

TOURISM IN MARSEILLE

KEY₂₀₂₃ FIGURES



VILLE DE
MARSEILLE

M OFFICE DE
TOURISME
LOISIRS
& CONGRÈS
MARSEILLE

marseille-tourisme.com

A scenic sunset over a coastal town. In the foreground, several people are sitting on a stone wall, looking out at the sea. One person is taking a photo with a camera. The sea is calm, and a small boat is visible in the distance. The town is built on a hillside, and the sky is filled with colorful clouds. The word "EDITORIAL" is overlaid in large white letters.

EDITORIAL



Laurent Lhardit

President of the Marseille Tourist Office
and Convention Bureau.
Deputy Mayor of Marseille
charged with economic revitalisation,
employment and sustainable tourism.



The year 2023 has confirmed the excellent health of the Marseille tourism sector, 16.2 million overnight stays recorded and 1,131 events linked to business tourism hosting. The organisation of Pope Francis' visit and the Rugby World Cup has highlighted the ability of sector professionals to join forces in successfully hosting large-scale international events.

Marseille's global media exposure will continue in 2024, welcoming the Olympic Flame at the Vieux-Port, alongside the games' football and sailing events. Other key events will punctuate the season: Marsatac and the Delta Festival have established themselves as unmissable events, just like the city council's Marseille Summer, with a variety of free shows, and the Kouss-Kouss Festival as a real highlight for tourists and locals alike. Beyond the undeniable assets of our destination, visitors are also delighted by our hospitality.

This document offers a detailed panoramic overview of tourist activity in 2023 and the trends at work, fuelling the city's "Marseille, Sustainable and Attractive Destination" strategy.

Developed alongside sector actors and adopted in early 2024, this framework seeks to accelerate the evolution of behaviours and products towards greater sustainability, with the involvement of all parties, both visitors and professionals. It also aims to stagger visits across the year and raise awareness of the 111 districts that make up Marseille's great wealth. This will contribute to extending the tourist season and generating year-round, quality employment.

Marseille Tourist Office and Convention Bureau has been fully mobilised within the city to implement this strategy and pursue a form of tourism development that is respectful of both the region and its inhabitants.

Happy reading!

CONTENTS







KEY FIGURES

TO REMEMBER

57 KM
OF
COASTLINE

INCLUDING 20 KM OF ROCKY INLETS
(LES CALANQUES)



2 ND MOST
POPULAR CITY
AS A FILMING
LOCATION IN
FRANCE

2 ND LARGEST
AND OLDEST
CITY IN
FRANCE

FOUNDED 2,600 YEARS AGO
870,000 INHABITANTS
(estimate, source: INSEE 2019)



4 TH BEST
FRENCH CITY
ON THE GDS*

2023 index, 43rd worldwide
*Global Destination Sustainability Index

16.2
MILLION

TOURIST OVERNIGHT STAYS
IN MARSEILLE IN 2023



72

PROFESSIONALS COMMITTED
TO THE ECOTABLE
AND GREEN KEY LABELS

8/10

SATISFACTION
RATING

GIVEN BY SUMMER-2023 VISITORS
TO THEIR TIME IN
MARSEILLE



1 ST PORT
IN FRANCE

FOR PASSENGER
TRANSPORT

25,732
DIRECT JOBS

(Urssaf 2022 data, +4.6% compared to 2021)



1,131
MICE EVENTS

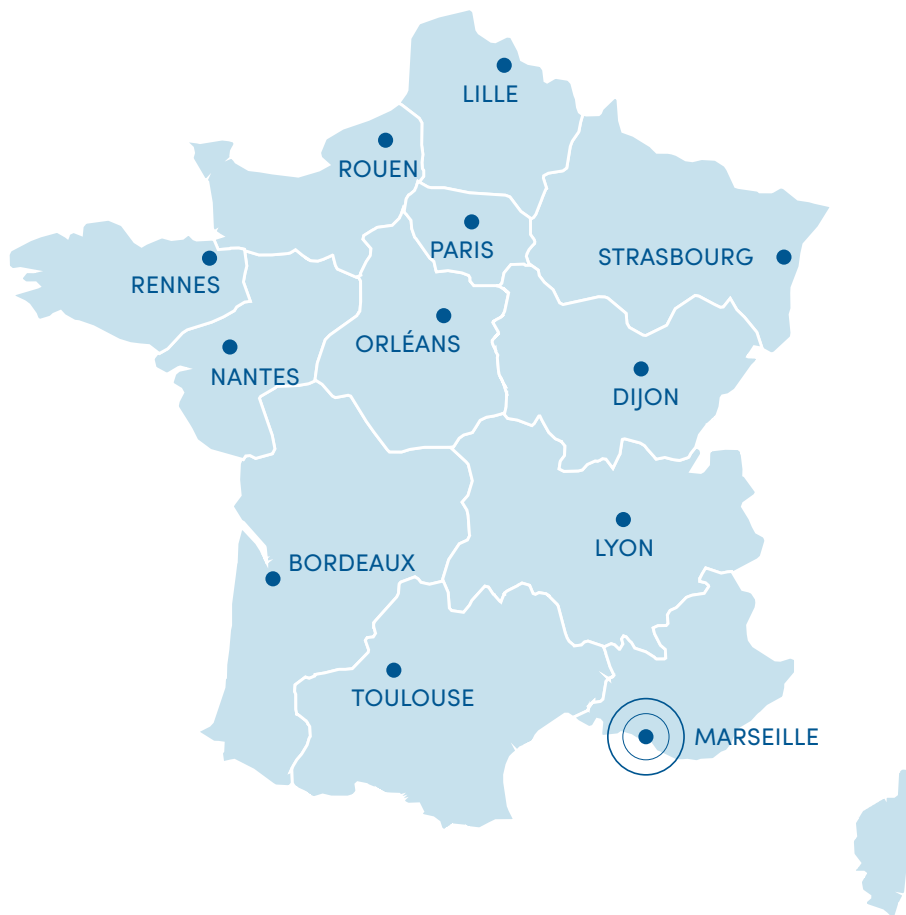


71% HOTEL-OCCUPANCY
RATE IN 2023
Level equivalent to 2022



IN THE TOP
50
GLOBAL CITIES
FOR CONFERENCES





MARSEILLE

Marseille, the second largest city in France, is a Mediterranean gem that attracts millions of visitors each year.

With 26 centuries of history behind it, it stands out thanks to its rich cultural diversity and exuberant vitality. With its 111 districts, Marseille offers a unique mix of tradition and modernity, captivating the hearts of all those who discover it.

Savour its cuisine, enjoy its warm atmosphere, take a break in the heart of Les Calanques National Park or dive into the Mediterranean.

Experience exciting moments in its legendary stadium and soak up its traditions, its accent and the smiles of its inhabitants.

In this brand-new edition of the key figures of Marseille tourism, created by Marseille Tourist Office and Convention Bureau, find all the information about the sector and the actions carried out by Marseille Tourist Office and Convention Bureau, a real operational structure at the service of the city of Marseille's tourism policy.

A group of people are picnicking on a grassy lawn in a park. Several large, leafy trees are in the background, and a bicycle is leaning against one of the tree trunks on the right. The scene is bright and sunny, with dappled light on the grass.

SUSTAINABLE TOURISM

MARSEILLE, A RESPONSIBLE DESTINATION

SUSTAINABLE TOURISM

STAKES

Located at the crossroads of the Mediterranean, Marseille enjoys a **unique geographic position** which makes it an exceptional destination for travellers from around the globe.

Its cultural wealth, historic heritage and natural diversity attract **millions of visitors** each year. However, this tourist attraction comes with a number of challenges that the actors in Marseille tourism industry are determined to meet.

Inclusive and harmonious economic development, social inclusion and solidarity, and the protection of the environment and biodiversity are **the three pillars of sustainable tourism**. Based on an **ecosystem of committed actors**, Marseille strives to minimise the environmental footprint of its tourist activities, while adapting to the inevitable consequences of global warming.

This proactive approach aims not only to preserve the city's natural resources and exceptional heritage, but also to ensure a sustainable future for the destination and its inhabitants.

Among the agents of this change, **Marseille Tourist Office and Convention Bureau** carries out its missions of promoting the territory, welcoming visitors, uniting professionals and monitoring the sector, while anchoring its actions within the framework of the United Nations' (UN) Sustainable Development Goals (SDGs).

15 SDGs guide our actions across the territory every day:



Two people chatting in an alley in Le Panier



Place General de Gaulle

THE TOURIST OFFICE'S ACTIONS FOR SUSTAINABLE TOURISM

CONTINUING OUR COMMITMENT TO RECOGNISED AND PRESCRIPTIVE LABELS OR CERTIFICATIONS



3rd year of certification. The ISO 20121 standard includes the principles of sustainable tourism as a whole (environmental, social/societal and economic). It aims to implement procedures that make it possible to identify the key issues of sustainable development as applied to our activities and trades.



DID certification (Innovative and Sustainable Destination) is a national label for sustainable destinations.

Compliance rate calculated by Bureau Veritas: 100% compliance



70.2% score obtained on the GDS Index in 2023. **+20 pts** compared to 2021.

The GDS Index is an international programme with high standards, launched in 2016, making it possible to measure, compare and improve the sustainability strategy of leisure, business and events tourism destinations combined.



BACKING THE ECOLOGICAL AND SOLIDARITY TRANSITION, THROUGH SUPPORTING PROFESSIONALS

72 professionals committed to our Ecotable and Green Key programmes
100% of Office employees are trained in sustainable development



THE OFFICE'S ACTIONS FOR SUSTAINABLE TOURISM



IMPLEMENTING INNOVATIVE SOLUTIONS TO RAISE AWARENESS AMONG VISITORS

Launch of the #GourdeFriendly project by Hoali to local Marseille retailers to promote the use of refillable water bottles and fight single-use plastics.

Placement of tourist advisors at the entrance to the Calanques as part of the "Hors Les Murs" programme from April to mid-October to inform and raise awareness among visitors.



PROMOTING THE DESTINATION IN THE LOW SEASON TO BETTER DISTRIBUTE TOURIST FLOWS

"Marseille in Winter" campaign (from November 2023 to late March 2024) in France and Europe, aiming to promote year-round tourism.

Communications campaign aimed at business tourists (MICE). The diversification of tourism products makes it possible to maintain jobs all year round, reducing the sector's dependency on seasonal tourism.



INVOLVING LOCAL RESIDENTS IN TOURISM DEVELOPMENT

Survey of Marseille residents: 49% believe tourism generates more positive consequences than negative, and **80%** support the growth of tourism (Source: TCI Research)

Marseille Experience week: 1,000 tickets at €5 each over the course of a week, allowing Marseille residents to rediscover their city, alongside free access to tourist activities in the city for several leisure and social centres.



MAINTAINING A BALANCED PROMOTION OF THE DESTINATION TO SUPPORT THE LOCAL ECONOMY

Communications campaigns to boost the destination's reputation. 2,265,000 people reached during the Marseille Experience summer campaign, an online sales platform bringing together 45 Marseille service providers.

Promoting Marseille culture in the press. 58 press conferences and 116 journalists welcomed in 2023.

An accessible and rich website with **2.5 million** unique users in 2023 (+25% compared to 2022).

An active presence on social media. 66k subscribers on Instagram, 32k on Facebook and 13.3k on TikTok.

Priority markets selected according to their geographic proximity and/or their economic contribution to the area.

France, Europe (Germany, UK, Switzerland, Austria and CEE countries, Spain, Italy, Scandinavia), USA and Canada, South Korea and Japan.





NATURAL HERITAGE

NATURAL HERITAGE

MARSEILLE'S NATURAL SPACES IN FIGURES



67 protected areas¹



Including 4 Natura 2000 protected areas
Representing **10,000** hectares of protected nature, of which 1,000 are urban green spaces and 9,000 are natural spaces, located on the outskirts of the city.

About 50 rare plants and 20 protected species

62 "remarkable" insect species live here, alongside **18** protected reptile and amphibian species, as well as birds like the Bonelli's eagle, the Eurasian eagle-owl and pelagic sea birds.

4.6 m² of green space per inhabitant

goal: 12 m² green space per inhabitant (WHO, 2016).

58 parks spanning over 1 hectare, of which 16 are larger than 5 hectares

Including 3 remarkable gardens (label awarded by the Ministry of Culture and Communication since 2005): the Parc Borély, the Parc du 26^e Centenaire and the Parc de la Magalone

And two gardens listed as Historic Monuments: the Palais Longchamp park and the gardens of the Port Antique (Les Vestiges garden)

85% of compliant bathing in 2023 across 21 sites

Of which, almost half (48%) have been classified as having excellent-quality water (excluding artificial bathing areas)²

15 monitored beaches and bathing areas

Corbiere Fortin, Batterie (Rade Nord), Corbière La Lave, St Estève (Frioul Archipelago), Les Catalans, Prophète, Prado Nord (Petit Roucas), Prado Nord (Grand Roucas), Prado Sud, Huveaune (David, Prado Sud), Borély (Escale Borely), Bonneveine, Vieille-Chapelle, Pointe-Rouge and Sormiou.



¹Number of spaces across the area with a protected or conservation status, or listed as natural heritage: parks, reserves and conservation sites; Natura 2000, Znieff or INPG sites; and archaeozoological and archaeobotanical sites. Source: INPN - Biodiversity across territories (mnhn.fr)

²Sources: ARS - Report on bathing-water quality in the Provence Alpes-Côte d'Azur region 2023 (rankings calculated based on analysis from 2019 to 2022). Ranking: excellent, good quality, acceptable, unacceptable.

LES CALANQUES NATIONAL PARK

10th largest French national park and **1st largest suburban park** in Europe, 85% of which extends over the sea

CALANQUES NATIONAL PARK VISITOR NUMBERS IN 2023

1 seasonal programme with:

52 seasonal workers in summer

123,000 visitors made aware on-site

16,000 people informed on red days

1 summer-regulation programme for visitors at the Sugiton Calanque, with:

400 people maximum/day, renewed for 5 years (2023–2027)

1st

**SUBURBAN PARK IN
EUROPE**



Sugiton Calanque



Map of Les Calanques

LES CALANQUES NATIONAL PARK



Calanques

In 2023, we observed a smoothing of visitor numbers between the "high season" and late autumn.

In 2022 and 2023, the visitor numbers recorded on spring and autumn weekends, as well as during school holidays, were similar to those on summer weekdays.

The most significant peaks in visitor numbers were observed on the weekends of May/June with fine weather.

The month of July saw high visitor numbers, though reduced compared to previous years. An increase in foreign visitors was also noticeable.

The number of visitors rose again in August, with a less peaceful atmosphere. In this month, a more significant share of french visitors was noted.

The number of visitors at sea remains extremely dense, thanks to the increasingly widespread practice of renting boats by occasional pleasure boaters who are, in general, ill-prepared for sailing.

A high fire risk with 10 red days (4 in July and 6 in August)/33 yellow/53 green days.

ECONOMY



ECONOMY

TOURIST TAX IN 2023

€12,482,206

TOURIST-TAX AMOUNT
IN 2023

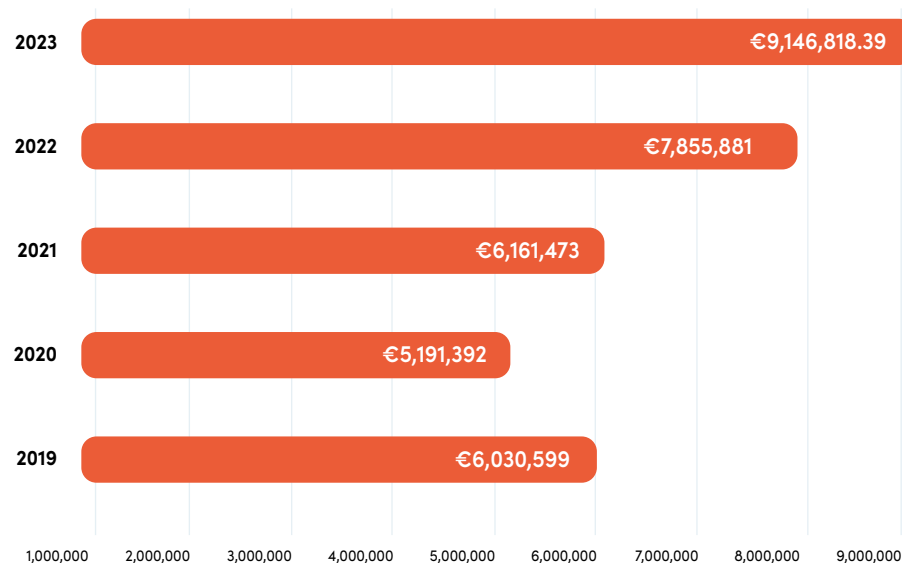


+59%

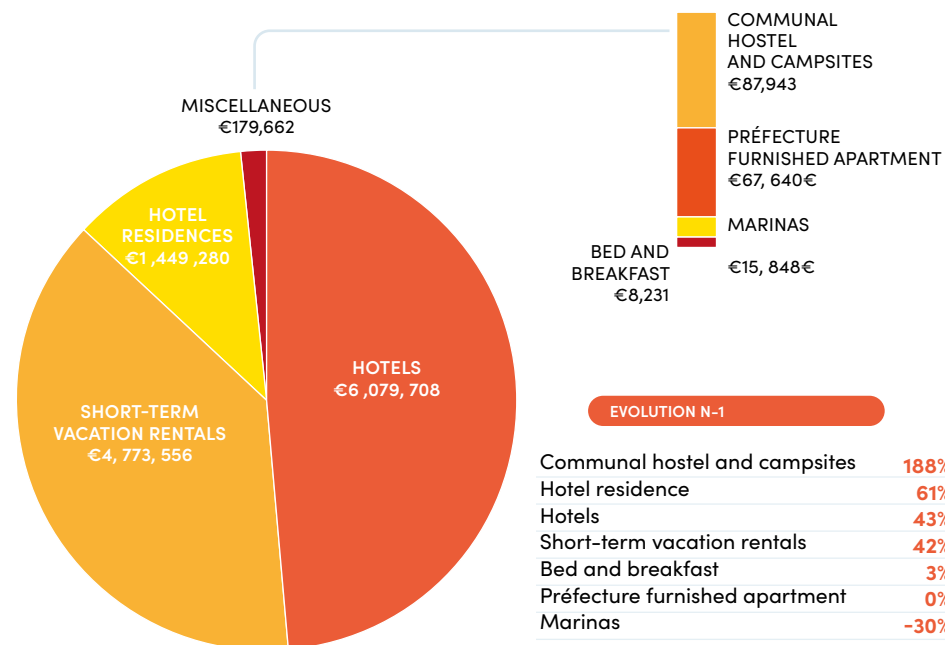
COMPARED
TO 2022

In 2023, the proceeds from tourist taxes collected between 1 January and 31 December 2023 represented a total of €12,482,206, broken down into **€9,146,818.39** for the city, **€910,467** for the department and **€2,424,921** to finance the Nouvelle Provence Côte d'Azur line.

MARSEILLE TOURIST-TAX EVOLUTION FROM 2019 TO 2023 (CITY SHARE)



TOURIST-TAX DISTRIBUTION BY TYPE OF ACCOMMODATION 2023 VS 2022



TOURISM EMPLOYMENT IN 2022*

25,732

DIRECT TOURISM
JOBS IN 2022

+4,6%

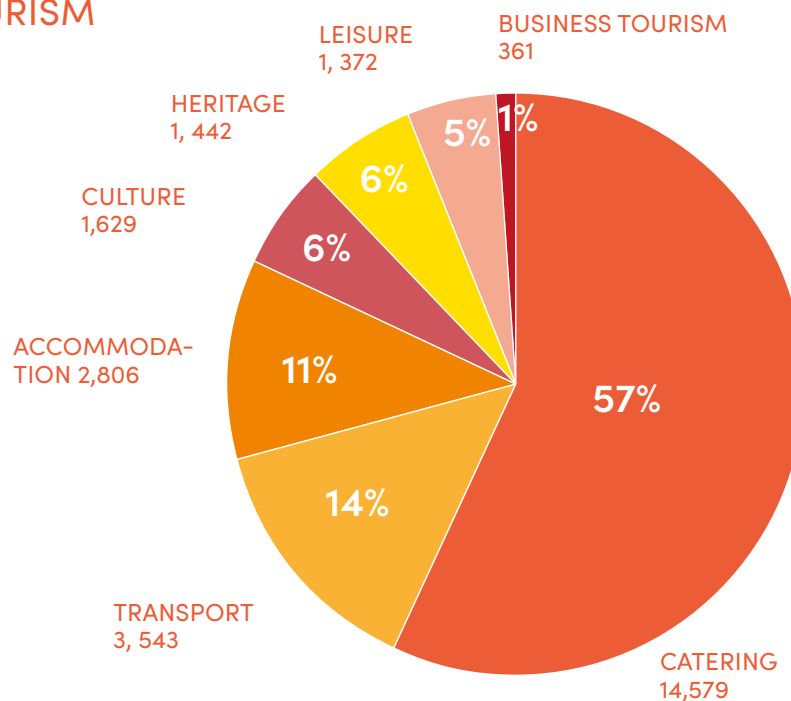
COMPARED
TO 2021

JOB DISTRIBUTION

68% of salaried tourist jobs are concentrated in the hotel and catering sectors.

Tourism employment represented 9.7% of total salaried private employment in the city in 2022 (265,163 jobs) compared to 9.4% in 2021.

3,591 tourism employers, compared to 3,594 in 2021 (-0.1%).

DISTRIBUTION OF TOURISM
JOBS IN 2022

EVOLUTION N-1

Culture	+15%
Business tourism	+11%
Transport	+11%
Accommodation	+9%
Catering	+2%
Leisure	+2%
Heritage - Specialities	+1%



Canebière central reception office

Source: AGAM/Urssaf-Across data communicated as at 31 December for the year n-1

*2023 data not available at time of publication

TOURISM EMPLOYMENT IN 2023



Vallon des Auffes, pre-dinner drinks

With **14,579** jobs in 2022, representing nearly **57%** of the tourism and lifestyle sector, the restaurant industry constitutes the leading employer within the Marseille tourist sector.

ACCOMMODATION



ACCOMMODATION

PRODUCT OVERVIEW

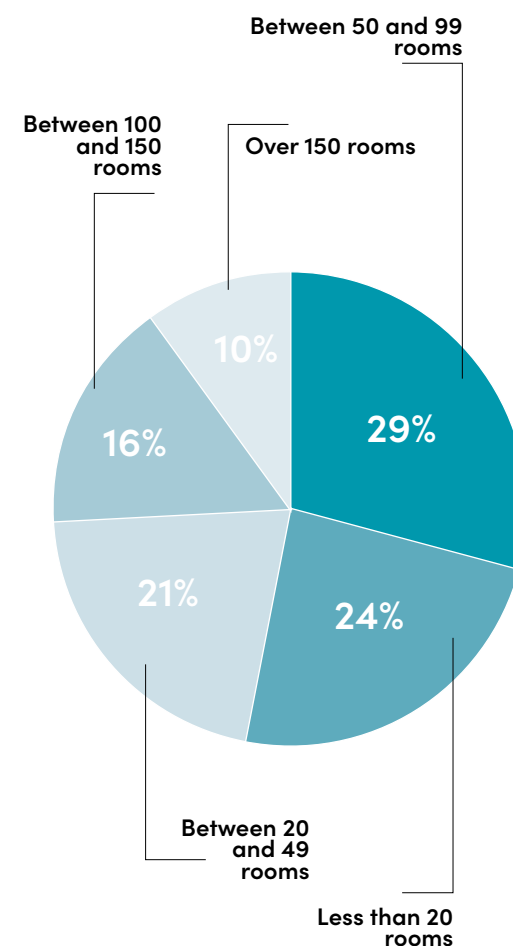
PRODUCT BY ACCOMMODATION TYPE HOTEL - PARA-HOTEL INDUSTRY

HOTELS	NUMBER OF ESTABLISHMENTS	NUMBER OF ROOMS	NUMBER OF ACCESSIBLE ROOMS	CAPACITY
NON-CLASSIFIED HOTELS	22	601	8	1,434
1-STAR HOTELS	3	189	5	428
2-STAR HOTELS	17	1,098	35	2,565
3-STAR HOTELS	33	2,455	83	5,078
4-STAR HOTELS	23	2,490	95	5,680
5-STAR HOTELS	4	365	11	891
TOTAL	102	7,198	237	16,076

TOURIST RESIDENCES	NUMBER OF ESTABLISHMENTS	NUMBER OF APARTMENTS
1 STAR AND NOT CLASSIFIED	5	331
3 STARS	14	1449
4 STARS	4	379
TOTAL	21	2,159

OTHER ACCOMMODATION	NUMBER OF ESTABLISHMENTS	CAPACITY
YOUTH HOSTELS AND OTHER	5	543
HOLIDAY VILLAGES	2	520

PRODUCT DISTRIBUTION HOTELS BY NUMBER OF ROOMS



NEW ESTABLISHMENTS

Crowne Plaza Marseille le Dôme | Hotel | Restaurant | 4 stars | 138 rooms

Located next to the Dôme concert hall and just 15 minutes from the Orange Vélodrome, Parc Chanot, the Vieux Port and the Euroméditerranée business district, this brand-new, modern hotel offers 138 refined rooms, a Cucina Victoria Mediterranean restaurant with capacity for 90 diners, along with a bar and co-working space, 3 modular, bright and fully equipped meeting rooms, a 24/7 fitness room, an outdoor pool and a secured, indoor car park.

Find more information on www.ihg.com/crowneplaza



Crowne Hotel Plaza

Odalys City Euromed | Residence | 4 stars | 252 units

Located in the heart of the Euroméditerranée business district in La Joliette, the Odalys City Centre Euromed apart'hotel is located 2 km from the famous Vieux-Port and just 2 metro stops from the Saint-Charles high-speed train station. Set in the avant-garde Porte Bleue building by Jean-Baptiste Pietri, the Odalys City Centre Euromed apart'hotel offers a wellness space with sauna and hammam, an indoor pool, laundry services and an underground car park below the building.

Find more information on www.odalys-vacances.com



Appart Hôtel Odalys

HOTEL INDUSTRY

HOTEL PERFORMANCE

2023 has been a year marked by highly satisfactory hotel performance in Marseille, stabilising the occupancy rate despite a significant increase in average prices.

The hosting of the Rugby World Cup, with its six matches between 9 September and 15 October 2023, along with numerous large scale professional conferences and key cultural events like the Pope's visit, have revitalised hotel activity this year.

71%
HOTEL-
OCCUPANCY
RATE

EQUAL TO 2022

KEY FIGURES FOR 2023 HOTEL PERFORMANCE:

€109.6

AVERAGE PRICE
10.8% increase

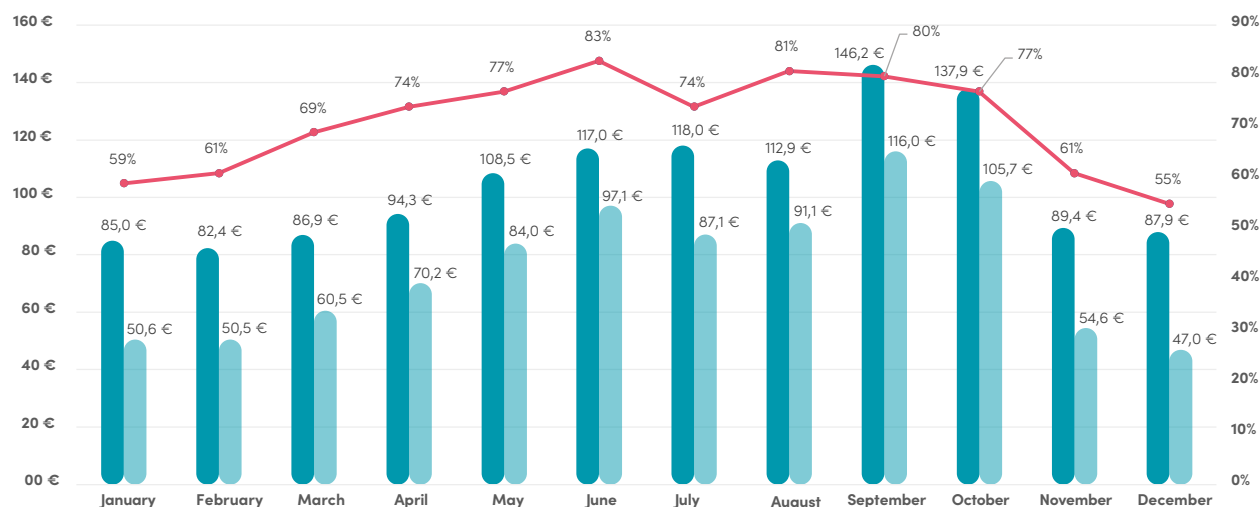
€77.8 RevPar

1.5 D

10.9% increase compared to 2022

Average hotel stay duration in 2023

EVOLUTION OF CUMULATIVE HOTEL PERFORMANCE FROM 1 JANUARY TO 31 DECEMBER 2023:



■ Average price
■ RevPar
—●— Occupancy rate

The influence of the Rugby World Cup on average prices in Marseille was remarkable in September and October, while the occupancy rate remained lower than the previous year. (-2 pts in September and -1 pt in October compared to 2022).

CUMULATIVE HOTEL PERFORMANCE FROM 1 JANUARY TO 31 DECEMBER 2023 BY HOTEL CATEGORY

SEGMENTS	OCCUPANCY RATE %	AVERAGE PRICE €	€ RevPAR
SUPER-ECO	74.8%	€67.1	€50.2
ECONOMY	71.1%	€92.0	€65.4
AVERAGE	68.0%	€129.1	€87.8
LUXURY	67.8%	€213.5	€144.7
RESIDENCES	72.1%	€73.4	€52.9
OVERALL	71.0%	€109.6	€77.8

Source: MKG Destination | Rating: Based on a sample of 87 hotels and residences representing 7,957 rooms | PM and RevPAR excl. taxes

OCCUPANCY RATE: Ratio of number of rooms (or apartments) sold and the number of rooms (or apartments) available.

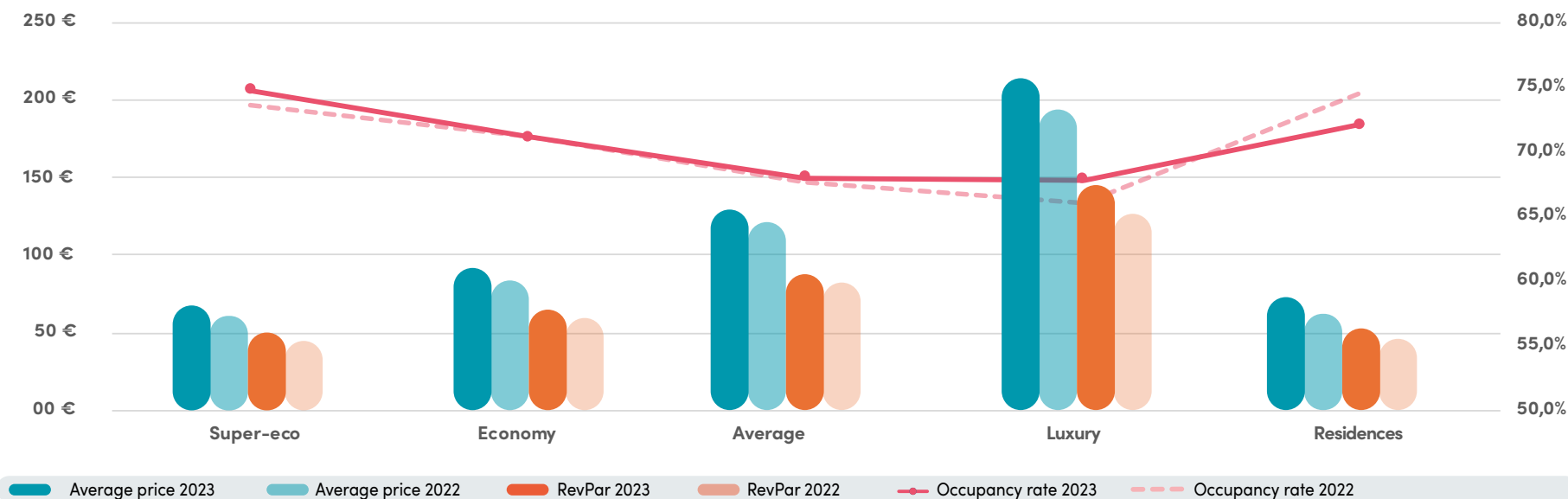
AVERAGE PRICE: Accommodation turnover divided by the number of rooms (or apartments) sold.

RevPAR: Occupancy rate multiplied by average price or accommodation turnover divided by the number of rooms (or apartments) available



Young women taking a photo at La Major

COMPARED TO 2022 PERFORMANCE



Source: MKG Destination | Rating: Based on a sample of 87 hotels and residences representing 7,957 rooms | PM and RevPAR excl. taxes

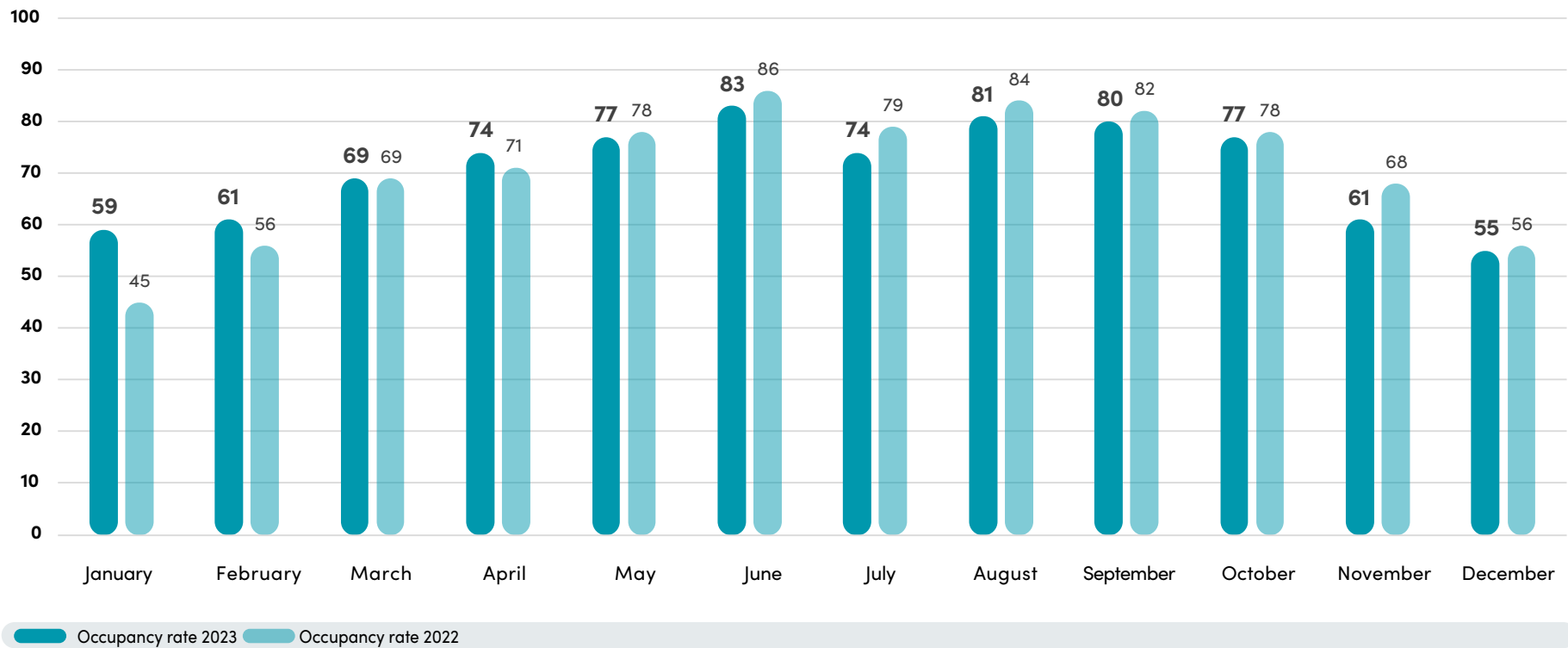
OCCUPANCY RATE IN 2023 VS 2022, MONTH BY MONTH:



The most dynamic months for the Marseille hotel industry were June, with an occupancy rate of **83%**, followed by August at **81%** and September at **80%**.

In summary, the summer was very successful, with peak occupancy recorded in June. Over the month, rates were higher during the week than at weekends, influenced by the activity of local companies and events in the city. Events activities made it possible to galvanise the market, with several conferences and festivals taking place this month in particular, including the French Paediatrics Society's Conference, the COFREND conference, the Marsatac festival and the Beyoncé concert.

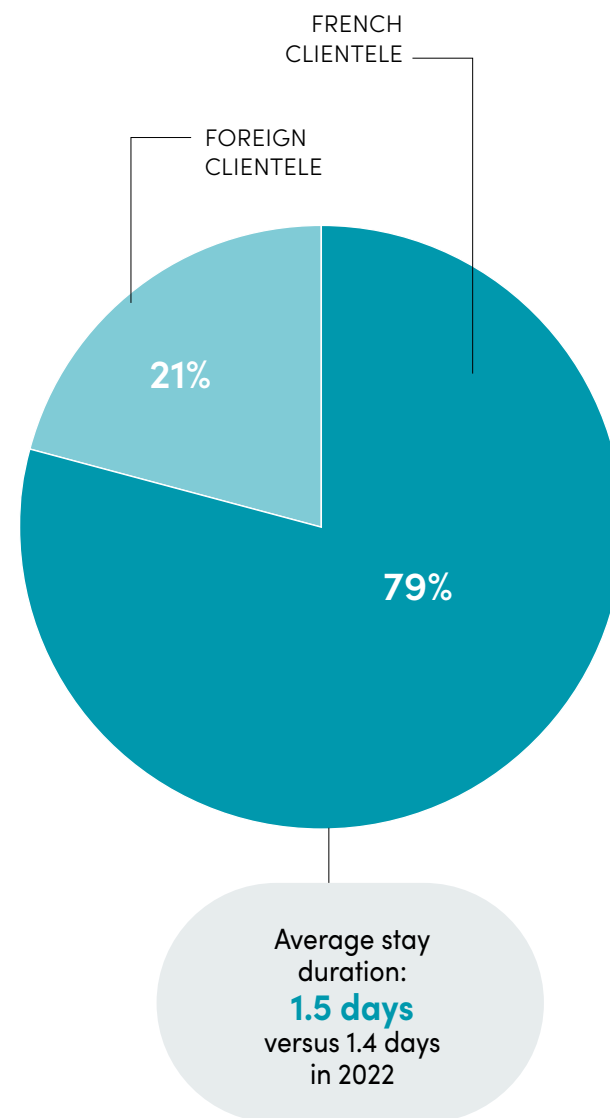
The months of September and October 2023 saw an overall positive hotel performance, supported by the 2023 Rugby World Cup, the Pope's visit, the 44th edition of the Marseille-Cassis half-marathon and many professional conferences.



CUMULATIVE TOP 10 NATIONALITIES FROM 1 JANUARY TO 31 DECEMBER 2023

2023	OVERALL
FRANCE	79.5%
UNITED KINGDOM	5.7%
GERMANY	1.7%
UNITED STATES	1.2%
BELGIUM	1.2%
ITALY	1.2%
SWITZERLAND	1%
SPAIN	1%
TURKEY	0.7%
ALGERIA	0.6%
OTHER	6.2%

2022	OVERALL
FRANCE	79.6%
GERMANY	2.9%
UNITED KINGDOM	2.2%
SPAIN	1.7%
ITALY	1.7%
BELGIUM	1.6%
SWITZERLAND	1%
ALGERIA	0.9%
THE NETHERLANDS	0.6%
UNITED STATES	0.5%
OTHER	7.1%



Young people on the Vieux Port

HOTEL INDUSTRY

CUSTOMER REVIEWS

EVOLUTION IN THE AVERAGE RATING GIVEN TO MARSEILLE ESTABLISHMENTS BETWEEN 2022 AND 2023:

2022 average rating: **7.7 (Good)**

2023 average rating: 7.9 (Good)

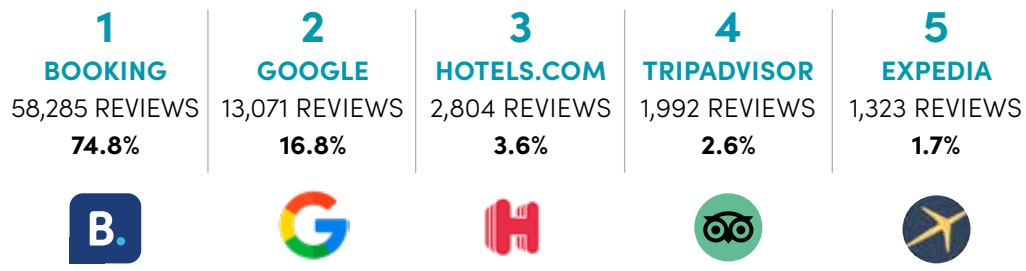
7.9

AVERAGE
RATING

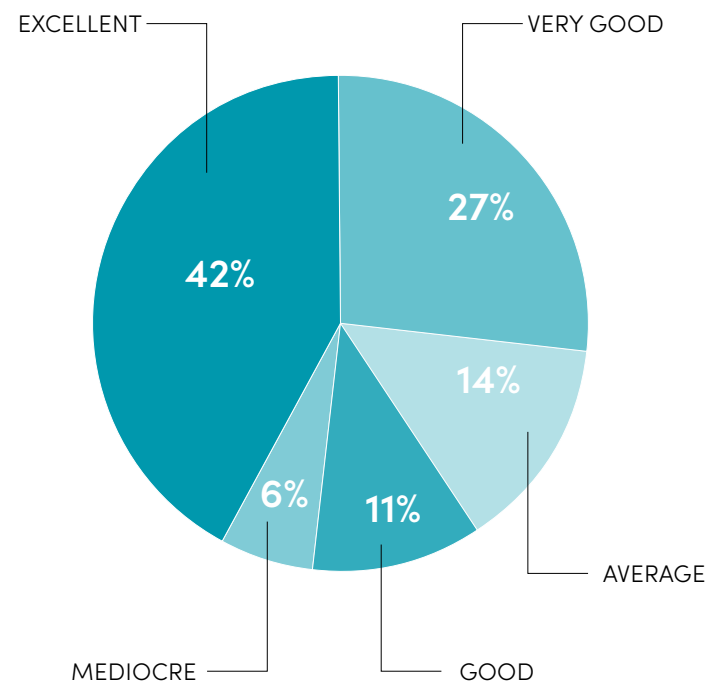
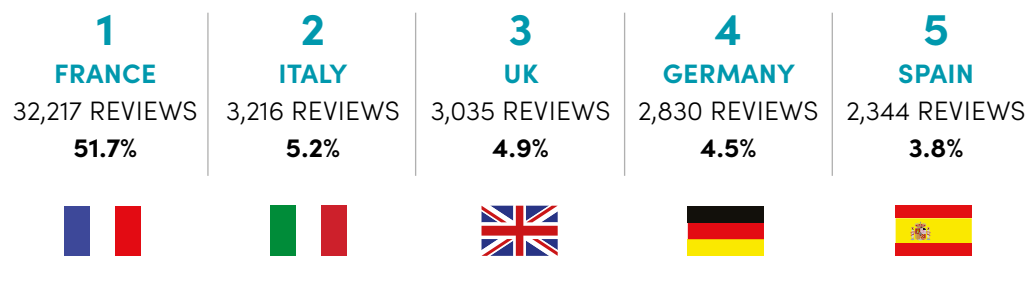
GIVEN TO MARSEILLE
HOTELS
IN 2023

DISTRIBUTION OF REVIEWS BY OVERALL SENTIMENT - 2023

TOP REVIEW SITE IN 2023:



TOP COUNTRIES OF ORIGIN IN 2023:



HOTEL INDUSTRY

SECTOR COMMITMENTS

NUMBER OF LABELLED OR CERTIFIED ESTABLISHMENTS (OR IN PROGRESS):

36

Green Key labelled **establishments**: **31** renewals and **5** new awardees.

The City of Marseille is one of the French cities with the highest number of labelled establishments in proportion to its hotel fleet.



As the first international sustainable-tourism label for tourist accommodation, the Green Key label is managed by the Teragir association within the metropolitan area. The City of Marseille, the Marseille Tourist Office and Teragir offer this programme to Marseille professionals thanks to an agreement between these three institutions. This label covers all areas of environmental management based on 100 to 120 criteria, across 7 different themes. **On average, 54 L of water is saved per night thanks to the Green Key label.**



NUMBER OF COMMERCIAL ESTABLISHMENTS IMPLEMENTING MEASURES TO FACILITATE ACCESS

FOR DISABLED PEOPLE

(Destination's total PRM capacity):

69

hotel establishments in Marseille have at least one accessible room of which 4 have been labelled "Tourisme et Handicap".

237

accessible rooms in total.



NUMBER OF ESTABLISHMENTS LABELLED "FAMILLE PLUS"

16

hotel establishments in Marseille have been labelled "Famille Plus".



NUMBER OF ESTABLISHMENTS LABELLED "QUALITÉ TOURISME"

5

hotel establishments in Marseille are labelled "Qualité Tourisme".

SHORT-TERM VACATION RENTALS

PRODUCT OVERVIEW

AVERAGE NUMBER OF PROPERTIES ACTIVE IN 2023 AND COMPARISON TO 2022

In 2023, there were a **total of 20,593 active properties**, representing an increase of **+24%** compared to 2022, and an average of **12,363 active properties each month**.

In 2023, the hosting of large-scale international events such as the Rugby World Cup significantly boosted the sector.

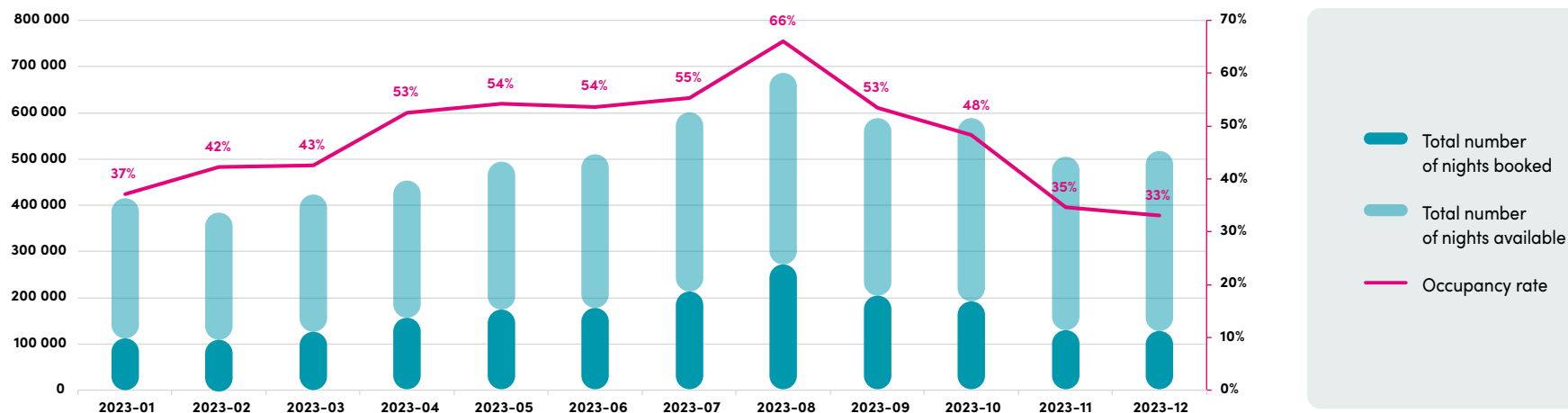
+24%

**NIGHTS
BOOKED
COMPARED
TO 2022**

VISITOR NUMBERS

EVOLUTION OF VISITOR NUMBERS FOR VACATION RENTALS IN MARSEILLE IN 2023

Monthly occupancy rate of vacation rentals in Marseille in 2023



Total nights booked: total number of nights booked over the period, defined according to the study of rental calendars.

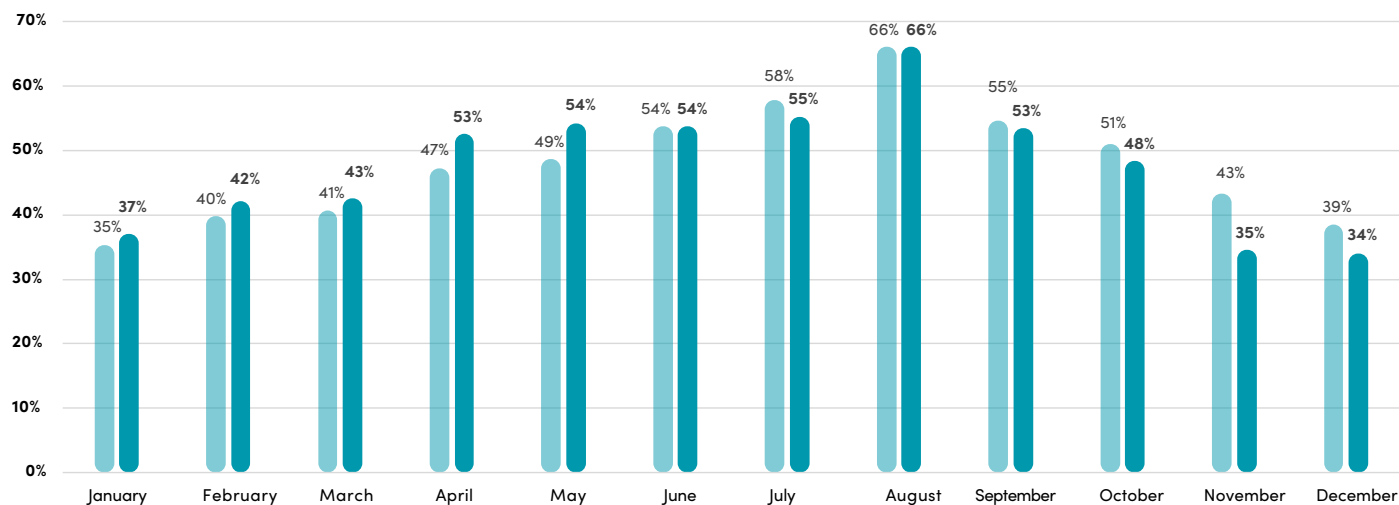
Number of nights available: number of active nights bookable, booked or temporarily unavailable (period between two bookings, as established by owner) in the observed period, defined according to the study of rental calendars.

Occupancy rate: Total nights booked/Total number of nights available (excluding accommodation not bookable during the observed period, adverts too recent to be categorised or bookings of over 90 nights).

Active property: a rental that has been listed for at least one day during the year on one of the three platforms (Airbnb, Booking, Aritel).

Source: Transparent – OTLCM

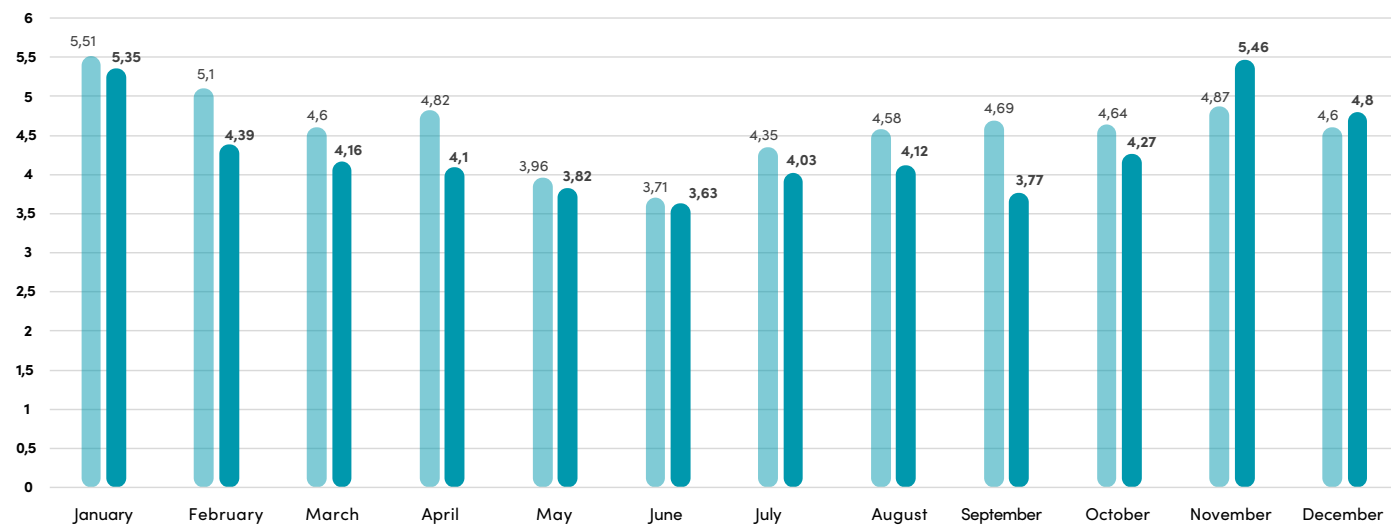
EVOLUTION OF THE OCCUPANCY RATE BETWEEN 2022 AND 2023



Evolution of the occupancy rate in Marseille between 2022 and 2023

— 2022 occupancy rate
— 2023 occupancy rate

AVERAGE DURATION OF STAYS BETWEEN 2022 AND 2023

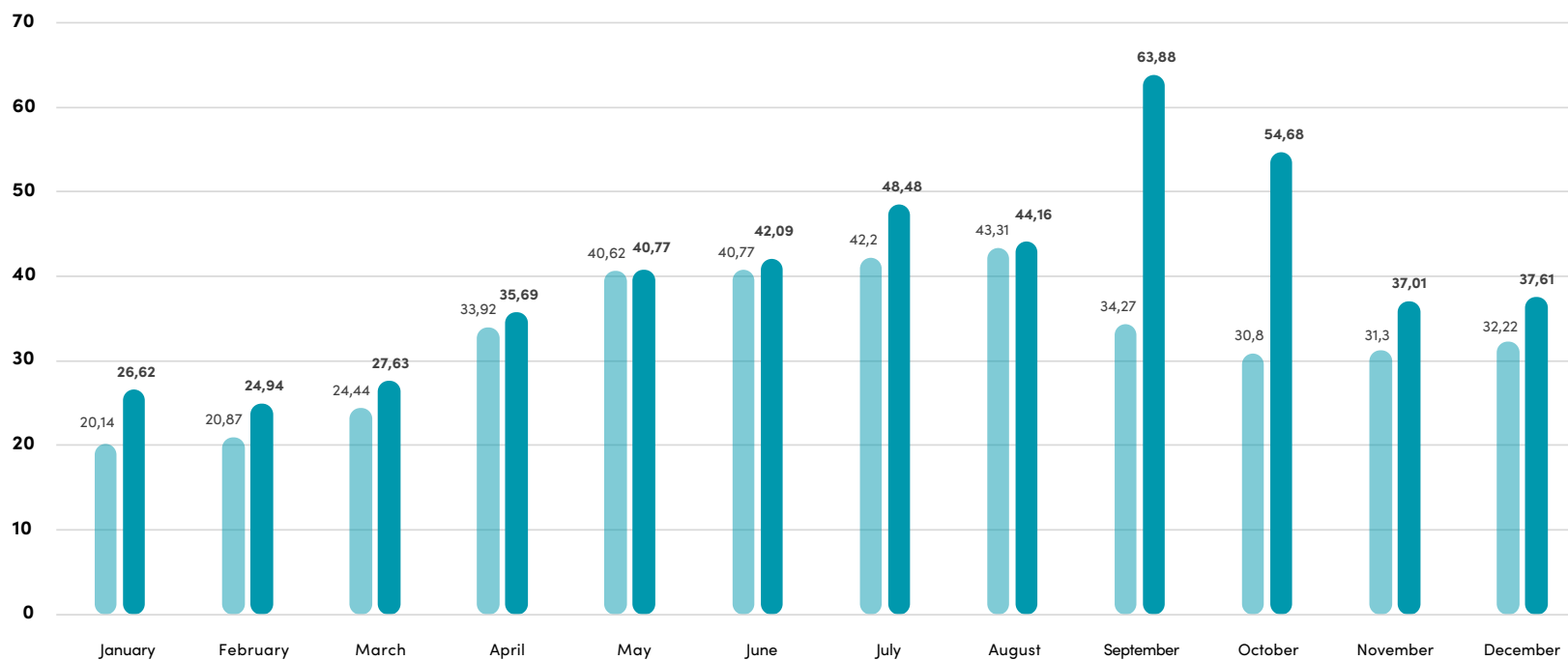


Average duration of stays in vacation rentals in Marseille between 2022 and 2023

— Average duration in 2022
— Average duration in 2023

DURATION OF STAY: average number of nights booked per stay in the accommodation (= average period between the occupants' arrival and departure).









AVERAGE MONTHLY BOOKING WINDOW BETWEEN 2022 AND 2023 IN MARSEILLE:



AVERAGE BOOKING WINDOW: average number of days between the date the booking was made and the date on which the stay began (check-in). The date indicated corresponds to the date on which the stay began.



TOP 10 COUNTRIES LEAVING REVIEWS ON AIRBNB IN 2023

1	2	3	4	5	6	7	8	9	10
France	United Kingdom	Germany	United States	Belgium	Switzerland	Canada	Italy	Spain	Australia
									

Source: Transparent – OTLCM

YACHTS (*)

In the clientele study carried out in summer 2023, we observed that **2%** of visitors stayed on a boat. By remaining in a Marseille marina for one or several nights, each visitor therefore contributes to the tourist tax.

PORTS	NUMBER OF MOORINGS	NUMBER OF NIGHTS BOATS STAYED/YEAR	AVERAGE RATING DURATION	NUMBER OF BOATS
VIEUX PORT (*)	3,200	4,653	11 DAYS	409
FRIOUL	725	5,325	4.5 DAYS	1,195
POINTE ROUGE + OTHER MARSEILLE PORTS	1,200	2,916	37 DAYS	78
OTHER MARSEILLE PORTS	750			
TOTAL MARSEILLE	5,875	12,894	7.5 DAYS	1,682
2023 YACHT VISITOR NUMBERS (>24 M)				
YACHTS GREATER OR EQUAL TO 24 M LONG	NUMBER	OVERNIGHT STAYS LOW SEASON	OVERNIGHT STAYS HIGH SEASON	TOTAL OVERNIGHT STAYS
VIEUX PORT	19	11	25	36



VIEUX PORT



Source: Aix-Marseille-Provence Metropolitan Area – Ports Department

(*) Only wet berths managed by the Aix-Marseille-Provence Metropolitan Area have been counted

FOCUS ON SUMMER 2023 VISITORS

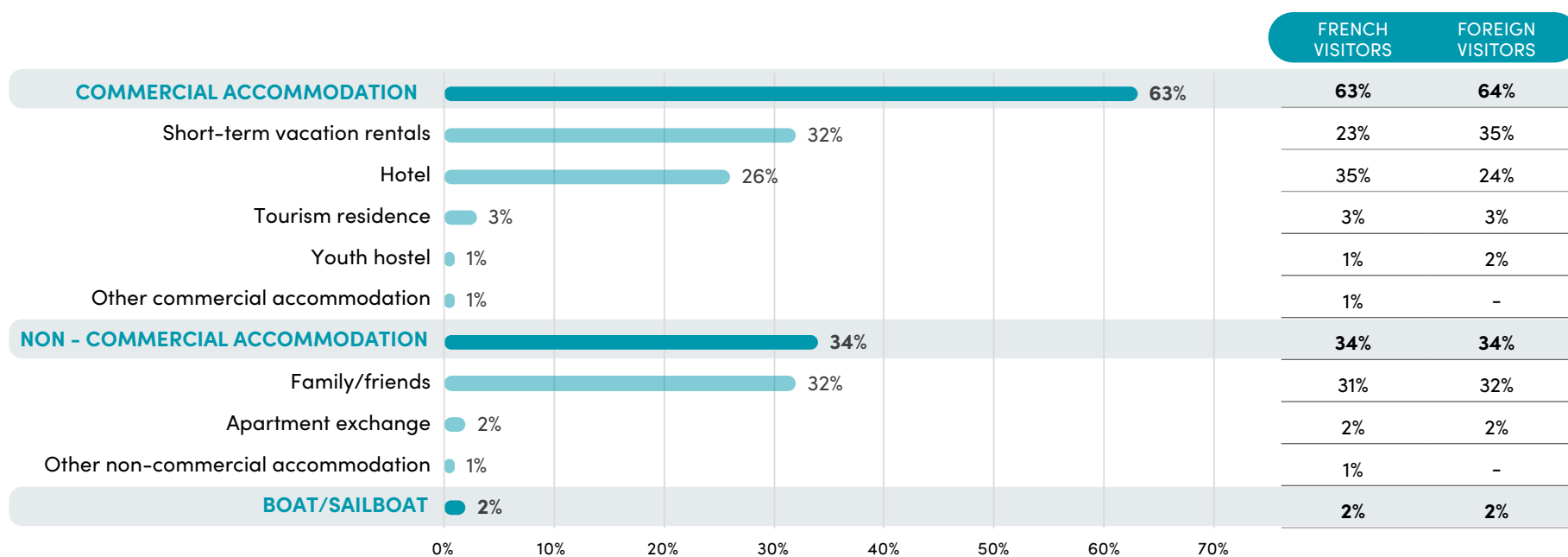
ACCOMMODATION



DISTRIBUTION OF ACCOMMODATION TYPES - SUMMER 2023

Between 17 July and 13 August 2023, and in collaboration with the IFOP survey institute, 1,050 visitors distributed across 10 sites were surveyed on their visit to Marseille. In this survey, tourists declared that they mainly chose commercial accommodation for their summer holidays (63%), mostly in short-term vacation rentals (32%) or in hotels (26%).

FORMS OF ACCOMMODATION FOR STAYS IN MARSEILLE





TRANSPORT

TRANSPORT

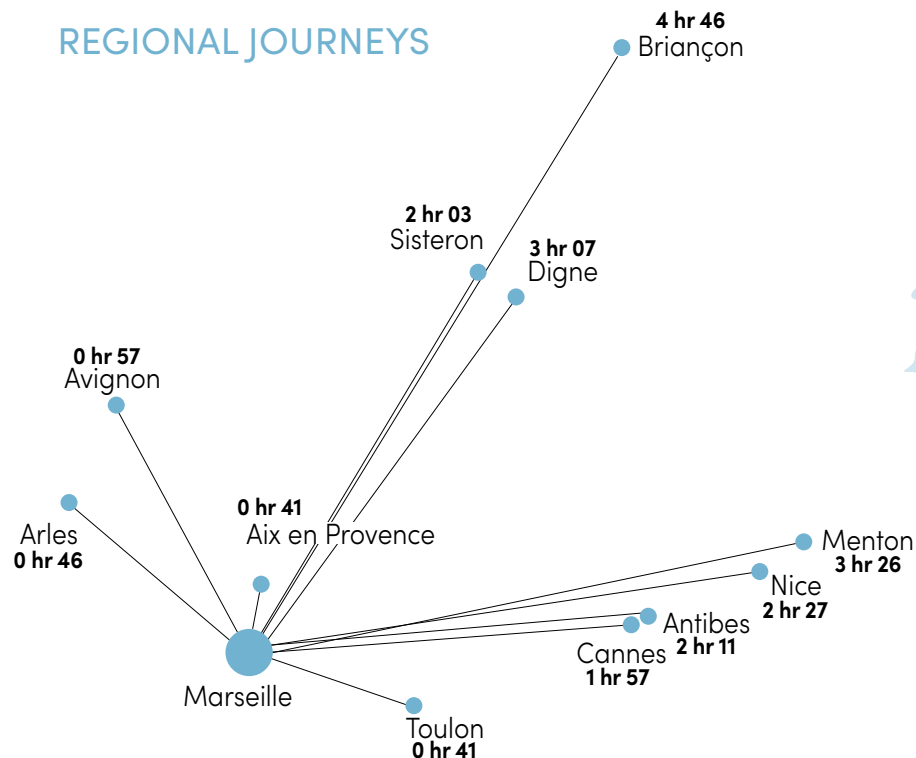
Marseille enjoys exceptional accessibility by land, sea and air, making it a strategic location both nationally and internationally. As the main natural port of entry on the Mediterranean, Marseille attracts a constant flow of visitors from all over the world. Marseille is continuing and increasing its efforts to decarbonise mobility, resolutely committing to the transition to more sustainable and eco-friendly forms of transport.

LAND

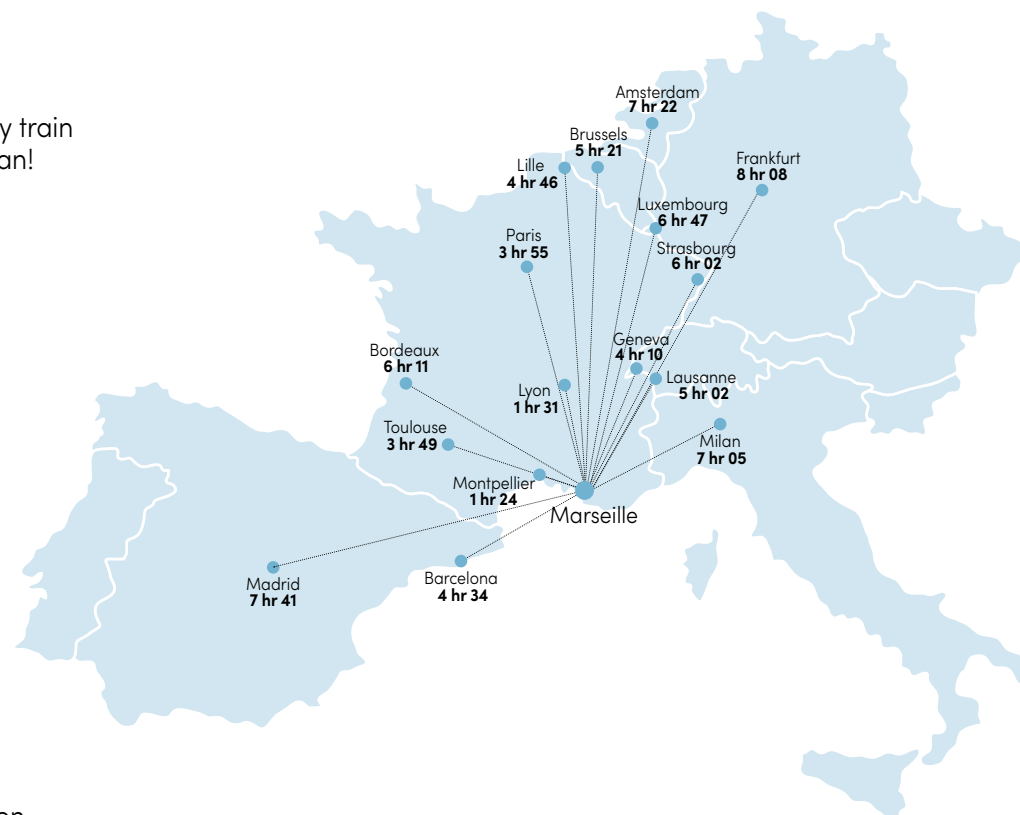
TRAIN

Marseille is a remarkably well-connected city, offering easy access by train from a host of destinations, whether regional, French or even European!

REGIONAL JOURNEYS



NATIONAL AND INTERNATIONAL JOURNEYS



LAND

TRAIN



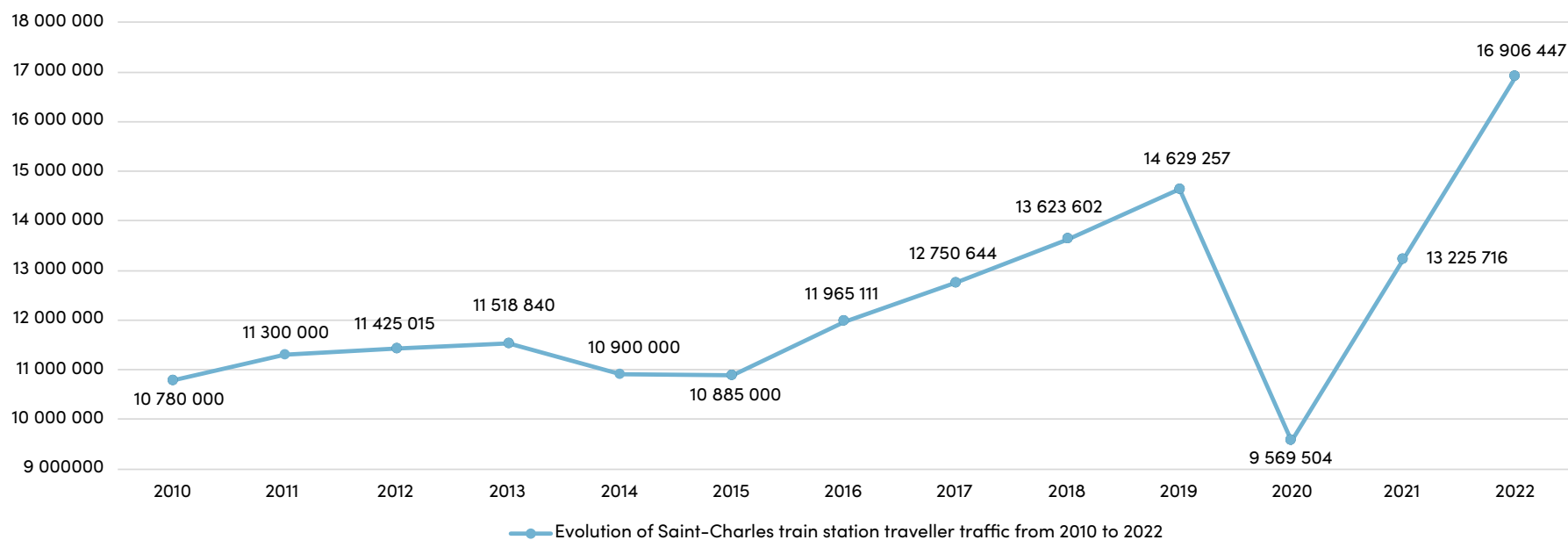
16,906,447

**TRAVELLERS TO THE SAINT-CHARLES
TRAIN STATION IN 2022**



Saint Charles train station - Historic staircase

EVOLUTION OF SAINT-CHARLES TRAIN STATION TRAVELLER TRAFFIC FROM 2010 TO 2022



Source: Marseille station and connection data 31 December 2023

LAND

GETTING AROUND IN MARSEILLE

BIKE

2,000 e-bikes distributed across 200 station

ELECTRIC SCOOTERS

2,500 self-service electric scooters

WALKING

104,244 m² of pedestrian areas in the city centre

42 urban trails proposed by the Marseille Tourist Office and Convention Bureau

PUBLIC TRANSPORT

BUS:

20,000 journeys per day

93 bus lines

674.6 km of lines

2,532 stops, of which 573 are accessible to disabled people

85% satisfied customers (2022 satisfaction survey)



E-bikes

METRO:

321,000 journeys per day

2 lines

20.8 km

29 resorts

92% satisfied customers (2022 satisfaction survey)

TRAM:

141,000 journeys per day

3 lines

14.8 km

34 resorts

95% satisfied customers (2022 satisfaction survey)

SEA

MARSEILLE GRAND PORT MARITIME

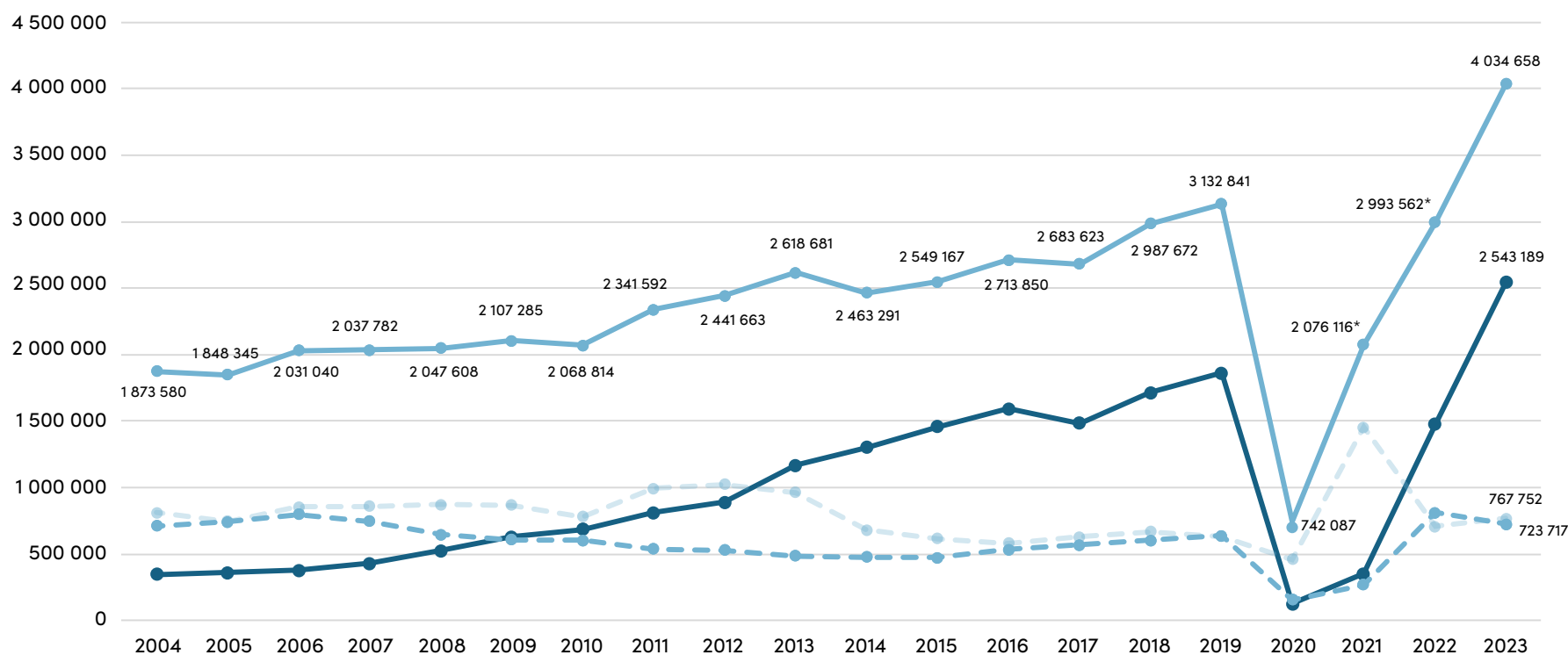


4,034,658 passengers, representing an increase of **+35%** compared to 2022. Of which, 2.5 million were cruise passengers, representing an increase of **+76%** compared to 2022.

626 stopovers, **+53** compared to 2022. Of which, 147 were stopovers by boats powered by LNG.

-2% in the number of passengers on regular lines, particularly due to the decline in international lines.

EVOLUTION OF PASSENGER TRAFFIC FROM 2010 TO 2023



Source: Marseille Grand Port Maritime - stats@marseille-port.fr

*Cruise club

SEA

SEA SHUTTLES

lanavette

3,900 journeys/day

422,000 journeys/year

3 seasonal lines:Vieux-Port <> L'Estaque (35 min): **1,414** journeys/dayVieux-Port <> Pointe Rouge (35 min): **1,920** journeys/dayPointe Rouge <> Les Goudes (15 min): **539** journeys/day5 ships with a capacity of **123** persons/ship**FERRY-BOAT**

331,000 journeys/year

1 year-round line

lebateau

6,100 journeys/day

1,090,000 journeys/year

1 year-round line, in rotation with or without stop at Château d'If

Vieux Port <> Château d'If (20 min)

Château d'If <> Frioul Archipelago (15 min)

Vieux Port <> Frioul Archipelago (35 min)

3 ships with a capacity of **196** persons/ship

lanavette



The Ferry Boat








lebateau

SKY

10,800,254 passengers received, **+18%** compared to 2022 (**+6.4%** compared to 2019)

+25% international passengers compared to 2022
(**+17.3%** compared to 2019)

Top 5 countries with busiest routes:

-  Spain (including Canary Islands) **+1M** passengers
-  Algeria **823,642**
-  Morocco **803,664**
-  Great Britain **748,661**
-  Italy **583,684**



2nd largest regional French airport

34 airlines

128 destinations

+2M passengers reaching the airport via public transport,
+15 % compared to 2022

2013: **-60% CO2 emissions** compared to 2013 on Scopes 1 and 2.

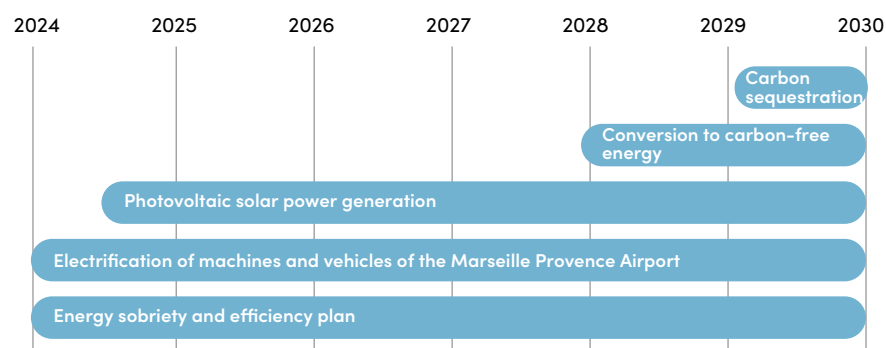
-60%

**CO₂ EMISSIONS
COMPARED TO 2013**

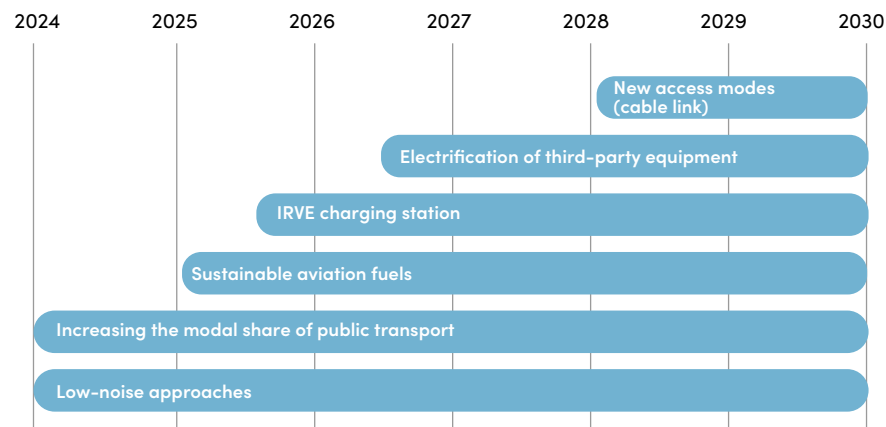
"2030 CARBON NET ZERO" GOAL

In 2021, the Marseille Provence Airport defined a greenhouse-gas reduction strategy. It aims to achieve "Carbon Net Zero" by 2030 on Scopes 1 and 2, which represents a 90% reduction in emissions compared to 2013, as well as the offsetting of incompressible residual emissions.

SCOPES 1 ET 2



SCOPE 3

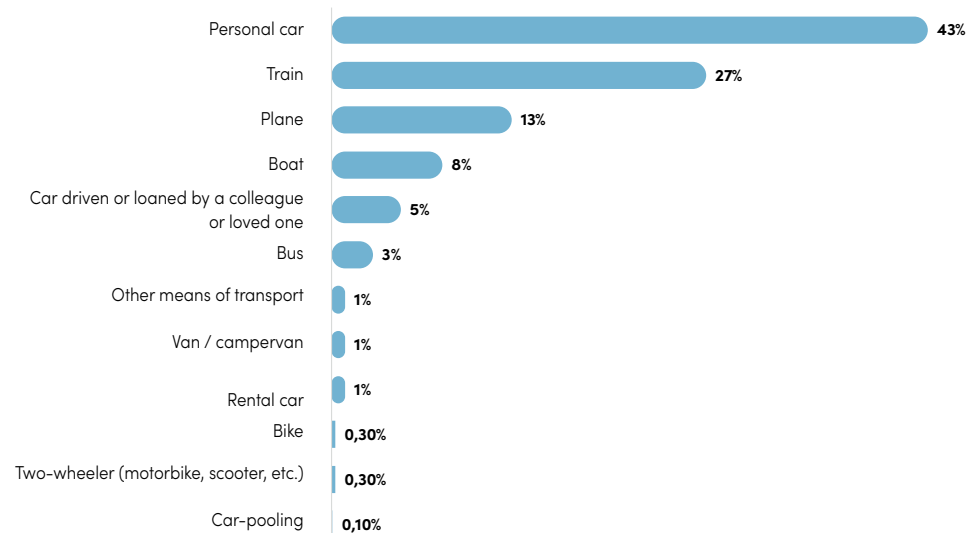


FOCUS ON SUMMER 2023 VISITORS

Between 17 July and 13 August 2023, and in collaboration with the IFOP survey institute, 1,050 visitors distributed across 10 sites were surveyed on their visit to Marseille.

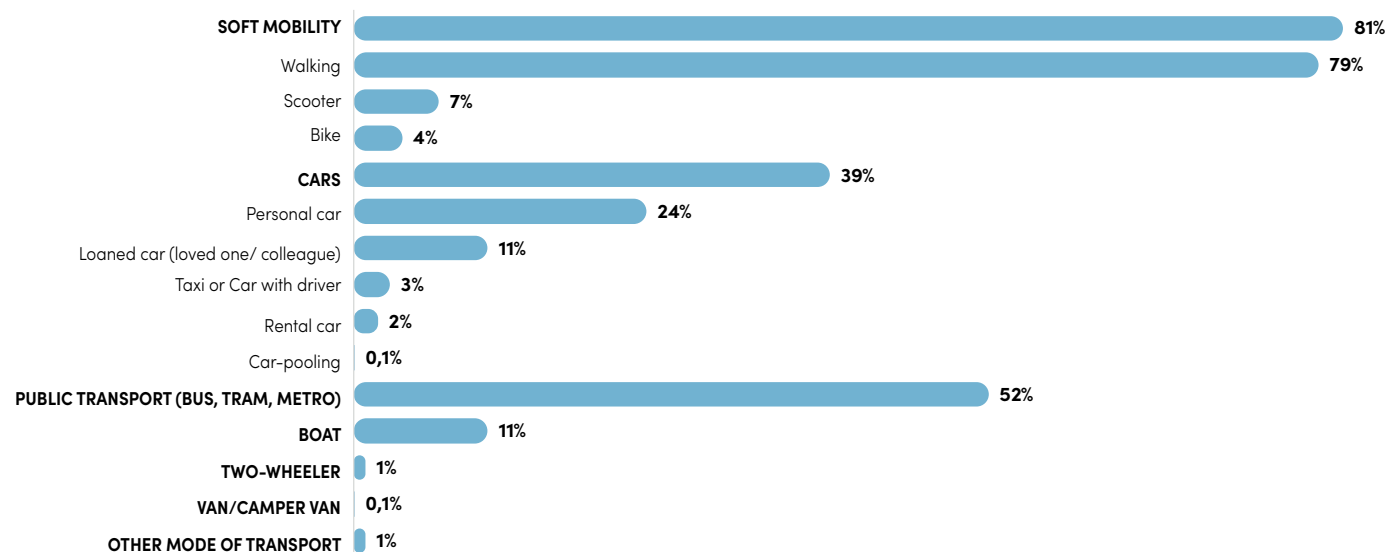
Distribution of visitor transportation modes on the origin-destination journey:

Modes of transportation used to reach Marseille



Distribution of visitor transportation modes during their stay:

Modes of transportation used to get around Marseille (Multiple-response questions)





BUSINESS

TOURISM

BUSINESS TOURISM

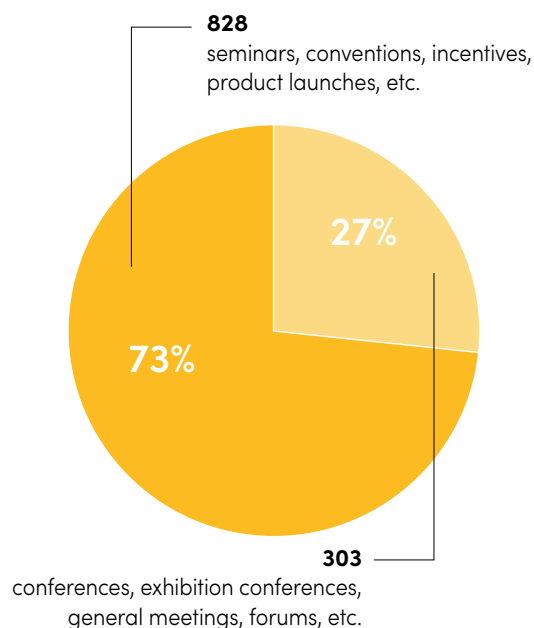
In 2023, business tourism saw a slight decrease compared to the previous year (-2%), mainly because of the significant increase in hotel rates during the Rugby World Cup. This increase in rates caused the loss of 23 events, representing over 5 million euros of direct economic spin-offs during this period.

Furthermore, after an exceptional 2022 linked to the carry-over of COVID-year budgets, we saw a dip in activity in 2023 with a fall of 25% in direct economic spin-offs compared to 2022. This decrease has largely been caused by an eviction effect from the 2023 Rugby World Cup, during a season normally popular among business tourists.



MAIN BUSINESS-TOURISM FIGURES IN 2023 (VOLUMES EXCL. TRADE FAIRS):

1,131 events, -2% compared to 2022



176,067 participants, -11% compared to 2022

430,173 conference days, -24% compared to 2022

€68,805,550

TOTAL DIRECT ECONOMIC IMPACT*
-25% compared to 2022

IN THE TOP 50 GLOBAL CITIES FOR CONFERENCES

43rd in the world

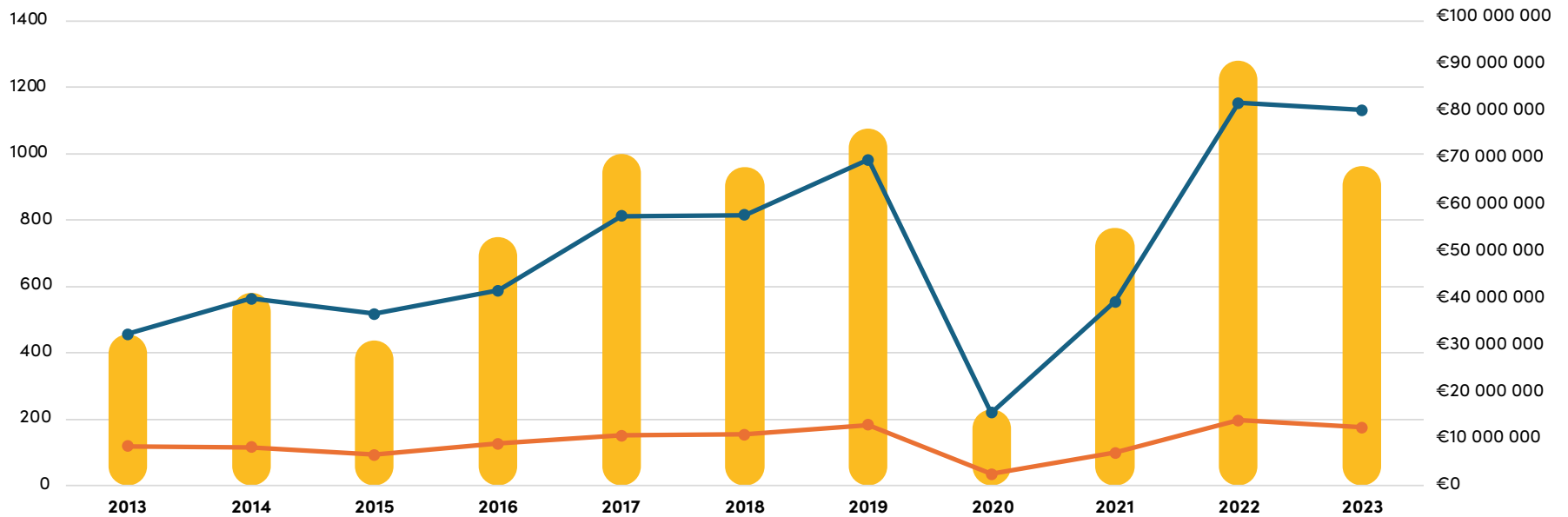
34th in Europe,

3rd French city (ICCA 2022)

Source: Aix-Marseille Provence Metropolitan Convention Bureau / Find more information on: www.marseille-tourisme.com/congres/

*The total direct economic impact corresponds to costs linked to events organisation. The economic spin-offs related to participants' expenses outside of the event (transport, souvenirs, leisure, etc.) are calculated in the indirect economic impact.

EVOLUTION OF BUSINESS TOURISM IN MARSEILLE EXCL. TRADE FAIRS (BETWEEN 2013 AND 2023)






- Total direct economic impact
- Number of professional events
- Total participation



Conference at the Marseille-Chanot



CONFERENCE SITES AND CAPACITIES

BUILDING	TYPE	SIZE OF SPACES
 <p>MARSEILLE CHANOT www.marseille-chanot.com</p>	CONFERENCE AND EXHIBITION CENTRE	102,000 M² OUTDOORS 51,000 M² INDOORS
 <p>PALAIS DU PHARO www.palaisdupharo.marseille.fr</p>	CONFERENCE CENTRE	10,000 M²
 <p>WORLD TRADE CENTER MARSEILLE PROVENCE www.wtcmp.com</p>	CONFERENCE CENTRE	CITY CENTER VIEUX-PORT: 2,000 M² SKY CENTER LA MARSEILLAISE: 900 M²

CLIENTELES



CLIENTELES

IN SUMMARY

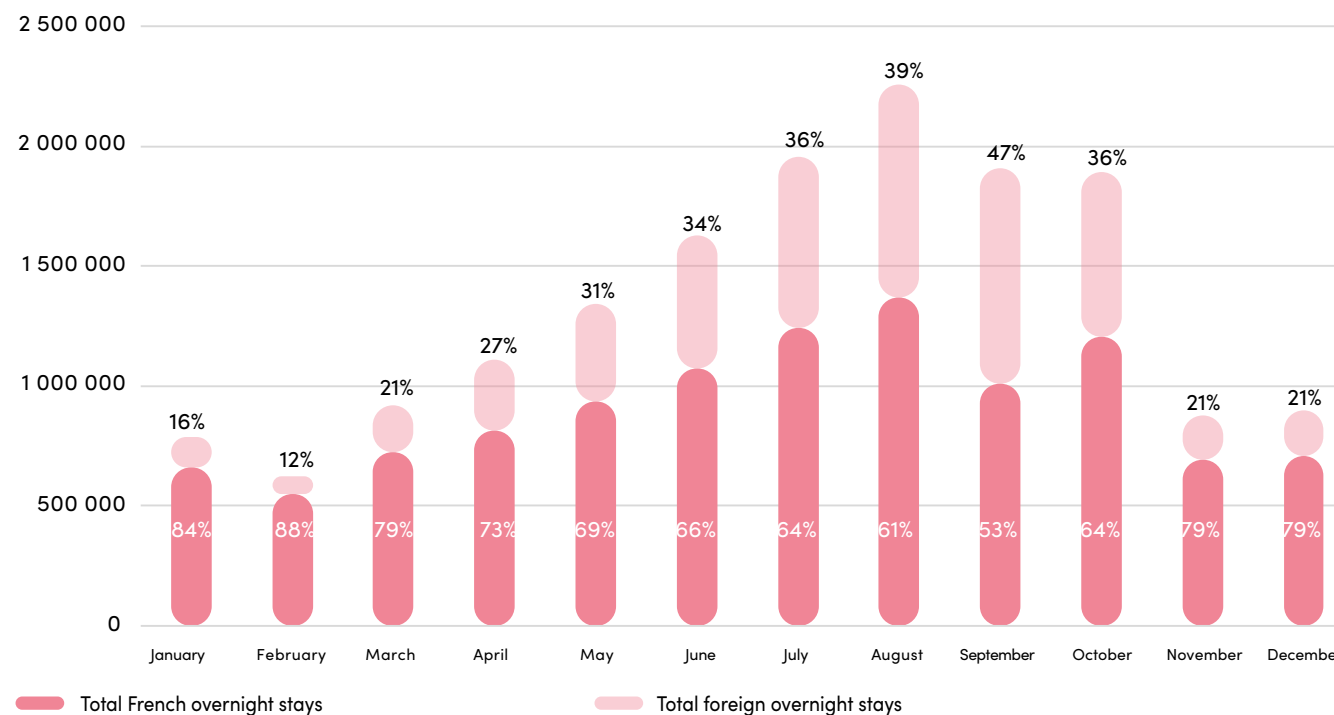
SHARE OF FRENCH AND INTERNATIONAL TOURIST OVERNIGHT STAYS IN 2023

TOURIST OVERNIGHT STAYS IN MARSEILLE IN 2023	2023 YEARLY VOLUME	EVOLUTION COMPARED TO 2022
FRENCH OVERNIGHT STAYS	11 MILLION	-5%
INTERNATIONAL OVERNIGHT STAYS	5.2 MILLION	+5%

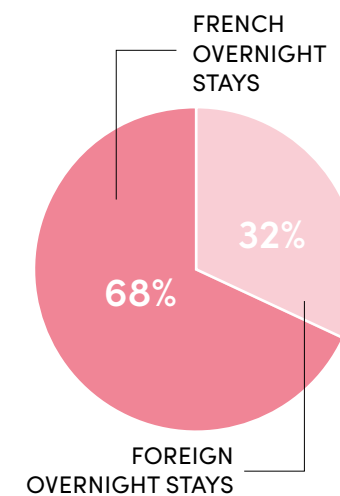
16.2 M

TOURIST OVERNIGHT STAYS IN MARSEILLE IN 2023

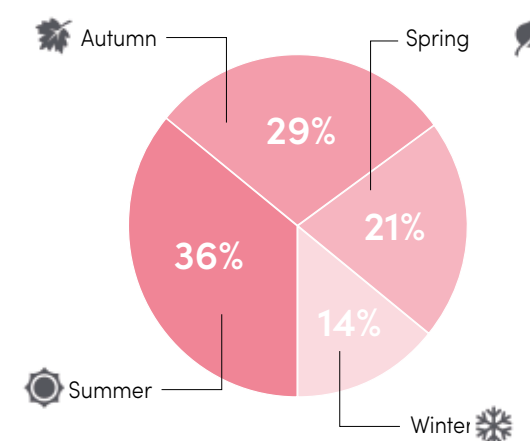
Distribution of **tourist overnight stays in Marseille** in 2023



Source: Flux Vision Tourisme – Orange Business / Provence Tourisme / Marseille Tourist Office and Convention Bureau



Seasonal distribution of overnight stays in 2023



FRENCH CLIENTELES



DISTRIBUTION AND WEIGHT OF MAIN TOURIST CLIENTELES FROM MAINLAND FRANCE IN 2023

		PERCENTAGE SHARE OF THE FRENCH CLIENTELE	VOLUME OF TOURIST OVERNIGHT STAYS IN 2023	EVOLUTION COMPARED TO 2022
1	PROVENCE-ALPES-CÔTE D'AZUR	43%	5 MILLION	-11%
2	ÎLE-DE-FRANCE	21%	2.7 MILLION	-2%
3	AUVERGNE-RHÔNE-ALPES	10%	1.3 MILLION	0%
4	OCCITANIE	7%	885,000	+1%
5	NOUVELLE AQUITAINE	3%	400,000	+2%
6	HAUTS-DE-FRANCE	3%	390,000	0%
7	OTHER REGIONS	13%	1.6 MILLION	0%

SHARE OF DEPARTMENTAL (PACA) TOURIST OVERNIGHT STAYS IN 2023

DEPARTMENT	SHARE OF REGIONAL OVERNIGHT STAYS	EVOLUTION COMPARED TO 2022
BOUCHES-DU-RHÔNE	77%	-13%
VAR	9%	-2%
ALPES-MARITIMES	5%	-3%
VAUCLUSE	5%	-5%
ALPES DE HAUTES-PROVENCE	3%	-1%
HAUTES-ALPES	2%	-5%



Family in Le Panier

FOREIGN CLIENTELES

DISTRIBUTION AND WEIGHT OF MAIN FOREIGN TOURIST CLIENTELES IN 2023:

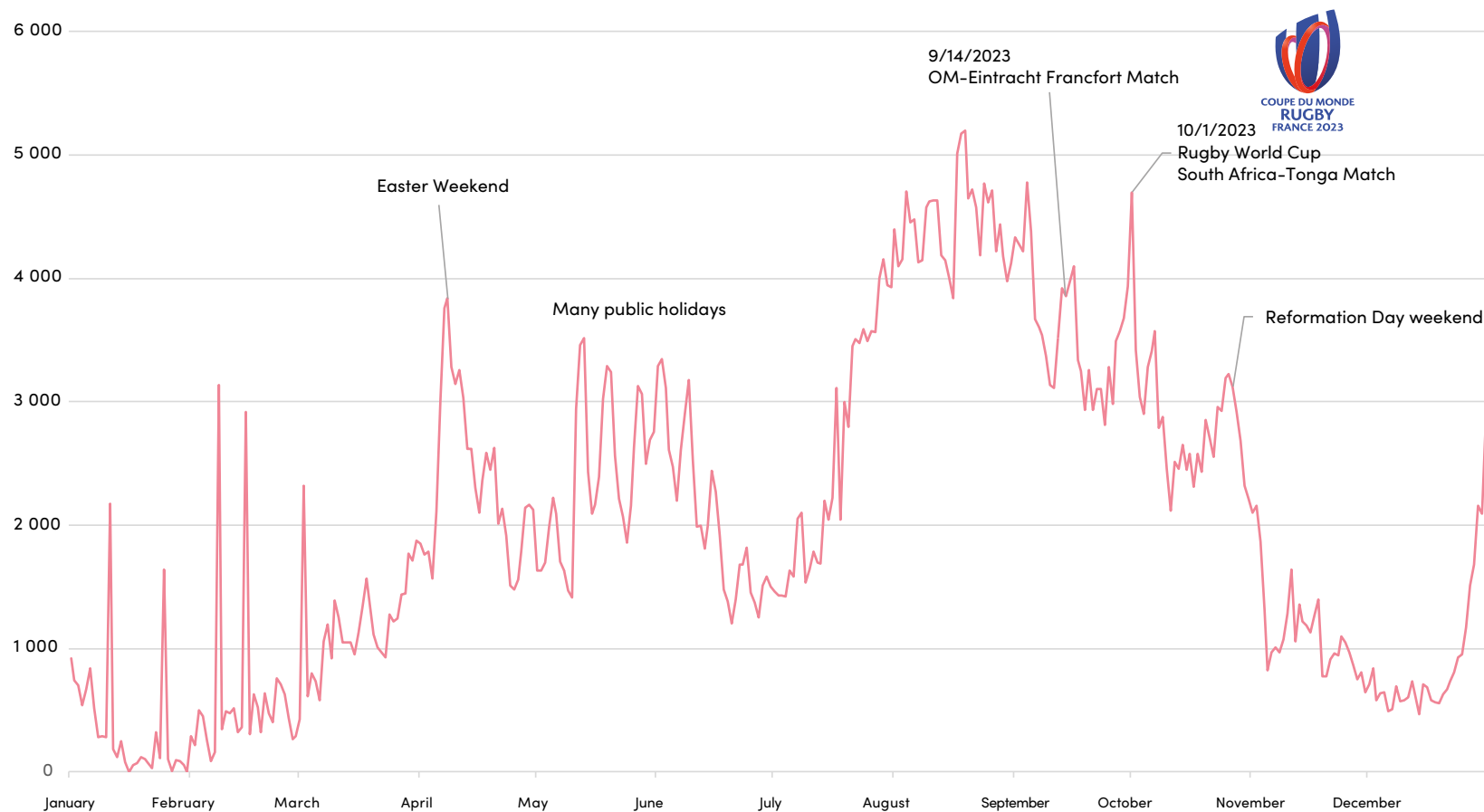


Panorama of La Major

Source: Flux Vision Tourisme – Orange Business / Provence Tourisme / Marseille Tourist Office and Convention Bureau

GERMANY

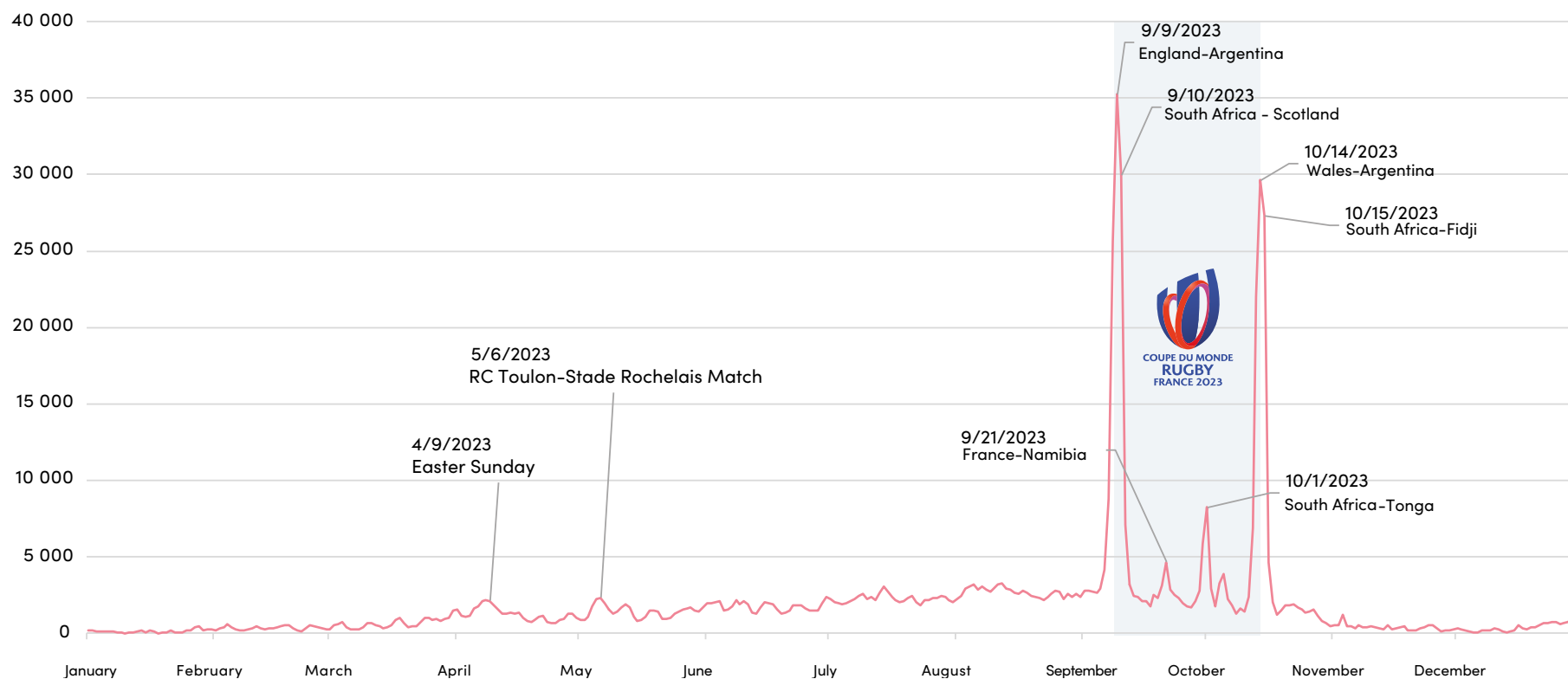
747k

OVERNIGHT STAYS +4%
COMPARED TO 2022Seasonality of **German-tourist overnight stays** in Marseille in 2023

Source: Flux Vision Tourisme – Orange Business / Provence Tourisme / Marseille Tourist Office and Convention Bureau

UNITED KINGDOM

658k

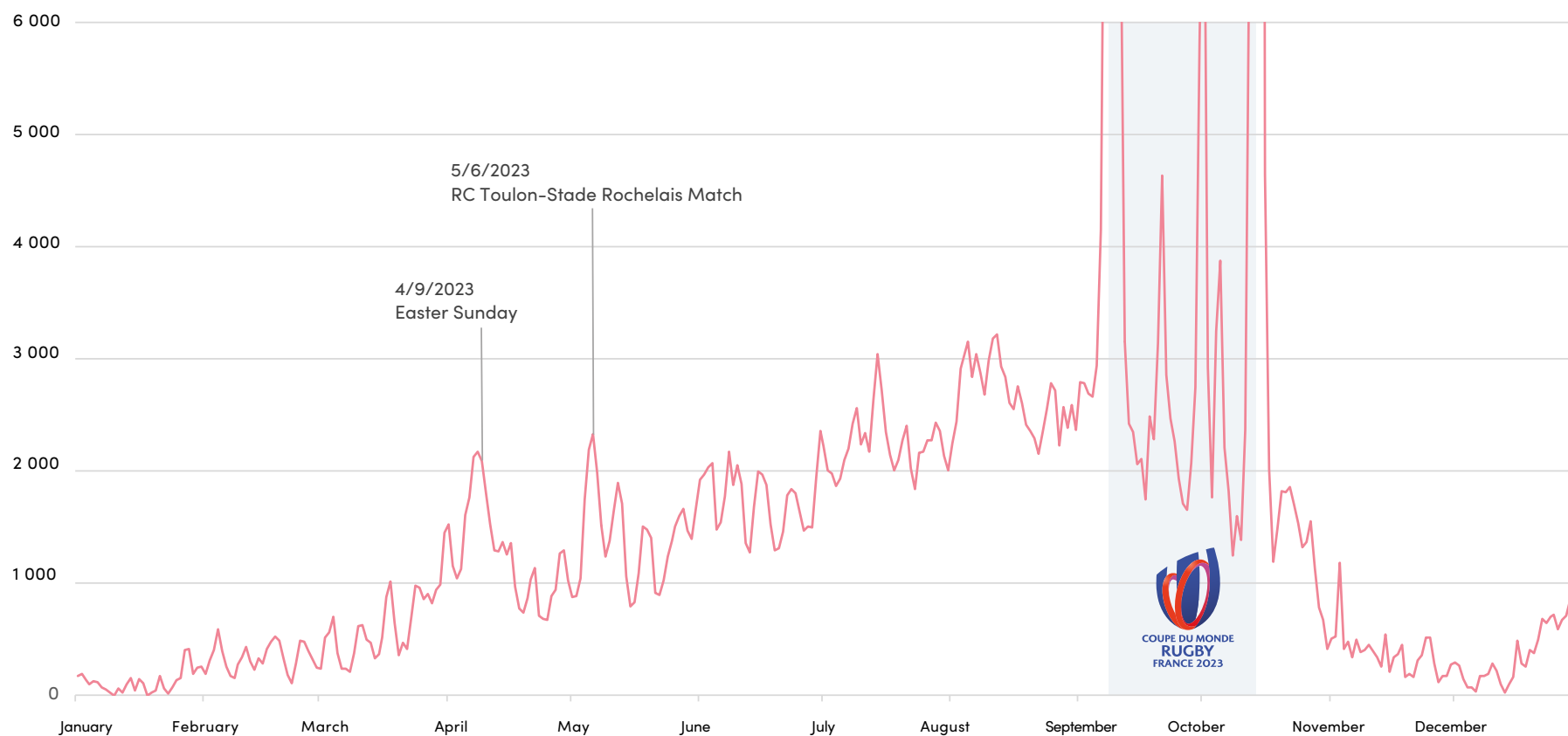
OVERNIGHT STAYS +53%
COMPARED TO 2022Seasonality of **British-tourist overnight stays** in Marseille in 2023

Source: Flux Vision Tourisme – Orange Business / Provence Tourisme / Marseille Tourist Office and Convention Bureau

UNITED KINGDOM



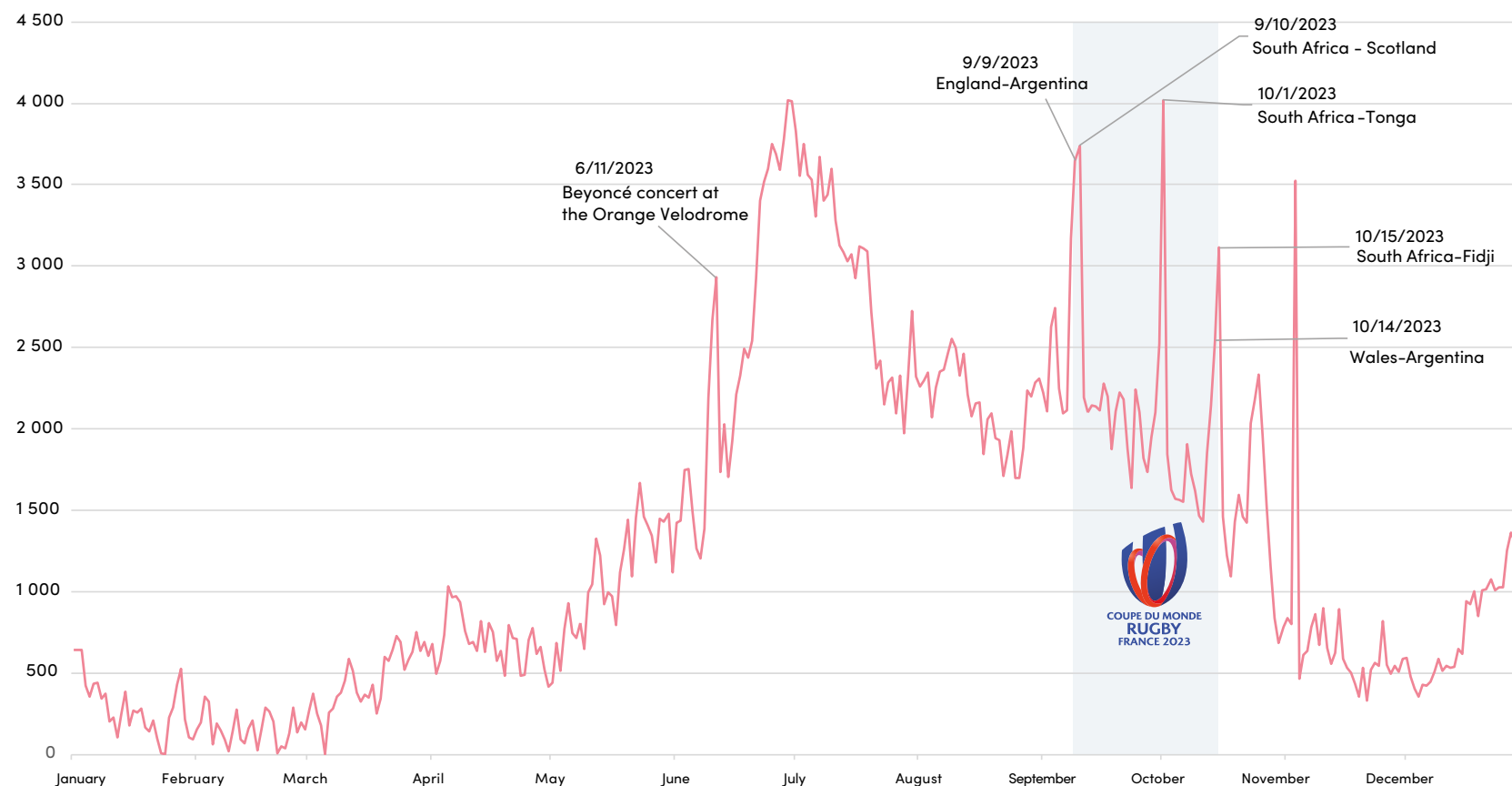
Seasonality of **British-tourist overnight stays** in Marseille in 2023 (clipped curve)



Source: Flux Vision Tourisme – Orange Business / Provence Tourisme / Marseille Tourist Office and Convention Bureau

UNITED STATES

483k

OVERNIGHT STAYS +5%
COMPARED TO 2022Seasonality of **American-tourist overnight stays** in Marseille in 2023

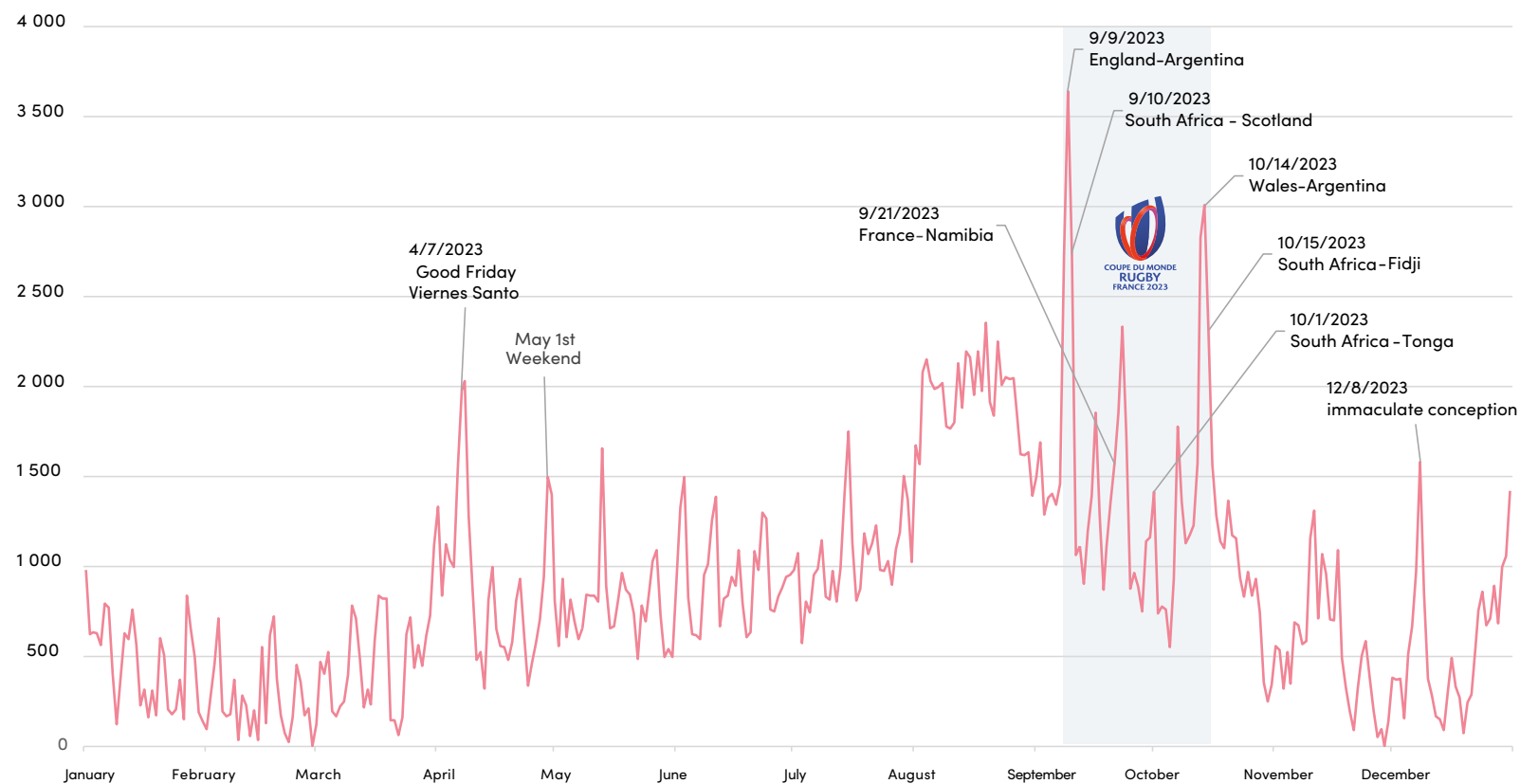
Source: Flux Vision Tourisme – Orange Business / Provence Tourisme / Marseille Tourist Office and Convention Bureau

SPAIN

322k

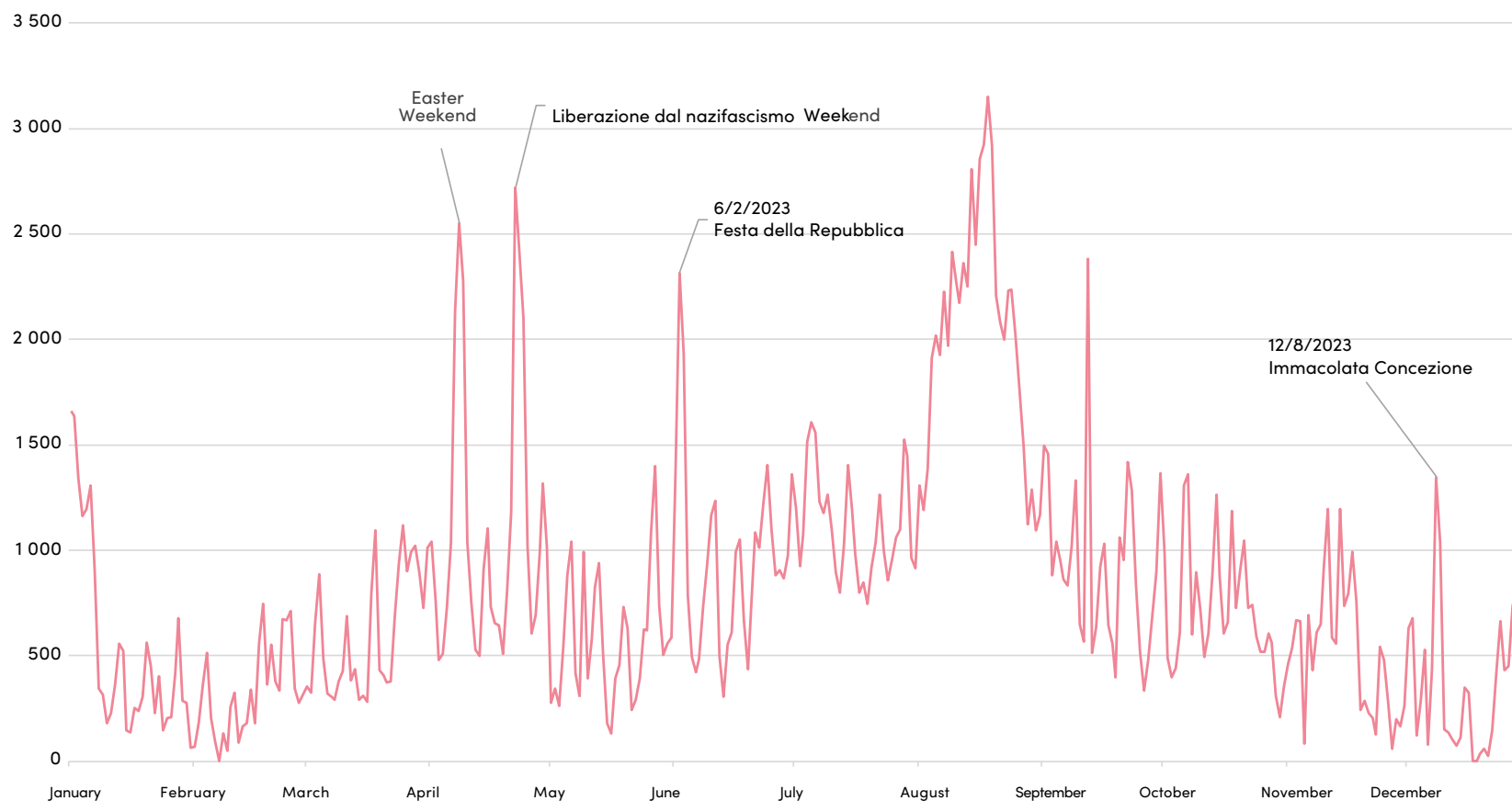
OVERNIGHT STAYS +8%
COMPARED TO 2022

Seasonality of Spanish-tourist overnight stays in Marseille in 2023



Source: Flux Vision Tourisme – Orange Business / Provence Tourisme / Marseille Tourist Office and Convention Bureau

303k

**OVERNIGHT STAYS -2%
COMPARED TO 2022**Seasonality of **Italian-tourist overnight stays** in Marseille in 2023

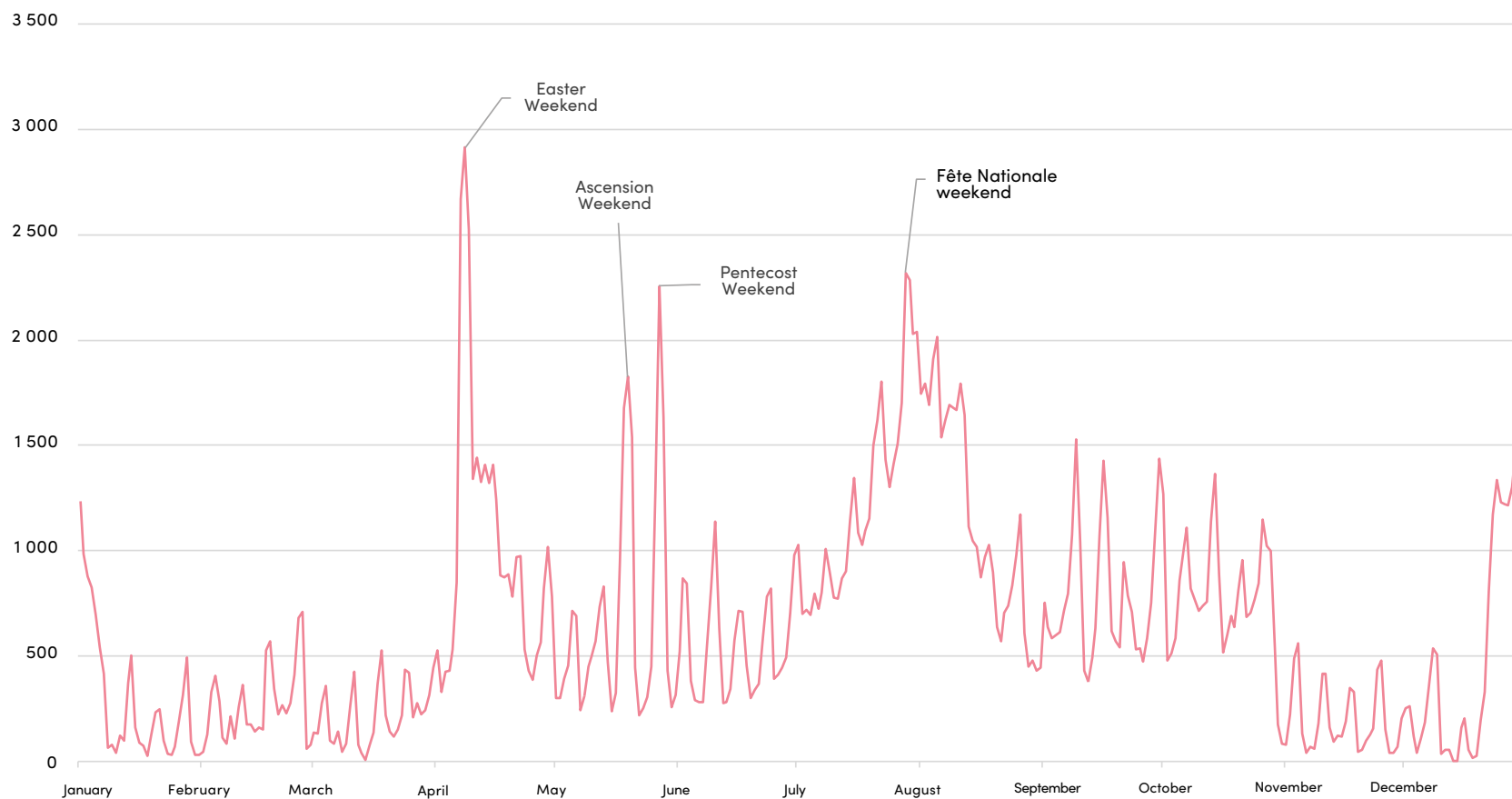
Source: Flux Vision Tourisme – Orange Business / Provence Tourisme / Marseille Tourist Office and Convention Bureau

SWITZERLAND

237k

OVERNIGHT STAYS +2%
COMPARED TO 2022

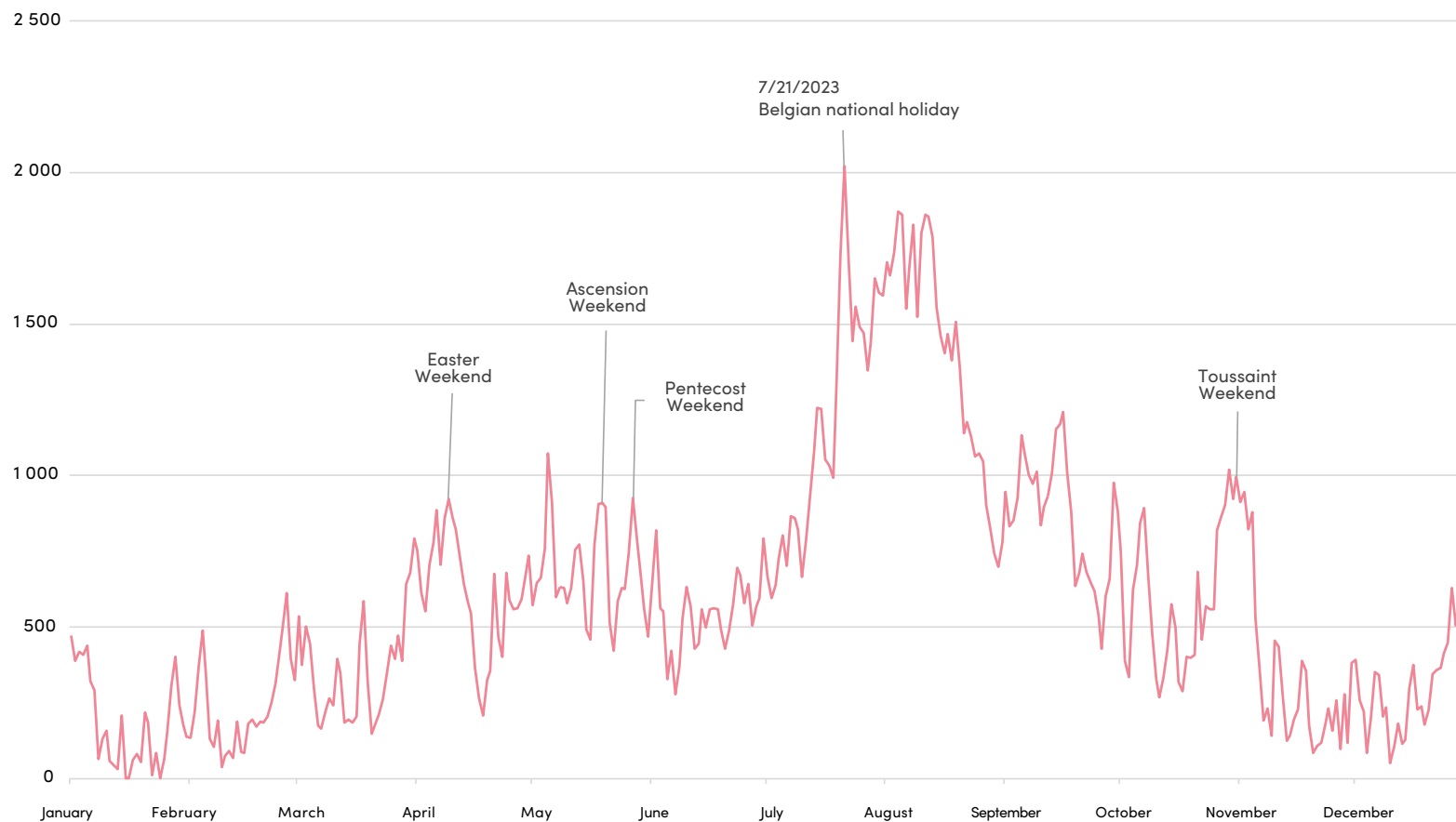
Seasonality of Swiss-tourist overnight stays in Marseille in 2023



Source: Flux Vision Tourisme – Orange Business / Provence Tourisme / Marseille Tourist Office and Convention Bureau

BELGIUM

223k

**OVERNIGHT STAYS +6%
COMPARED TO 2022**Seasonality of **Belgian-tourist overnight stays** in Marseille in 2023

Source: Flux Vision Tourisme – Orange Business / Provence Tourisme / Marseille Tourist Office and Convention Bureau

TOURIST OFFICE RECEPTION

The Marseille Tourist Office and Convention Bureau welcomes tourists and residents 363 days a year at 11, La Canebière. Its **15** tourist **advisors** offer information to visitors from all over the world, with **8 languages** spoken fluently (French, English, Italian, Spanish, German, Portuguese, Chinese and French Sign Language).

TYPOLOGY OF TOURISTS WELCOMED WITHIN THE CANEBIÈRE OFFICES:

191,059 VISITED THE MARSEILLE TOURIST OFFICE AND CONVENTION BUREAU IN 2023

Of which, **69,240** people were offered information, -26% compared to 2022, a decrease mainly linked to the dispersion of information points with the "Hors-les-Murs" external programme.

34,056 people informed via the "**Hors-les-Murs**" programme, of which:

7,000 during holiday weekends from 29/04 to 29/05

9,228 in July and **17,828** in August



Marseille Tourist Office

The "Hors-les-Murs" external information-point programme

Implemented in 2020, this programme extends throughout the summer season, from April to mid-October. A total of 50 seasonal workers are distributed across Marseille (including the Les Calanques National Park) to better guide and advise visitors and locals.

To note in 2023:




Very high pre-season visitor numbers, just like in 2022, over spring long weekends.

After a disrupted start in July, mainly as a result of events that affected Marseille and all large French cities, there was a resurgence in visitor numbers in August.

The main peaks in visitor numbers were experienced in the city centre and on the Frioul Archipelago.

TOURIST OFFICE RECEPTION

TOP 5 FOREIGN TOURISTS WELCOMED

1	2	3	4	5
Spain	Italy	Germany	United Kingdom	United States
				

TOP 5 REGIONS OF ORIGIN FOR FRENCH TOURISTS WELCOMED

1	2	3	4	5
Provence-Alpes-Côte d'Azur	Ile-de-France	Auvergne Rhône Alpes	Occitanie	Nouvelle Aquitaine
				

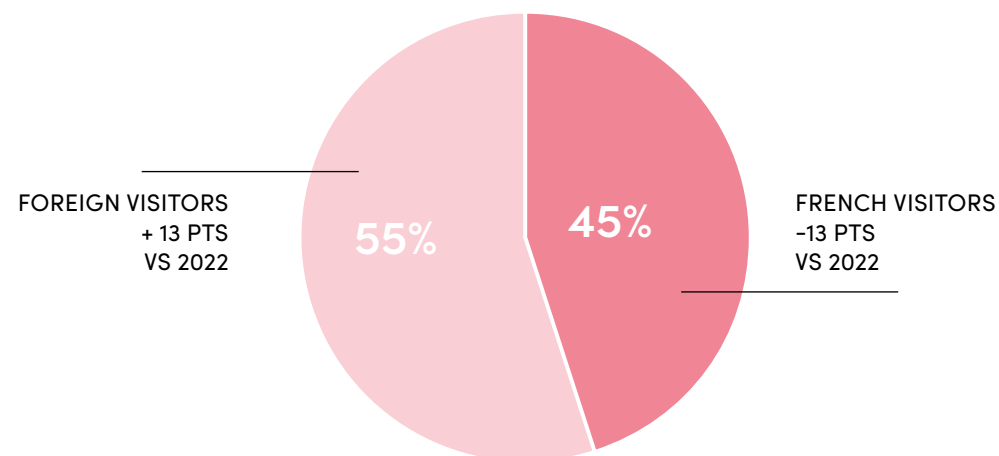


Seasonal workers



Seasonal workers

Seasonal distribution of overnight stays in 2023

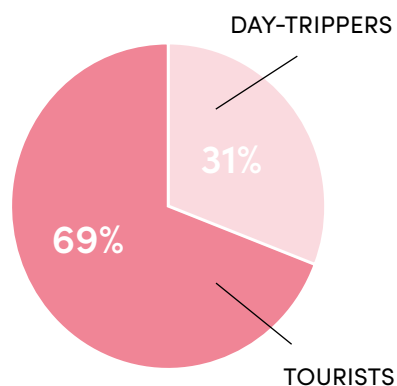


FOCUS ON 2023 SUMMER VISITORS

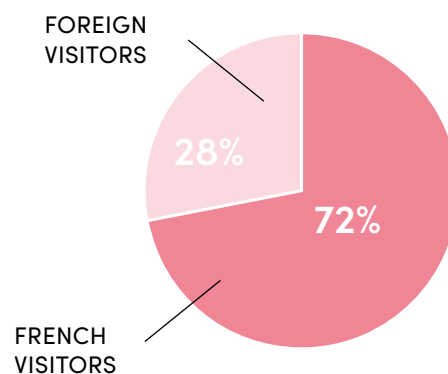
Between 17 July and 13 August 2023, and in collaboration with the IFOP survey institute, 1,050 visitors distributed over 10 sites were surveyed on their visit to Marseille.

TYPOLOGY OF TOURISTS INTERVIEWED DURING THE SURVEY

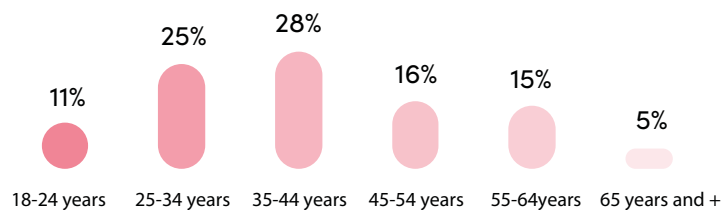
Type of visitors



Main country of residence



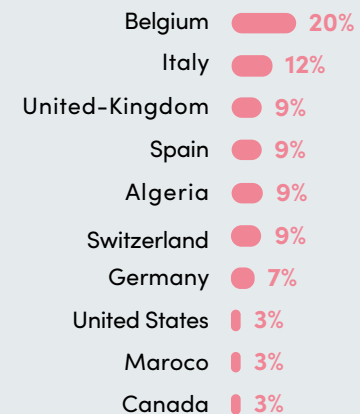
Age



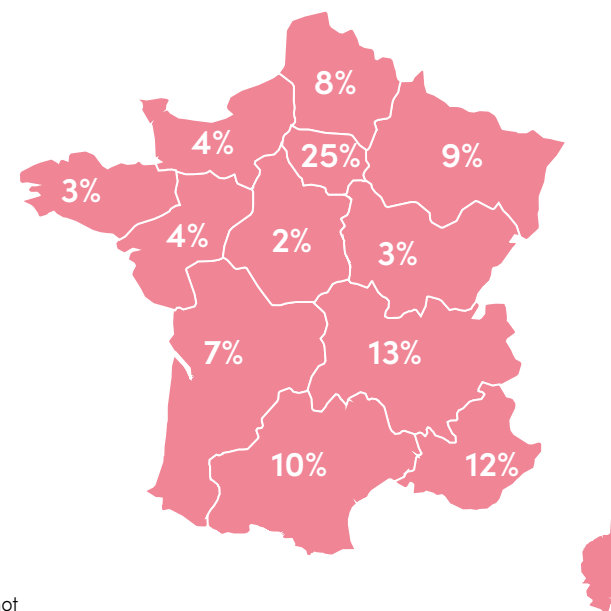
Professions



TOP 10 COUNTRIES OF ORIGIN OF FOREIGN VISITORS TO MARSEILLE



REGIONS OF ORIGIN OF FRENCH VISITORS



***Day-tripper:** A visitor present for the day without overnight stay and who does not reside in the city of Marseille. **Tourist:** A visitor who does not reside in the city of Marseille and who spends at least 1 night in Marseille for a tourist stay.

FOCUS ON 2023 SUMMER VISITORS

49% first-time visitors

90% of visitors are accompanied during their visit to Marseille, of which 28% with children

2.4 companions on average

71% of visitors come for leisure reasons

9 days is the average stay duration in Marseille over summer

OVERALL VISITOR SATISFACTION

8/10

**THE AVERAGE RATING GIVEN
BY VISITORS
FOR THEIR STAY**

Geographic and cultural attractions are the main assets cited by respondents.

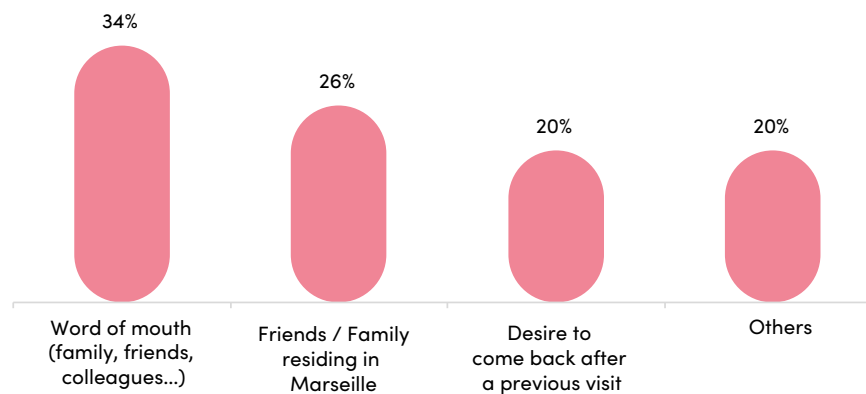
97% of visitors are willing to speak positively about Marseille as a tourist destination and **94%** intend to come back.

The main themes that emerge when asked to summarise Marseille in a word are:

- 1** Les Calanques,
- 2** the sun/good weather,
- 3** the city's beauty.

Across their visit as a whole, it is **the friendliness and hospitality** of the people of Marseille that stand out as the main positive aspects.

Event triggering desire to visit Marseille



Girls looking out to Le Pharo from Fort Saint Jean

ACTIVITIES



ACTIVITIES

MUSEUMS, SITES AND EXHIBITIONS

VISITOR NUMBERS TO PERMANENT AND TEMPORARY EXHIBITIONS IN 2022 AND 2023:

+18% | **COMPARED TO 2022**

MUSEUM	2022	2023
MUCEM	423,927	446,614
LA VIEILLE CHARITE CENTRE	151, 656	221, 911
MUSEUM OF NATURAL HISTORY (PALAIS LONGCHAMP)	127, 458	148, 804
CHÂTEAU D'IF	101, 194	107, 323
MUSEUM OF FINE ARTS (PALAIS LONGCHAMP)	64, 637	78, 962
MAC MUSEUM OF CONTEMPORARY ART	2, 787	75, 262
REGARDS DE PROVENCE MUSEUM	35, 706	35, 015
CANTINI MUSEUM	39, 383	27, 991
BORELY – MUSEUM OF EARTHENWARE, DECORATIVE ARTS AND FASHION	30, 267	25, 306
DEPORTATIONS MEMORIAL	20, 766	21, 996
LE PREAU DES ACCOULES	19, 889	20, 852
GROBET-LABADIE MUSEUM	4, 968	3, 263
ROMAN DOCKS MUSEUM	7, 556	1, 343

Sources: City of Marseille – MUCEM – Château d'If – Regards de Provence Museum

MAJOR VENUES

VENUES	NUMBER OF SPECTATORS	
	2019	2023
LE SILO	131,487	145,437
PALAIS OMNISPORT MARSEILLE GRAND EST	289,706	324,490
LE DÔME	178,490	113,072
VÉLODROME STADIUM	1,125,784	4,201,449

After 2022, a year still impacted by the COVID-19 epidemic, 2023 saw record visitor numbers to events, exceeding 2019 numbers.

ORANGE VÉLODROME

has, in particular, enjoyed intense activity with several large events:

25 OM MATCHES WITH A TOTAL OF

1,561,554 spectators, giving an average of **62,463** spectators per match

6 MATCHES DURING THE 2023 RUGBY WORLD CUP AND TWO TOP 14 MATCHES, WITH A TOTAL OF

462,691 spectators for 8 matches, giving an average of **57,837** spectators per match

4 CONCERTS WITH A TOTAL OF

215,204 spectators, giving an average of **53,801** concert spectators for the year 2023

- 11 June 2023 BEYONCE **56,342** spectators
- 08 July 2023 MYLÈNE FARMER **48,922** spectators
- 15 July 2023 MUSE **50,605** spectators
- 22 July 2023 SCH **59,335** spectators

POPE'S MASS

60,000 spectators

+4.2 M

SPECTATORS AT
THE VÉLODROME
STADIUM IN 2023



THE KEY EVENTS OF 2023

MARSEILLE-CASSIS RACE

20,000 participants

98TH INTERNATIONAL FAIR OF MARSEILLE

300,000 participants

OPEN 13 TOURNAMENT 2023

17,000 participants

JAZZ CONTINENT FESTIVAL

29,805 participants

MARSATAC FESTIVAL

43,000 participants

DELTA FESTIVAL

150,000 participants

EUROPEAN HERITAGE DAYS

100,000 participants

POPE'S VISIT

Marseille welcomed Pope Francis from 22 to 23 September during a historic visit as part of the "Rencontres Méditerranéennes".

The Pope came to meet the population on board his Popemobile, on Avenue du Prado on Saturday 23 September, before hosting a large mass at the Vélodrome stadium before nearly **60,000** followers.

Source: IFOP/OTLCM survey "Study of the impact of the Rugby World Cup in Marseille"

Source: CRT Région Sud – Provence Tourisme "2023 Rugby World Cup in Marseille" / French and international tourists and day-trippers watched the match nights from around the stadium



Rugby World Cup with supporters

RUGBY WORLD CUP

From 8 September to 28 October 2023, Marseille was launched onto the international stage as it welcomed six matches of the prestigious 2023 Rugby World Cup in France. This distinction, repeating its role as host following the 2007 cup, underlines Marseille's importance in the sporting world.

The Rugby World Cup in a few figures*:

- **460,000** supporters*
- **80%** men
- **1/3** of visitors were aged under 35
- **54%** were foreigners, of which **64%** came from the United Kingdom
- **53%** of visitors were coming for the first time
- The tourists stayed in Marseille for an average of 4 days
- **76%** of visitors intended to return to Marseille following their stay/visit

CUISINE



NUMBER OF MICHELIN-STARRED RESTAURANTS:

6 MICHELIN-STARRED RESTAURANTS IN MARSEILLE:

4 1-star restaurants

2 3-star restaurants



NUMBER OF ÉCOTABLE RESTAURANTS

44 candidates

21 LABELLED RESTAURANTS/13 in the process of obtaining the label

Managed by the Marseille Tourist Office and Convention Bureau with the support of the PACA region, the Ecotable programme is intended to encourage, support and unite restaurateurs in a transition towards sustainable cooking.

This programme aims to welcome up to 60 Marseille establishments and will be in operation until December 2026.



Bouillabaisse, Miramar



THE TOURIST OFFICE'S ACTIVITIES



MARSEILLE EXPÉRIENCE

MarseilleExperience.com, the leading platform for the purchase of leisure activities for individuals, was created in 2021 and represents:

- Around **50** member service providers in Marseille and the surrounding area
- **150** activity offers online: Guided tours, CityPass, hikes, treasure hunts, escape games, boat outings, bike discoveries via bike, tuk-tuk, side-car or paddleboard, excursions in Provence, exhibitions and more.

Of which **68** are "low-carbon" offers

829,023 visits in total across 2023

Average of **80K** visits/month in the high season.

Average of **30K** visits/month in the low season.



CITY PASS

The CityPass brings together tourist and cultural offers (public transport, tourist buses and trackless trains, museums, culture and leisure) and allows visitors to enjoy all-inclusive packages for 24, 48 or 72 hours.

2023: **18,860** CityPasses sold

2022: **19,203** CityPasses sold

150

ONLINE
ACTIVITY OFFERS



GUIDED TOURS

TOP 5 PUBLIC TOURS

- 1** TOUR OF LE PANIER
- 2** MALMOUSQUE
- 3** GRAFFITI AND STREET ART
- 4** VIEUX-PORT SOUTH BANK
- 5** EN ROUTE TOWARDS THE MUCEM

FOCUS ON SUMMER 2023 VISITORS

Between 17 July and 13 August 2023, and in collaboration with the IFOP survey institute, 1,050 visitors distributed over 10 sites were surveyed on their visit to Marseille.

In this survey, visitors declared that guided tours and the trackless train/tourist bus were the two most highly appreciated activities by visitors.



Escale Borély by night

FAVOURITE ACTIVITIES IN MARSEILLE

		TOURISTS	DAY-TRIPPERS	FRENCH	FOREIGNERS
		717	329	752	295
Guided tours	30%	36%	17%	30%	29%
Small train and tourist bus	18%	13%	28%	18%	17%
Electric bike or scooter rental	12%	16%	3%	13%	11%
OM Stadium Tour	9%	7% -	13%	7% -	13%
Museums and historical monuments	7%	8%	7%	9%	4%
Sea activities (kayaking, paddle, sailing...)	4%	4%	4%	5%	2%
Sports activities (hiking, climbing...)	3%	3%	2%	3%	2%
Visit Marseille's calanques	3%	3%	2%	3%	1%
Events (festivals, concerts, exhibitions...)	3%	2%	3%	2%	4%
Cuisine	0,20%	-	-	-	-
Cannot yet comment	12%	8% -	21% +	10% -	17% +

Thank you to our partners for sharing their data

Marseille Provence Airport
Greater Marseille Urban-Planning Agency (AGAM)
National-Monuments Centre
Cepac Silo
Marseille Jazz des Cinq Continents Festival
Marseille Fos Grand Port Maritime
Le Dôme
Aix-Marseille-Provence Metropolitan Area
Museum of European and Mediterranean Civilisations (MUCEM)
Regards de Provence Museum
Les Calanques National Park
SNCF
City of Marseille

And to the teams of the Marseille Tourist Office
and Convention Bureau



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