



Dossier de Presse – Press kit
MARSEILLE CONVENTION BUREAU

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Marseille
OFFICE DU TOURISME
ET DES CONGRÈS

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A way of being

A word from the expert:

Dominique Vlasto, Deputy Mayor Delegate for Tourism, Congresses, Relations with the European Institutions and Candidacy Marseille Provence 2013, European Deputy :

With its three founders – the City of Marseille (Palais du Pharo), the Chamber of Commerce and Industry (World Trade Centre) and Marseille International Trade Fair Corporation, SAFIM (Conference Centre and Exhibition Park) – the Convention Bureau was formed in 1997 to bring together the service providers of the sector, with the hotels, reception agencies and caterers.

Years of effort have turned Marseille into a recognised meeting industry destination and is ready to compete with the most prestigious cities. Professionals of the hotel industry, agencies and the conference centre are united in their determination to prove that Marseille has what it takes to be an important convention destination for the Mediterranean.

With its substantial hotel facilities, diversified infrastructures, high-quality sites and local service providers experienced in working together to accommodate conference participants, Marseille has achieved its ambition and is now at the forefront of business tourism, to meet the needs of professionals.

Added to all this is the city's unique tourist potential for pre- and post-convention activities. Not only is Marseille the leading industrial and tertiary centre in the south of France, it is also a city of art and history, where friendliness is a way of life.

In this press kit you will discover the complementary advantages, which only Marseille can offer to conference organisers. At the Convention Bureau will also find the dynamic and professional assistance that will make your forthcoming event in Marseille a success.

I. Identity card

As European Capital of Culture 2013, Marseille is now a centre for new economy and tourism. This lively cosmopolitan city, like "Paris by the sea", has its sights set firmly on the future. In fact Marseille is emerging as the reference French and Mediterranean city for conferences, seminars and incentive activities. 2-star to 5-star hotel projects are flourishing, as are the reception facilities and large-scale urban and human projects (Euroméditerranée, Tramway, Euromed Centre, ITER etc).

Marseille is in effervescence as it aims to meet the 2010 deadline set by the Barcelona Process. Since the 2005 summit in Spain, when 27 participating countries agreed to create an unprecedented free trade area, partnerships have multiplied and the leading names in international trade are turning towards the city. To meet this wave of renewed interest, Marseille is proud to display its range of economic, cultural and structural advantages.

Marseille has many strong points which can meet all the demands of major investors and organisers of conferences, seminars and various events.

Marseille is a city...

- **Easy to get to:** International airport, low-cost airport, TGV high-speed train, motorways.
- **Easy to live in:** 2 underground train (subway) lines, 78 bus lines and a new tramway.
- **Easy to love:** Sunshine all year round, mild temperatures, friendly people, a fantastic panorama, and all "with the accent"!
- **Easy to discover:** The city is rich with historical monuments from the ancient past. Museums, palaces, Greek and Roman ruins, churches and cathedrals, castles and botanical gardens with rare species quickly give a glimpse of the city's extraordinary history.
- **Where vitality and business go together:** The Joliette docks district, redeveloped by Eric Castaldi, brings together the elite of tertiary companies. This district also houses the headquarters of Euroméditerranée, the organisation driving the city's major projects including the future Euromed Centre.

Seven reasons to organize your event in Marseille

- **A flourishing dynamic city :** Euromediterranee, a large-scale urban project
- **A unique natural setting :** The Calanques massif, sea and sun all year long
- **It's where culture is happening :** Marseille-Provence European Capital of Culture 2013
- **Easy to get to :** international airport, low-cost terminal, TGV station
- **Extended renovated hotel facilities :** 5899 rooms in 2010 including 134 in 5-star, 881 in 4-star and 1273 in 3-star
- **Quality facilities :** hosting from 10 to 5000 persons
- **Unusual and historical locations :** for seminars and venues : islands, bastides, boats, industrial sites, historical locations and sports facilities.



Marseille, in a few figures...

- ⇒ **1st urbanised city of France**
- ⇒ **Largest port of France**
- ⇒ **1st metropolitan authority in France: Marseille Provence Métropole**, grouping 18 municipalities and 1,200,000 residents.
- ⇒ **3rd economic region of France**
- ⇒ **World capital of water**
- ⇒ **Population**: 860,363 inhabitants according to the last INSEE data of 2007
- ⇒ **Surface area**: 240 sq.km including 100 sq.km of parks and gardens
- ⇒ **Coastline**: 57 km including 24 km of *calanques* (rocky inlets)
- ⇒ **Climate**: 320 days of sunshine every year
- ⇒ **Temperatures**: Spring 19°C ▪ Summer 25°C ▪ Autumn 14°C ▪ Winter 12°C (averages)
- ⇒ **An international political dimension**: 70 consulates and consular representations
- ⇒ **Twinned with 12 international cities**: Abidjan, Antwerp, Copenhagen, Dakar, Genoa, Haifa, Hamburg, Kobe, Marrakech, Odessa, Piraeus, Shanghai
- ⇒ **Employment**
 - **320,000 jobs** on 1st January 2008
- ⇒ **Businesses**
 - **68,871 businesses** in January 2009
 - **400** new trade names
- ⇒ **Housing**
 - **401,388 homes** on 1st July 2005
 - **4,043 homes built every year from 2008**
 - **Average selling price per square meter : 3800€ in 2007**
 - **3 universities, 100,000 students**
 - **2nd government research centre in France**

2. Coming to Marseille

Marseille is linked to the whole world by well-designed infrastructures: an international airport, including a terminal for low-cost airlines, a TGV high-speed train station in the centre of the city and the Euroméditerranée area, and well-planned motorways.

A modern international airport:

- 3rd for freight (41 877 tonnes in 2006) after Paris and Toulouse
- 3rd for passenger traffic (7 000 000 passengers in 2008).
- direct flights to 98 cities in 37 countries (regular and charter)
- 33 regular airlines
- 25 daily flights between Paris and Marseille (flying time 1hr 20min)
- 16 regular national destinations
- **First low cost airport in Europe opened in 2006 : www.mp2.aeroport.fr (30 european destinations from the Marseille Provence Airport)**

A fast-growing rail network:

- More than 200 trains every day
- 17 TGV Méditerranée high-speed trains between Paris and Marseille every day (travel time 3 hours)
- Saint Charles Station modernised
- Direct access to the underground (subway) and bus networks and car hire

Port Authority: 1st port of France and the Mediterranean

- 220 regular sea links
- 100 million tonnes of traffic in 2006
- 2 millions passengers in 2006
- 540,000 cruise passengers in 2008

A dense motorway network: 3 motorways linking Spain, Italy and Northern Europe meet in Marseille.

- East (Aix / Lyon)
- North (Fos / Lyon / Montpellier)
- Coast (Toulon / Nice)
- Direct link to the A55 Coastal [Littoral] and A50 East motorways by the Prado-Carénage tunnel (toll)

Large pleasure ports:

14 ports along the Marseille coast – 8600 places.

Efficient public transport:

- 2 underground train (subway) lines
- 78 bus lines
- 1 tramway line
- 1000 bicycles and 130 stations

Private Transports :

- The Congress Pass Ticket : special for convention participants, associations, entreprises, the RTM (Marseille Transport Network) offers adaptable tickets valid for one, three or seven days. The logos of the tickets which can be personalized with the colours of the congress, are to be ordered at the RTM
Tel : +33 (0)4 91 10 54 79
Email : rtm.entreprises@rtm.fr Website : www.rtm.fr
- The taxis : 1100 taxis in Marseille, spread in several radio operators and freelance.
- The “ Marseille Tourist Taxi “ : The Marseille Tourist and Convention Bureau introduced a quality-label for the profession which is based on the quality of the car and the quality of the taxi driver’s welcome : 10 % of the taxis have the quality-label.
- The private transports : Marseille and its territory have 20 private companies which dispose of 150 coaches from 25 to 70 seats.

15 car parks in the city centre offering 9,079 parking spaces

The solution for the transport of your event

AIR France & KLM Global Meetings :

To Events Organizers, an online process to register their event or meeting and get access to special travel deals for their attendees, as well as earn credits redeemable for reward tickets.

<http://www.airfranceklm-globalmeetings.com>

Benefits for participants :

Discounts up to 47 % on flights within France (subject to conditions)

Additional discounts of 10 % (Premium ticket) on the widest range of fares on the Economy and Business class.

The choice of the seat and the boarding card printing at home

Earn miles with the Flying Blue Frequent Flyer Program

Benefits for organisers :

The assertiveness to offer your participants further discount on their plan tickets

Free tickets offered by the dedicated reward program (subject to conditions)

Online access to the communication kit to insert in the event website

A website available in several languages

Eligibility :

There must be at least 10 participants likely to use air travel to reach the proposed destination

Available by Air France, KLM and code-share flights only

For a return flight or a return from another city of the same area

Fares based on the availability at the moment of the booking

Tickets subject to the terms and conditions of the applicable fares

Communicate the event ID code, the validity dates and the conditions to all participants

Practical information:

Marseille Provence Airport

- Passenger information

Tel: 33 (0)4 42 14 14 14 ▪ Email: info@marseille.aeroport.fr

Website: www.marseille.aeroport.fr

- Group Reception & Group Reception Desk / Information Bureau, Hall 4

Tel: 33 (0)4 42 14 22 36 / 25 22

- Receptionists
- Customised reception desks
- Baggage handling service
- Coach and bus parking

- Group Reservation Centre – Air France

Tel: 33 (0)4 95 09 97 37 ▪ Email: mail.groupe.3@airfrance.fr

- Airport / Marseille Centre links (30 km)

- Coach (travel time 30 minutes):

Price: €8.50 € (one way)

Tel: 33 (0)4 42 14 31 27 ▪ Shuttle every 20 minutes from 06.10 to 22.50

- Taxi (24/7 service):

Reservation Tel: 33 (0)4 42 88 11 44 ▪ Station Tel: 33 (0)4 42 14 24 44

Email: taxisaeroport@tiscali.fr ▪ Website: www.taxis-aeroport.com

Saint Charles Rail Station

- Passenger information ▪ Website: www.sncf.fr

Tel : 36 35 (0,34 € vat included per minute) Tel from abroad : 33 (0)892 35 35 35

- Group information ▪ Website: www.sncf.fr

Tel : 33 (0)810 87 94 79

Sea links

Marseille Port Authority information

Tel : 33 (0)4 91 39 40 00

Email: pam@marseille-port.fr ▪ Website: www.marseille-port.fr

SNCM information (Société Nationale Corse Méditerranée)

Traffic info: 0825 80 76 26 ▪ Tel: 32 60 (say "SNCM") ▪ Tel: 33 (0)4 91 56 32 00

Website: www.sncm.fr

3. Heritage

Marseille is the oldest city in France, with 2,600 years of rich history. The great events of history, wars and migrations have changed it every time, enriching it with a range of complementary cultures. This means that Marseille has many monuments, picturesque sites and museums throughout its 111 districts and 16 *arrondissements*. Here is a short sample tour of the city:

The Old Port: In 600 BC the Greeks, coming from Phoea in Asia Minor (present-day Turkey), landed in the Lacydon creek. Throughout antiquity and during the Middle Ages the city only developed on the north bank of the port. It was not until 1666 that the city grew southwards, under the impetus and on the orders of Louis XIV. The port is a vibrant place, the memory of the city and its origins, and accommodates nearly 3,500 pleasure boats.

Notre-Dame de la Garde: At an altitude of 154 metres, the Garde hill is the highest point of Marseille. The basilica, with its virgin and child protecting the city and its inhabitants, was built between 1853 and 1864, when it was consecrated. It had been preceded by several churches since the 13th century. It was built in the Romanesque-Byzantine style, in keeping with the major architectural projects of the period, and has become indissociable from the image of Marseille.

La Canebière: This street is emblematic for the people of Marseille. Its name is derived from "canebe" or the hemp used in the rope-factories which were set up here in the Middle Ages. In the 19th century some fine Haussmann buildings were constructed here after it was extended as far as the port.

The Old Major and New Major cathedrals: Located in the Old Panier district, these are both listed Historical Monuments. The first one dates from the 5th century and boasts superb Provençal Romanesque architecture in pink stone from La Couronne. The second, built under Napoleon I, is in Romanesque-Byzantine style.

Palais Longchamp: This palace-cum-water tower, a hymn in praise of water, is intimately linked with the building of the Durance canal. It is considered to be one of the finest examples of architecture from the Second Empire in Marseille. Currently undergoing renovation, it will become the heart of the "Grand Longchamp" multidisciplinary project (art, science, nature) which includes creating temporary exhibition rooms inside the former 19th-century water tanks.

Frioul islands and Château d'If: The limestone silhouette of the Frioul archipelago, off Marseille, points its four islands towards the coast: Pomègues, Ratonneau, If and Tiboulén. With their strongly-defined characteristics (sheer rocky inlets, sandy creeks and beaches, and crystal-clear water) these protected islands attract nature-lovers and are a great place for romantic outings. The Château d'If, made famous by Alexandre Dumas who made it the prison of his hero, the Count of Monte Cristo, is a former fortress built in the reign of François I to defend the city.

Palais du Pharo: The Pharo, the legendary palace of Napoleon III who wanted a residence on the waterfront, is an emblematic site for Marseille. Overlooking the sea and surrounded by vast gardens, the building is a very popular venue for outings and conferences.

Borély Château and Park: This former property of the Borély family was built in 1766. Part of the estate was purchased by the City in the mid-19th century. The 17-hectare park, which includes a lake, French-style gardens, a rose-garden, a botanical garden, shady lawns and cycle paths, is very popular with many Marseille residents. The château is currently undergoing restoration work.

4. Centres of excellence

Competitiveness centres

With eight "competitiveness centre" applications approved by the government (www.competitivite.gouv.fr), the Provence-Alpes-Côte d'Azur [PACA] region has confirmed its excellence in the most innovative sectors of the economy.

The Marseille Provence Métropole urban community is directly affected by eight of these centres:

Secure communications solutions

The centre wants to position itself as a world centre for Information and Communication Technologies, capable of spearheading employment in the region and increasing its direct workforce from 41,000 in 2005 to more than 65,000 by 2015.

Project leader: STMicroelectronics

www.pole-scs.org

Photonics: complex optical imaging systems

The Provence-Alpes-Côte d'Azur region has unique expertise in the design and production of complex optical imaging systems. The centre's role is therefore to promote applications and encourage the development of new initiatives in innovation and technological convergence.

Project leader: POPsud

www.popsud.org

The sea, safety and security

The aim of the project is to respond to two major European and global concerns: security and sustainable development.

The sea is a vehicle for international trade, a strategic issue and a source of energy and food resources, and its control is a key factor in global economic development.

Project leader: Toulon Var Technologie

www.polemerpaca.com

Non-greenhouse gas-emitting energy sources

This centre was created both in the global context of climate risk and in the geographic context of a region particularly sensitive to energy issues. Its aim is to federate the various players of the energy sector, in order to promote or develop energy sources that do not emit greenhouse gases.

Project leader: CEA

www.capenergies.fr

Vulnerability and risk management for the Provence-Alpes-Côte d'Azur and Languedoc-Roussillon territories

The Mediterranean seaboard is a territory of concentrated risks with natural, technological and industrial causes. The players of this centre have developed organisational and technical know-how to contend with this situation. This strategic project is intended to build visibility for the expertise of the Provence-Alpes-Côte d'Azur region in natural and technological risk management.

Project leader: Europôle Méditerranéen de l'Arbois

www.europole-med-arbois.org

□ **EUROBIOMED: Orphan diseases and emerging pathologies (Provence-Alpes-Côte d'Azur/Languedoc Roussillon)**

Association borned with the fusion of Biomediterrannée, Orphème and Holobiosud. The aim of this centre is to stimulate the biological industry in these two regions towards a becoming a specialist industry for products and services dedicated to the diagnosis and complete treatment of emerging pathologies and orphan diseases, and capable of emerging as a world leader in these areas.

Project leader: Eurobiomed

www.eurobiomed.org

□ **Perfumes, aromas, scents and flavours**

The goal of this centre is to become a major centre for characterisation and assessment of the ingredients of perfumes, aromas, cosmetics and food products. Under new European regulations the characterisation of ingredients is becoming a major economic challenge for the cosmetic and food industries, that can only be met by the players' strong mobilisation as part of a shared and federated approach.

www.pole-pass.fr

□ **PEGASE : Aeronautics and space**

Last centre confirmed in July 2007, Pegase in which the Riviera is involved through the Thales Alenia Space (ex Alcatel Alenia Space) or Studiel, works at the moment on 3 plans which aim to make the plane more composite, so, less polluting, more light and more « smart ». Thus, studies are led on the electric motors. Pegase will particularly target the helicopters, drones and satellites and will rely on 2 strong groups : Eurocopter in Marseille and Thales Alenia Space in Cannes.

www.pegasepaca.org

5. Sustainable development

The Harbour Management Plan set up in 2006 values and preserves the waters of Marseille harbour with different measures :

- The 800-hectare Maritime Park of the Frioul Islands listed by Natura 2000
- The installation of artificial reefs in the Bay of Prado
- Installation of ecological anchorages and the maritime signposting plan

The Calanques National Park will be inaugurated in 2011 and will thus become the Europe's largest National Park on land or sea. The 5000-hectare massif will thus enjoy optimal protection and management thanks to this ranking.

Water management

The city of Marseille applies an ambitious and futuristic policy of sustainable water management. Indeed the water of Marseille is considered " the best water in France ". Since 1996, Marseille has hosted the Head Office of the World Water Council and has been chosen to organize the World Water Forum in 2012.

Bikes – the tramway

Over 1000 bikes spread over 130 stations installed in 2007 when the tramway was put into service.

The solar boat : the Solis

Runs on electric motors, with batteries and photovoltaic panels.

www.visite-bateau-calanques-marseille-cassis.fr

6. Marseille Convention Bureau

Marseille Convention Bureau

Roles and missions:

- To promote Marseille as a destination by marketing its facilities to organisers of events, associations and businesses.
- To advise organisers and act as an interface in relations with service providers and local authorities.
- To produce and distribute the city's conference promotion tools.
- To represent Marseille as a destination to national and international authorities.
- To monitor the quality of service offered by Marseille professionals through close attention to feedback from organisers.

Communication tools:

- **An efficient website: www.marseille-congres.com**
- **A very complete Meeting and Event planner :** This guide presents all Marseille's services for conventions, seminars and incentive activities.
- **A quarterly newsletter**

Key figures of meeting industry

Growth in numbers of conference participants since 1996 (numbers of days)

YEAR	CONFERENCE PARTICIPANTS' DAYS
1996	109 021
1997	122 290
1998	131 176
1999	135 370
2000	157 367
2001	166 773
2002	169 014
2003	159 553
2004	160 564
2005	194 153
2006	202 917
2007	204 810
2008	267 124
2009	294 124

A way of living... and a way of working

A word from the expert:

Maxime Tissot, Director of Marseille Tourist Office and Convention Bureau:

“With its three founders, the City of Marseille (Palais du Pharo), the Chamber of Commerce and Industry (World Trade Centre) and Marseille International Trade Fair Corporation, SAFIM (Conference Centre and Exhibition Park), the Convention Bureau created in 1998 has brought together the service providers of the sector, with the hotels, reception agencies and caterers.

From 65,000 group business tourist days, we have now increased to **nearly 294 124 days** with more than 340 business operations every year.

This extraordinary growth is due to the new, young and dynamic image generated by the City, its easy access with the TGV high-speed train, the Air France shuttles, and new conference facilities launched from 1996.

In less than ten years Marseille Convention Bureau has positioned the city as a real challenger of French and European business destinations, and Marseille has gradually emerged as a new "events" alternative for French and European associations and businesses. The sea and the sunshine are not everything, but they do offer possibilities which we hope to exploit further.

We are present at the most important trade fairs in France and Europe, we prospect in France, Belgium, Italy and England, and we organise or attend very targeted workshops.

Our ambition is to consolidate our markets and continue to promote our facilities, which are going to be increased with another **1,300 superior hotel rooms** by 2012. We have earned the confidence of the leading groups: Accor, Holiday Inn, Radisson, Concorde, Marriott, Intercontinental and Newhotel, and our action is now gaining a truly European dimension. **The Sofitel hotel has just received its 5th star and thus joins the very exclusive 26-french-luxury-hotel group.**

Another advantage we have is that of a fast-growing, dynamic and vibrant economic fabric. Whether we consider the medical and scientific sector, which generates 40% of our events, or the competitiveness centres which are already producing business, customers' expectations are the same: successful events in a city with a strong image, bringing together their customers and staff, and controlled costs.

We are a young destination for both tourism and business. We are still learning and taking our city and its players forward year by year as we succeed.

We believe in networking, in contacts based on trust and professionalism. This is fundamental for the customer, and this is why we share our experience through a number of associations including Atout France, UIA, PMC, AIVFC (International Association of French-speaking Congress Cities), France Congrès, French Convention Bureau, and ICCA (International Congress and Convention Association). According to the ICCA ranking (International Congress and Convention Association), Marseille is listed at the 86th position with a number of 18 international congresses greeted in 2008. In 2007, Marseille was in the 150th position of the ICCA ranking. The objective by 2012 is to place 10 french cities in the ICCA 100 Top.

Our ambition for the coming years is to make Marseille into a major Euromediterranean city for conferences and business tourism, where national and European associations, as well as agencies and companies, will find attentive professionals, venues adapted to their events and high-quality hotels, but without losing the authenticity and charm so characteristic of our city”

I. Marseille builds its future

In the last ten years, actively building its future, Marseille has undertaken huge projects and programmes of development, rehabilitation, building and expansion of its hotel facilities.

- An increase of nearly 1,300 rooms by 2012
- Significant increase in meeting rooms
- Dedicated events structure for conference participants
- Optimised meeting facilities: within just two years Marseille will be able to accommodate groups of up to 6,000 people.

As the leading telecommunications centre in Southern Europe, and with a first-class transport network, the Marseille metropolis has naturally emerged as the nerve centre of Euromediterranean trade and is therefore the logical economic interface between Mediterranean countries and Europe.

Here is a brief tour of some large-scale programmes – so much is new!

Major urban projects

Euroméditerranée

The Euroméditerranée project (transformation and modernisation of 310 hectares between the Joliette district and the old docks) is bringing about profound changes in the city, according to the people of Marseille. And no wonder:

In the last ten years the Euroméditerranée project has generated the creation of 7,000 jobs, and the setup of 724 French and foreign companies specialised in telecommunications (such as Telecom Italia, 9 Télécom, Orange and Completel), finance (BNP Paribas, Société Générale, etc), commerce, and shipping (eg CMA CGM).

Office buildings for the higher tertiary sector, housing, cultural and leisure facilities involve leading international architects: Zaha Hadid, Jean Nouvel, Yves Lion, Massimiliano Fuksas, Rudy Ricciotti, Stéphane Boeri and Jean-Paul Viguier are redesigning the new face of Marseille.

Private investors are also present: Axa Reim, Difa, Oppenheim, Lassale, BNP Paribas, Starwood, ING, Caisse d'Épargne, Crédit Agricole, Lonestar and Eurazéo have already invested nearly one billion euros.

La Joliette has become a major international business district with the construction of 300,000 sq.m of new offices and the undertaking to deliver an additional 200,000 sq.m by 2012. CMA CGM, Compass Group, Telecom Italia, NYK, Futur Telecom, BNP Paribas, DHL and Société Générale ... the decision centres are here, as well as international organisations such as Ubifrance, Anima, the ITER mission, the World Water Council and the French Development Agency (AFD).

The project has already given Marseille new visibility in economic, diplomatic and cultural terms.

In addition, building on success and in response to expressed needs, the Organisation for Euro-Mediterranean Development [Établissement Public Euroméditerranée] has undertaken studies with a view to extending its perimeter along the coast.

- **Flagship projects:**

- MUCEM, the Museum of European and Mediterranean Civilisations (2011-2012)
- The 148-metre-high glass CMA-CGM tower designed by the architect Zaha Hadid, headquarters of the world's third-ranking shipowner, Mister Jacques Saadé. Euromed Centre (45,000sq.m of offices, a 16-screen multiplex cinema, a 4-star Marriott hotel with a conference centre)
- Les Terrasses du Port (40,000 sq.m surface area for shops and a beach-volley stadium)
- The Silo, a 2000-seat auditorium
- Mediterranean Inter-regional Centre (cultural events and exhibitions)
- Belle de Mai Media Centre (one of the largest sound and image centres in France with 26,000 sq.m dedicated to film, audiovisual and multimedia. 60 companies and 600 jobs.

- **The Euroméditerranée programme in a few figures by 2012 :**

- 30,000 residents
- 10,000 new residents
- 20 000 jobs
- 600,000 sq.m of office space
- 4,000 new homes
- 6,000 homes renovated by 2012
- 200, 000 sq.m of shopping areas
- 3,5 billion in investments, 600 million of which are public

www.euromediterranee.fr

Euromed Centre

As the new international economic trading platform of Southern Europe in the Mediterranean, this area of 70,000 sq.m (at present the docks car park and service station) will accommodate:

- a 4-star Marriott group hotel complex (200 rooms)
- a conference centre
- offices
- a 16-screen multiplex cinema managed by Luc Besson's company EuropaCorp
- shops and a huge urban park

Delivery of the first phase is scheduled for 2010-2011.

Tramway

As part of the renovation project for the city of Marseille, the tramway runs over 11.2 km from the Euroméditerranée area through the city centre and as far as Les Caillols, stopping at 27 stations along its new route inaugurated in June 2007.

□ Recent hotel openings and renovations

Newhotel Of Marseille – Le Pharo****

This is the latest arrival of the Marseille group Erghot, whose directors are the Antoun brothers. New Hotel of Marseille is a modern, designer, minimalist-style 4-star establishment with 100 bedrooms. The hotel is situated near the Palais du Pharo (conference centre)
It has a restaurant, "Le Victor Café", a bar and a swimming pool and meeting areas with natural lighting.

Meeting rooms:

- On the ground floor, the two large modular meeting rooms (Manon 1 and 2) are air-conditioned and can accommodate up to 130 people for cocktails.
- The two subcommittee rooms, Honorine and Zoé, on the first floor, can accommodate up to 35 people in theatre configuration.

Bedrooms:



- 75 standard rooms, 3 rooms for persons with limited mobility and 6 luxury rooms occupy the first three floors.
- The top floor, called the Executive Floor, has 8 rooms and 8 suites with terraces.
- Non-smoking rooms are available.

Fully in line with today's demands for comfort together with modern and original design, the hotel offers a skilful blend of styles: the lobby is in the old 19th-century Institut Pasteur building, and a long glass corridor leads to the ultra-modern main building.

Colour is the rule for staff uniforms: orange at Reception, green on the floors, yellow for the luggage porters and pink for the restaurant staff. Colourful deco objects also brighten the rooms and living areas. And, in anticipation of a delicious meal, guests can visit "Victor's kitchen garden" where he grows herbs, tomatoes, chillies and peppers.

Website: www.new-hotel.com



Radisson Blu** Hotel Marseille Vieux Port**



Opened in March 2007.

Situated opposite the town hall, the Radisson Blue is divided into two buildings: one, facing the Old Port, contains the restaurants and meeting rooms, while the other, facing the sea, houses the bedrooms, the swimming pool and the fitness centre.

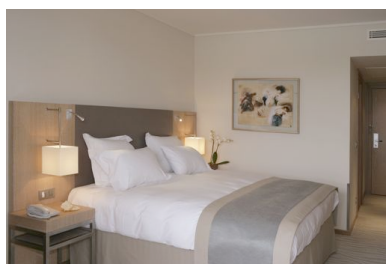
This superb project in the heart of Marseille meets today's standards of decoration, comfort and modern facilities:

- 189 rooms including 6 suites and 5 junior suites
- 11 modular meeting rooms
- a plenary room of 275 sq.m, enjoying spectacular views of the Old Port
- high-speed cable and wireless Internet access
- 2 smart and trendy restaurants (Le Solaris and Café Terracotta)
- 2 bars, one with the atmosphere of a 19th-century African trading post
- a heated outdoor swimming pool and a solarium
- a fitness centre
- a car park with 300 spaces.



Website: www.marseille.radissonas.com

Villa Massalia**, Concorde Marseille**



From September 2007 Villa Massalia is the new luxury hotel reference in Marseille.

The hotel, situated in the famous Parc Borély, a few yards from the château bearing its name and barely 10 minutes from the city centre, faces the sea, the Frioul islands and the hills leading to the *calanques*.

With its high-quality amenities, the Villa Massalia holds any type of seminars, conferences, product launches. It offers :

- 140 rooms decorated in very trendy colours of grey and blond wood (rooms available for people with limited mobility)
- a 650-sq.m reception room able to accommodate 288 to 950 people (cocktails)
- 6 meeting rooms with a total of 278 sq.m
- a restaurant
- a spa
- an open-air swimming pool (heated) and a solarium
- access to a golf course 500 metres away

Website: www.concorde-hotels.fr

Suitehôtel Marseille Centre Euroméditerranée ***

« You are fine.... And more and more every day »

Open since the 1st of August 2008, the hotel is situated in the heart of the new Euromediterranée area, just a few minutes by tram from the old port and by metro from the railway station.

The Suitehotel spirit : in an atmosphere dedicated to the guest's wellbeing, Suitehotel offers another way to live. A modular 30 sq meters space, intimate or open to the others.

It offers :

- 127 suites of 30 sq meters each
- free unrestricted box : high speed internet (WIFI or corded), calls towards the national fixed numbers, video and music on demand, media space with chat, music, photos...
- 24 hours a day free services : food boutique, bar, fitness space, business space, free massage on Thursdays, free car parking, approved for tourism and disabled access.

Website : www.suitehotel.com



Ibis Euroméditerranée **

Open since the 1st of August 2008, the Ibis Marseille Euroméditerranée is situated in the heart of the business area, facing the old port. It is close to the ferries, the city centre and the public transport. The hotel offers many possibilities for a leisurely or business stay.

It offers :

- 192 air-conditioned rooms
- 5 rooms with disability access
- WIFI access
- The Restaurant « Pasta » and bar « Rendez-vous ».

Website : www.ibishotel.com



Adagio City Aparthotel République***

Opened since December of 2009, the « flat-hotel » is located next to the Vieux-Port and the new Euroméditerranée business area.

It offers :

- 142 flats from the studio for 2 to 2 rooms for 4.
- fully equipped and ready-made
- Internet wi-fi access

Website : www.accorhotels.com



Résidence du Vieux Port***

Entirely renovated, the makeover of the Résidence du Vieux Port, one of the prestigious 3-star hotels, reopened in January 2010.

Standing on the Vieux-Port, all rooms benefit from a panoramic view of the Notre Dame de la Garde , Saint Victor abbey and the Pharo Palace.

It offers :

- 50 bedrooms
- 1 restaurant “ Le Relais 50 “
- 1 assembly room “ Le Club “ (capacity of 30 persons in theatre style)

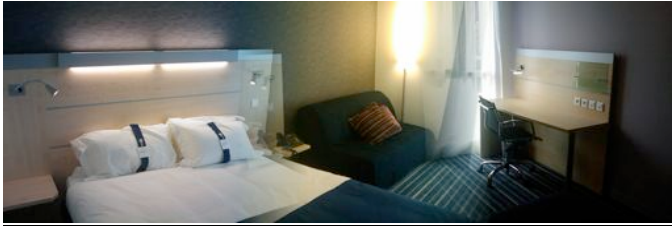
Website : www.hotelmarseille.com



Focus on large-scale hotel projects

Hôtel Holiday Inn Express**, Marseille Saint-Charles**

In front of Saint Charles railway station, the hotel Holiday Inn Express Saint Charles will open in March 2010. With its capacity of 120 bedrooms, modern and functional, this new hotel will offer to the travellers of Marseille a quality stay. Ideally located you will be close to most attractions of Marseille. This hotel will have 2 meeting rooms (25 and 35 square meters) and 6 breakout rooms, one bar with a service of snacks served on terrace. 38 private car park will be also available with a direct access to the hotel.



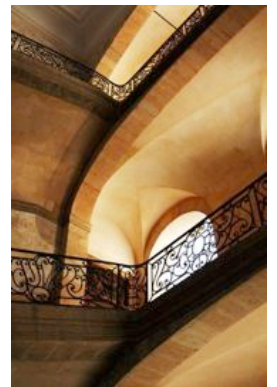
Website : www.hiemarseille.com

Hôtel Dieu*****

The Intercontinental hotel group has been selected to renovate Hôtel Dieu, a former hospital in a magnificent 18th and 19th-century building, and make it into a 5-star hotel. Work has begun in the autumn of 2009 and is scheduled for completion in 2012.

It will then offer:

- 140 rooms from 29 to 71 sq.m
- 14 suites of 100 sq.m
- a conference and reception room to seat 400 (modular in 2 parts)
- 8 meeting rooms
- 2 restaurants (gourmet and traditional)
- 2 swimming pools
- 1 spa
- 269 parking spaces
-



The hotel will be surrounded by oriental and French-style theme gardens, enhanced with water-walls. A path surrounded by greenery will lead from the terrace of Hôtel Dieu as far as the surrounds of the City Hall. The project will restore the spacious volumes of the building with the renovation of the staircases, the passageways and the large gallery.



The building, which is listed as a Grade-II historical monument, will be assigned to the hotel group on a long lease. Private investment is estimated at approximately 100 million euros.

Hôtel Mariott Euroméditerranée ****

Euromed Centre, found in the heart of the Business area of « La Joliette », will be made up of offices, shops, services, leisure, green spaces and a 4 star hotel from the International Mariott group.

This hotel will be the 7th French hotel of the group but the 1st to be set up in the Provinces. It will offer 200 rooms, meeting rooms, a fitness centre, a spa and a restaurant. A convention centre will be added to the meeting rooms of the hotel in order to offer a multi-purpose space to accommodate larger events.

Nearby, there will be a large cinema (with 16 theatres) managed by Europacorp. The Luc Besson's firm will also be able to welcome the delegates of conventions for audio-visual projections.

www.euromediterranee.fr



Hôtel Mamashelter ***

After Paris, Mama Shelter set up in Marseille, in the bobo district, the « Cours Julien ».

The Marseille's Mama Shelter will also be designed by Philippe Starck.

132 rooms, both hip and comfortable. A terrace, a swimming-pool and a restaurant (up to 180 people) with style dishes conceived by Alain Senderens.

Opening : 2012.

www.mamashelter.com

2. Meeting venues

The principal function venues

Palais du Pharo



Palais du Pharo, the former imperial residence of Napoleon III, is a prestigious architectural complex situated in Marseille city centre at the exit of the Old Port. Set in gardens with outstanding views of the bay and built using materials in the natural colours of Provence, the palace enjoys easy access from all Marseille's strategic points. Its architecture is an interplay of light and transparency, and the Greek columns of its majestic entrance recall the legendary archaeological site on which it is built.

Now a venue for conferences, seminars and conventions, it boasts:

- a high-tech auditorium to seat 900
- a semicircular amphitheatre with 300 places
- an exhibition hall of 1,000 sq.m
- a hall and terrace of 428 sq.m able to accommodate 450 people for cocktails
- 3 prestige lounges
- 4 rooms equipped with independent sound systems
- a restaurant area of 600 sq.m
- superb vaulted galleries
- a car park with 400 spaces



Repairs and extensions are in progress : extension of the catering hall (up to 1000 seats), outfitting of 12 convention halls (including 1 seating over 300). Altogether, near 1000 convention participants more on site.

At the exit of the Pharo park, one 5-star hotel, one 4-star hotel, and one 3-star hotel provide the necessary facilities for the smooth running of each event.

Website: <http://palaisdupharo.marseille.fr> and www.marseille-congres.com

Marseille World Trade Centre

The WTC is located minutes from the Old Port, in the heart of the city. With a direct link to hotel Marseille Mercure Centre, it offers:

- 12 fully equipped modular rooms, including 1 plenary room holding 420 people
- a reception, exhibition and dining hall of 300 sq.m

- a car park with 1,800 spaces and 55 shops nearby (Bourse shopping mall)

Website: www.wtc-marseille.com

Parc Chanot

▪ **Palais des Congrès (Conference Centre)**

Located in the city centre, near the Velodrome Stadium, 5 minutes from the beaches and *calanques*, Marseille Conference Centre benefits from all the facilities of Parc Chanot, its total surface area of 17 hectares, exhibition halls, esplanades and 2,000 parking spaces.

Marseille Conference Centre in numbers:

- Plenary rooms seating up to 7,000
- 2 modular amphitheatres, seating from 200 to 400 and from 600 to 1200
- 12 committee rooms
- 15,000 sq.m exhibition space



In order to grant the welcome of congresses organizers, exhibitions and conventions, the SAFIM, Parc Chanot, planed an investment project of more than 15 million euros by 2011.

The main works are :

- Overhaul the Palais des Congrès with new ways of passing, a new façade and the creation of 8 additional modifiable committee rooms which could accommodate from 100 to 350 persons each.
- A plenary room in mobile chisel of 2500 persons in the hall 1
- A new hall 8 of 5000 sq.m
- The pursuance of the modernization of the hall 2
- The improvement of the fitting and the architectural consistency of the site

Its location makes it an outstanding facility. It is surrounded by numerous hotels and stands at the crossroads of the three motorways (North, East and Coast), 20 minutes from the airport and connected to St Charles station by the subway.

▪ **Palais des Arts**

The Palais des Arts was built for the Colonial Exhibition of 1922 as a complement to Parc Chanot. In a prestigious setting, it offers four rooms that are particularly suited to cultural exhibitions or more informal meetings and dinners.

Website: www.safim.com



Marseille Mercure Centre

Hotel Marseille Mercure Centre*** is in the heart of the city centre. Adjoining the Centre Bourse and the Chamber of Commerce, and with a direct link to the World Trade Centre, it is equipped with:

- 11 conference and meeting rooms with a total of 1,200 sq.m
- two patios which are generally used for exhibitions and cocktails
- a 70-sq.m terrace
- the "Oliveraie" restaurant
- the "Frioul" bar



Its 199 bedrooms rooms overlook the *Jardin des Vestiges* (ruins of the ancient port), the Old Port, Notre Dame de la Garde and Saint Charles hill and are decorated in Provençal style.

Website: www.mercure.com

Pullman Palm Beach

Pullman Palm Beach**** is situated on the sea front along the Corniche Kennedy. It enjoys an outstanding and majestic view of the bay of Marseille, Frioul islands and the Château d'If. In the immediate vicinity of the business and conference centres and the Old Port, it offers:

- 11 meeting rooms able to seat 500, with natural lighting and sea views
- 2 lounges
- a 330-seat amphitheatre with simultaneous translation booths
- a function room ("Borély" ballroom) able to accommodate 400 people



The hotel also offers numerous incentive services: adventure trails in the *calanques* (rock-climbing and walking), diving baptisms in the protected site of Les Goudes, sea kayak trips or outings on old sailing boats, treasure hunts, days out in the Camargue, exclusive evenings on a private island.

Website: www.pullmanhotels.com

Espace Bargemon

Located between the Vieux-Port, the City Hall and the Panier district, the Espace Villeneuve Bargemon shows another urban face and opened.

Under this place, the City of Marseille set the new Benches of the Town Council , several committee and meeting rooms. This new space managed by the Palais du Pharo offers:

- a 200-seat auditorium in theatre style
- a gallery for exhibitions and a mezzanine
- 2 committee rooms (from 30 to 50 persons)
-

Email : palaisdupharo@marie-marseille.fr

Other original and character venues

“Friche la Belle de Mai”

Friche la Belle de Mai is a former tobacco factory which has now been converted into a cultural complex with an international reputation. Founded, managed and developed by SFT, the Friche covers 4 hectares and comprises:

- a large function room
- two auditoriums
- a concert hall
- a restaurant (operated by Les Grandes Tables – 200 places)
- an Internet cafe
- 100 parking spaces

Focusing on artistic creation and distribution, this is a vital venue for Marseille's cultural life as well as a unique environment for events. Visitors feel it is a privilege to meet in an arts centre.

The Friche quotes for tailor-made services depending on the services required: sound, lighting, video, Internet, exhibitions, shows and concerts.

Website: www.lafriche.org

“Villa Pascal”

A 19th-century private mansion in a blend of classic and modern styles, Villa Pascal is in the heart of Marseille's salubrious 8th *arrondissement*. It offers its customers:

- 2 function rooms
- 3 private lounges
- a garden
- a catering service

Website: www.villapascal.fr

“Oustau Calendal”

Oustau Calendal, 30 km from Marseille, is the conference and entertainment venue of Cassis Tourist Office. It combines a panoramic view of Cap Canaille and the picturesque, peaceful fishing port, in a prestigious setting. Its town centre location means that business meetings can be combined with visits to the *calanques* and AOC vineyards.

Oustau Calendal offers:

- a reception hall holding up to 120 people
- a conference room holding 250 to 450 people depending on the arrangement
- two modular committee rooms
- 330 sq.m terrace space
- a bar
- an area for dining (120 seats) and receptions (up to 250 people for cocktails)

Website: www.cassis.fr

« L'île Degaby »

Unique and historic place, the Degaby Island is situated near the coast in the south bay of Marseille. Its fort and terraces were refurbished in 2007 in a contemporary spirit in order to welcome all.

Website : www.ile-degaby.com

« La Station Alexandre »

Amazing building in the Eiffel style, this new place opened in November 2007 and put in a free zone offers :

- a business incubator, a bank, a nursery, a parking lot
- Bistro Alexandre Restaurant
- an atrium : cocktail : 600 persons – conference : 250 persons
- 4 meeting rooms : 20 to 200 persons

Website : www.station-alexandre.com

« Le Dock des Suds »

Open in October 2007, this new space is more than 5000 sq meters. It is an old sugar shed and is divided in several spaces that can welcome 3000 people. There are several atmospheres in one same place : a concert hall, tapas bar, exhibitions space, a typical bar from Marseille...

In October it hosts the « Fiesta des Suds », a world music festival. In march it also hosts the « Babel Med Festival », another music festival in the south.

Website : www.dock-des-suds.org

« L'OM Business Club »

The Marseille soccer club « OM » can welcome events for companies of every sizes who want to use such legendary places as the Velodrome Stadium or la « Commanderie » (a complex where the soccer team trains).

These two places offer :

- a complete experience
- infinite possibilities for seminars, conventions, team building, events, etc...
- a prestigious management which contains former OM players

Website : www.om.net

« Le Yacht Michael »

A 28 meter yacht for events that can be held during the day or evening.

- Various possibilities are :
 - A reception while the yacht is in harbour at the old port, facing the Town hall : up to 70 guests , A Boat trip for 20 guests to discover Marseille's bay and surrounding areas.

Website : <http://www.yachtmichaelmarseille.com>

Dock of the Bay

A new contemporary restaurant for meetings, business lunches, conferences, professional or private events in a luminous space, uncluttered and cosy. Modern and creative season food.

- 2 rooms with a capacity of 200 persons
- a private terrace facing a landscape patio

Website : www.dock-of-the-bay.fr

Le Bocal

In the city center of Marseille, on the corner of the street Paradis and the boulevard Perrier, Le Bocal provides you with fully equipped meeting rooms for up to 70 persons, with an ideal private garden for breaks and buffets, and also a showroom space.

Website : www.reunion-marseille.com

Restaurantscope – Studio 37

Located in the Pôle Media of the Friche de la Belle de Mai, this new restaurant, decorated and thought on the cinema theme has a big capacity of 2000 sq.m and also a conference room for up to 150 persons.

Email : jtotaiteur@wanadoo.fr

Le Palais Omnisports Marseille Grand Est

This unique infrastructure in Europe, in the Capelette district, is perfect for meetings, cocktails, and others events in a 100 sq.m VIP room. The ice rink of 1800 sq.m covered up with a floor can stand 5600 seats, and the roller-skating rink of 3500 sq.m up to 600 seats.

Website : www.marseille.fr

Pavillon I3

Located on the avenue of La Pointe Rouge, facing the sea, the two rooms of 220 sq.m and 400 sq.m permit to receive up to 300 persons for a meal, and has also a stage for your shows.

Website : www.pavillonI3.fr

Espace Latin

Perfect for your best evening event, in a refurbished space of 220 sq.m for a meal of 120 persons and a cocktail of 280 persons.

Website : www.cubailacafe.fr

La Boate

This is a fully equipped place dedicated to innovative practices. More of 200 sq.m combine a dedicated space to events, seminars and enterprises shows, and an open space where the Internet, media and communication specialists reside in.

Website : www.laboate.com

Phalanstère

Multipurpose space. Overhead glass roof under a steel frame. Launching of products, exhibitions, photos, fashion shows, casting. Rooms equipped with internet high speed access. Choice of caterer for up to 60 persons in the meeting rooms and for up to 300 persons in the “Plateau”.

Website : <http://crm.phalanstere.online.fr>

Palais de la Bourse

This heritage building is a perfect example of the Second Empire style and shelters the oldest Chamber of Commerce and the Marine and Economy museum of Marseille Provence. The Grand Hall receives prestigious events linked to the economic activity of our territory, to cultural and artistic events or official celebrations. The Honor room, the meeting room and others sitting spaces are located in the central walkway and can be booked for demonstrations.

Email : julie.amato@ccimp.com - francoise.souchon@ccimp.com

Icard Maritime

To discover Marseille and its islands and “Calanques”, embark in one of the 4 boats that can stand up to 145 persons, on the biggest one, for a meal or a cocktail.

Website : www.visite-des-calanques.com

Croisières Marseille Calanques

The events specialist on the sea will make you enjoy a unique and original adventure, at 100 % made of Marseille, for seminars, conferences or incentives, to motivate and develop team building.

The Ilien boat also stands up to 200 persons for all types of evening events (meals at sea or when the boat has docked).

Website : www.croisieres-marseille-calanques.com

Théâtre du Gymnase

The Theatre du Gymnase, which bicentenary was celebrated in 2004, is a historical place in Marseille located near the Vieux Port. This traditional theatre of 695 seats is an unusual place for conferences and business meetings. Evenings venues can also be organised around plays from our programm.

Contact : Mathilde Bordes +33 4 42 99 12 00 mathildebordes@lestheatres.net

Website : www.lestheatres.net

Look for other spaces for your events on our website : www.marseille-congres.com

3. Hotel facilities

In an unprecedented economic renewal boosted by the arrival of many businesses, Marseille is experiencing a high growth in tourism: **4 million tourists in 2009**.

Today, Marseille boasts 104 hotels (6029 rooms) including 7 four-star and 1 five-star. With the hotels presently under construction, the city will offer 6555 rooms (1541 rooms in 5 and 4-star) in 2012.

Hotel groups present in Marseille:

- **Accor**

Sofitel Marseille Vieux-Port****, Pullman Palm Beach****, M Gallery****, Mercure Prado***, Novotel Marseille Est la Valentine***, Novotel Vieux-Port***, Suitehôtel Euroméditerranée ***, Adagio City Aparthôtel*** Marseille République, Adagio City Aparthôtel*** Prado Plage, Ibis Prado**, Ibis Bonneveine**, Ibis La Timone**, Ibis St-Charles**, Ibis Marseille Centre**, Ibis Euroméditerranée **,

- **Best Western**

Marseille Bonneveine***, Hôtel yachting

- **Concorde**

Villa Massalia****

- **Erghot**

Newhotel of Marseille****, Newhotel Vieux-Port***, Newhotel Bompard***, Newhotel Select***.

- **Intercontinental**

Holiday Inn****, L'Hôtel-Dieu*****

- **Marriott**

Marriott Euroméditerranée****

- **Radisson**

Radisson Blu Marseille Vieux Port ****

- **Relais & Châteaux**

Le Petit Nice-Passédat

 **The hotel facilities in 2010**

Catégorie	Nombre d'hôtels	Nombre de chambres
5 ***** (Sofitel)	1	134
4 ****	8	991
3 ***	19	1251
2 **	36	1528
1 * et non classé Tourisme et sans étoile	30	1285
Résidence Tourisme Résidence Hôtelière	9	824
Relais & Château	1	16
TOTAL	104	6029

 **Hotels rooms evolution by 2012**

	Catégorie	Nombre de chambres	Ouverture
Intercontinental	5*	194	2012
RT Mama Shelter	4*	132	2012
Marriott	4*	200	2012
TOTAL		526	

The project of the hotel Marriott** is being processing.**

4. Agencies

A large number of specialist consulting and events agencies are now installed in Marseille. They design innovative and original incentive products, and are good examples of Marseille's know-how.

A warm welcome, the enticing surroundings of the sea, the *calanques* and the pine forests, and modern infrastructures: everything meets the demands of conference participants and incentive groups. Small wonder that Marseille is a highly attractive destination where work and sunshine can be combined, barely 3 hours from Paris and 5½ hours from Brussels by TGV train.

The 7 agencies / DMC's are **members of the Convention Bureau:**

- **Alice Evenements**

References: Inauguration of the Thesaurus building / Urvat 30th anniversary evening (800 people, Montpellier) / Lawyers' Convention / Launch of TOP ANNONCE (SPIR group) / REGICOM tour / Gemalto / Onet / Société Générale / Crédit Agricole / Ortec

Website: www.alice-evenements.fr

- **Atout Organisation Science**

References: G8 Environment / Marseille Provence Métropole Urban Community / French Endocrinology Society / French Pharmacology and Physiology Society / Bar of Marseille Law Society / Neuroscience Society / Icares Respires / Alfédiam

Website: <http://www.atout-org.com>

- **Com & Co**

References: MEET (Multidisciplinary European Endovascular Therapy congress) Cannes / RHYTHM (International Rhythmology Conference) Cannes / Marseille Saint Joseph Hospital / Axiom Clinic / Aix-en-Provence University Hospital / ONCOGYN / COPACAMU / AMOC / Mediterranean Fashion Institute / Cordis / Johnson & Johnson / Boston Scientific / Guidant / Medtronic / St Jude Medical / Novartis / Janssen Cilag / Sanofi Aventis / Amgen / Pfizer.

Website: www.comnco.com

- **Package Organisation Méditerranée**

References: ECCMID Biomérieux Evening (Cap d'Antibes) / NURETH II International Congress (Avignon) / Tramway project events (Nice) / Renault Convention – Launch of new Scénic (Martigues) / Provence-Alpes-Côte d'Azur LGV public debate – French Rail Network (Provence-Alpes-Côte d'Azur).

Website: www.package.fr

- **Protour Valadou Voyages**

References: French Dermatology Society / French Nuclear Medicine Society / French Biology Society / Danone Eaux France / America's Cup / Society of Experimental Biology / SNCF / Société Générale / EDF / Sanofi / TNT

Website: www.protour.fr

- **Terrescale**

Références : Sanofi / Saint-Gobain/ Pfizer / Orange / Véolia Environnement / Canal Plus/Mars Food

Website : www.terrescale.com

- **Voyages C. Mathez**

References: SCV Marseille / ECCO 13 / EBCC-5 / Las Colas / Coca-Cola / Volvo / Ipsen / Carrefour / American Express.

Website: www.matheztravel.com

5. Caterers & restaurants

Marseille has a generous nature, and its food is characterised by relatively simple cuisine prepared using fresh produce. Vegetables, olive oil and Mediterranean herbs and spices accompany the day's catch of fish, while fruit and spices are used to produce delicious sweets. Every day a generation of young chefs (caterers and restaurant chefs) combine the wealth of produce from the sea and the land and reinterpret the great classic dishes (bouillabaisse, *aïoli* - garlic mayonnaise, *tapenade* - olive and anchovy paste, *pistou* soup, small stuffed vegetables, etc) to the surprise and delight of foodies, whether they are locals, tourists or professionals who have come to work in an outstanding setting.

Catering firms

- **Helen Traiteur (Traiteur de France)**

References: National Lawyers' Convention (2005) / National Nurses' Convention (May 2006) / Tennis Open 13 / Citroen Road Show.

Website: www.helentraiteur.com

- **Jeremy Traiteur Organisation**

References: President of the Republic / City of Marseille / Regional Council Hall / Bouches-du-Rhône General Council (County Hall) / Bouches-du-Rhône Prefecture.

Website: www.le-palais-viennois.fr

- **La Truffe Noire (Traiteur de France)**

References: Car launches: Nissan , BMW / Marseille World Bowls Championship [Mondial la Marseillaise à pétanque] (6,000 meals in 5 days, 5 years running) / Mission Cézanne 2006 (buffet cocktail and gala dinner during the Cézanne exhibition) / Christian Executives' Movement (6,000 meals in 2 days) / Saint Gobain Convention (2,300 meals in 2 days for 5 years)

Website: www.latruffenoire.com

- **Meffre Traiteur**

References: Bouches-du-Rhône and Vaucluse General Council / Marseille Provence Métropole / Peugeot / Areva, Hopitech.

Website: www.meffre-traiteur.fr

- **Pavillon Traiteur**

References : suppliers in partnership with the Sodexo for Olympique de Marseille and the Stade Vélodrome, Open 13, ITEM Congress, Provence Alpes Côte d'Azur

Website: www.pavillontraiteur.com

Restaurants

A few "star" names and a few restaurants to remember for gourmet meals:

- **Gérald Passédat – Le Petit-Nice Passédat (3 Michelin rosettes)**

Le Petit-Nice is known to provide the best food in Marseille as well as being its most prestigious restaurant: luxury decor in an early-20th-century villa standing on a rocky peak overlooking the sea, excellent cuisine ... Gérald Passédat cultivates simplicity and excels in Marseille's classics, which he prepares with produce from the hinterland and varies according to his whims and innovations.

- **Lionel Lévy – Une Table, au Sud (1 Michelin rosette)**

Lionel Lévy pleads for "art house" cuisine, free of dictates and fashion. He has even started the Marseille branch of Generation C, an association of chefs from all over France who are activists for this cause. This brilliant young chef is a virtuoso of cheeky originality.

- **Guillaume Sourrieu – L'Épuisette (1 Michelin rosette)**

L'Épuisette restaurant is in the little fishing port of Les Auffes, nestling under the Corniche. It offers breathtaking views of the sea, a glass panel in the floor so that you can "walk and eat on the waves", and fantastic cuisine, flawlessly prepared by chef Guillaume Sourrieu. He has worked with the greatest: Troisgros, Loiseau, le Père Bise, les Fermes de Marie... and it shows. Inspiration, discipline and consistency are his watchwords, and his dishes are discreetly inventive.

- **Yannis Liseron and Denis Barral – Le Péron (1 Michelin rosette)**

This restaurant is situated on the Corniche Kennedy and offers a very design decoration. In summer it is a real pleasure to have a diner on the terrace just in front of the Chateau d'If ...

- **Dominique Frérard – Les Trois Forts**

Master Chef of France, crazy about his work and ultra-meticulous, Dominique Frérard produces high-quality cuisine full of Mediterranean flavours on the top floor of Hotel Sofitel Marseille Vieux Port***L.

- **Christian Buffa – Le Miramar**

This young chef faced a huge challenge in taking over the Minguella brothers' restaurant. But he's succeeded, and his fine selection of high-quality fish and seafood express his strong and original personality.

- **Sylvain Robert – L'Aromat**

Sylvain Robert welcomes you in his to make you discover his creative and modern cooking in the mediterranean flavours...

- **Raymond Borso – La Ferme**

Since its creation in 1968, « La Ferme » built up to itself a robust reputation. The gastronomic menu and the service are irreproachable. The chef Raymond Rosso like to combine the traditional recipes with his personal touch.

- **Christian Ernst – Le Moment**

Le Moment is a unique place, full of gastronomic surprises. This place includes : a restaurant, a « take away corner » and a space dedicated for cooking classes.

6. Incentive products

Not only is Marseille equipped with all the essential structures for the smooth running of professional events (hotels, conference rooms, tramway, etc); it is also a natural and cultural paradise for all sorts of incentive outings. The Tourist Office and Convention Bureau and specialist agencies organise tailor-made programmes to satisfy the most demanding customers with activities and outings to discover of the city and its surroundings. Here are a few original examples (not a complete list).

The land

- Walking in the calanques:

Between Callelongue and Port Pin, for 20 km, majestic white cliffs overhang the sea. A professional guide discusses the characteristics of the Mediterranean fauna and flora, as well as the history of these massifs.

- Seaside huts
- Treasure hunt
- Climbing in the calanques
- Walking in Pagnol's hills:

Discover the Garlaban massif (714 metres altitude) between Marseille and Aubagne, in the steps of Marcel Pagnol and his childhood spent running in the valleys.

The sea

- Underwater diving baptism:

Discover the aquatic fauna and flora or explore old wrecks.

- Regattas on board old sailing boats
- Sea-fishing competition
- Sea kayak race
- Trip on board a monohull sailing boat:

Observe the shore and take part in handling the boat (for those who wish).

The sky

- Wind festival:

The mistral, as usual, blows strongly, lifting and spinning hundreds of highly original kites.

- Star-gazing on board a boat

Culture

- In the steps of Marcel Pagnol:

A 2-hour walking tour to recreate the film sets of the Marseille director Pagnol and discover the places he remembered, including Bar de la Marine, the Ferry-Boat and Place aux Huiles,

Marseille and the painters of L'Estaque:

A 3-hour tour in search of the original inspiration of famous painters such as Braque, Derain and Dufy.

- Marseille and its traditions:

A 3-hour tour to visit the famous Marseille soap factories, the Four des Navettes bakery, and the santon (Christmas figurine) factories.

- Fashion Itinerary:

An itinerary combining a tour of the Fashion Museum and an introduction to leading Marseille brands from the 19th century to the present day, visits to designers' workshops, "prestige" shopping, etc.

- Visit the famous Stade Vélodrome:

Away from the noisy crowds of the big matches, visit the president's lounge, the changing rooms and the gate, and see the pitch, the press room and the grandstands.

Food and drink

- Bouillabaisse lesson:

Discover the Old Port, the fish market and the secrets of making Marseille's most characteristic dish with a master chef

