Pièce à Part)**, **Genie Bel (Maison Mirbel)**, **Diego Escobar (ArtCan Gallery)**, **Nicolas Veidig (Double V Gallery)**, **Emmanuelle Luciani (Pavillon Southway)** and **Laurianne Latry (EOTIA Ora ïto (Mamo))**, **Alexis et Giulia Pentcheff (Pavillon de la Reine Jeanne)**... all chose to break traditional, and sometimes impenetrable, codes, to make art accessible, unbridled, and uninhibited for a new audience that had been previously off target. Keen at spotting talent, they have propelled artists that are now adored today, such as Caroline Denervaud, Samy Rio, Studio MBAE, Zest, Alexandre-Benjamin Navet, and Nova Obiecta.



## AS ALWAYS

Passed down from generation to generation, Marseille traditions are still very integrated into the daily life of Marseillais. Though some of them appear in the most pronounced caricatures of Marseille, many are symbols that are openly embraced by the locals. Long live the clichés!

### Marseille soap

Today, machines have replaced human hands, but, ever faithful to tradition, the 4 soap factories still comply with the initial fabrication guidelines. In the shape of a cube or bread, olive green or white in colour, authentic Marseille soap must contain no more than 6 natural ingredients and bear an imprint on each of its sides. An emblem known around the world!

### Santons

These small, colourful clay figurines, used in Christmas nativity scenes, tell the story of the birth of Jesus, with the landscape and the characters that go with it (the Virgin Mary, Joseph, the donkey, the ox, the Three Kings, and the shepherds), the shepherds, and all the characters in a Provençal village). A tradition that can be found in the homes of locals as the holidays approach, at the charming outdoor markets across the region, and at the Foire de Santons de Marseille fair, the oldest!

### Navettes

True Marseillais can recognize the scent from hundreds of meters away. Among the delicacies associated with Marseilles' heritage, the traditional navette reigns supreme! This flagship biscuit, scented with orange blossom, was initially made for Chandeleur (Candlemas) on February 2nd. Now, it is no longer a seasonal affair. All year round, tourists and locals flock to the heights of Saint-Victor or to Le Panier to enjoy them.

[www.fourdesnavettes.com](http://www.fourdesnavettes.com)  
[www.les-navettes-des-accoules.com](http://www.les-navettes-des-accoules.com)

### Bouillabaisse

A strong symbol of this Phocaeen city, bouillabaisse, a working-class dish that has become gourmet, is a true legend of Marseille cuisine. To preserve the recipe for this fish soup, garlicky croutons and saffron-scented rouille, several Marseille chefs established a bouillabaisse charter in 1980 so that everyone was on the same page. 'When it boils (bouille), lower (baisse) the heat,' the origin of the term 'bouillabaisse'.

In recent years, bouillabaisse has been revamped, the creativity of local chefs not to be outdone. Taste a bouillabaisse milkshake from Lionel Levy (Alcyone), a bouillabaisse burger from Sylvain Robert (l'Aromat), and a bouillabaisse dessert from Christian Buffa (Miramar), bouillabaisse sandwich (Pain à l'ail)...

### Panisses & chichi

Panisses, chickpea-based fried snacks, are now served at the trendiest bistros. But for purists, they can be eaten at Estaque, in front of the port, at the three emblematic kiosks that prepare them.

And, if there is any room left, be sure to taste a chichi frégi. This sugary donut was born in Estaque, an institution for those who love to eat.

### 13 desserts

A centuries-old Provençal tradition, the 13 desserts are the highlight of Christmas meals. Mendiants (almonds, hazelnuts, and pistachios), muscat grapes, dates, apples, pears, oranges, melon, chestnuts, pompe à l'huile (a traditional orange-flower-scented bread), nougats, exotic fruits, fougasse (a Provençal olive oil bread). Everyone has their own version, as long as they stick to the right number!

### Pétanque

Initially reserved for insiders and then labelled as a Marseille cliché, pétanque has since broken free from its stereotype, and is played in the trendy districts of Paris, London and other metropolises across the globe. If this game of boules is seducing new hipsters from all over the world, it remains in Marseille a familial and working-class institution that is practiced in the purest tradition. A sociable activity that lacks snobbery, that is retro, but not out of date, and which unites all generations around the adorable cochonnet (jack). For your trio of boules, check out the Boule Bleue, an emblematic brand that is the last manufacturer of pétanque balls in Provence. Tirer (knock out) or pointer (aim). A skill that you can learn as quickly as how to apéro!

[www.laboulebleue.fr](http://www.laboulebleue.fr)

### Aperitif

A sacred ritual, the very Marseille apéro is savoured at nightfall, even if it is windy or raining. We bring our bistro chairs in close, clink glasses, and raise our voices in convivial conversation.

With family, friends, or as a couple, apéro is an institution, confirming the cliché - of course - but that any Marseillais or neo-Marseillais will adopt shamelessly!

## A ROUND OF “JAUNES”

Star of apéros since the 20th century, pastis, nicknamed the 'little yellow' (petit jaune) or 'pastaga' is either sipped diluted in water or almost neat, as a minty Perroquet, or as an almond-scented Mauresque. Born in the south of France, the anise drink that shimmers in gold, is found at every bar or table of friends. And for a little more yellow in the heart of Marseille, the Mx - Pernod Ricard France Museum, dedicated to anise and this cult drink, has been beaming from Docks Village since last year.

[www.lamaisondupastis.com](http://www.lamaisondupastis.com)  
[www.mx-marseille.com](http://www.mx-marseille.com)



# >> CALANQUES NATIONAL PARK

8300 hectares and 20 km of coastline. That is the expanse of the **Parc national des Calanques**, the first suburban park in Europe that stretches from Marseille to Cassis. Vertiginous cliffs, wild garrigues, and hidden coves, plenty of amazing places to wow seasoned hikers and to experience nature in the most extraordinary way. From Marseille to LA Ciotat, **Callelongue, Marseilleveyre Saint-Estève, Sormiou, Morgiou, Sugiton, En Vau, Port Pin, Figuerolles...** Each one conceals crystalline waters, limestone rocks, and the spirit of the sea.  
[www.calanques-parcnational.fr](http://www.calanques-parcnational.fr)

For a successful visit, remember to download the Mes Calanques application. Launched by the national park, it is a mine of information for visitors!

Fires, pollution, awareness of fauna and flora or participatory projects... The new application includes the citizen 100% in the preservation of the Calanques!

## RESERVE TO PRESERVE

A victim of its success, certain sites in the Calanques are overcrowded in the summer. To preserve the flora and fauna and guarantee a high-quality experience for visitors, the national park has put a free and obligatory reservation system in place to access the Calanque de Sugiton.

Tested in 2022, this unique solution for a natural wonder has been crowned a success. The environment is preserved and visitors are delighted to rediscover Sugiton in a peaceful atmosphere. Consequently, the system has been renewed in the summer of 2023, and will be until 2025. To see the schedule and book: head to [www.calanques-parcnational.fr](http://www.calanques-parcnational.fr) or download the Mes Calanques app.

## Welcome, inform, raise awareness

To provide a high-quality welcome to an ever-growing public, the national park deploys around fifty eco-guards on the ground. These seasonal workers survey the trails and patrol at sea to inform and educate visitors. Thanks to this "beyond the walls" ("hors des murs") plan and the 50 seasonal staff based at the most visited sites in Marseille, the Office of Tourism has enhanced its welcome measures. Present at certain entry points of the national park, these workers provide information, manage crowds, redirect visitors to less-visited sites, and raise awareness on good practices to preserve the environment.

## Practical info

A free detailed map of the Calanques is available at the Marseille Tourist Office and Convention Bureau. Between June 1 and September 30, before going on a hike, it is imperative to check on accessibility in case of fire risk by downloading the Mes Calanques app or by contacting: +33 (0)811 20 13 13 (.06 €/min).

It is possible to use public transport to access the Calanques' principal entrance points:

- Calanque de Sugiton : Bus B1
- Calanque de Callelongue and Marseilleveyre : Bus 19 + Bus 20
- Calanque de Sormiou : Bus 23 or 22
- Calanque de Morgiou : Bus 22
- RTM Ferry Boats between the Vieux-Port and Pointe Rouge and les Goudes (in season), and between the Vieux-Port and Frioul all year.





## MARSEILLE TOURIST OFFICE AND CONVENTION BUREAU : STEPPING UP OUR COMMITMENT!

Marseille Tourist Office and Convention Bureau began its transition in 2020 with a dual objective: to set an example within the organisation and to support its ecosystem in moving towards more sustainable tourism. This commitment serves one purpose: to benefit from a virtuous circle that generates business, creates jobs and meaning, and guarantees the long-term protection of our region.

It is based on two ambitions: to move forward as a team, and to foster the conditions for fair and sustainable development of the tourism and events offering within the City of Marseille, for its residents, visitors and professionals.

It is backed up by an ambitious action plan that is consistent with the city of Marseille's sustainable development policy.

### ISO 20121 certification for the Tourist Office

This global standard is dedicated to a «responsible management system applied to the event industry». It enables sustainable development to be integrated into the certified structure in a much more advanced and structured way, with a view to continuous improvement. It aims to put in place a set of procedures to identify the key sustainable development issues that apply to our activities and, on the basis of a broad diagnosis, to design and implement a structured CSR action plan that is managed and assessed in the light of the principles of sustainable development.

The many strengths identified in the organisation of Marseille Tourist Office and Convention Bureau have enabled it to obtain this demanding certification from November 2021 for its BtoB event operations, as well as for its mission to promote the destination.

### Green Key accommodation

The support scheme (logistical and financial) for Green Key certification, launched in 2020, enables tourist accommodation providers to move forward in 7 key areas of Sustainable Development: water management, environmental awareness, responsible purchasing, waste management, energy management and living environment.

Marseille is proud to be at the forefront of this project, with the most Green Key labelled accommodation in France (as a proportion of the total number of hotels): 30 in all. This position has been strengthened by the Accor group's decision to make Marseille the pilot city for the Green Key certification of its establishments.

### Promoting sustainable catering in Marseille

Marseille Tourist Office and Convention Bureau with the support of the SUD (South) region, has decided to take action in favour of sustainable food, with a programme to help restaurant owners obtain the Ecotable label.

Launched in June 2022 for a period of 3 years, the aim of the programme is to provide logistical and financial assistance to 60 restaurant owners in the tourist area of Marseille.

The Ecotable label highlights their commitment to food, sourcing, waste and resource management, as well as ethical and social issues.

A dynamic information and advice platform is available to support them throughout the certification process.

32 restaurateurs have already signed up.

As the first applicants enter their second year of certification, new applications are being received for 2024.

### A completely rethought editorial line for our communication media

«Sustainable Marseilles, a multi-faceted, committed city». The Tourist Office's website offers visitors a comprehensive range of sustainable products and services, including quality-labelled accommodation and restaurants, low-carbon activities and sustainable shops and crafts. The «Responsible Visitor's Guide» enables visitors to explore the area with as little environmental impact as possible.

### Marseille confirmed as a «Sustainable Innovative Destination » label

In October 2023, to step up its efforts to tackle the challenges of sustainable tourism and responsible events, Marseille confirmed its «Innovative Sustainable Destination» label, awarded by Bureau Veritas.

Supported by France Congrès Événements et Tourisme, and based on a set of guidelines comprising 8 challenges and 26 actions, this label is aimed at towns and cities which, at the local level, want to structure their actions in favour of sustainable tourism, and amplify the effects of their good practices by associating, by means of an agreement, the players in the reception and service chain (venues, events, hotels, etc)

For Marseille and its entire industry, this label is both a tremendous opportunity and an accelerator of transformation, a great recognition but also a decisive argument in the choice of Marseille for our business tourism clientele.



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# >> MARSEILLE GOES GREEN!

## GDS Index: the big comeback

For its second participation, Marseille improved by +20 points in the GDS Index and climbed to 43rd place in the GDS Movement 2023 world ranking of destinations!

The GDS Index is a programme launched in 2016 to measure, compare and improve the sustainability strategy of combined leisure, business and event tourism destinations.

The programme focuses on the social, economic and environmental development of the tourism industry. This year, the GDS Index drew up its world ranking of destinations based on 70 indicators divided into 4 categories:

- The environment: air quality, greenhouse gases, transport, etc.
- Social: accessibility, inequalities, ethics, corruption index, etc.
- The destination's service providers: ecolabels, ISO 20121 standards, etc.
- The destination's certification and strategies for sustainable development and stakeholder support.

This benchmark is assessed by a third party on the basis of the information and supporting documents submitted by each candidate on the GDS Index platform. Scores are announced once a year.

In addition to the score obtained (out of 100%), specific recommendations aimed at improving its sustainable development strategy, policy and initiatives are sent to each destination.

The GDS Index score, which has become a key programme in business tourism, is one of the keys to choosing a destination for today's business clientele.

It includes recognised partners in the professional meetings and events industry: ICCA - International Congress and Convention Association, IMEXgroup, ECM - European Cities, CityDNA, etc.

In 2023, 7 French cities took part: Bordeaux, Lyon, Marseille, Nantes, Paris, Strasbourg and Toulouse.

The seven cities have set up their own working groups to work together to make France a destination for responsible tourism and events. The aim of this collaboration is to pool projects and practices ever more closely.

Marseilles, with a score of 70.2%, came out on top thanks to the determination of the City of Marseilles and all the area's tourism stakeholders to unite around a responsible tourism destination strategy. Thanks to everyone involved, Marseille now offers

visitors and residents an informed choice of sustainable, low-carbon tourism options.

This result rewards the major initiatives undertaken within the destination, in particular the support provided to stakeholders by the Marseille Tourist Office and Convention Bureau, especially its Sustainable Department.

Our commitment and efforts will continue to grow in the future, building on the new Sustainable Tourism Development Strategy supported by the City of Marseille, which should be completed by the end of 2023.

## THE TOURIST OFFICE CARRIES OUT ITS CARBON FOOTPRINT

The transition to low-carbon energies and the improvement of energy efficiency are essential in the fight against global warming. Carbon accounting is a structuring tool in this fight: it involves identifying the sources of GHG emissions so that they can be reduced.

The aim of this approach is to assess the Tourist Office's carbon footprint, to identify the elements responsible for the largest GHG emissions, with a view to drawing up a plan to reduce its carbon impact.

### Interests of the project :

- Knowing the organisation's carbon footprint and the items that emit the most (scopes 1, 2 and 3)
- Defining a GHG emissions reduction trajectory
- Contribuer à la démarche d'amélioration continue des pratiques internes
- Contribute to the continuous improvement of internal practices
- Raise awareness among employees and suppliers, stakeholders in the study

## "GOURDEFRIENDLY" (Bottlefriendly)

### A unifying project to protect our land

During the summer of 2023, the Tourist Office, supported by the City of Marseille, launched the "GourdeFriendly" system, in partnership with the Hoali organization. The goal: to facilitate the use of water bottles in the city to fight the abundance of plastic bottle waste. On a geolocated map, obtained using a QR CODE stuck to the bottle, each visitor/resident can fill their bottle with drinking water free of charge during their walk, from shops, bars, hotels and/restaurants, who wish to become "Gourdefriendly Ambassadors".

[www.marseille-tourisme.com](http://www.marseille-tourisme.com)





# >> MARSEILLE: BUSINESS CITY

If today Marseille is positioned among French (and, even more so, Mediterranean) cities as a reference point concerning the organization of conferences, meetings, and fairs, that can be attributed to the growth of hotel properties (from 3 to 5 stars in recent years), strong groundwork by the Aix Marseille Provence Convention Bureau teams, and the increased number of event spaces.

## MARSEILLE IN 2022

**536 995 DELEGATES**

**1 102 EVENTS**

## IN THE TOP 5

**FRENCH CITIES THAT WELCOME INTERNATIONAL MEETINGS**

**(RANKED BY THE 2019 INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION)**

**460 MILLION €  
OF DIRECT ECONOMIC BENEFITS  
FROM BUSINESS TOURISM  
EXCLUDING TRADE SHOWS**

In 10 years, the number of events held in Marseille has increased 3.5-fold, putting our destination in 3rd place among French cities for hosting international congresses. Marseilles has risen from 142nd place in the world to 43rd in the ICCA (International Congress and Convention Association) rankings.

## THE KEY PLACES FOR BUSINESS TOURISM IN MARSEILLE:

- Palais du Pharo
- Palais des Congrès et des Expositions - Chanot
- World Trade Center
- Le Sky Center in the Tour La Marseillaise

## MARSEILLE HOSTS MAJOR CONFERENCES

**2022: a historic year, with 18% more events than in 2019**

Total direct and indirect economic spin-offs (excluding trade fairs) in 2022: €460 million, 63% of which from congresses and 37% from corporate events.

**33% of total spin-offs generated by international customers.**

Of the 1,153 events: 285 (25%) are congresses, expo congresses, general meetings, forums, etc. and 1,027 (75%) are seminars, conventions, incentives, product launches....

- 28th European Biomass Conference & Exhibition - EUBCE from 9 to 12 May 2022 with 1,700 participants
- ICOLD - Annual Meeting and Congress of the International Commissions on Large Dams from 27 May to 3 June, 1 530 participants
- Language Resources and Evaluation Conference - LREC 2022 from 20 to 25 June 1 200 participants
- Congrès de la Mutualité Française - 7 to 9 September, 1,500 people
- 118th Congress of French Notaries from 12 to 14 October, 3,300 people
- Société de l'Industrie Minérale Congress - SIM from 19 to 21 October 4,000 people. Record number of registrations for this conference

30 conventions and business seminars with more than 300 participants, including 6 with more than 1,000 people.





## >> LET'S EAT!

### FOOD GLORIOUS FOOD

Today the world of gastronomy is breaking codes, reinventing, renaming, resuscitating, and revamping, never totally sticking to what was done before. Capital of Gastronomy in 2019, **Marseille does not go against the new food diktats. It has even risen to the top of the list of 'Best Dining Destinations'.**

**Off the beaten track** and far from local clichés and tourist traps, in Marseille we eat authentically without chichi...except when eating chichis frégis.

#### A kiosk

Chart your course for Estaque to order these artisanal, homemade specialties at this blue & white **Chichis Frégis Kiosk**, the best of the bunch. On the savoury side, the legendary panisses are a 'socca' Marseillaise made from chickpea flour, cut into slices, and fried in oil. For sweet teeth, order the chichis frégis: a cross between a donut and a churro that is a true treasure! **Lou Goustado De L'estaco.**

#### A pâtisserie

To treat yourself to a sweet treat, the city is full of toothsome addresses for chomping at any time of the day. But for a snack paired with a view of the sea, we recommend the new Paema pâtisserie, which opened in Catalans in the summer of 2022. Paul and Méryl offer refined delicacies that are not too sweet, so you can watch your weight, which delights lovers of tartes, choux, and other delicacies.

[@paema\\_patisserie](#)

#### Pizza trucks

It's a story that could very well be told by Ézéchiél Zérah. He's the journalist behind **The Camion Pizza Project**: in which he traversed the city to discover the best pizza trucks. His motto: *"Rule numero 1: whomever has not tried at least three pizza trucks is not truly a Marseillais."*

#### A look back at the true history of the pizza truck

In 1962, the **first pizza truck in the world was born ... in Marseille!** Already well anchored in the city's culinary customs since the great wave of Italian immigration at the end of the 19th century, pizza was garnished with Provençal tomatoes and cooked in a wood fire in taverns along the Vieux-Port. In 1962 this specialty left the Italian quarter and hit the road, aboard the first pizza truck driven by Marseille's Jean Meritan.

#### The grocery shops in Marseille

In just a handful of years, farm-fresh markets have sprouted across Marseille: **Les Pissenlits, Lodi Local, La Paysannerie Mazargues, Provision (s), Local Local à la Belle-de-Mai**, but also **L'Épicerie Paysanne or the Bar à Vrac** in Réformés. Each neighborhood has its share of shops where you can find the best of local produce and eco-friendly goods.

These institutions (re)energize community initiatives and solidarity and strengthen local networks... for the love of GOOD!

#### A chocolatier

A pair of cousins are behind **Maison Mistre**. Pauline and Laure Mistre carry on the family tradition in the chocolatier and épicerie they opened in the heart of the Vauban district. From candies to cookies and their unparalleled chocolate tablettes (bars), the tastiest treats can be found here.

[www.maisonmistre.com](http://www.maisonmistre.com)

#### A briny bistro

In the Endoume quarter, L'Ecaillerie opened its doors in the spring of 2022, to charm fans of shellfish and wine. For those who want to eat them at home, they'll help you compose the most beautiful seafood platter that brims with oysters, urchins, and shellfish. As for the others, lunch on the square is pleasing to all with its très Mediterranean menu and white biodynamic wines.

[www.lecailleriemarseille.fr](http://www.lecailleriemarseille.fr)

#### A fromagerie

In Marseille, just like France and its love of cheese, neighbourhood fromageries are growing at breakneck speed. Organic and high-quality cheese from regional producers compete amongst each other for the best wedge. Yet, one fromagerie particularly stands out in Marseille because behind the counter, you'll find professionally certified cheese makers. At La Laiterie Marseillaise, the two, young female owners fabricate at the shop and sell products exclusively made with raw milk: cheese, yogurt, butter, and milk. A feast for lovers of good, local dairy products!

[www.lalaiteriemarseillaise.fr](http://www.lalaiteriemarseillaise.fr)





## Spices

Spices are to cooking what adjectives are to sentences. And, in Marseille, as it is well known, the conversation is rich and colourful! To conjugate its dishes to perfection, head to the bustling neighbourhood of Noailles, the belly of the city and a crossroads of flavours from around the world. At the unforgettable **Saladin Épices du Monde**, shopping bags and the senses fill up with raz-el-hanout, madras curry, turmeric, cardamom, cinnamon, tandoori, paprika, and more. Come hungry!

## A couscous

For those who missed it, the KoussKouss Mania event that recently reverberated across the city has proven once and for all that couscous is in vogue! More than 100 versions were served at the latest edition in August 2022 - a veritable success. **Le Fémina** is a treasured haunt for fans of this Berber specialty. In a colourful setting that is at first kitsch, then utterly charming, this warm, informal restaurant has been filled with fathers (and mothers) and sons (and daughters) since 1921. Their flagship dish: couscous made from barley semolina (orge) and perfectly cooked vegetables, topped with the secretly mastered broth - in a meat, fish, or veggie version!

[www.restaurant-le-femina-chez-kachetel](http://www.restaurant-le-femina-chez-kachetel)

## A boulangerie

At House of Pain, in the Notre-Dame du Mont quarter, it's all about the sourdough! From 4am to 6pm, Pierre shapes different breads, all made with organic flour, to offer different varieties to his faithful clientele, like spelt, rye, and Khorasan. These high-quality loaves keep for up to 72 hours.

[@boulangeriepainpan](https://www.instagram.com/boulangeriepainpan)

When it comes to herbal teas, in Marseille we often preach to the choir: the **Herboristerie du Père Blaize** is unanimously loved. With 200 years of experience, this hub of herbal medicine brims with thousands of references of plants to relieve any ailment. New for the start of the school year: the 'Marseillaise', an herbal tea born from a collaboration between Père Blaize and the city's Tourist Office! To drink daily without moderation...

[www.pereblaize.fr](http://www.pereblaize.fr)

## An(other) pastis maker

A monument of Mediterranean heritage that is served with 5 parts water and ice cubes, pastis is the soul of Marseille, distilled into a delicious beverage. To avoid the debate that reigns eternal around which brand to drink, we're opting for originality: **Maison Ferroni!** This pastis producer remains just as authentic and iconic as its peers. Founded in Marseille and located nearby in Aubagne, they craft their vintage pastis from fresh plants from the Domaine des Creissauds, cultivated or harvested in the wild. A benchmark distillery for lovers of the aniseed elixir!

[www.ferroni.shop](http://www.ferroni.shop)

Voilà, many things to pique one's curiosity and please the palates of hearty eaters and discerning gourmets.

This little tour of the city's best culinary classics is perhaps what was missing to help a visitor discover Marseille in all its authenticity, and even create their own route with its own unique flavour!

## Les Grandes Halles du Vieux-Port: A new address for gourmands

Just steps from the Vieux-Port on the ever-lively Cours d'Estienne d'Orves, the Grandes Halles opened in the summer of 2022. The gamble paid off for this 2000 m<sup>2</sup>, over 400-seat space. At any hour of the day, Marseillais and tourists come here to taste Mediterranean specialties: seafood, obviously, but also delicious Italian pizzas and bruschetta, Spanish tapas, Lebanese mezzes, and vegetarian options. There's something for every palate, and even those searching for a simple glass of wine on the terrasse are welcomed. Open throughout the day, it's the perfect spot to sample great food at an unbeatable price!

[www.lesgrandeshalles.com](http://www.lesgrandeshalles.com)

## Gastronomic awards

*Marseille's many honours...*

If today Marseille gastronomy resonates internationally, it is surely thanks to the many chefs who make the city shine. The culinary distinctions that are showered upon them more and more each year attest to this.

In 2021, **Alexandre Mazzia** (Restaurant AM) illustrated this trend. With his latest Michelin star, he is the only year's winner to join the illustrious court of the 29 3-star toques in France.

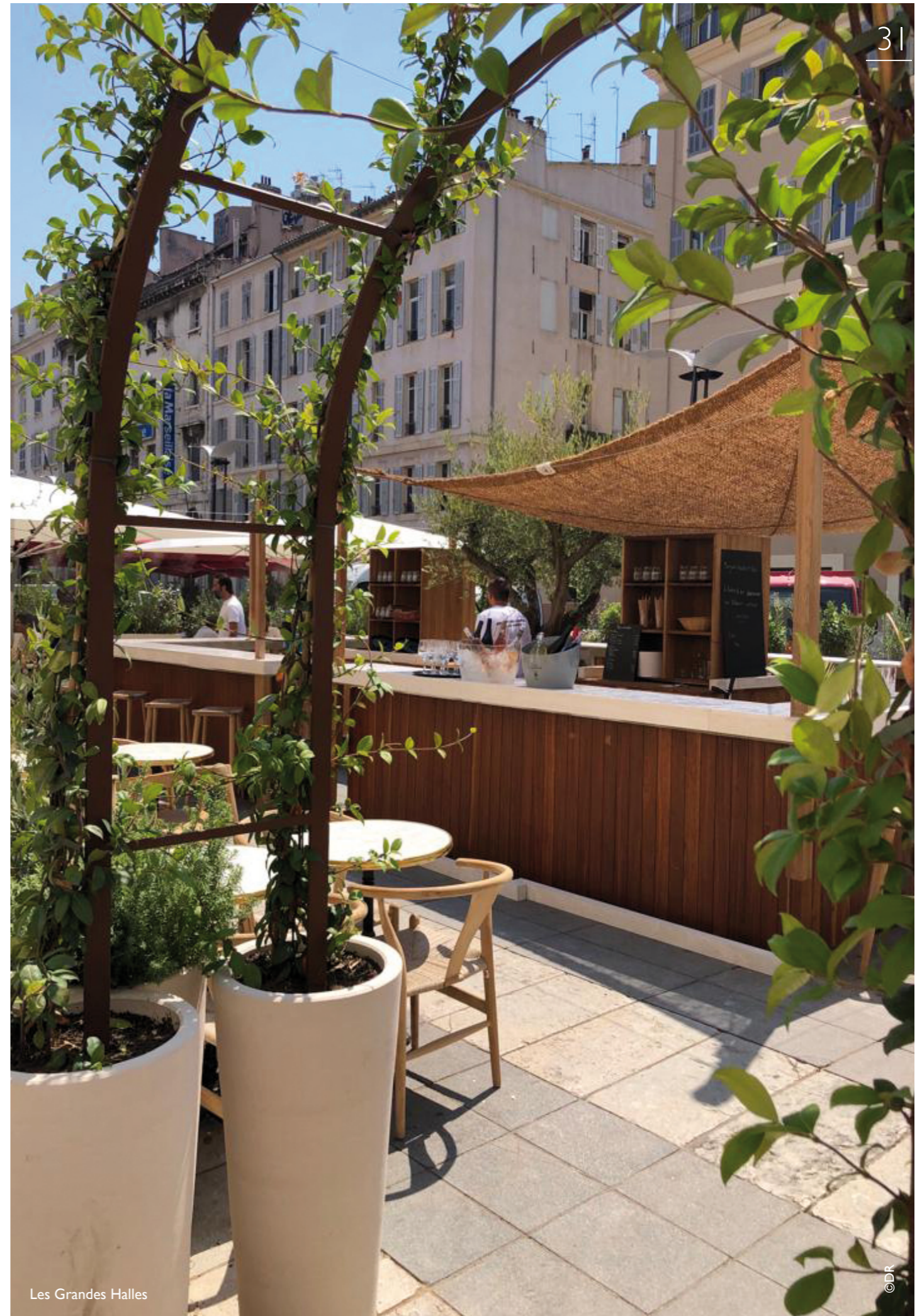
Among those who also put stars in our eyes: chef **Gérald Passédat** (Le Petit Nice\*\*\*), Top Chef 2016 finalist **Coline Faulquier** (Signature\*) - Marseille's youngest and only Michelin-starred female chef - **Guillaume Sourrieu** (L'Épuiette\*), **Julien Diaz** (Saisons\*) and **Ludovic Turac** (Une Table au Sud\*). At the end of 2023, the indisputable Alexandre Mazzia continued to rise, winning the title of «**Chef of the Year**» at the Trophées de la Gastronomie et des Vins.

## A Marseillais among the Public Prizes The Fork Awards 2023

Less than 2 years after opening in Marseille, the Ekume restaurant has won one of the 6 awards on The Fork booking site, from among more than 75 addresses. Run by **Edgar** and **Alizée Bosquez**, the restaurant on Rue Sainte comes close to being a gourmet restaurant, delighting its many diners with land and sea flavours.

## 3 Marseillais in the 2024 Fooding Awards

The restaurant guide, the benchmark for all lovers of good food, has released its new list of 2024 awards, which includes 3 Marseilles addresses with varied offerings: **Razzia**, a refined sandwich shop for quick but tasty breaks, **Atelier Renata**, which showcases Italian cuisine in all its splendour, and **Ripaille**, an inexpensive bistro for relaxing evenings.



Les Grandes Halles



# >> APÉRO IN MARSEILLE

In Marseille, the question is not 'when' but 'where' to meet for apéro. Here are the best spots to have a drink while soaking up the view.

## On the rocks

Perched on the rocks at Les Goudes, one enjoys this little corner of paradise without question, especially with one of their house-made cocktails in hand (we love the Sormioule). At Tuba, when the ice cubes clink, time is literally forgotten!

[www.tuba-club.com](http://www.tuba-club.com)

## At a fishing port

Nestled in the Vallon des Auffes cove, one can have apéro amid fishermen's cottages and boats facing the sea. In a lair peppered with Corsican and Marseille accents, aptly named **Viaghji di Fonfon**, sip chilled rosé, Corsican beer, or a Perrier rondelle (with a wheel of lemon) paired with tapas, sitting beside colourful boats along the quayside.

[www.viaghjidifonfon.com](http://www.viaghjidifonfon.com)

## On the Vieux-Port

In 2023, when Marseille will hear the roar of rugby matches, fans will be rooting in the many pubs on the Quai de Rive Neuve side of the Vieux-Port, like the Queen Victoria, O'Malleys, the Loch Ness, and the Shamrock. Come and drink beer (or whatever beverage you fancy) on the patios with one eye on the Vieux-Port and one on the screen, for a guaranteed festive atmosphere!

[www.lacaravelle-marseille.com](http://www.lacaravelle-marseille.com)

## Overlooking the sea

A prime spot for a post-work drink, the **Café de l'Abbaye** is a crowd favourite for apéro sleuths, thanks to its good-natured spirit and its plunging view over the Vieux-Port and the two forts that stand proud at Marseille's harbour. Whether at a table or wedged against the low, sidewalk wall, good times are always had here.

facebook: [@lecafedelabbaye](https://www.facebook.com/lecafedelabbaye)

## On a rooftop

On the top floor of the Artplexe cinema, you can drink and snack at **Les Réformés**, the rooftop bar with the same name as the magnificent church that faces it, and the quarter where it is located. A view from this 300m<sup>2</sup> restaurant that you can't find anywhere else, and which perfectly pairs with the local, seasonal cuisine.

[www.lesreformes.fr](http://www.lesreformes.fr)

[www.ciel-rooftop.com](http://www.ciel-rooftop.com)

## On board

Head to the foot of Fort Saint-Jean. Since 2015, Noctilio has been home to the ERRE 1930 association, which offers events on the quayside or at sea. The majestic 90-year-old sailboat invites you to make like a sailor, for brunch or to soak up to the last rays at a sunset apéro.

[www.noctilio.fr](http://www.noctilio.fr)

## Feet in the sand

A super snack bar on the beach «**Le Cabanon de Paulette**» where you can end your day with your feet in the sand...or the water from girls' nights out to reunions amongst childhood friends to canoodling couples. Everyone is welcome to soak up the seaside view and great beats.

[@lecabanondepaulette](https://www.instagram.com/lecabanondepaulette)

## Atop a hill

Climb to Cours Julien for a colourful apéro! At its intersection with Notre-Dame du Mont, **Café la Muse** delights with its various cocktails, local wines, and non-alcoholic drinks, in the heart of a vibrant and lively square. Both Marseillais and tourists gather here at all hours to talk about everything and anything. We can only encourage you to try it for yourself!

[www.cafelamuse.fr](http://www.cafelamuse.fr)



Saint-Victor neighborhood



## >> SHOPPING IN MARSEILLE

### THE BEST BUYS

With nearly 15,000 shops, Marseille has emerged as a true shopping destination. Wandering through the multiple historic districts of the city, one unearths the best of Marseille's creations: from home décor to fashion via design, art and vintage. Something to please every taste, every style, and every desire!

In recent years, Marseille has become a breeding ground for fashion, jewellery, and home décor designers. Many have gone beyond the city's borders to achieve national,

and even international notoriety: **Sessùn, Jacquemus, American Vintage, Veja, Reiko, Jott, Pain de Sucre**, as well as **Gas Bijoux** and **Ginette NY**.

Marseille also is home to the Maison Méditerranéenne des Métiers de la Mode (Mediterranean House of Fashion Metiers, aka MMMM), founded by Maryline Bellieud-Vigouroux in 1988, which develops and supports regional designers.

[m-mmm.fr](http://m-mmm.fr)

#### SAVVY SHOPPER

One can now find many ethical brands throughout the city:

**Maison Empereur** // A unique hardware store founded in 1827, this family-run, must-see Marseille shop is chock-full of treasures - including goods that aren't sold anywhere else, to the great delight of the most discerning shoppers. [www.empereur.fr](http://www.empereur.fr)

**Honoré** // Created in the early 2000s by Annick Lestrohan, Honoré highlights Moroccan craftsmanship in their sublime handmade creations. The iconic pieces are always made from raw, natural materials, such as the famous 'croisette' armchair. Find them at this 200 m2 boutique, which is emblematic of the Phocæan city. [www.honoredeco.com](http://www.honoredeco.com)

**Sessùn Alma** // Fashion brand Sessùn inspires this selection of artisanal and artistic objects, each chosen with taste by Emmanuelle Oddo, a famous Marseille curator. It is a place for culture, art, and creative flourishing – and an ode to craftsmanship and savoir-faire. It is also a lively spot to lunch, meet up, curl up with a book, or chat over coffee. [www.sessun.com](http://www.sessun.com) Currently closed for renovation

**Maison Mère** // Second-hand clothes are chic at this vintage, streetwear boutique founded by two passionate sisters. [www.maison-mere-marseille.myshopify.com](http://www.maison-mere-marseille.myshopify.com)

**Boutique Hervé** // This ethical boutique founded by a former lawyer offers brands that respect core values like worker's rights, environmental protection, and respect for living things. [www.herve-boutique.com](http://www.herve-boutique.com)

**Chez Laurette** // Marseille's 1st concept store dedicated to 'Made In France' goods. A unique place where young designers and more established brands share the spotlight. [www.chez-laurette.com](http://www.chez-laurette.com)

**Les flamants verts** // A space that mixes workshops for fabricating your own cosmetics, a wholesale shop for all-natural raw materials, and a boutique that sells reusable and eco-friendly products [www.lesflamantsverts.fr](http://www.lesflamantsverts.fr)

**Okjö** // Welcoming, eco-friendly boutique dedicated to the zero-waste universe. The ideal address to fill up on great products that are good for the planet! [www.okjo-marseille.com](http://www.okjo-marseille.com)



Whisper concept store made in le Panier

© SaisonShop



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## CONCEPT-STORE

And also concept-stores that reserve a special place for crafts and designers.

**Azul** // A decorating boutique, concept-store and canteen that honors the know-how of Mediterranean artisans and designers. [www.azul-azul.com](http://www.azul-azul.com)

**Les Ateliers Français de confection** // Timeless women's ready-to-wear clothing made in Marseille in traditional workshops with natural materials. [lesateliersfrancaisdeconfection.fr](http://lesateliersfrancaisdeconfection.fr)

**For Atao** // In an atypical space, this concept store mixes fashion, decoration, Marseille designers, cosmetics and creative workshops. [foratao.fr](http://foratao.fr)

**Mobiles de curiosités** // A reserve of objects and gift ideas for all budgets: designer jewelry, ceramics, stationery, objects for adults and children. [www.mobiledecuoriosites.com](http://www.mobiledecuoriosites.com)



## GIFTS FROM MARSEILLE

**Marseille en Vacances** // A t-shirt store in a homely but also decoration, jewels, accessories, objects all ambassadors of the «talk and design of Marseille». [www.uneteenvacances.com](http://www.uneteenvacances.com)

**Marseille in the Box** // A small store selling souvenirs and fancy gifts about Marseille and culinary specialties. [www.marseilleinthebox.com](http://www.marseilleinthebox.com)



## STORE WORKSHOP

**Atelier MATERIA** // brings together designers of jewellery, art, embroidery, bookbinding and weaving [www.atelier-materia.com](http://www.atelier-materia.com)

**Faméthic** // An artisanal factory of ethical leather goods, from production to sale. The boutique workshop allows for the control of fair prices by privileging direct sales. [www.famethic.com](http://www.famethic.com)



## MARSEILLE: A SUSTAINABLE PORT AND CRUISE DESTINATION

Marseille, the number one cruise port in France now ranks among the leading Mediterranean ports. At the port side, the Mediterranean. At starboard, the lands of Provence and its numerous **UNESCO World Heritage sites** (Arles, Avignon, Orange... and Marseille with the Cité radieuse since 2016).

Marseille plays the dual role of both port of call and destination. On a regular basis, passengers set sail from here to Mediterranean ports in Spain, Italy, and Malta. Simultaneously, there are, on average, more than 1.8 million cruise-ship passengers that disembark on the Phocaean pavement each year, representing more than 500 stopovers.

Marseille Provence is an authentic region, brimming with more than **100 excursions** to discover its many facets. From the bustling metropolis of Marseille and hikes in Sainte-Victoire to the coastline and the countryside, there's so much nature, culture, and shopping to delight in.

### 2<sup>ND</sup> EDITION OF THE MARSEILLE PROVENCE BLUE MARITIME SUMMIT

The local maritime-port sector's successful bet on a pioneering ecological transition. In 2019, the first edition, focused on cruising, was an opportunity for 15 shipowners to sign the Cruising Blue Charter (La Charte Bleue Croisière), a binding document which already anticipated applicable regulations. In 2021, 85% of stopovers were covered by the Blue Charter. Ultimately, all companies stopping over in Marseille must be signatories.

In 2022, during the second edition co-organized by the Marseille Provence Cruise Club, the Port of Marseille Fos, the Marseille Fos Maritime and River Union, and the Marseille Committee of Shipowners of France, all the actors of the local blue economy, combining all types of traffic under the high patronage of the State, voluntarily agreed on three accords, including one specifically relating to cruising to significantly reduce their environmental footprint and anticipate the creation of the future SECA zone in 2025.



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## CRUISING BY NUMBERS

**2019**  
497 STOPOVERS  
1,900,000 CRUISE-SHIP PASSENGERS  
1.4 MILLION IN TRANSIT  
500,000 EMBARKING FROM MARSEILLE

**2020** was not significative due to the official halt of cruises during the pandemic

**2021**  
restart on July 4<sup>th</sup>, 2021 after a government decision  
160 STOPOVERS  
350,000 PASSENGERS WELCOMED

**2022**  
+ 500 STOPOVERS  
1.5 M PASSANGERS  
Back to a dynamic cruise traffic.

**Take note!**  
During stopovers or technical stops, the ocean liners' crews contribute to cruising's positive economic impact on the Marseille Provence territory. They are big consumers of hotel stays and use the shuttles provided by the cruise companies to get to the city centre or surrounding towns.

## A GREAT DIVERSITY OF CRUISESHIP COMPANIES AND NEWER BOATS WELCOMED IN MARSEILLE

50% of Marseille stopovers have been carried out by ocean liners commissioned in the past 5 years. On average, Marseille welcomes cruise ships that are 11 years old, versus 14 years old for the world fleet.

In 2022, a non-European clientele returned in force, a testament to our port's and our region's attractiveness for different nationalities, but also with different audiences, for example, nearly one stopover out of five was captained by a top-of-the-range company.

Data provided by the Club de la Croisière Marseille Provence.





© CMOIRENC

Propelled by **Euroméditerranée**, the biggest urban renewal project in southern Europe, Marseille has undergone a profound transformation since 1995. The **EPAEM (Établissement Public d'Aménagement Euroméditerranée – Public Development Council)** has conceived, developed, and constructed the sustainable Mediterranean city of tomorrow in the heart of the Aix-Marseille-Provence metropole.

Led by the State and local authorities, this operation of national interest covers a perimeter of 480 hectares and comprises 37,000 private jobs and 6,500 public jobs. Since its creation, more than **5,300 companies** have settled here.

Beyond an international business district and its **700,000 m<sup>2</sup>** of office space, Euroméditerranée's mission is gradually expanding to include public and private facilities (schools, the Cité Internationale campus, the Hôpital Européen hospital, and museums such as Mucem and FRAC), commercial spaces (like shopping centres, Terrasses du Port, Voûtes de la Major, Docks Villages), residential buildings (18,000 new and 7,000 rehabilitated apartments), transportation and parking infrastructure, and parks and public spaces.

Far from being completed, this public institution-led operation is now continuing 170 hectares north of the initial 310 hectares. This new stage, **Euroméditerranée 2**, will create a link between the city centre and the northern districts.

Labelled EcoCité since 2009, Euroméditerranée's 480-hectare scope of intervention constitutes a veritable experimentation lab for testing innovative solutions, services and technologies that will be an integral part of the city of tomorrow.

#### From the north to the south

The continuation of the Euroméditerranée operation

will reinforce this Phocæan city's urban transformation. The road map that has been set is ambitious: create 20,000 jobs and 12,000 new apartments and attract 25,000 additional residents.

Plus, several flagship projects will see the light of day: Les Fabriques eco-quarter (250,000 m<sup>2</sup>), the Parc Bougainville as well as a park in Les Aygaldes, the rehabilitation of industrial wastelands, the redesign of public spaces at the heart of the village centre of Les Crottes, and the "Cours Métropolitain" - a grand, green boulevard between Cap Pinède and Capitaine Gèze.

Conceived as a "laboratory of a sustainable Mediterranean city," the new phase must respond to the biggest challenges of tomorrow for territories: to develop an urbanism that is adapted to a local context and the Mediterranean climate, that favours renewable, local energy, and that supports and contributes to economic growth and job creation.

#### The Ruisseau des Aygaldes park

The aim of the project is to develop a new park for the northern districts of Marseille, providing an essential natural area for balanced urban between the sea and the hills, areas of freshness and biodiversity, and areas for managing management of rainwater and flooding risk, to make the area capable of welcoming new residents, spaces for use by the surrounding neighbourhoods and, more broadly for the Métropole as a whole, a place to redevelop biodiversity and landscape and ecological continuity.

Located at the heart of a major urban development project, its location and geography, between sea and hills invites us to put nature back at the heart of urban concerns, to initiate a territorial project along this forgotten waterway. The development of this 20-hectare green corridor between the Crottes and Canet districts of Marseille will be accessible via the Bougainville and Gèze metro stations.

#### Press contact

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#### LES DOCKSVILLAGE: THE NERVE CENTRE OF EUROMÉDITERRANÉE

Marking the entrance to Marseille's city centre, Les Docks, a unique shopping promenade of around 13 000 m<sup>2</sup>, is an essential part of Marseille's shopping and leisure experience, day and night.

A real experience centre, the emblematic building is also a regular venue for highly successful events, such as La Place des Canards, where a number of themed evenings are organised, or the annual Plantes pour Tous and Noël des Créateurs.

A gourmet market for locals and visiting tourists alike, Les Docks is also home to a number of food and beverage outlets, including the Food Cub, a new project in the area, at the crossroads between an incubator and a food court highlighting new entrepreneurial chefs. MX Maison Yellow, a pastis museum, bar and concept store has also been open since 2021, for all fans of the famous aniseed-flavoured drink.

[www.lesdocks-marseille.com](http://www.lesdocks-marseille.com)



# >> PLANET MARS, PLANET RAP

Created for France 3 in 2020, Gilles Rof and Daarwin's documentary, D'IAM à JuL, Marseille Capitale Rap, showed how **rap, a musical, cultural, and social phenomenon, is inextricably linked to Marseille.**

The freestyle still flows in Marseille, which is somewhat of an understatement. Since the release of the 1st IAM cassette in 1989, this musical genre that is so influential across generations today, has enabled the city to be heard - and to reverberate in France and abroad.

'Rap put Marseille on the map of France,' Akhenaton (IAM).

Netflix was not mistaken when they bet on Marseille's SCH (with Belgium's Shay and Paris' Ninho), for their new show to discover young artistic talent.

More than just a style of music, **rap is an institution that reflects the many facets of this working-class city.**

Many Marseillais grew up in this culture, as seen through the genre's big names: **IAM** and the **Fonky Family**, **SCH**, **Keny Arkana**, **Naps**, **Zbig**, **Alonzo**, **Veazy**,

**Soso Maness**, **Psy4 de la Rime**, **Mubarak**, **Kofs**, **Shurik'n**, **Bouga**, **JuL** (the highest-selling French rapper of all time), and **Soprano** who electrifies the Orange Vélodrome stadium today with over 50,000 spectators!

'Open your eyes, you are in Marseille' IAM's Je suis Marseille.

Home to a large rap family that has evolved since the 1990s, Marseille is undoubtedly rich in an immense musical heritage, which continues to attract and inspire crowds of all stripes.

The start of the 2020s gave a completely different dimension to the incredible saga of Marseille rap. First, Bande Organisé and their eponymous album 13'Organisé, followed in 2021 by Classico Organisé, which reunited 157 rappers between Marseille and Paris, and lastly, SCH's concert who took place at the Orange Velodrome Stadium in July 2023. Proof that this genre is still moving and shaking after over 3 decades! Marseille rap is closely linked to Olympique de Marseille and its stadium, so much so that the club created their own label, OM Records, in 2021, and collaborates regularly with artists.



©nina\_perrier



Marsatac

©Florian Galène



Vélodrome

©Guillaume Luoppolo



## >> LIGHTS, CAMERA, MARSEILLE



Notre-Dame de la Garde under the spotlight

Marseille has advantages that no one else has: a singular photogenic nature, an unmatched musicality, and breathtaking light. From the outset, **auteurs, screenwriters, and directors have been inspired by the streets of this Phocaean city**, by the Vieux-Port, and also its exceptional natural scenery. From the dizzying cliffs in the Provençal hills to the Frioul islands, everything is here!

**France's second-largest city for production** (film, television, web series, and commercials), Marseille has seen its popularity triple in 10 years, a rapid rise that has led to around **493 shoots in 2022** alone, despite the health crisis.

If the Pagnol trilogy, but also Jean-Luc Godard's iconic *Breathless (À Bout de Souffle)*, Luc Besson's *Taxi*, and most recently, *Le French* are anchored in the collective memory of cinephiles, the metropolis has also been the setting for a wide range of even more prominent projects. From the *Rogue City (Bronx)* series and the award-winning *Shéhérazade* to the feature films *Bac Nord*, *Inséparables*, and the recent hit, *Stillwater*, with Matt Damon, the cameras keep on rolling.

**1434 SHOOT DAYS**

**13 FEATURE FILMS**

**11 SERIES AND TV FILMS :**

**PLUS BELLE LA VIE, CAÏN, LÉO MATTEI, ÉTAT D'URGENCE... AND MORE THAN 86 COMMERCIALS FOR NATIONALLY AND INTERNATIONALLY RECOGNIZED BRANDS LIKE ISABEL MARANT, MCDONALDS, JW ANDERSON, PUMA, AND UBEREATS.**

### TOP BILLING FOR ARTHOUSE CINEMAS



Last arrived in 2021, Artplexe Canebière added to the already sizeable number of arthouse cinemas that are near and dear to the hearts of Marseillais. Spread out in different neighbourhoods, we count among them, in particular, the Gyptis

(named after the famous Phocaean at the origin of Marseille's founding myth) near Friche de la Belle de Mai, the César on the Prado, the Variétés on the Canebière, La Baleine in Cours Julien, and the Alhambra in the Quartiers Nord. With an aim to revitalize the areas in which they reside, these cinemas offer diverse and affordable films for all, with an emphasis on local projects. The screenings are regularly accompanied by meet & greets or workshops, encouraging everyone to discuss the relevant themes.

**493 SHOOTS  
67 MILLION EUROS  
IN ECONOMIC BENEFITS  
INCLUDING 22 MILLION EUROS TOWARDS JOB INVESTMENT.**

**DURING 2022, THE SHOOTS USED:  
7880 MARSEILLE EXTRAS  
768 MARSEILLE ACTORS  
2585 MARSEILLE FILM CREW**



**PRESS KIT 2024  
MARSEILLE TOURIST OFFICE AND CONVENTION BUREAU**  
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## BETWEEN FRIENDS

### Leisure time?

**Cours Julien.** Street-art abounds in the ultimate hipster, artsy neighbourhood. Art galleries and indie designer boutiques have all made their home here.

**La Friche la Belle de Mai.** A unique cultural space for wandering, seeing an art show, and watching skaters soar off graffitied ramps.  
[www.lafriche.org/fr](http://www.lafriche.org/fr)

### Shopping?

**Les Puces de Fifi.** In the heart of Marseille's antiques district, La Capelette, 9 antique sellers have taken the initiative to create this cool, collective space for vintage lovers. If you work up your appetite, grab a bite or a drink at the on-premises café: **Mademoiselle Fifi.**  
[www.lespucesdefifi.business.site](http://www.lespucesdefifi.business.site)

### Grab a coffee or a drink?

**Chez Gaspard.** Speakeasy ambiance and craft cocktails made by mixology maestros in a tiki-chic décor created by Honoré design store..  
[@Bar Gaspard](https://www.instagram.com/BarGaspard)

**Deep Coffee.** This café/roaster in the Opéra district has a New York-style, hipster, coffee shop vibe. A little extra: a selection of art, photography, and fashion books, as well as regular photo exhibitions.  
[www.deep.coffee](http://www.deep.coffee)

### Dine?

**Caterine.** A Mediterranean canteen run by a female trio in the heart of Notre-Dame du Mont. Here, you taste fresh plates at noon and night, inside or on the tiny back patio, the backdrop for a delicious moment.  
[@caterine.mrs](https://www.instagram.com/caterine.mrs)

**La Bonne Mer.** Opposite the famous La Bonne Mère pizzeria, a seafood bar and restaurant that has hooked locals. The new address for friends to taste (or take away) shellfish and fish for lunch and dinner.  
[www.labonnemer.fr](http://www.labonnemer.fr)

### Sleep?

**New Hotel le Quai.** This hotel with a view over the Vieux-Port has certain some rooms that are specially designed for trios of friends. No more fighting over who gets which bed!  
[www.new-hotel.com](http://www.new-hotel.com)

**Mama Shelter.** In the dynamic Cours Julien quarter, this colourful hotel offers affordable rates for its cosy rooms. Find all you need for enjoying yourself, from a bar with foosball to DJ sets for the night owls!  
[www.fr.mamashelter.com/marseille/](http://www.fr.mamashelter.com/marseille/)

### Go out?

**La Bisette.** Past the white storefront topped with its name in neon pink, La Bisette plunges you into a beautiful crowd. At this happening new star of Marseille nightlife, signature cocktails, small finger-licking plates and good music awaits!  
[@la\\_bisette](https://www.instagram.com/la_bisette)

**Le Baletti.** Chart your course for this popular gastropub on the Vieux-Port. Enjoy a cheerful and attentive team, plates to share (or not) so as not to toast on an empty stomach, and above all music, often live, for dancing the night away!  
[www.baletti.fr](http://www.baletti.fr)

**Calanque de Marseilleveyre.** A stroll and/or energetic walk in a magical setting, between land and sea in the very wild Marseille coves.

## HEALTHY

### Take a break?

**Thermes Marins Promicea.** Perfect for toning up and relieving stress, enjoy a 32° soak at the Promicea marine thermal baths, ideally located on the Corniche.  
[www.thermesmarins.net](http://www.thermesmarins.net)

**Centre Io.** An oasis in the city centre, Ió invites you to take time for yourself. Their 3 rooms have 3 atmospheres: Cool, Move, or Break. Yoga, massage sessions, cycling, bungee jumping, Pilates, and even a healthy lunch on the patio!  
[www.jesuisio.com](http://www.jesuisio.com)

### Dine?

**Carlotta With.** Get your vitamins in the heart of the Vauban neighbourhood. Carlotta offers nutritious, vegetarian, and thoughtful cooking for lovers of healthy food.  
[www.carlottawith.com](http://www.carlottawith.com)

**V&V Healthy Living.** A haunt for vegans and gluten-free folk. V&V is proud of its ethical philosophy and its values: a zero-waste objective, local and seasonal products, and a love of organic food. All the ingredients are there to seduce health-food nuts to novices in search of a better life. The sea view is on the house!  
[@ : vv\\_healthyliving](https://www.instagram.com/vv_healthyliving)

### Sleep?

**Nhow.** Take some laps in the swimming pool (or in the sea right next to it, your choice), followed by a jog with a sea view along 3kms of the famous Corniche Kennedy coastal road.  
[www.nh-hotels.fr/hotel/nhow-marseille](http://www.nh-hotels.fr/hotel/nhow-marseille)

**La Felicidade.** Surrounded by nature at this guest house that is hidden away besides the Calanques, get a dose of slow living in the bohemian world of France and Brice.  
[www.lafelicidade-marseille.com](http://www.lafelicidade-marseille.com)

## WITH THE FAMILY

### «Famille Plus Label» : Marseille is Kids-friendly !

In 2012, the Marseille Tourist Office and Convention Bureau joined 'Famille Plus', the national certification label to welcome families on vacation. This effort has engaged around fifty addresses (restaurants, museums, lodging, parks, transport companies, activity service providers etc.) in pampering little ones and their parents by guaranteeing a **personalized welcome**, adapted equipment, well thought-out prices, and even specific services and **activities for 3-12 year olds**.

Eager to welcoming families from the start of their stay, the Marseille Tourist Office and Convention Bureau offers a welcome kit that has been specially created for kids: including treasure hunts, a colouring set, and a children's corner.

In 2023, the label was renewed for 3 years.

To top it all off, we've created a CityPass for kids, so they can be just like their parents!  
[www.marseilleexperience.com](http://www.marseilleexperience.com)

### Leisure time?

**Freewheel.** To appreciate Marseille in the great outdoors while getting air, head to the Ferris Wheel! A dizzying attraction to be found at the Escale Borely beach all year long... and above the Christmas Market in the Vieux-Port during the winter...

**Skate Park de la Pointe rouge.** Definitel a hot spot for small skaters. The bowls at this Venice-Beach style park are not to be missed.

### Shopping?

**Le Petit Souk.** A joyful bazar for little ones. Newborn gifts, quirky gadgets, toys, children's tableware and unique decorative items. With so much choice, you won't leave empty-handed.  
[www.lepetitsouk.fr](http://www.lepetitsouk.fr)

**Un ours à la mer.** A treasure trove in the city centre entirely dedicated to the world of children: clothes, furniture and home goods galore.

### Dine?

**Café Borély.** In the heart of Parc Borély, this hip, organic, locavore restaurant serves up a little slice of paradise that is more kid-friendly than ever (Famille Plus label).  
[www.cafeborely.fr](http://www.cafeborely.fr)

**Ouimum's!** Also certified Famille Plus, enjoy sustainable, home-style cooking in a super green setting in the heart of the city centre.  
[www.ouimums.com](http://www.ouimums.com)

### Sleep?

**Radisson Blu.** Labelled Famille Plus, it's a perfect stopover for both young and old. In addition to the ideal location on the Vieux-Port, find rooms adapted for families, a kids' space, and children's menus!  
[www.radissonhotels.com/fr-fr/hotels/radisson-blu-marseille-vieux-port](http://www.radissonhotels.com/fr-fr/hotels/radisson-blu-marseille-vieux-port)

**La Résidence du Vieux-Port\*\*\*\*.** A 50's style, artsy hotel near Le Panier. Certified Famille Plus, they have a number of rooms for families of all sizes.  
[www.hotel-residence-marseille.com](http://www.hotel-residence-marseille.com)

## DÉCOR & DESIGN

### Leisure time?

**AMO poterie.** Things are shaping up in Vauban! This refined and meticulously neat pottery atelier offers courses, workshops, apprenticeships, and exhibitions. A range of activities available, accessible to hands big and small.  
[www.amopoterie.com](http://www.amopoterie.com) » [www.amopoterie.com](http://www.amopoterie.com)

### Shopping?

**Maison Sériès.** This Ali Baba's cavern for architects and home décor enthusiasts is rooted in family. Passion and savoir-faire has been passed down from generation to generation, illustrated in the incredible fabric, wallpaper, and furnishings made in this marvelous workshop.  
[www.maisonseries.fr](http://www.maisonseries.fr)

### Dine?

**Ouréa.** Chef Mathieu Roche and his partner, Camille's, restaurant is as pleasing to the eyes as it is to the taste buds! The ideal spot for lunch or dinner paired with a retro-pop design by Axelle Chay (Nova Obiecta).  
[www.ourea-restaurant.com](http://www.ourea-restaurant.com)

### Sleep?

**Maisons du Monde Hotels & Suites.** After a 100% successful first year for the hotel, the apartments and suites opened steps from the hotel, on Rue Paradis, with the same unique Maisons de Monde décor, but this time equipped with small kitchens and real living rooms. A must-try for a comfortable stay!  
[www.marseille.maisonsdumondehotel.com](http://www.marseille.maisonsdumondehotel.com)

**Hôtel Le Corbusier.** What could be better for modern art fans than to sleep in the heart of this architectural icon? Every room in this 3-star hotel is constructed in the original style of this famous architect.  
[www.hotellecorbusier.com](http://www.hotellecorbusier.com)



## ECO-FRIENDLY

### Leisure time?

**Eco-activities.** From rock-climbing the cliffs of the Calanques to an electric (or not) bike ride, pollution-free activities exist, and you can find them all on the Marseille Experience website.

[www.marseilleexperience.com](http://www.marseilleexperience.com)

**Clean my Calanques.** To donate your time while having fun and doing a good deed, this association created by Marseillais organizes convivial and joyful rubbish clean-ups at least once a month in various corners of Marseille.

[www.cleanmycalanques.fr](http://www.cleanmycalanques.fr)

**Tour au Frioul.** Take a ferry boat from the Vieux-Port, and in less than 30 minutes you'll arrive in this protected archipelago, where several secluded coves are only shared with passing seagulls. We recommend you hike to the Île de Pomègues to the aquaculture farm. The best part? You'll already be in the Calanques National Park!

[www.lebateau-frioul-if.fr](http://www.lebateau-frioul-if.fr)

### Dine?

**Mariposas.** In this restaurant on the square in Cours Julien, you'll only find local, fresh, and 100% vegan ingredients. You won't miss meat and dairy products in these tasty dishes that respect the earth, all at prices adapted for all customers.

[@mariposas.vegetal](https://www.mariposas.vegetal)

**Gerarh.** For this seasoned, locavore chef, organic is very important. So much so that he offers a "market to plate" package where customers can join him at the organic farmer's market to see him choose high quality goods, and then cook them into excellent dishes and desserts.

[www.gerarh.fr](http://www.gerarh.fr)

### Sleep ?

**Hôtel 96.** For an invigorating stay, we favour the familial house, Hotel 96, located at the gates of the Parc National des Calanques and labelled ClefVerte.

[www.hotel-96.hotelmarseille.org](http://www.hotel-96.hotelmarseille.org)

## BACHELOR/ BACHELORETTE PARTY

### Sleep ?

**Life Hotel Vieux Port.** Ideally located above the Old Port, this design hotel is perfect for young people looking for a simple and accessible experience, yet cosy to a fault and close to all the sights.

[www.lifehotels.fr/destinations/marseille](http://www.lifehotels.fr/destinations/marseille)

### Sleep?

**Maison Montgrand.** Great value for money at this hotel just 2 steps from the Old Port, with an inner courtyard perfect for breakfasts and late-night aperitifs, as well as flats for small groups.

[www.hotel-maison-montgrand.com](http://www.hotel-maison-montgrand.com)

### Dine?

**Ciel rooftop.** Or how to spend a delicious moment, in every sense of the word: dishes that sublimate Italian cuisine, a variety of cocktails, all on the top floor with a breathtaking view from the terrace over the rooftops of Marseille and the Bonne Mère.

[www.ciel-rooftop.com/marseille](http://www.ciel-rooftop.com/marseille)

### Grab a drink?

**Cooperbay.** With bartenders who actually take part in international cocktail competitions, this is one of the city's best addresses, where the menu will surprise many with its quality and originality.

[www.instagram.com/copperbay\\_marseille](https://www.instagram.com/copperbay_marseille)

### Go out?

**Trolleybus.** Marseille's not-to-be-missed club for after-dinner drinks: it's right on the Old Port, with different rooms for different music, and everything you need for a lively, festive evening.

[www.letrolley.com](http://www.letrolley.com)

### Leisure time?

**Marseille food tour.** Dreaming of discovering all the specialities of Marseille? Embark on this 4-hour walking tour to sample all the best of Marseille, from local recipes to specialities from around the world.

[www.marseilleexperience.com](http://www.marseilleexperience.com)

## ALTERNATIVE

### Leisure time?

**Savonnerie du Midi.** At the foot of the Quartiers Nord, you can visit this immense factory daily to discover everything about Marseille's ancestral savoir-faire. Naturally, the boutique rounds out the experience for original and 100% made-in-Marseille gifts.

[www.savonneriedumidi.fr](http://www.savonneriedumidi.fr)

**Cité des Arts de la Rue.** Just down the road from the Savonnerie, this over 36,000m<sup>2</sup> space hosts a number of art-related activities: shows, performances, training, workshops, and conferences.

[www.lacitedesartsdelarue.net](http://www.lacitedesartsdelarue.net)

**Mauma.** The Museum of Marseille Urban Art (Musée des Arts Urbains de Marseille) is a collaborative project of an outdoor urban art trail, accessible and free for all, whose aim is to reunite the city's habitants in the outer districts of Marseille.

[www.meta2.fr/le-mauma](http://www.meta2.fr/le-mauma)

### Dine?

**Les Grandes Tables de la Friche.** In the heart of the large cultural centre, Friche de la Belle-de-Mai, Les Grandes Tables are as much a restaurant as a space for encounters and culinary sharing, always aiming to ask questions about cooking and food. Captained by Marie-Josée Ordener.

[www.lesgrandestables.com](http://www.lesgrandestables.com)

### Sleep?

**Meininger Hôtel Marseille Centre La Joliette.**

This new address in the local landscape offers a program specially adapted to families... and business travellers! A hybrid concept combining hotel and hostel, with rooms ranging from 2 to 6 beds, in the booming district of La Joliette.

[www.meininger-hotels.com/fr/hotels/marseille/hotel-marseille-centre-la-joliette](http://www.meininger-hotels.com/fr/hotels/marseille/hotel-marseille-centre-la-joliette)

## ON THE OTHER SIDE OF THE MEDITERRANEAN

### Leisure time?

**Hammam Rafik.** In the heart of the multicultural quarter, Noailles, dive into an authentic moment of relaxation at this traditional hammam. With services of every kind, like skin scrubbing with a horsehair glove and massages with clay or essential oils.

**La Bastide des Bains.** Between a Provençal bastide with southern charm and a North African hammam, come rest and enjoy expert services in a refined setting.

[www.bastide-des-bains.com](http://www.bastide-des-bains.com)

### Shopping?

**Jiji Palme d'Or.** In this North African boutique in Noailles, it's like being in Ali Baba's cave in the blink of an eye, with its dizzying choice of objects to bring home or to give, from cosmetics to home décor, as well as tableware.

[www.jijilapalmedor.com](http://www.jijilapalmedor.com)

**La Rose de Tunis.** This boutique with delicious pâtisseries orientales began its story more than 30 years ago. Influenced by its Tunisian origins, today the shop offers sweets from different Mediterranean cultures.

[www.larosedetunis.com](http://www.larosedetunis.com)

### Go out?

**Teavora.** In this hidden address in the Longchamp neighbourhood, one tastes hot or cold beverages and savoury or sweet gourmandises... with your feet in the sand. Sitting on cushions and mattresses on the floor, you will enjoy a real break that is as gourmet as it is exotic.

[www.teavora.com](http://www.teavora.com)

### Dine?

**Chez Yassine.** Many say it's the best Tunisian restaurant in Marseille. It's well deserved. An authentic and generous cooking that mixes bricks with eggs, tuna salad, spaghetti in tomato sauce, méchouia, and more.

**Le Souk.** Near the l'Hôtel de Ville, Le Souk serves Moroccan cuisine with different a la carte specialties, from couscous to tajines and gourmet salads. All accompanied, of course, with delicious pâtisseries orientales.

[@SoukMarseille](https://www.instagram.com/SoukMarseille)

### Sleep?

**Casa Youm.** Tucked away in the hills of Estaque, this new chambre d'hôtes serves up a spectacular view over the Marseille harbour with Franco-Tunisian inspired décor. With a pool, garden, and intimate dining, it's all here!

[www.casayoum.com](http://www.casayoum.com)





## >> DAY TRIPS NEAR MARSEILLE

Marseille's surrounding area is full of great getaways. Though close to each other, they remain quite diverse. Between sea, land and mountains, the different landscapes come together without resembling one another.

Heading south, at the foot of Cap Canaille, the small port of **Cassis** seduces with its authenticity, its colours, and its exceptional setting. To fully live in the moment, the harbour restaurants serve local shellfish and white wine. Before returning to Marseille, a stopover inland in **Aubagne**, the birthplace of Marcel Pagnol that is famous for its handcrafted pottery and santons, is also recommended.

Heading north-west of Marseille on the Côte Bleue train (back on track in April 2021 after 3 years out of service), wind through 32 spectacular kilometres of cliffs, coves, and breathtaking landscapes until **Miramas**. This regional train travels for 1h15 between viaducts and tunnels, with the possibility of accessing the beach on foot at each village at which it stops.

Along the way, on the banks of the Étang de Berre lagoon and the Caronte Canal, you can also discover **Martigues**, nicknamed «The Venise Provençale.» Now, to the east, for urban charm and polished elegance of **Aix-en-Provence**. Wander the streets for a cultural outing - museums are plentiful, a promenade, or great window shopping. This stopover also allows you to pass through the scented scrubland of the Sainte-Victoire mountain dear to Cezanne, the face of the Aix region, to contemplate without moderation.

Following the Côte Bleue, access the **Camargue Regional Nature Park**, one of the most diversified areas in France. From wild and desert-like lands to salt marshes and sand dunes that stretch beyond view, all can be explored on foot, by car, or on horseback – like the locals do. Lastly, end your journey across the region in **Arles**. Visit the ancient monuments inscribed on the World Heritage list or enjoy an artistic moment at the new and inspiring **Fondation Luma**, which brings together exhibitions, concerts and workshops.



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