



**Dossier de Presse – Press kit 2011**  
*In Marseille, the summer starts in may...*

4, la Canebière - 13001 Marseille  
Tél. : +33 (0) 4 91 13 99 73  
Fax. : +33 (0) 4 91 13 89 20  
presse@marseille-tourisme.com

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

**Marseille**  
OFFICE DU TOURISME  
ET DES CONGRÈS

# CONTENTS

Quick facts and How to get there	p. 4
A moving city in Numbers	p.5
Open your eyes in Marseille !	p.6
A Natural summer	p. 7
Major Sporting events	p.8-9
Marseille knows how to party !	p.10-13
Summer at the city's museums	p.14-15
Marseille Getaways	p.16-17
Press Contacts	p. 18

**Press release, 22 February 2011**

## **IN MARSEILLE, the summer starts in May**

With more than 300 days of sunshine a year, the summer arrives earlier in Marseille than elsewhere, inviting visitors to enjoy some fabulous long weekends.

There's always something going on in the city that will host the European Capital of Culture in 2013 – whether it be a sporting or cultural event, or a festival.

Marseille additionally affords 57 kilometres of coastline, numerous beaches, and the Massif des Calanques, which will be made a national park by the end of the year and the first periurban park in Europe, in which a whole range of outdoor activities can be enjoyed.

In May, Marseille's festival season opens. Select events to suit! A lively performance at the Théâtre Tournais during the Festival de Flamenco or a somewhat calmer one during the Festival de Musique Sacrée (Sacred Music Festival).

Several exhibitions are being held in the city's museums during the summer months. In May, Orientalism will be honoured in the "Ziem" exhibition at the Palais des Arts until the end of May, and the "Orientalisme en Europe, de Delacroix à Matisse" ("Orientalism in Europe: From Delacroix to Matisse") exhibition will open in the Vieille Charité on 26 May.

After the Cow Parade and the Cool Globes, it will be the turn of the Funny Zoo, which is due to open in Parc Longchamp in the summer – much to the entertainment of guests both young and old!

To facilitate exploration of the city and the organisation of tourist visits, the Marseille Tourist Office and Convention Bureau has made a series of services available. From the "Echappée Belle" weekend to the palm tree-lined trails in the Calanques through to the delectable bouillabaisse, Marseille shows itself in a thousand different lights.

From April 2011, information officers from the Marseille Tourist Office and Convention Bureau will whizz around the city on electric scooters – so-called wattmobiles ([www.wattmobiles.fr](http://www.wattmobiles.fr)) – to provide tourists with information!

## QUICK FACTS

The oldest city in France, founded 2,600 years ago.

**2nd most populated French city:** 860,363 inhabitants (according to INSEE 2007 figures)

The leading French urban community, Marseille Provence Métropole is a community of 18 cities with 1,200,000 inhabitants.

**Surface area:** 240 km<sup>2</sup> including 100 km<sup>2</sup> of natural areas.

**Sea front:** 57 kilometres including 20 km of Calanques.

**Climate:** 300 days of sunshine per year.

**Average temperatures:** Spring 19°C / Summer 25°C / Fall 14°C / Winter 12°C.

**Twinned with 13 cities around the world:** [www.marseille.fr](http://www.marseille.fr)

**Transport:** 2 subway lines, 2 tramway lines, 1000 bicycles in 130 stations, 85 bus lines, nearly 10,000 parking spaces in 15 parking lots.

France's leading cruise port (705 000 passengers) and freight port (2010 statistics)

World Water Capital since 1996 – world water forum in 2012

## HOW TO GET THERE

### **Marseille-Provence International Airport ([www.aeroport.fr](http://www.aeroport.fr))**

MP2 - Europe's leading low-cost terminal dedicated to economy flights ([www.mp2.aeroport.fr](http://www.mp2.aeroport.fr))

3rd busiest provincial airport for passenger traffic with over 7.5 million passengers in 2010. (2nd strongest growth in passenger traffic among Europe's major airports with +3,2% in 2010)

Regular service (excluding charters): More than 100 routes operated by 35 airlines with direct flights to 26 countries and 80 airports including:

-22 daily Paris/Marseille flights (flight duration: 1:15)

-21 regular low-cost destinations in France, Europe and Morocco

-12 long-haul destinations in Canada, the Middle East, the Indian Ocean, Africa...

### **Airport / Marseille Centre links (30km)**

Shuttle bus every 20 minutes from 5:30 am to 00.10 am (Phone:+33 (0)4 42 14 31 27)

Over 30 daily TER train connections

**By TGV, Marseille is only:** 3 hours away from Paris, 3 1/2 from Geneva and 5 1/2 from Brussels...

Marseille Saint-Charles SNCF Rail Station - 13001 Marseille

Phone: +33 (0)4 95 04 10 00, [www.sncf.com](http://www.sncf.com)

**3 motorways linking Spain, Italy and Northern Europe intersect at Marseille** meaning that the city is less than one hour from the Camargue, from the heart of Provence and only two hours away from the Riviera.

## MARSEILLE BY THE NUMBERS

Thanks to an unprecedented economic revival with the arrival of many businesses, tourism to Marseille is also experiencing strong growth: **4 million tourists in 2010.**

**12,000 jobs in the tourism and recreation sector, a 700 million Euro industry. Tourism accounts for more than 6% of the local economy.**

There are currently **104 hotels (6026 rooms)** in Marseille including:

1 5-star hotel (Sofitel), 8 4-star hotels and 19 3-star hotels. By 2012, the city is slated to have 6355 rooms available.

In addition, Marseille boasts a hundred bed and breakfast establishments.

### **2010 Tourist Office Statistics :**

Visitor reception: Information provided to 350,000 visitors, decrease compared to 2009.

During the same period, 3,095,431 people visited the [www.marseille-tourisme.com](http://www.marseille-tourisme.com) website

The Marseille Convention Bureau participated in 25 promotional campaigns in France and abroad in 2010 (trade shows, workshops, educational tours...), 366 events were held in Marseille, representing 214,110 conference days.

**Cruise ship tourists spend an average of 138€** per day and per person.

**Convention attendees spend between 150 and 200€ on average** per day and per person.

## THE MARSEILLE PROVENCE BRAND ON THE MOVE

Created in 2010, this territorial brand is responsible for promoting Marseille's many tourism assets and values, and for conveying its numerous ambitions.

The various promotional campaigns showcase Marseille as a must-visit destination for both leisure and business tourism and cruises.

The brand also involves asserting the city's uniqueness, making development of its tourism sector a leading example among the major European metropolises, and establishing its international influence by promoting it as a must-visit tourist destination in France, Europe and the rest of the world.

This approach initiated by the businesses of the tourism sector should be adopted by all economic actors to raise Marseille to among the ranks of the top 20 cities in Europe.

Major events await in Marseille including the 2012 World Water Council and Seatrade Med, the 2013 European Capital of Culture, the UEFA EURO 2016, etc.

Marseille must live up to these international events and begin preparing itself now by bringing all its tourism and culture professionals together.

From March, the [www.onthemove.fr](http://www.onthemove.fr) website will be launched in parallel to marketing campaigns in France and overseas. *Marseille Provence you'll be moved.*

# OPEN YOUR EYES IN MARSEILLE !

## THE LANDSCAPE

That of the city, which, from one side of the Vieux Port to the other, changes perspective and reveals a whole host of images and a broad figurative palette of colours under a light of variable intensity. To the west, the harbour, where the eye is drawn to the Iles du Frioul and the Château d'If, the home of intrigues surrounding the Count of Monte-Cristo.

To the north, the ports and port traffic, and "l'Estaque" restored by Guédiguian's camera, which tell a positive tale of the mixing of cultures between here and elsewhere.

Stroll through the streets of Marseille and you'll gain an understanding of its topography and its new configuration.

## A VIEWPOINT

The panorama from Notre-Dame de la Garde is all-embracing, overlooking the whole city and drifting off to distant horizons.

## A WALK

From the Vieux-Port to Vieille Charité, designed by Pierre Puget, via the Pouillon buildings to reach the typical Panier district, with its narrow, lively streets reminiscent of Southern Italy.

## A BUSINESS DISTRICT

The La Joliette Docks, redeveloped by Eric Castaldi, are home to the leading tertiary companies and the headquarters of Euroméditerranée, the coordinator of Marseille's major projects, including the future Euromed Center (hotels, shops and leisure facilities, with a multiplex cinema run by Europacorp, Luc Besson's company).

## THE FINEST STRETCH OF COASTLINE

The Corniche...A journey through time that starts from the Catalans cove and goes on to the fishing village of Goudes.

## A READING BREAK

The Alcazar, the legendary auditorium of the Montand years, has been redesigned by Adrien Fainsilber to become the Municipal Library for the Region (BMVR) and is used by large numbers of people.

## HIKING

The Calanques, which start at Callelongue, form the indented coastline all the way to Cassis and offer astonishing views. These cathedrals of stone created by the limestone cliffs create a dramatic landscape.

## A NATURAL SUMMER

**Summer is an outdoor event in Marseille. With 300 days of sunshine a year, 57 kilometres of coastline and a number of water sports centres, Marseille is the ideal place for enjoying the sea and the countryside.**

### Beaches and again beaches...

Some 2 million people come to Marseille's beaches every year. To ensure that everyone can enjoy the seaside to the full, Marseille Council has made every effort to offer greater safety and cleanliness and a wider choice of activities along its coastline. This initiative has brought its rewards and led to new schemes as a result of the involvement and active participation of a number of partners such as the National Police, Marseille Provence Metropole Urban Community and the whole fabric of associative life in Marseille.

**Beginning of June to beginning of September 2011**, the whole organisation will be up and running to welcome the people of Marseille and tourists.

Beaches will be supervised from 9.00 to 18.00. They are equipped with showers, safety instructions and first aid posts.

**Activities will also be on offer every day of the holidays for the symbolic sum of 1.50 € per activity** (diving for beginners, canoeing, sailing, visual arts, etc.). Finally, the water in bathing areas will be checked regularly, the beaches will be cleaned from 5.30 and disposable ashtrays will be provided.

This year, sports lovers can once again take part in the activities on offer on the beaches, And this year there is also the **summer stadium**, which has been erected to host high-level sports events. The stadium will have a **4000-seater** stand and will offer a wide range of competitions from mid-June to late August.

### Or rocs ?

The Calanques are natural harbours situated along 20 km of coastline between Marseille and Cassis.

You can walk the long-distance paths (please comply with regulations during the summer period) or explore the area by boat. This white limestone rock, lit by the sun, has an insolent beauty which, combined with the deep blue of water that may be as calm as a millpond or a raging frenzy, expresses all the energy of this very unusual natural area ...

A wide range of plant and animal life maybe found in this environment unique in France (a thousand species and numerous colonies of birds.

Finally, the cabin, a former fisherman's hut no bigger than a handkerchief, forms part of the landscape of the Calanques and, in the summer, is the centre for an active social life that includes a siesta, a game of "boules" and a good meal...

At the end of this year, the Calanques will become natural Parc.

## MAJOR SPORTING EVENTS

***For several years now, Marseille has been a haven for top sporting events: football and rugby world cups, international regattas, championships in beach sports... There'll be plenty more events to get involved in this summer too!***

### **MARSEILLE VELOTOUR – 8th May**

On Sunday 8th May, thousands of cyclists will flock to Marseille for a highly unusual and fairly wacky cycle ride. Open to all, and offering a friendly and festive ambiance, Velotour is primarily a fun event that allows participants to (re)discover the city from a new perspective along original routes! Follow your chosen course and explore areas that are normally closed to cyclists or in which cycling isn't normally permitted. [www.velotour.fr](http://www.velotour.fr)

### **OM MATCHES AT THE VELODROME STADIUM**

11th May: OM/Brest at 7pm

21st May: OM/Valenciennes FC at 7pm

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

### **SEMI-FINALS OF THE RUGBY TOP 14 - 27th and 28th May**

At exactly 16:25 on these two days, the Velodrome stadium, which is normally the home of football matches, will host the semi-finals of the rugby Top 14.

Not to be missed under any circumstances!

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

### **OPEN GAZ DE FRANCE DE MARSEILLE - From 6th to 12th June**

Come watch this year's Open Gaz de France de Marseille. Officially recognised by the International Tennis Federation (ITF), the international Open Gaz de France Féminin de Marseille counts among the top five women's tennis tournaments in France. Launched in 1993, WTA points counting towards the women's international classification are awarded here. The tournament hosts around 120 international female players who vie for a position among the top 32 players in the singles and among the top 16 teams in the doubles.

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

### **ORANGE FREESTYLE CUP – From 21st to 26th June**

We're all set for what will be the fourth Orange Freestyle Cup!

A huge crowd followed the action last year (50,000 spectators, 74 professionals, 3,000 children involved in introductory courses and 300 freefall jumps).

Thanks to all of these, the festival returns in June 2011 with a programme featuring windsurfing, kitesurfing, skating, bmx riding, freefall jumps and a few unexpected surprises...

The entire team is on hand to help you discover – or rediscover – the world of extreme sports.

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

### **THE “VOILES DU VIEUX PORT” VINTAGE YACHT REGATTA – From 16th to 19th June**

For the ninth year running, the Voiles du Vieux Port vintage yacht regatta will form part the most prestigious traditional regatta circuit in the Mediterranean. Races will be held in Marseille’s harbour, where around forty traditional yachts are expected, some of which are over one hundred years old and real “historic monuments”. The village set up at the foot of Fort Saint-Jean will be open to the general public with a programme comprising exhibitions, workshops, event events, and much more.

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

### **13TH MONTE CRISTO CHALLENGE – 25th to 26th June**

Inspired by Edmond Dantès’ legendary escape, the Défi de Monte Cristo (Monte Cristo Challenge) held on the beaches of the Prado is today the largest public sea swimming competition. The Sport’s Beach Village at the heart of the city will welcome close to 2,000 participants during the two-day event. The challenge: a 5 km stage on the French Swimming Cup circuit, swimming with flippers in open water, starting at the Château d’If. The Provence FFN championship: 2.5 km open to all young people aged 15 years and over. The Masters FFN challenge: 1.5 km open to all swimmers aged 25 years and over.

[www.defimonte-cristo.com](http://www.defimonte-cristo.com)

### **50TH ANNIVERSARY OF THE MONDIAL LA MARSEILLAISE À PETANQUE - From 3rd to 7th July**

Created by Paul Ricard in 1962, this pétanque tournament has become know as the “Roland Garros of boules”. More than 13,000 French and 20 or so foreign players are expected. The teams take aim and score points, fearing having to “kiss Fanny”, which would confirm their defeat. Once the teams have played off against each other in Parc Borély, the grand finale, which is always a spectacular affair, is held in the Old Port (Vieux Port).

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

### **THE PROVENCAL 13 - From 24th to 29th July**

The other boules tournament of the summer takes place in Parc Borély. A large and friendly village will be set up to celebrate this legendary competition in Marseille at this year’s tournament in “la longue”. More than 1,500 teams of three will step up to the challenge!

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

### **TOUR DE FRANCE A LA VOILE SAILING RACE- 21st and 22nd July**

For two days, Marseille’s harbour will be filled with crews on their way to victory in the Tour de France sailing race. The leg off the shores of the Phoenician city gets more exciting every year... A sensational event is guaranteed – as long as the mistral plays along!

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

### **JURIS’ CUP - From 16th to 18th September**

This annual event brings law and sailing together!

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

## MARSEILLE KNOWS HOW TO PARTY!

**During the warm summer evenings, a festive feeling lingers in the air in several of Marseille's districts; the desire to have a good time and party through the night reigns...**

### **SACRED MUSIC FESTIVAL - From 23rd April to 28th May**

From Vivaldi to Bach, Mozart to Gospel, the month of May will be filled with the sound of sacred music.

[www.mairie-marseille.fr](http://www.mairie-marseille.fr)

### **INTERNATIONAL FESTIVAL OF CONTEMPORARY MUSIC - From 4th to 14th May**

Since its launch in 1993, the number of events, shows and international exchanges has led the festival to mushroom in size. Taking place in spring each year, this festival has always maintained the same objective: to be a time and space dedicated to the creation and diffusion of a contemporary repertoire of music. The festival takes at numerous locations in Marseille: Friche La Belle de Mai (2 rooms), Galerie d'Art des Grands Bains Douches de la Plaine, Alcazar library, the Marseille National Ballet (BNM), Saint-Laurent church, Musée Cantini.

<http://www.gmem.org>

### **SUMMER AT THE THEATRE SILVAIN – From 14th May to 6th August**

Outdoor programme in an open-air theatre:

Saturday 14th May, 5:30pm: Indo-Persian concert.

Friday 27th May, 6pm and Saturday 28th May, 6pm: Les Voix de la Mer [The Voices of the Sea] OK Chorales festival.

Thursday 23rd June, 9pm: Concert with the Provence Philharmonic Orchestra

Monday 4th July, 9pm: Silvain cinema – “Le diable au corps” [“Devil in the Flesh”].

Monday 11th July, 9:30pm: Silvain cinema with screening of “Séraphine” (with reservation).

Saturday 16th July, 9pm: Silvain cinema – “La Traviata”.

Monday 18th July, 9pm: Silvain cinema – “Se souvenir des belles choses” [“Beautiful Memories”].

Monday 25th July, 9pm: Silvain cinema screening of the film “Femmes au bord de la crise de nerfs” [“Women on the Verge of a Nervous Breakdown”].

Wednesday 27th July, 9pm: A PACA region evening with the Mediterranean Youth Orchestra.

Thursday 28th July, 9pm: Beethoven cinema concert – Abel Gance with the Friends of the Silvain Theatre and GRIM.

Thursday 4th August, 9pm: The Night of the Guitar with Sylvain Luc and Birelli Lagrène.

Saturday 6th August, 9pm: Concert featuring violinist Ivry Gitlis.

<http://mairiedupremiersecteur.fr>

### **6TH INTERNATIONAL FLAMENCO FESTIVAL – Théâtre Toursky – From 19th to 21st May**

Flamenco is an explosive celebration. The wild, complete, raw emotion of nomadic music featuring warm and deep sounds and songs, marked by age-old body language but also elegance and a way of life.

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

### **LA RUE DU TANGO DANCE EVENT- From 3rd June to 15th July**

The annual “Rue du Tango” [“Street of Tango”] dance event has taken place for five years now. Marseille becomes the capital of tango for two months with dance events in several city districts dedicated to tango, but also to conferences, exhibitions, films, etc.

Allow yourself be carried away by a love story on the dance floor. Let yourself go, it’s time for a few songs... Tango involves a game of seduction; an awareness of oneself, of one’s body, one’s capabilities, the music and the moment... a full programme! <http://laruedutango.fr>

### **HANDICRAFT EVENINGS IN THE OLD PORT – From May to September**

Marseille’s Tourist Office and Convention Bureau recommends a pleasant stroll through the night market to explore the many local handicrafts. From ceramic items to confectioners for the palace, to jewellery to match your outfit, the handicraft experts present and sell unique home-made wares. Open from 3pm until 10pm, the market is held on the port quay between La Samaritaine restaurant and the town hall. [www.marseille-tourisme.com](http://www.marseille-tourisme.com)

### **MARSEILLE NATIONAL BALLET EVENINGS – MAY AND JUNE**

Friday 6th May and Saturday 7th May, 2011 – Opéra de Marseille – Mixed programme

Wednesday 11th May and Saturday 14th May, 2011 – Théâtre National de la Criée – Moving Target

Thursday 19th May, 2011 – Parc Maison Blanche – Cartes blanches, Marseille National Ballet (BNM) dancers

Friday 17th June and Saturday 18th June, 2011 – Centre Commercial grand Littoral - Cartes blanches, Marseille National Ballet (BNM) dancers

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

### **FESTIVAL OF MUSIC - 21st June**

Concerts are organised to celebrate the start of the summer and the Fête de la Musique (Festival of Music) at many locations around the city. [www.marseille-tourisme.com](http://www.marseille-tourisme.com)

### **THE BLUE FESTIVAL - 24th, 25th and 26th June**

Three days during which Marseille and its residents celebrate the Fête Bleue (Blue Festival) and live life in blue, the colour symbolising the city and the sea. Facades are enshrouded in blue; the residents of Marseille dress and party in blue... With the 5th Fête Bleue, project initiator Club Marseille la Découverte intends to make this project a popular and lasting event. The aim: to involve the residents of Marseille to make them a part of the event and to hold a must-attend celebration in the Phoenician city. [www.fetebleue.com](http://www.fetebleue.com)

### **FESTIVAL DE MARSEILLE - From 16th June to 9th July**

Similar to Marseille, the city, port, Mediterranean metropolis, diverse and abundant, this festival has built on a multidisciplinary identity with a taste for travel, blending and sharing, hosting the biggest international choreographers. Taking place in 2011 for the 16th time!

The biggest names in boxing have danced here with clenched fists; memorable signature dances delivered amidst their beautiful pas-de-deux: Roland Petit, Maurice Béjart, Régine Chopinot and her famous K.O.K.; Cloclo and the Rolling Stones performed here; music right up Marseille residents’ street! From the start of 2013, the Festival de Danse et des Arts Multiples de Marseille (Festival of Dance and Multiple Arts) takes over the city of Marseille and turns it into a metropolis in motion... The Salle Vallier will form the festival’s base for the second year running. The Théâtre du Gymnase, Théâtre des Bernardines, Campagne Pastré and Esplanade Bargemon will also be venues for this year’s event.

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

### **MUSIQUES A BAGATELLE - Parc Bagatelle**

**23rd and 24th June: Classical music evenings, 30th June and 1st July: Jazz evenings**

Musiques à Bagatelle has undoubtedly become one of the must-attend events for music lovers in the Phoenician city.

This success is due to the general public's loyalty, and of course to the talent and charisma of the invited musicians. What's more, it's free and takes place outdoors!

[www.mairie-marseille.fr](http://www.mairie-marseille.fr)

### **LESBIAN AND GAY PRIDE – 2nd July**

A landmark event for the French homosexual community, as Marseille's EuroPride will be the second European gathering of this type organised in France since the 1997 EuroPride in Paris. This event promotes the visibility of homosexuality and media coverage of LGBT issues. [www.gaypride.fr](http://www.gaypride.fr)

### **INTERNATIONAL FESTIVAL OF DOCUMENTARY FILM (FID)**

**From 6th to 11th July – Various locations**

The Marseille FID is today known within the major international festival circuit as a pool of young directors and emerging cinematographic forms. For three years now, there has been a change in direction, namely to also include fiction films in the official selection alongside documentaries. Fiction films, which have to do with and interact with documentaries.

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

### **FESTIVAL MIMI – From 7th to 10th July**

For the eighth year running, Festival MIMI welcomes international operators, event organisers, label managers, agents, bookers, journalists... They scour Marseille and the surrounding region for their local counterparts and more specifically for cultural operators followed by Cado, the multiplier of activities and cultural events. Each summer, it presents innovative artists from all backgrounds, both musical and geographical, and has become a leading European reference in the field.

<http://www.amicentre.biz>

### **FIVE CONTINENTS JAZZ FESTIVAL**

**From 18th to 26th July – Parc Longchamp**

The Festival Jazz des Cinq Continents (Five Continents Jazz Festival) returns on 18th to 26th July to celebrate its 11th anniversary! A must-attend event in Marseille's summer events calendar, the festival places great emphasis on young talent by providing an opening, a free evening on 18th July on Cours Estienne d'Orves just a short distance from the Old Port... Then at the Palais du Pharo on the 19th July and in the gardens of Palais Longchamp on 20th to 26th July, where some outstanding artists can be listened to.

[www.festival-jazz-5-continents.com](http://www.festival-jazz-5-continents.com)

### **FESTIVAL OF WORLD CULTURES, CHATEAU-GOMBERT**

**From 2nd to 9th July – Château-Gombert**

The world meets in Marseille's picturesque quarter of Château-Gombert, the final stronghold of Marseille traditions, for the 47th International Folklore Festival. A programme bursting with music and dance!

[www.roudelet-felibren.com](http://www.roudelet-felibren.com)

### **SEPTEMBRE AT SEA – Final week of August, first week of September**

The 12th must-attend event for sea enthusiasts! Septembre en Mer (September at Sea) promotes all things sea-related, whether that be the maritime legacy, sea-related trades, sport, tourism... It is also an opportunity for networking, shows and encounters between participants and the general public, all of whom are fascinated by the sea.

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

### **ART-O-RAMA, contemporary art fair – From 2nd to 4th September**

The Art-O-Rama contemporary art fair is a space and time of discovery and encounters with the general public, gallery owners, artists, collectors, curators and journalists.

Trade show and exhibition open to the general public. The Showroom section aims to showcase the work of four young artists based in the Marseille-Provence region.

Selected by the gallery owners invited the previous year, Pascal Martinez is the guest artist at the 5th Art-O-Rama. The event will therefore engage with him and support him by offering him a stand, and by producing an original project and his first monographic catalogue.

[www.art-o-rama.fr](http://www.art-o-rama.fr)

### **EUROPEAN HERITAGE DAYS – 16th and 18th September**

During the major cultural event of the season, the European Heritage Days, a wide audience can (re)discover their heritage in their everyday environment with friends and family through the various opportunities and events offered.

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

### **MARSEILLE INTERNATIONAL FAIR – From 23rd September to 3rd October**

Design, outdoors, international or well-being... All the major trends can be found at the Marseille International Fair from 23rd September to 3rd October. 1,400 exhibitors from all four corners of the globe, a varied entertainment programme... Now in its 87th year, the event promises to be rich in emotion and full of discovery. Eleven days of festivities to tour the world, discover the latest trend products, learn from professionals, or take an evening stroll along the alleys of Parc Chanot...

<http://www.safim.com>

### **MARSATAC – From 29th September to 1st October**

Marsatac is the musical event that rocks the world each year with electro beats, rock and hip hop. There's a new venue this year: Friche de la Belle de Mai.

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

## SUMMER AT THE CITY'S MUSEUMS

**And why not take time to explore a museum and daydream in front of a painting. Don't forget that Marseille will be the European Culture Capital in 2013. [www.Marseille-provence2013.fr](http://www.Marseille-provence2013.fr)**

### **L'ORIENT EN TAPIS VOLANT [THE EAST ABOARD A FLYING CARPET] – PREAU DES ACCOULES**

**From 8th December, 2010 to 11th June, 2011**

Orientalism explained to children in the run-up to the “L’orientalisme en Europe, de Delacroix à Matisse” (“Orientalism in Europe: From Delacroix to Matisse”) exhibition.

[www.mairie-marseille.fr](http://www.mairie-marseille.fr)

### **FELIX ZIEM IN RETROSPECT**

**From 4th February to 22nd May, 2011 at the Palais des Arts / Cours Julien**

The *Regards de Provence* foundation wishes to pay tribute to a great pre-impressionist painter and Orientalist, Félix Ziem (1821-1911), presenting a large retrospective exhibition of his work on the occasion of the centenary of his death. This exhibition will cover all of his most cherished themes: historical subjects, genres, portraits and still lifes, but above all his animated land and seascapes.

[www.regards-de-provence.org](http://www.regards-de-provence.org)

### **XIHUITL: “Enquête autour d’un crâne” - le bleu éternel (XIHUITL: “Study of a skull” - The Eternal Blue)**

**From 18th March to 3rd July, 2011 – Museum of African, Amerindian and Oceanic Art – Vieille Charité.**

Exhibition focussed on a human skull from Mexico of Mixtec origin (pre-Hispanic period) featuring a mosaic of turquoise stones. Preserved in the museum’s repository, this skull was recently the subject a more in-depth study.

[www.mairie-marseille.fr](http://www.mairie-marseille.fr)

### **ORIENTALISM IN EUROPE: FROM DELACROIX TO MATISSE**

**From 26th May to 28th August in the Vieille Charité**

Exhibition of 120 works of art from both major international and private collections, from Delacroix to Matisse. This exhibition offers a far-reaching panorama of Orientalism in France and Europe.

[www.mairie-marseille.fr](http://www.mairie-marseille.fr)

### **L'ETOFFE DU MEXIQUE (THE FABRIC OF MEXICO)**

**From 16th June to 23rd July at the Maison de l’Artisanat et des Métiers d’Art**

Within the scope of the Year of Mexico in France, Culturesfrance shall present an exhibition of Mexican fabrics at the Maison de l’Artisanat et des Métiers d’Art.

This presentation will be complemented with an exhibition telling the story of those who emigrated to Mexico from Barcelonnette (1820-1950) – also known as the silk merchants of Mexico – and their success in the textiles industry and trade.

<http://www.maisondelartisanat.org>

## LE MONDE ONIRIQUE DE ROGER BLACHON (ROGER BLACHON'S WORLD OF DREAMS)

**From 16th June to 16th October at the Palais des Arts/Cours Julien**

Humorous drawings by humanist Roger Blachon on festive, poetic and sports-related themes.

[www.regards-de-provence.org](http://www.regards-de-provence.org)

## WHILE TAKING A STROLL...

### FUNNY ZOO

An original and entertaining trail within the walls of Marseille's former zoo, which was opened in 1854 and closed in 1987. Parc Longchamp retained the period cages; from mid-June, these will be filled with a permanent collection of 110 life-size animals made of coloured fibreglass.

***funnyzoo.net/***

### MARSEILLE PROVENCE 2013

The city is undergoing a massive regeneration programme and will be the European city of culture 2013. The docks are being revitalised, a new tram system has been introduced and the city is gaining an international reputation for cutting-edge art, music and culture

Why Marseille became European city of culture 2013?

Marseille has a real cultural ambition with dynamic cultural actors. The city tries to create a dialogue between the different cultures. Moreover, its localisation gives to the city a strategic position in the Mediterranean and in Europe. For these reasons, Marseille has been chosen as European city of culture 2013

[www.marseille-provence2013.fr](http://www.marseille-provence2013.fr)

## MARSEILLE GETAWAYS

Marseille is an ideal destination for short getaways thanks to its convenient air and TGV train connections. Hotel reservations, weekend packages or packages for an event, sports or culinary activity. The choice is up to you!

Several Marseille Getaways:

\* **1-Night Marseille Getaway:** Starting at 55€ per person for a double room in a 2-star hotel

Includes per person: 1 night in a hotel of the specified category, breakfast and tourist tax, 1 Marseille City Pass (1 day)

\* **2-Night Marseille Getaway:** Starting at 91€ per person based on a double room in a 2-star hotel (an extra night can be added)

Includes per person: 2 nights in a hotel of the specified category, breakfasts and tourist tax, 1 Marseille City Pass (2 day)

\* **Gourmet Marseille:** Starting at 180€ per person based on a double room in a 2-star hotel (an extra night can be added)

Includes per person: 2 nights in a hotel of the specified category, breakfasts and tourist tax, 1 2-day Marseille City Pass, 1 tea at the Arcenaulx restaurant, 1 Bouillabaisse dinner at the Miramar, 1 Marseille cocktail at the Escale Marine on the Old Port

\* **Sea and Calanques in Marseille:** Starting at 125€ per person based on a double room in a 2-star hotel (an extra night can be added)

Includes per person: 2 nights in a hotel of the specified category, breakfasts and tourist tax, 1 2-day Marseille City Pass, 1 excursion on the Marseille bay in a traditional small boat from October through June or 1 snorkelling outing in the calanques from June to September

**Hurry to make your booking!** [www.resamarseille.com](http://www.resamarseille.com)

## CITY PASS

**22€ or 29€.**

**A tourism and culture passport that allows you to discover the city via an all-inclusive package.** The City Pass is valid for 1 or 2 days and gives access to museums, tourist trains, the Château d'If... as well as the public transport system and a number of discounts.

**All Marseille in a single clic :** [www.resamarseille.com](http://www.resamarseille.com),  
**or 0826 500 500**

## GASTRONOMY

### **BOUILLABAISSE Cooking class**

One Thursday a month, 9.30 to 14.30. Price: 120€ per person

Let yourself be guided around the Vieux Port for a history of the city and follow the chef round the fish market, then go and prepare and taste a genuine Marseille bouillabaisse.

### **FLORENT'S MARSEILLE RECIPES**

A lesson in Marseille-style cuisine with emphasis on delicacies featuring sardines.

Price: €49, the first Saturday every month, from 10am to 12pm, all year round

Cookery class + tasting session

## OUTDOOR ACTIVITIES

### **SEA DIVING**

Tuesday to saturday from June to September, 14.00 to 17.00. Price: 55€ per person

Discover the marine life in the Calanques or on the islands dotted around the bay.

### **SNORKELLING EXPERIENCE**

A State-qualified diving instructor suggests you a snorkelling experience in the Riou Archipelago in order to discover the rocky inlets and sea beds with diving mask and snorkel.

Price : 20 € per person. From June to September, On Tuesday, Wednesday and Friday. From 2.00 pm to 5.00 pm

## GUIDED TOUR

The Marseille Tourist Office organizes guided tours every week, allowing visitors to experience all aspects of Marseille, ranging from the typical to the unusual.

The below list of tours is not exhaustive and the Tourist Office and Convention Bureau can design tailored group tours on request. Some of the tours may be commented in English, German, Italian and Spanish.

Guided tours: from 6€ to 14€

A few popular tours:

Le Panier quarter

The Birth of Marseille from the time of the Greeks

The forts of the Old Port: Saint-Nicolas and Saint-Jean

Notre-Dame-de-la-Garde Basilica.

The painters of L'Estaque: Cézanne, Dufy, Braque...

La Cité Radieuse (radiant city) designed by Le Corbusier

The Stade Vélodrome and history of the Olympique de Marseille

The Marseille Tourist Office and Convention Bureau has undertaken all the required formalities in order to obtain two important labels in 2010:

- the Tourisme & Handicap Label
- the Famille Plus Label

## PRESS CONTACTS

### **TOURIST AND CONFERENCE OFFICE**

4, la Canebière - 13001 Marseille

Tel : 0826 500 500

Fax : +33 (0)4 91 13 89 20

(underground/ Vieux-Port)

**<http://www.marseille-tourisme.com>**

**E-mail: [accueil@marseille-tourisme.com](mailto:accueil@marseille-tourisme.com)**

### **PRESS SERVICE :**

#### **Silvie ALLEMAND**

Tel : +33 (0)4 91 13 89 19

Mobile : +33 (0)6 73 86 09 80

**E-mail : [sallemant@marseille-tourisme.com](mailto:sallemant@marseille-tourisme.com)**

#### **Marion FABRE**

Tel : +33 (0)4 91 13 99 73

Mobile : +33 (0)6 73 86 09 78

**E-mail : [mfabre@marseille-tourisme.com](mailto:mfabre@marseille-tourisme.com)**



## **Dossier de Presse – Press kit 2011**

*In Marseille, the summer starts in may...*

4, la Canebière - 13001 Marseille  
Tél. : +33 (0) 4 91 13 99 73  
Fax. : +33 (0) 4 91 13 89 20  
presse@marseille-tourisme.com

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

**Marseille**  
OFFICE DU TOURISME  
ET DES CONGRÈS

# CONTENTS

Quick facts and How to get there	p. 4
A moving city in Numbers	p.5
Open your eyes in Marseille !	p.6
A Natural summer	p. 7
Major Sporting events	p.8-9
Marseille knows how to party !	p.10-13
Summer at the city's museums	p.14-15
Marseille Getaways	p.16-17
Press Contacts	p. 18

**Press release, 22 February 2011**

## **IN MARSEILLE, the summer starts in May**

With more than 300 days of sunshine a year, the summer arrives earlier in Marseille than elsewhere, inviting visitors to enjoy some fabulous long weekends.

There's always something going on in the city that will host the European Capital of Culture in 2013 – whether it be a sporting or cultural event, or a festival.

Marseille additionally affords 57 kilometres of coastline, numerous beaches, and the Massif des Calanques, which will be made a national park by the end of the year and the first periurban park in Europe, in which a whole range of outdoor activities can be enjoyed.

In May, Marseille's festival season opens. Select events to suit! A lively performance at the Théâtre Tournais during the Festival de Flamenco or a somewhat calmer one during the Festival de Musique Sacrée (Sacred Music Festival).

Several exhibitions are being held in the city's museums during the summer months. In May, Orientalism will be honoured in the "Ziem" exhibition at the Palais des Arts until the end of May, and the "Orientalisme en Europe, de Delacroix à Matisse" ("Orientalism in Europe: From Delacroix to Matisse") exhibition will open in the Vieille Charité on 26 May.

After the Cow Parade and the Cool Globes, it will be the turn of the Funny Zoo, which is due to open in Parc Longchamp in the summer – much to the entertainment of guests both young and old!

To facilitate exploration of the city and the organisation of tourist visits, the Marseille Tourist Office and Convention Bureau has made a series of services available. From the "Echappée Belle" weekend to the palm tree-lined trails in the Calanques through to the delectable bouillabaisse, Marseille shows itself in a thousand different lights.

From April 2011, information officers from the Marseille Tourist Office and Convention Bureau will whizz around the city on electric scooters – so-called wattmobiles ([www.wattmobiles.fr](http://www.wattmobiles.fr)) – to provide tourists with information!

## QUICK FACTS

The oldest city in France, founded 2,600 years ago.

**2nd most populated French city:** 860,363 inhabitants (according to INSEE 2007 figures)

The leading French urban community, Marseille Provence Métropole is a community of 18 cities with 1,200,000 inhabitants.

**Surface area:** 240 km<sup>2</sup> including 100 km<sup>2</sup> of natural areas.

**Sea front:** 57 kilometres including 20 km of Calanques.

**Climate:** 300 days of sunshine per year.

**Average temperatures:** Spring 19°C / Summer 25°C / Fall 14°C / Winter 12°C.

**Twinned with 13 cities around the world:** [www.marseille.fr](http://www.marseille.fr)

**Transport:** 2 subway lines, 2 tramway lines, 1000 bicycles in 130 stations, 85 bus lines, nearly 10,000 parking spaces in 15 parking lots.

France's leading cruise port (705 000 passengers) and freight port (2010 statistics)

World Water Capital since 1996 – world water forum in 2012

## HOW TO GET THERE

### **Marseille-Provence International Airport ([www.aeroport.fr](http://www.aeroport.fr))**

MP2 - Europe's leading low-cost terminal dedicated to economy flights ([www.mp2.aeroport.fr](http://www.mp2.aeroport.fr))

3rd busiest provincial airport for passenger traffic with over 7.5 million passengers in 2010. (2nd strongest growth in passenger traffic among Europe's major airports with +3,2% in 2010)

Regular service (excluding charters): More than 100 routes operated by 35 airlines with direct flights to 26 countries and 80 airports including:

-22 daily Paris/Marseille flights (flight duration: 1:15)

-21 regular low-cost destinations in France, Europe and Morocco

-12 long-haul destinations in Canada, the Middle East, the Indian Ocean, Africa...

### **Airport / Marseille Centre links (30km)**

Shuttle bus every 20 minutes from 5:30 am to 00.10 am (Phone:+33 (0)4 42 14 31 27)

Over 30 daily TER train connections

**By TGV, Marseille is only:** 3 hours away from Paris, 3 1/2 from Geneva and 5 1/2 from Brussels...

Marseille Saint-Charles SNCF Rail Station - 13001 Marseille

Phone: +33 (0)4 95 04 10 00, [www.sncf.com](http://www.sncf.com)

**3 motorways linking Spain, Italy and Northern Europe intersect at Marseille** meaning that the city is less than one hour from the Camargue, from the heart of Provence and only two hours away from the Riviera.

## MARSEILLE BY THE NUMBERS

Thanks to an unprecedented economic revival with the arrival of many businesses, tourism to Marseille is also experiencing strong growth: **4 million tourists in 2010.**

**12,000 jobs in the tourism and recreation sector, a 700 million Euro industry. Tourism accounts for more than 6% of the local economy.**

There are currently **104 hotels (6026 rooms)** in Marseille including:

1 5-star hotel (Sofitel), 8 4-star hotels and 19 3-star hotels. By 2012, the city is slated to have 6355 rooms available.

In addition, Marseille boasts a hundred bed and breakfast establishments.

### **2010 Tourist Office Statistics :**

Visitor reception: Information provided to 350,000 visitors, decrease compared to 2009.

During the same period, 3,095,431 people visited the [www.marseille-tourisme.com](http://www.marseille-tourisme.com) website

The Marseille Convention Bureau participated in 25 promotional campaigns in France and abroad in 2010 (trade shows, workshops, educational tours...), 366 events were held in Marseille, representing 214,110 conference days.

**Cruise ship tourists spend an average of 138€** per day and per person.

**Convention attendees spend between 150 and 200€ on average** per day and per person.

## THE MARSEILLE PROVENCE BRAND ON THE MOVE

Created in 2010, this territorial brand is responsible for promoting Marseille's many tourism assets and values, and for conveying its numerous ambitions.

The various promotional campaigns showcase Marseille as a must-visit destination for both leisure and business tourism and cruises.

The brand also involves asserting the city's uniqueness, making development of its tourism sector a leading example among the major European metropolises, and establishing its international influence by promoting it as a must-visit tourist destination in France, Europe and the rest of the world.

This approach initiated by the businesses of the tourism sector should be adopted by all economic actors to raise Marseille to among the ranks of the top 20 cities in Europe.

Major events await in Marseille including the 2012 World Water Council and Seatrade Med, the 2013 European Capital of Culture, the UEFA EURO 2016, etc.

Marseille must live up to these international events and begin preparing itself now by bringing all its tourism and culture professionals together.

From March, the [www.onthemove.fr](http://www.onthemove.fr) website will be launched in parallel to marketing campaigns in France and overseas. *Marseille Provence you'll be moved.*

# OPEN YOUR EYES IN MARSEILLE !

## THE LANDSCAPE

That of the city, which, from one side of the Vieux Port to the other, changes perspective and reveals a whole host of images and a broad figurative palette of colours under a light of variable intensity. To the west, the harbour, where the eye is drawn to the Iles du Frioul and the Château d'If, the home of intrigues surrounding the Count of Monte-Cristo.

To the north, the ports and port traffic, and "l'Estaque" restored by Guédiguian's camera, which tell a positive tale of the mixing of cultures between here and elsewhere.

Stroll through the streets of Marseille and you'll gain an understanding of its topography and its new configuration.

## A VIEWPOINT

The panorama from Notre-Dame de la Garde is all-embracing, overlooking the whole city and drifting off to distant horizons.

## A WALK

From the Vieux-Port to Vieille Charité, designed by Pierre Puget, via the Pouillon buildings to reach the typical Panier district, with its narrow, lively streets reminiscent of Southern Italy.

## A BUSINESS DISTRICT

The La Joliette Docks, redeveloped by Eric Castaldi, are home to the leading tertiary companies and the headquarters of Euroméditerranée, the coordinator of Marseille's major projects, including the future Euromed Center (hotels, shops and leisure facilities, with a multiplex cinema run by Europacorp, Luc Besson's company).

## THE FINEST STRETCH OF COASTLINE

The Corniche...A journey through time that starts from the Catalans cove and goes on to the fishing village of Goudes.

## A READING BREAK

The Alcazar, the legendary auditorium of the Montand years, has been redesigned by Adrien Fainsilber to become the Municipal Library for the Region (BMVR) and is used by large numbers of people.

## HIKING

The Calanques, which start at Callelongue, form the indented coastline all the way to Cassis and offer astonishing views. These cathedrals of stone created by the limestone cliffs create a dramatic landscape.

## A NATURAL SUMMER

**Summer is an outdoor event in Marseille. With 300 days of sunshine a year, 57 kilometres of coastline and a number of water sports centres, Marseille is the ideal place for enjoying the sea and the countryside.**

### Beaches and again beaches...

Some 2 million people come to Marseille's beaches every year. To ensure that everyone can enjoy the seaside to the full, Marseille Council has made every effort to offer greater safety and cleanliness and a wider choice of activities along its coastline. This initiative has brought its rewards and led to new schemes as a result of the involvement and active participation of a number of partners such as the National Police, Marseille Provence Metropole Urban Community and the whole fabric of associative life in Marseille.

**Beginning of June to beginning of September 2011**, the whole organisation will be up and running to welcome the people of Marseille and tourists.

Beaches will be supervised from 9.00 to 18.00. They are equipped with showers, safety instructions and first aid posts.

**Activities will also be on offer every day of the holidays for the symbolic sum of 1.50 € per activity** (diving for beginners, canoeing, sailing, visual arts, etc.). Finally, the water in bathing areas will be checked regularly, the beaches will be cleaned from 5.30 and disposable ashtrays will be provided.

This year, sports lovers can once again take part in the activities on offer on the beaches, And this year there is also the **summer stadium**, which has been erected to host high-level sports events. The stadium will have a **4000-seater** stand and will offer a wide range of competitions from mid-June to late August.

### Or rocs ?

The Calanques are natural harbours situated along 20 km of coastline between Marseille and Cassis.

You can walk the long-distance paths (please comply with regulations during the summer period) or explore the area by boat. This white limestone rock, lit by the sun, has an insolent beauty which, combined with the deep blue of water that may be as calm as a millpond or a raging frenzy, expresses all the energy of this very unusual natural area ...

A wide range of plant and animal life maybe found in this environment unique in France (a thousand species and numerous colonies of birds.

Finally, the cabin, a former fisherman's hut no bigger than a handkerchief, forms part of the landscape of the Calanques and, in the summer, is the centre for an active social life that includes a siesta, a game of "boules" and a good meal...

At the end of this year, the Calanques will become natural Parc.

## MAJOR SPORTING EVENTS

***For several years now, Marseille has been a haven for top sporting events: football and rugby world cups, international regattas, championships in beach sports... There'll be plenty more events to get involved in this summer too!***

### **MARSEILLE VELOTOUR – 8th May**

On Sunday 8th May, thousands of cyclists will flock to Marseille for a highly unusual and fairly wacky cycle ride. Open to all, and offering a friendly and festive ambiance, Velotour is primarily a fun event that allows participants to (re)discover the city from a new perspective along original routes! Follow your chosen course and explore areas that are normally closed to cyclists or in which cycling isn't normally permitted. [www.velotour.fr](http://www.velotour.fr)

### **OM MATCHES AT THE VELODROME STADIUM**

11th May: OM/Brest at 7pm

21st May: OM/Valenciennes FC at 7pm

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

### **SEMI-FINALS OF THE RUGBY TOP 14 - 27th and 28th May**

At exactly 16:25 on these two days, the Velodrome stadium, which is normally the home of football matches, will host the semi-finals of the rugby Top 14.

Not to be missed under any circumstances!

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

### **OPEN GAZ DE FRANCE DE MARSEILLE - From 6th to 12th June**

Come watch this year's Open Gaz de France de Marseille. Officially recognised by the International Tennis Federation (ITF), the international Open Gaz de France Féminin de Marseille counts among the top five women's tennis tournaments in France. Launched in 1993, WTA points counting towards the women's international classification are awarded here. The tournament hosts around 120 international female players who vie for a position among the top 32 players in the singles and among the top 16 teams in the doubles.

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

### **ORANGE FREESTYLE CUP – From 21st to 26th June**

We're all set for what will be the fourth Orange Freestyle Cup!

A huge crowd followed the action last year (50,000 spectators, 74 professionals, 3,000 children involved in introductory courses and 300 freefall jumps).

Thanks to all of these, the festival returns in June 2011 with a programme featuring windsurfing, kitesurfing, skating, bmx riding, freefall jumps and a few unexpected surprises...

The entire team is on hand to help you discover – or rediscover – the world of extreme sports.

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

### **THE “VOILES DU VIEUX PORT” VINTAGE YACHT REGATTA – From 16th to 19th June**

For the ninth year running, the Voiles du Vieux Port vintage yacht regatta will form part the most prestigious traditional regatta circuit in the Mediterranean. Races will be held in Marseille’s harbour, where around forty traditional yachts are expected, some of which are over one hundred years old and real “historic monuments”. The village set up at the foot of Fort Saint-Jean will be open to the general public with a programme comprising exhibitions, workshops, event events, and much more.

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

### **13TH MONTE CRISTO CHALLENGE – 25th to 26th June**

Inspired by Edmond Dantès’ legendary escape, the Défi de Monte Cristo (Monte Cristo Challenge) held on the beaches of the Prado is today the largest public sea swimming competition. The Sport’s Beach Village at the heart of the city will welcome close to 2,000 participants during the two-day event. The challenge: a 5 km stage on the French Swimming Cup circuit, swimming with flippers in open water, starting at the Château d’If. The Provence FFN championship: 2.5 km open to all young people aged 15 years and over. The Masters FFN challenge: 1.5 km open to all swimmers aged 25 years and over.

[www.defimonte-cristo.com](http://www.defimonte-cristo.com)

### **50TH ANNIVERSARY OF THE MONDIAL LA MARSEILLAISE À PETANQUE - From 3rd to 7th July**

Created by Paul Ricard in 1962, this pétanque tournament has become know as the “Roland Garros of boules”. More than 13,000 French and 20 or so foreign players are expected. The teams take aim and score points, fearing having to “kiss Fanny”, which would confirm their defeat. Once the teams have played off against each other in Parc Borély, the grand finale, which is always a spectacular affair, is held in the Old Port (Vieux Port).

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

### **THE PROVENCAL 13 - From 24th to 29th July**

The other boules tournament of the summer takes place in Parc Borély. A large and friendly village will be set up to celebrate this legendary competition in Marseille at this year’s tournament in “la longue”. More than 1,500 teams of three will step up to the challenge!

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

### **TOUR DE FRANCE A LA VOILE SAILING RACE- 21st and 22nd July**

For two days, Marseille’s harbour will be filled with crews on their way to victory in the Tour de France sailing race. The leg off the shores of the Phoenician city gets more exciting every year... A sensational event is guaranteed – as long as the mistral plays along!

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

### **JURIS’ CUP - From 16th to 18th September**

This annual event brings law and sailing together!

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

## MARSEILLE KNOWS HOW TO PARTY!

**During the warm summer evenings, a festive feeling lingers in the air in several of Marseille's districts; the desire to have a good time and party through the night reigns...**

### **SACRED MUSIC FESTIVAL - From 23rd April to 28th May**

From Vivaldi to Bach, Mozart to Gospel, the month of May will be filled with the sound of sacred music.

[www.mairie-marseille.fr](http://www.mairie-marseille.fr)

### **INTERNATIONAL FESTIVAL OF CONTEMPORARY MUSIC - From 4th to 14th May**

Since its launch in 1993, the number of events, shows and international exchanges has led the festival to mushroom in size. Taking place in spring each year, this festival has always maintained the same objective: to be a time and space dedicated to the creation and diffusion of a contemporary repertoire of music. The festival takes at numerous locations in Marseille: Friche La Belle de Mai (2 rooms), Galerie d'Art des Grands Bains Douches de la Plaine, Alcazar library, the Marseille National Ballet (BNM), Saint-Laurent church, Musée Cantini.

<http://www.gmem.org>

### **SUMMER AT THE THEATRE SILVAIN – From 14th May to 6th August**

Outdoor programme in an open-air theatre:

Saturday 14th May, 5:30pm: Indo-Persian concert.

Friday 27th May, 6pm and Saturday 28th May, 6pm: Les Voix de la Mer [The Voices of the Sea] OK Chorales festival.

Thursday 23rd June, 9pm: Concert with the Provence Philharmonic Orchestra

Monday 4th July, 9pm: Silvain cinema – “Le diable au corps” [“Devil in the Flesh”].

Monday 11th July, 9:30pm: Silvain cinema with screening of “Séraphine” (with reservation).

Saturday 16th July, 9pm: Silvain cinema – “La Traviata”.

Monday 18th July, 9pm: Silvain cinema – “Se souvenir des belles choses” [“Beautiful Memories”].

Monday 25th July, 9pm: Silvain cinema screening of the film “Femmes au bord de la crise de nerfs” [“Women on the Verge of a Nervous Breakdown”].

Wednesday 27th July, 9pm: A PACA region evening with the Mediterranean Youth Orchestra.

Thursday 28th July, 9pm: Beethoven cinema concert – Abel Gance with the Friends of the Silvain Theatre and GRIM.

Thursday 4th August, 9pm: The Night of the Guitar with Sylvain Luc and Birelli Lagrène.

Saturday 6th August, 9pm: Concert featuring violinist Ivry Gitlis.

<http://mairiedupremiersecteur.fr>

### **6TH INTERNATIONAL FLAMENCO FESTIVAL – Théâtre Toursky – From 19th to 21st May**

Flamenco is an explosive celebration. The wild, complete, raw emotion of nomadic music featuring warm and deep sounds and songs, marked by age-old body language but also elegance and a way of life.

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

### **LA RUE DU TANGO DANCE EVENT- From 3rd June to 15th July**

The annual “Rue du Tango” [“Street of Tango”] dance event has taken place for five years now. Marseille becomes the capital of tango for two months with dance events in several city districts dedicated to tango, but also to conferences, exhibitions, films, etc.

Allow yourself be carried away by a love story on the dance floor. Let yourself go, it’s time for a few songs... Tango involves a game of seduction; an awareness of oneself, of one’s body, one’s capabilities, the music and the moment... a full programme! <http://laruedutango.fr>

### **HANDICRAFT EVENINGS IN THE OLD PORT – From May to September**

Marseille’s Tourist Office and Convention Bureau recommends a pleasant stroll through the night market to explore the many local handicrafts. From ceramic items to confectioners for the palace, to jewellery to match your outfit, the handicraft experts present and sell unique home-made wares. Open from 3pm until 10pm, the market is held on the port quay between La Samaritaine restaurant and the town hall. [www.marseille-tourisme.com](http://www.marseille-tourisme.com)

### **MARSEILLE NATIONAL BALLET EVENINGS – MAY AND JUNE**

Friday 6th May and Saturday 7th May, 2011 – Opéra de Marseille – Mixed programme

Wednesday 11th May and Saturday 14th May, 2011 – Théâtre National de la Criée – Moving Target

Thursday 19th May, 2011 – Parc Maison Blanche – Cartes blanches, Marseille National Ballet (BNM) dancers

Friday 17th June and Saturday 18th June, 2011 – Centre Commercial grand Littoral - Cartes blanches, Marseille National Ballet (BNM) dancers

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

### **FESTIVAL OF MUSIC - 21st June**

Concerts are organised to celebrate the start of the summer and the Fête de la Musique (Festival of Music) at many locations around the city. [www.marseille-tourisme.com](http://www.marseille-tourisme.com)

### **THE BLUE FESTIVAL - 24th, 25th and 26th June**

Three days during which Marseille and its residents celebrate the Fête Bleue (Blue Festival) and live life in blue, the colour symbolising the city and the sea. Facades are enshrouded in blue; the residents of Marseille dress and party in blue... With the 5th Fête Bleue, project initiator Club Marseille la Découverte intends to make this project a popular and lasting event. The aim: to involve the residents of Marseille to make them a part of the event and to hold a must-attend celebration in the Phoenician city. [www.fetebleue.com](http://www.fetebleue.com)

### **FESTIVAL DE MARSEILLE - From 16th June to 9th July**

Similar to Marseille, the city, port, Mediterranean metropolis, diverse and abundant, this festival has built on a multidisciplinary identity with a taste for travel, blending and sharing, hosting the biggest international choreographers. Taking place in 2011 for the 16th time!

The biggest names in boxing have danced here with clenched fists; memorable signature dances delivered amidst their beautiful pas-de-deux: Roland Petit, Maurice Béjart, Régine Chopinot and her famous K.O.K.; Cloclo and the Rolling Stones performed here; music right up Marseille residents’ street! From the start of 2013, the Festival de Danse et des Arts Multiples de Marseille (Festival of Dance and Multiple Arts) takes over the city of Marseille and turns it into a metropolis in motion... The Salle Vallier will form the festival’s base for the second year running. The Théâtre du Gymnase, Théâtre des Bernardines, Campagne Pastré and Esplanade Bargemon will also be venues for this year’s event.

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

## **MUSIQUES A BAGATELLE - Parc Bagatelle**

**23rd and 24th June: Classical music evenings, 30th June and 1st July: Jazz evenings**

Musiques à Bagatelle has undoubtedly become one of the must-attend events for music lovers in the Phoenician city.

This success is due to the general public's loyalty, and of course to the talent and charisma of the invited musicians. What's more, it's free and takes place outdoors!

[www.mairie-marseille.fr](http://www.mairie-marseille.fr)

## **LESBIAN AND GAY PRIDE – 2nd July**

A landmark event for the French homosexual community, as Marseille's EuroPride will be the second European gathering of this type organised in France since the 1997 EuroPride in Paris. This event promotes the visibility of homosexuality and media coverage of LGBT issues. [www.gaypride.fr](http://www.gaypride.fr)

## **INTERNATIONAL FESTIVAL OF DOCUMENTARY FILM (FID)**

**From 6th to 11th July – Various locations**

The Marseille FID is today known within the major international festival circuit as a pool of young directors and emerging cinematographic forms. For three years now, there has been a change in direction, namely to also include fiction films in the official selection alongside documentaries. Fiction films, which have to do with and interact with documentaries.

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

## **FESTIVAL MIMI – From 7th to 10th July**

For the eighth year running, Festival MIMI welcomes international operators, event organisers, label managers, agents, bookers, journalists... They scour Marseille and the surrounding region for their local counterparts and more specifically for cultural operators followed by Cado, the multiplier of activities and cultural events. Each summer, it presents innovative artists from all backgrounds, both musical and geographical, and has become a leading European reference in the field.

<http://www.amicentre.biz>

## **FIVE CONTINENTS JAZZ FESTIVAL**

**From 18th to 26th July – Parc Longchamp**

The Festival Jazz des Cinq Continents (Five Continents Jazz Festival) returns on 18th to 26th July to celebrate its 11th anniversary! A must-attend event in Marseille's summer events calendar, the festival places great emphasis on young talent by providing an opening, a free evening on 18th July on Cours Estienne d'Orves just a short distance from the Old Port... Then at the Palais du Pharo on the 19th July and in the gardens of Palais Longchamp on 20th to 26th July, where some outstanding artists can be listened to.

[www.festival-jazz-5-continents.com](http://www.festival-jazz-5-continents.com)

## **FESTIVAL OF WORLD CULTURES, CHATEAU-GOMBERT**

**From 2nd to 9th July – Château-Gombert**

The world meets in Marseille's picturesque quarter of Château-Gombert, the final stronghold of Marseille traditions, for the 47th International Folklore Festival. A programme bursting with music and dance!

[www.roudelet-felibren.com](http://www.roudelet-felibren.com)

### **SEPTEMBRE AT SEA – Final week of August, first week of September**

The 12th must-attend event for sea enthusiasts! Septembre en Mer (September at Sea) promotes all things sea-related, whether that be the maritime legacy, sea-related trades, sport, tourism... It is also an opportunity for networking, shows and encounters between participants and the general public, all of whom are fascinated by the sea.

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

### **ART-O-RAMA, contemporary art fair – From 2nd to 4th September**

The Art-O-Rama contemporary art fair is a space and time of discovery and encounters with the general public, gallery owners, artists, collectors, curators and journalists.

Trade show and exhibition open to the general public. The Showroom section aims to showcase the work of four young artists based in the Marseille-Provence region.

Selected by the gallery owners invited the previous year, Pascal Martinez is the guest artist at the 5th Art-O-Rama. The event will therefore engage with him and support him by offering him a stand, and by producing an original project and his first monographic catalogue.

[www.art-o-rama.fr](http://www.art-o-rama.fr)

### **EUROPEAN HERITAGE DAYS – 16th and 18th September**

During the major cultural event of the season, the European Heritage Days, a wide audience can (re)discover their heritage in their everyday environment with friends and family through the various opportunities and events offered.

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

### **MARSEILLE INTERNATIONAL FAIR – From 23rd September to 3rd October**

Design, outdoors, international or well-being... All the major trends can be found at the Marseille International Fair from 23rd September to 3rd October. 1,400 exhibitors from all four corners of the globe, a varied entertainment programme... Now in its 87th year, the event promises to be rich in emotion and full of discovery. Eleven days of festivities to tour the world, discover the latest trend products, learn from professionals, or take an evening stroll along the alleys of Parc Chanot...

<http://www.safim.com>

### **MARSATAC – From 29th September to 1st October**

Marsatac is the musical event that rocks the world each year with electro beats, rock and hip hop. There's a new venue this year: Friche de la Belle de Mai.

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

## SUMMER AT THE CITY'S MUSEUMS

**And why not take time to explore a museum and daydream in front of a painting. Don't forget that Marseille will be the European Culture Capital in 2013. [www.Marseille-provence2013.fr](http://www.Marseille-provence2013.fr)**

### L'ORIENT EN TAPIS VOLANT [THE EAST ABOARD A FLYING CARPET] – PREAU DES ACCOULES

**From 8th December, 2010 to 11th June, 2011**

Orientalism explained to children in the run-up to the “L’orientalisme en Europe, de Delacroix à Matisse” (“Orientalism in Europe: From Delacroix to Matisse”) exhibition.

[www.mairie-marseille.fr](http://www.mairie-marseille.fr)

### FELIX ZIEM IN RETROSPECT

**From 4th February to 22nd May, 2011 at the Palais des Arts / Cours Julien**

The *Regards de Provence* foundation wishes to pay tribute to a great pre-impressionist painter and Orientalist, Félix Ziem (1821-1911), presenting a large retrospective exhibition of his work on the occasion of the centenary of his death. This exhibition will cover all of his most cherished themes: historical subjects, genres, portraits and still lifes, but above all his animated land and seascapes.

[www.regards-de-provence.org](http://www.regards-de-provence.org)

### XIHUITL: “Enquête autour d’un crâne” - le bleu éternel (XIHUITL: “Study of a skull” - The Eternal Blue)

**From 18th March to 3rd July, 2011 – Museum of African, Amerindian and Oceanic Art – Vieille Charité.**

Exhibition focussed on a human skull from Mexico of Mixtec origin (pre-Hispanic period) featuring a mosaic of turquoise stones. Preserved in the museum’s repository, this skull was recently the subject a more in-depth study.

[www.mairie-marseille.fr](http://www.mairie-marseille.fr)

### ORIENTALISM IN EUROPE: FROM DELACROIX TO MATISSE

**From 26th May to 28th August in the Vieille Charité**

Exhibition of 120 works of art from both major international and private collections, from Delacroix to Matisse. This exhibition offers a far-reaching panorama of Orientalism in France and Europe.

[www.mairie-marseille.fr](http://www.mairie-marseille.fr)

### L'ETOFFE DU MEXIQUE (THE FABRIC OF MEXICO)

**From 16th June to 23rd July at the Maison de l’Artisanat et des Métiers d’Art**

Within the scope of the Year of Mexico in France, Culturesfrance shall present an exhibition of Mexican fabrics at the Maison de l’Artisanat et des Métiers d’Art.

This presentation will be complemented with an exhibition telling the story of those who emigrated to Mexico from Barcelonnette (1820-1950) – also known as the silk merchants of Mexico – and their success in the textiles industry and trade.

<http://www.maisondelartisanat.org>

## LE MONDE ONIRIQUE DE ROGER BLACHON (ROGER BLACHON'S WORLD OF DREAMS)

**From 16th June to 16th October at the Palais des Arts/Cours Julien**

Humorous drawings by humanist Roger Blachon on festive, poetic and sports-related themes.

[www.regards-de-provence.org](http://www.regards-de-provence.org)

## WHILE TAKING A STROLL...

### FUNNY ZOO

An original and entertaining trail within the walls of Marseille's former zoo, which was opened in 1854 and closed in 1987. Parc Longchamp retained the period cages; from mid-June, these will be filled with a permanent collection of 110 life-size animals made of coloured fibreglass.

***funnyzoo.net/***

### MARSEILLE PROVENCE 2013

The city is undergoing a massive regeneration programme and will be the European city of culture 2013. The docks are being revitalised, a new tram system has been introduced and the city is gaining an international reputation for cutting-edge art, music and culture

Why Marseille became European city of culture 2013?

Marseille has a real cultural ambition with dynamic cultural actors. The city tries to create a dialogue between the different cultures. Moreover, its localisation gives to the city a strategic position in the Mediterranean and in Europe. For these reasons, Marseille has been chosen as European city of culture 2013

[www.marseille-provence2013.fr](http://www.marseille-provence2013.fr)

## MARSEILLE GETAWAYS

Marseille is an ideal destination for short getaways thanks to its convenient air and TGV train connections. Hotel reservations, weekend packages or packages for an event, sports or culinary activity. The choice is up to you!

Several Marseille Getaways:

\* **1-Night Marseille Getaway:** Starting at 55€ per person for a double room in a 2-star hotel

Includes per person: 1 night in a hotel of the specified category, breakfast and tourist tax, 1 Marseille City Pass (1 day)

\* **2-Night Marseille Getaway:** Starting at 91€ per person based on a double room in a 2-star hotel (an extra night can be added)

Includes per person: 2 nights in a hotel of the specified category, breakfasts and tourist tax, 1 Marseille City Pass (2 day)

\* **Gourmet Marseille:** Starting at 180€ per person based on a double room in a 2-star hotel (an extra night can be added)

Includes per person: 2 nights in a hotel of the specified category, breakfasts and tourist tax, 1 2-day Marseille City Pass, 1 tea at the Arcenaulx restaurant, 1 Bouillabaisse dinner at the Miramar, 1 Marseille cocktail at the Escale Marine on the Old Port

\* **Sea and Calanques in Marseille:** Starting at 125€ per person based on a double room in a 2-star hotel (an extra night can be added)

Includes per person: 2 nights in a hotel of the specified category, breakfasts and tourist tax, 1 2-day Marseille City Pass, 1 excursion on the Marseille bay in a traditional small boat from October through June or 1 snorkelling outing in the calanques from June to September

**Hurry to make your booking!** [www.resamarseille.com](http://www.resamarseille.com)

## CITY PASS

**22€ or 29€.**

**A tourism and culture passport that allows you to discover the city via an all-inclusive package.** The City Pass is valid for 1 or 2 days and gives access to museums, tourist trains, the Château d'If... as well as the public transport system and a number of discounts.

**All Marseille in a single clic :** [www.resamarseille.com](http://www.resamarseille.com),  
**or 0826 500 500**

## GASTRONOMY

### **BOUILLABAISSE Cooking class**

One Thursday a month, 9.30 to 14.30. Price: 120€ per person

Let yourself be guided around the Vieux Port for a history of the city and follow the chef round the fish market, then go and prepare and taste a genuine Marseille bouillabaisse.

### **FLORENT'S MARSEILLE RECIPES**

A lesson in Marseille-style cuisine with emphasis on delicacies featuring sardines.

Price: €49, the first Saturday every month, from 10am to 12pm, all year round

Cookery class + tasting session

## OUTDOOR ACTIVITIES

### **SEA DIVING**

Tuesday to saturday from June to September, 14.00 to 17.00. Price: 55€ per person

Discover the marine life in the Calanques or on the islands dotted around the bay.

### **SNORKELLING EXPERIENCE**

A State-qualified diving instructor suggests you a snorkelling experience in the Riou Archipelago in order to discover the rocky inlets and sea beds with diving mask and snorkel.

Price : 20 € per person. From June to September, On Tuesday, Wednesday and Friday. From 2.00 pm to 5.00 pm

## GUIDED TOUR

The Marseille Tourist Office organizes guided tours every week, allowing visitors to experience all aspects of Marseille, ranging from the typical to the unusual.

The below list of tours is not exhaustive and the Tourist Office and Convention Bureau can design tailored group tours on request. Some of the tours may be commented in English, German, Italian and Spanish.

Guided tours: from 6€ to 14€

A few popular tours:

Le Panier quarter

The Birth of Marseille from the time of the Greeks

The forts of the Old Port: Saint-Nicolas and Saint-Jean

Notre-Dame-de-la-Garde Basilica.

The painters of L'Estaque: Cézanne, Dufy, Braque...

La Cité Radieuse (radiant city) designed by Le Corbusier

The Stade Vélodrome and history of the Olympique de Marseille

The Marseille Tourist Office and Convention Bureau has undertaken all the required formalities in order to obtain two important labels in 2010:

- the Tourisme & Handicap Label
- the Famille Plus Label

## PRESS CONTACTS

### **TOURIST AND CONFERENCE OFFICE**

4, la Canebière - 13001 Marseille

Tel : 0826 500 500

Fax : +33 (0)4 91 13 89 20

(underground/ Vieux-Port)

**<http://www.marseille-tourisme.com>**

**E-mail: [accueil@marseille-tourisme.com](mailto:accueil@marseille-tourisme.com)**

### **PRESS SERVICE :**

#### **Silvie ALLEMAND**

Tel : +33 (0)4 91 13 89 19

Mobile : +33 (0)6 73 86 09 80

**E-mail : [sallemant@marseille-tourisme.com](mailto:sallemant@marseille-tourisme.com)**

#### **Marion FABRE**

Tel : +33 (0)4 91 13 99 73

Mobile : +33 (0)6 73 86 09 78

**E-mail : [mfabre@marseille-tourisme.com](mailto:mfabre@marseille-tourisme.com)**