

# Presseevent

## Destinationen VAR



14. februar 2018

# Partnere



Maud Astesano Reboul



Tink Denis



Christine de la Forest

# Lufthavnen TOULON - HYÈRES



Maud Astesano Reboul



Aéroport  
**Toulon Hyères**

**Maud ASTESANO**  
Toulon Hyeres  
airport marketing manager



@ThomasPesque

# TOULON HYERES AIRPORT

A human size airport



**510k**

PASSENGERS



**10 000**

MOVEMENTS

**AIRFRANCE**

**VOLOTEA**

**TUI fly**

**transavia**

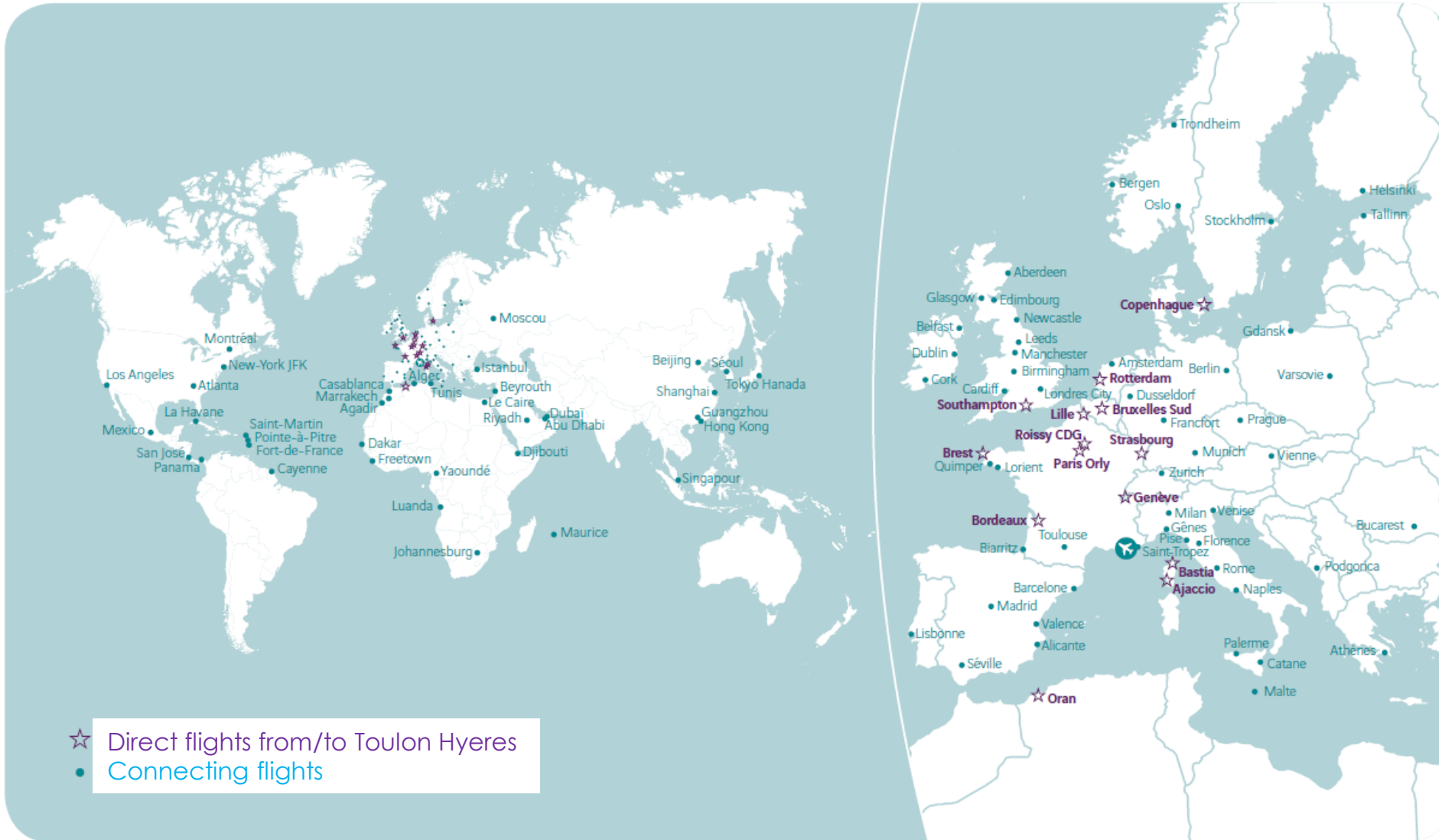


**15**

DIRECT ROUTES

# TOULON HYERES AIRPORT

More than 100 destinations



# COPENHAGUE

Direct flights with  Scandinavian Airlines

Up to **3 flights a week**,  
from **21 April to 20 October**  
**2018**,  
on **Mondays, Wednesdays,**  
and **Saturdays**



# STRATEGIC LOCATION

Closest stop to the world famous beaches



**BY HELICOPTER**

Porquerolles: 10min  
Saint-Tropez: 15min  
F1 circuit: 15min  
Cannes: 30min  
Nice: 35min



**BY CAR**

Porquerolles: 10min  
Saint-Tropez: 45min  
F1 circuit: 50min  
Cannes: 1h25  
Nice: 1h45



FORMULA 1 FRENCH GRAND PRIX



VINEYARDS / 2ND HOME



SAINT-TROPEZ



YACHT SHIPYARD



PORQUEROLLES ISLAND

Mappy.com



# STRATEGIC LOCATION

Porquerolles island at 15 min boarding



Best  
beautiful  
beach of  
Europe

**The Telegraph**

 **EUROPEAN BEST  
DESTINATIONS®**

**The New York Times**

# STRATEGIC LOCATION

Golf and Provençal gastronomy



**DOLCE**  
HOTELS AND RESORTS®  
FRÉGATE PROVENCE



Château de la Messardière  
Hôtel & Spa ★★★★★ Saint-Tropez  
PALACE



- ✓ 18 golf courses with **3 internationally well-known**
- ✓ The **finest tables** of the Var department

# STRATEGIC LOCATION

Saint-Tropez attractiveness

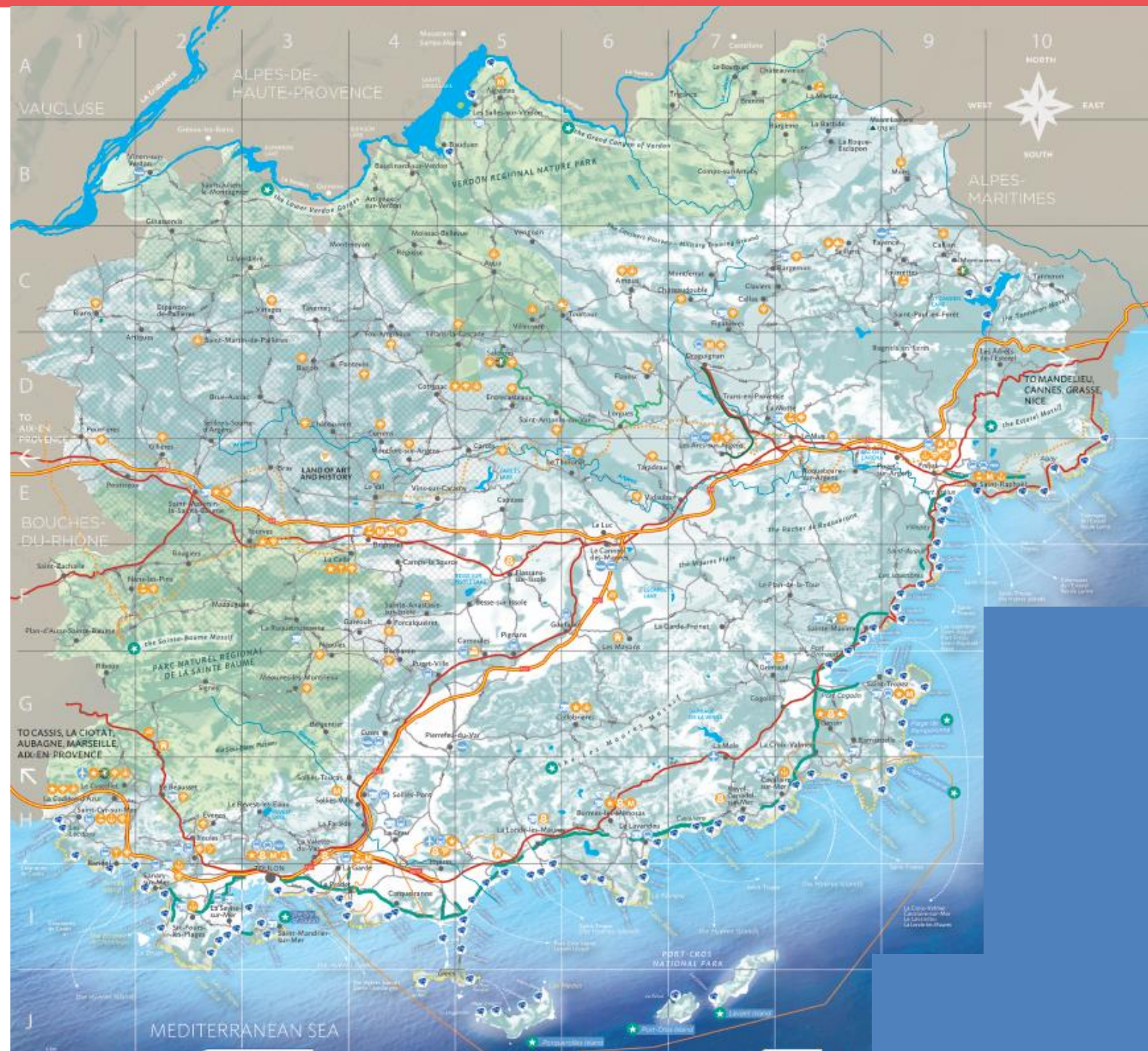
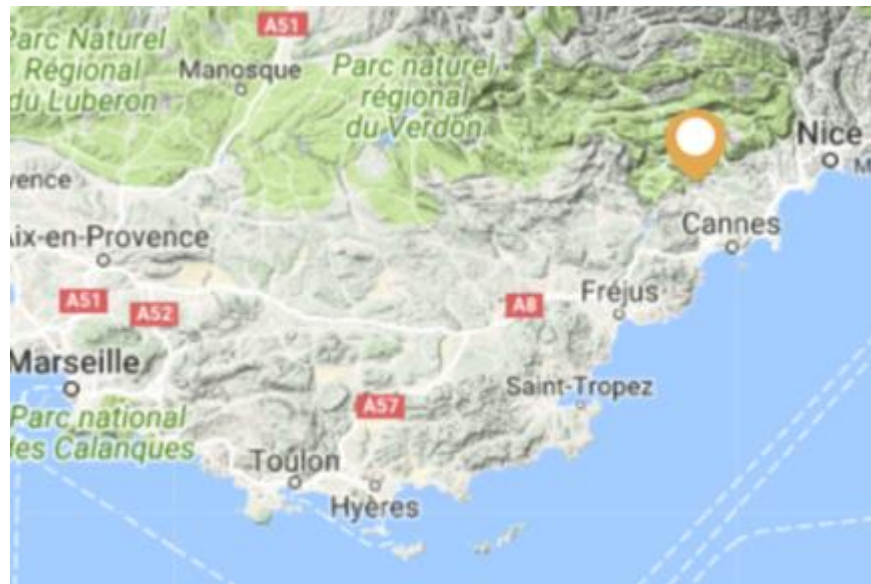
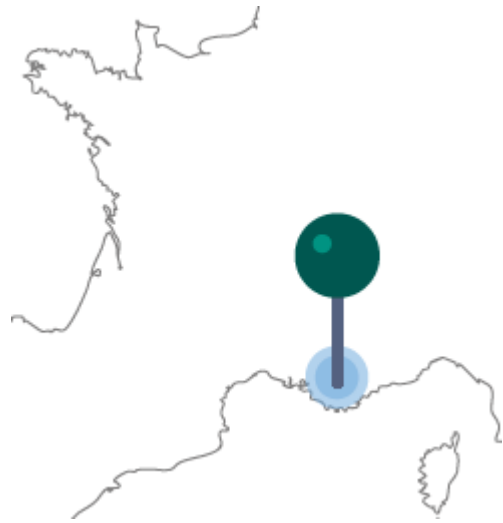


# Destinations VAR



Tink Denis





## Var key tourism figures:

- **8.25 million stays**
- **> 1.07 international stays**
- **> 63.6 million overnight stays**
- **> 45% overnight stays in commercial accommodation**
- **> Average holiday duration 8 days**



**Over 300 campsites :**  
the Var's leading commercial accommodation choice,

- **over 134,000 beds, i.e. 50% of commercial beds, making it one of the area's top tourist assets.**
- **This sector accounts for over a quarter of commercial overnight stays in the Var every year.**

**Over 500 hotels**

- **35,600 beds, i.e. 13% of commercial beds**
- **around 11.1% of commercial overnight stays in the Var every year.**

# THE BEST HOLIDAY DESTINATION

## The Garden of the Med...

...and the perfect union between **Provence** and the **Côte d'Azur**.

**With over 400 km of coastline** along the Mediterranean Sea, the Var is a terrain of contrasts, where islands, mountains, lakes, forests, and 400,000 hectares of oak and pine woodlands intermingle.

## A giant playground

with outdoor activities to satisfy everyone: hiking, diving, cycling, sledding, golfing, kayaking...



**A nautical destination** due to its exceptionally beautiful landscapes and seabeds.

## The coastline's most beautiful sites:

5 inhabited islands (Embiez, Bendor, Porquerolles, Port-Cros, and the Levant), beaches, and authentic rocky inlets known as calanques, the Toulon Harbour, the Giens Peninsula, and the red rocks of the Estérel Mountains.

**Exceptional-quality diving:** seafloor diversity, preservation of flora and fauna, world-renowned diving spots, crystal clear water and water/air temperatures that enable year-round diving.

**From the surface,** you can explore the richness of the underwater environment, the various ecosystems, and the Mediterranean Seawhile swimming with fins, snorkelling, discovering underwater trails...





**The Var has 230 beaches and coves on the shores of the “big blue”.**

But which beach should you choose? Small isolated coves or large family beaches, pebbles or white sand, grey sand or red pebbles...

Beaches with access for people with disabilities, water activities nearby, showers, shady beaches, beaches sheltered from the Mistral, nude beaches, unspoiled beaches... the Var has beaches for everyone.



## Over 50 harbours to accommodate you!

From small authentic fishing ports to large marinas accommodating sailboats and yachts, anything is possible. Marinas can be found in every coastal town. Most of them are lively places with a large number of shops, restaurants and bars, as well as sea-related events (jousts, feasts of Saint Peter, blessing fishing boats...).



**In April 2008, the Var founded a cruise club: “Le Var Provence Cruise Club”.** Resulting from a partnership between the Chamber of Commerce and Industry and the Var Departmental Council, this organization unites public and private tourism stakeholders who are involved in the cruise industry, including the **Var’s 12 harbours** that welcome cruise passengers. The agenda for the Toulon harbours (Toulon and the Seyne-sur-Mer) consisted of **135 stopovers by ships carrying up to 3,600 passengers.**

In total, the Var harbours hosted **some 400,000 passengers over the course of 300 stopovers** in 2016.



**Exceptional natural scenery with a multitude of activities to enjoy throughout the year.**

Sports enthusiasts and lovers of the outdoors—the Var will make your wishes come true. The department offers an incredible number of extraordinary outings on foot, by bicycle, or on horseback.

Whether you wish to begin or to perfect an activity, there is always a new experience to be had in the Var!



## Take a walk on the wild side

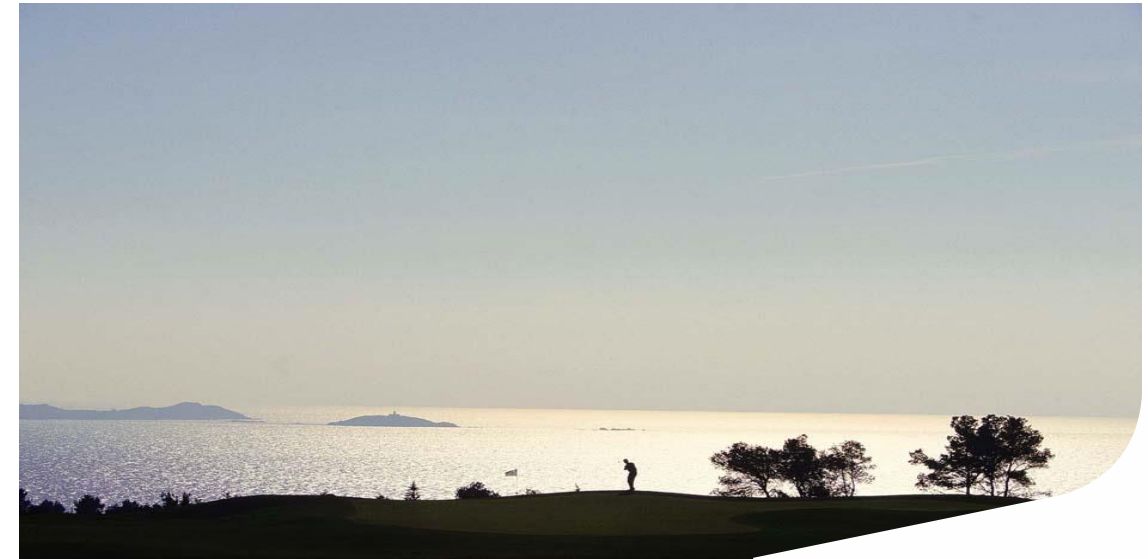
The Var's shores (continent and islands) are largely accessible thanks to the coastal footpath running along the water's edge, offering a treasure trove of unspoiled natural landscapes and beautiful views bathed in the scents of iodine and pine!



**The golf season in the Var lasts 365 days a year, and the region boasts 15 golf courses!**

The area benefits from a truly impressive choice of courses on all types of terrain, with layouts designed by such renowned international architects as Pete Dye & son, Dave Thomas, Donal Harradine, Trent Jones Sr and Michel Gayon, offering golfers infinite changes of scenery and exciting combinations:

**Golf & Spa, Golf & Wine, Golf & Lifestyle, etc.**



# THE MUST SEE

THE VERDON GRAND CANYON



© Var Tourisme / Wallis

THE THORONET ABBEY



THE BAY OF TOULON

# THE MUST SEE

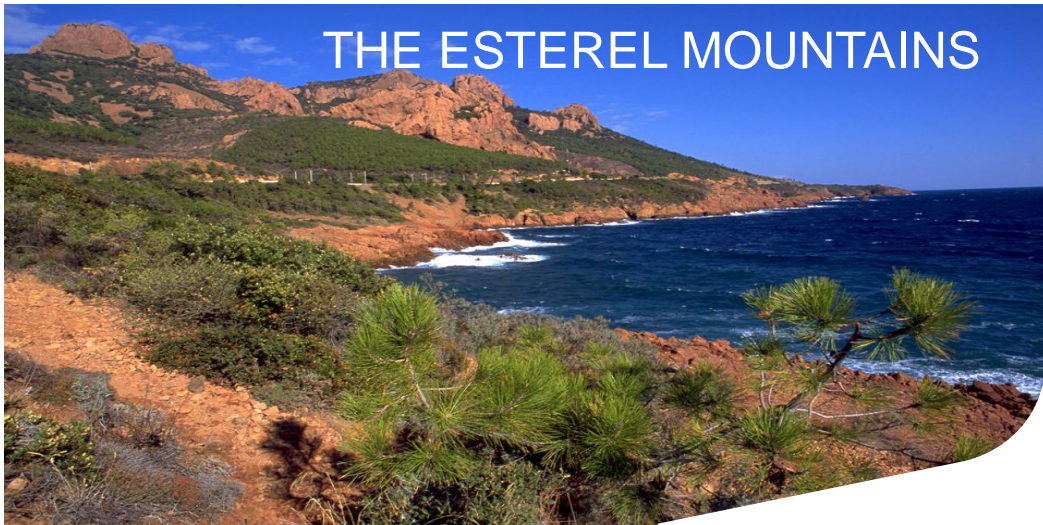
SAINT-TROPEZ AND ITS BAY



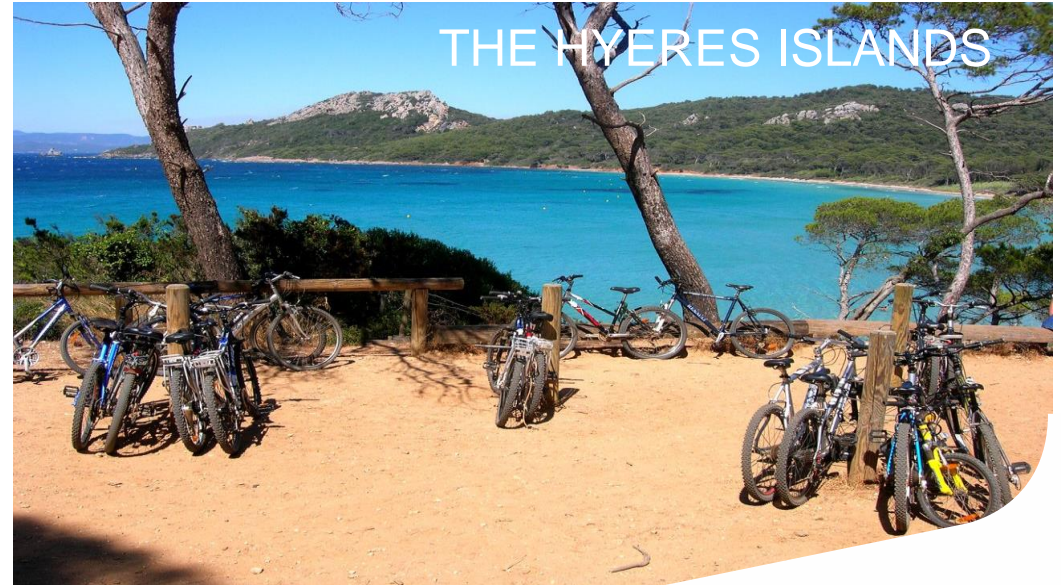
THE MAURES MOUNTAINS



THE ESTEREL MOUNTAINS



THE HYERES ISLANDS

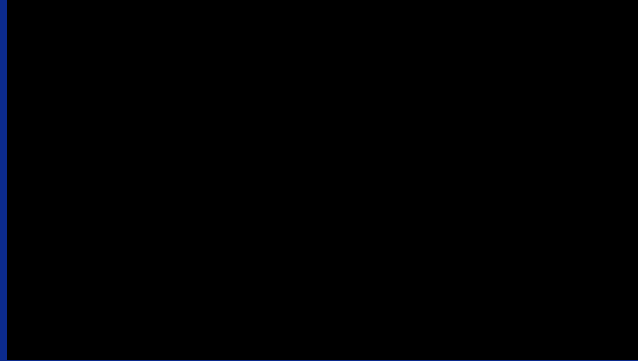




# HYÈRES les Palmiers



Christine de la Forest



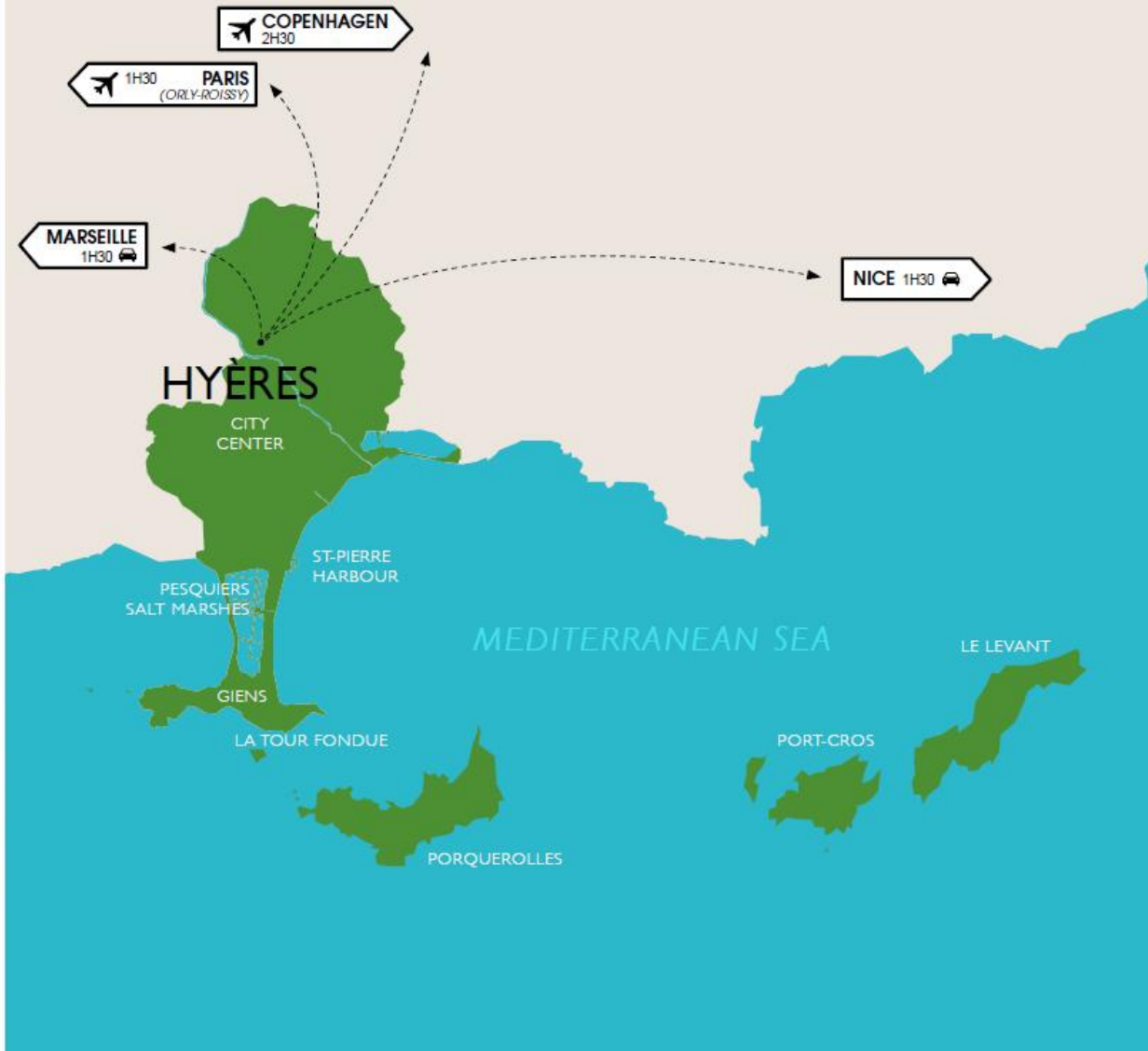


5 good reasons  
to come to HYERES...



# HYÈRES [jɛʁ]

PROVENCE



# TOULON PROVENCE MÉDITERRANÉE MÉTROPOLE



MEDITERRANEAN SEA





# 1. LOCATION

Extreme South of Provence

Hyères-les-Palmiers  
TOURIST OFFICE



# 1. LOCATION



AN ARCHIPELAGO : THE GOLDEN ISLES  
Porquerolles, Port-Cros, Le Levant



## 2.A MILD CLIMATE

300 days of sun per year



Hyères-les-Palmiers  
TOURIST OFFICE



## 2.A MILD CLIMATE

4 "Extraordinary Gardens"  
*(a French quality label)*

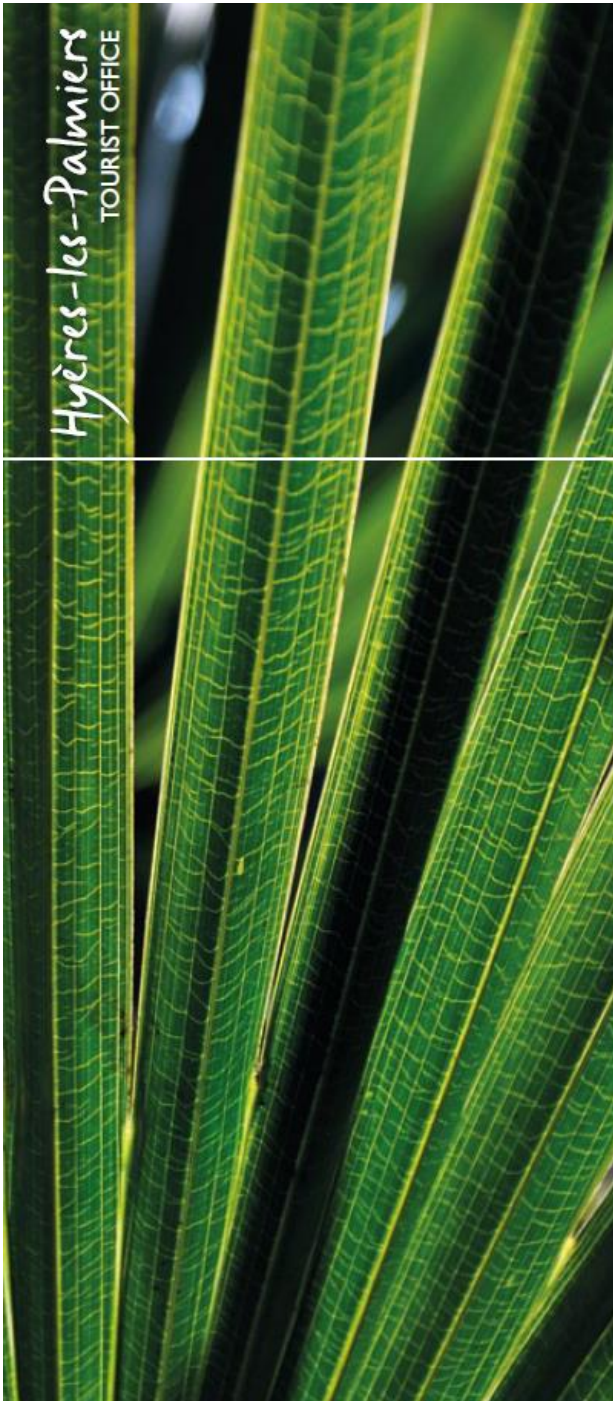




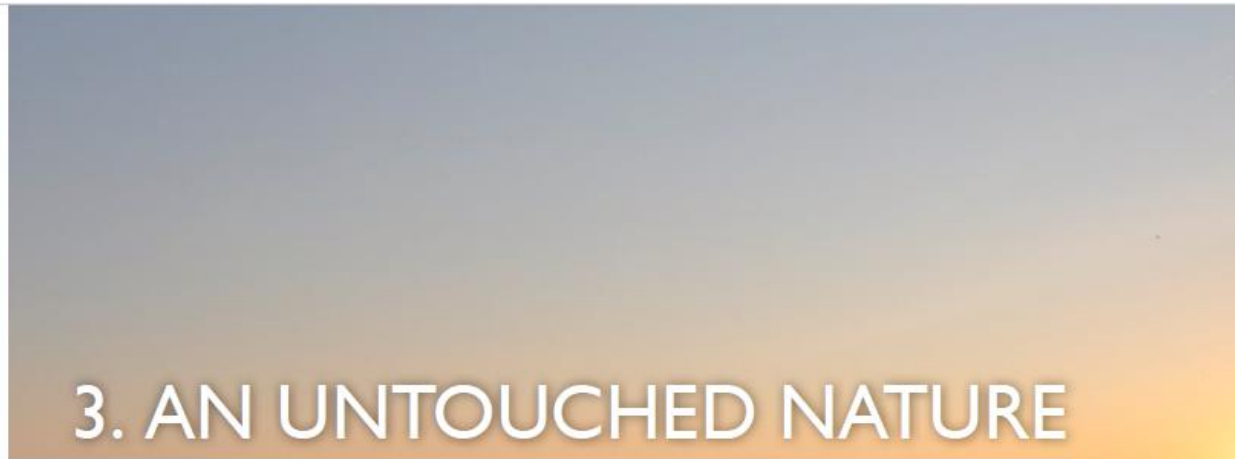
Hyères-les-Palmiers  
TOURIST OFFICE



2. A MILD CLIMATE

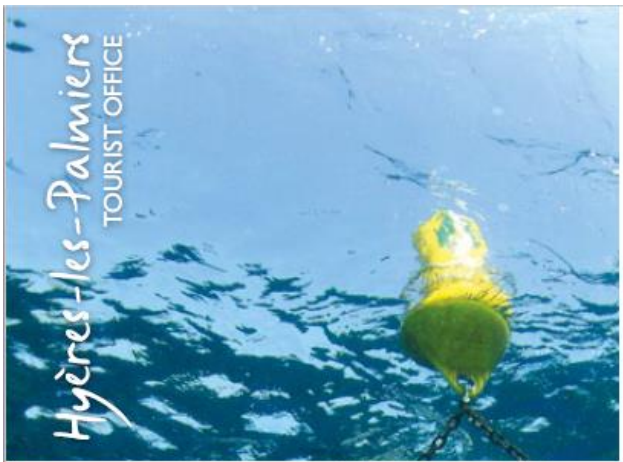


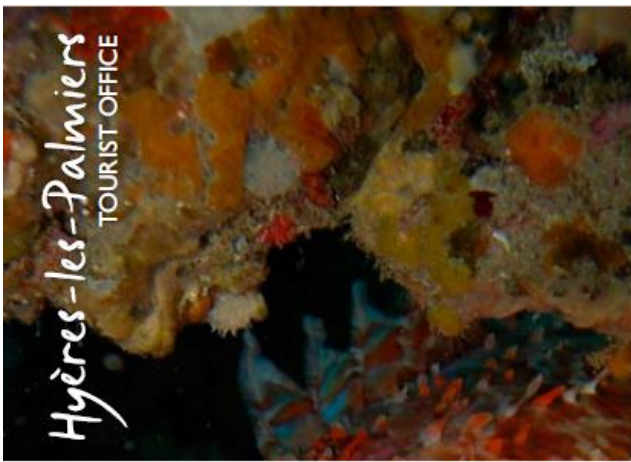
## 2.A MILD CLIMATE



### 3. AN UNTOUCHED NATURE







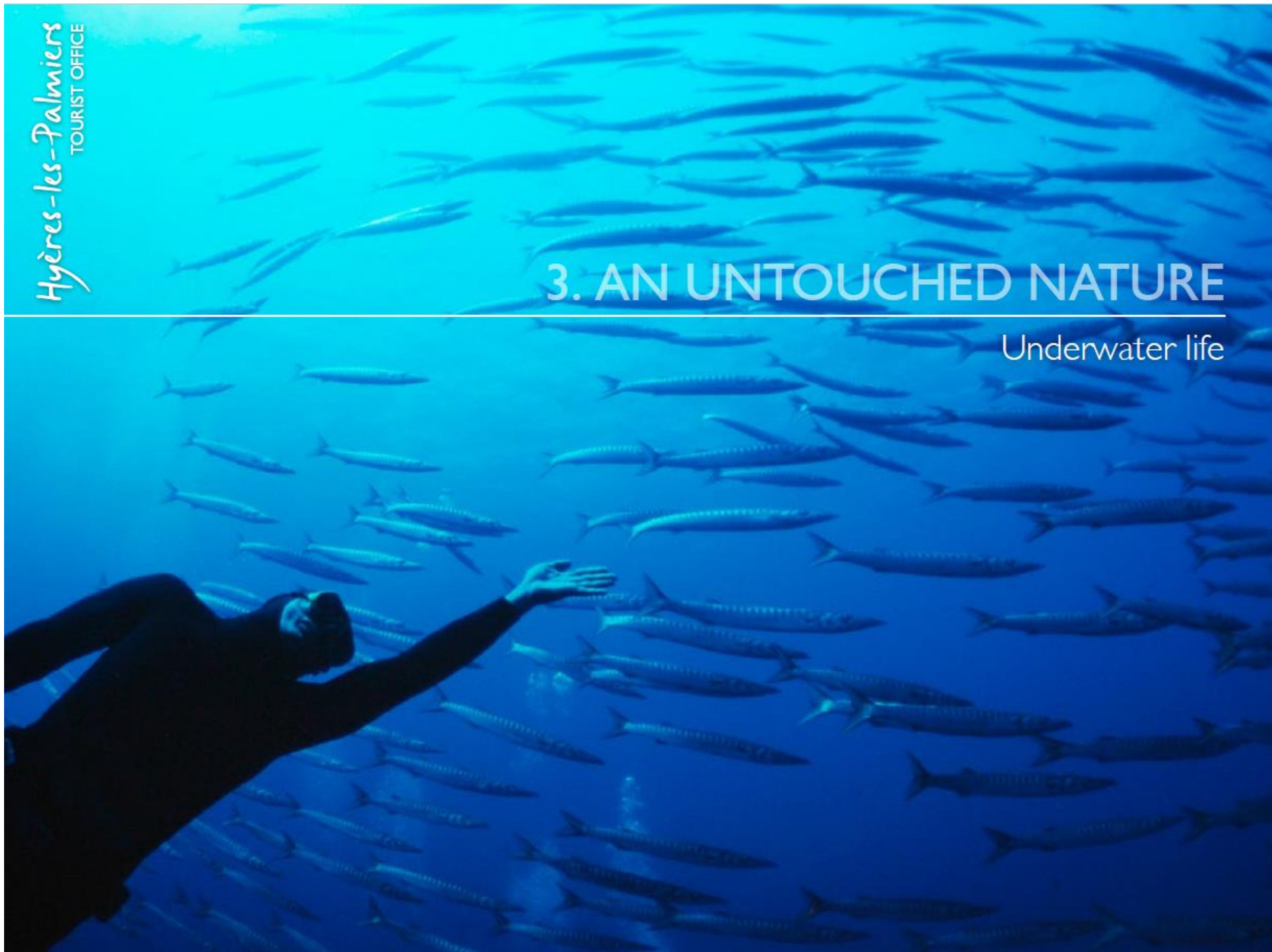
### 3. AN UNTOUCHED NATURE

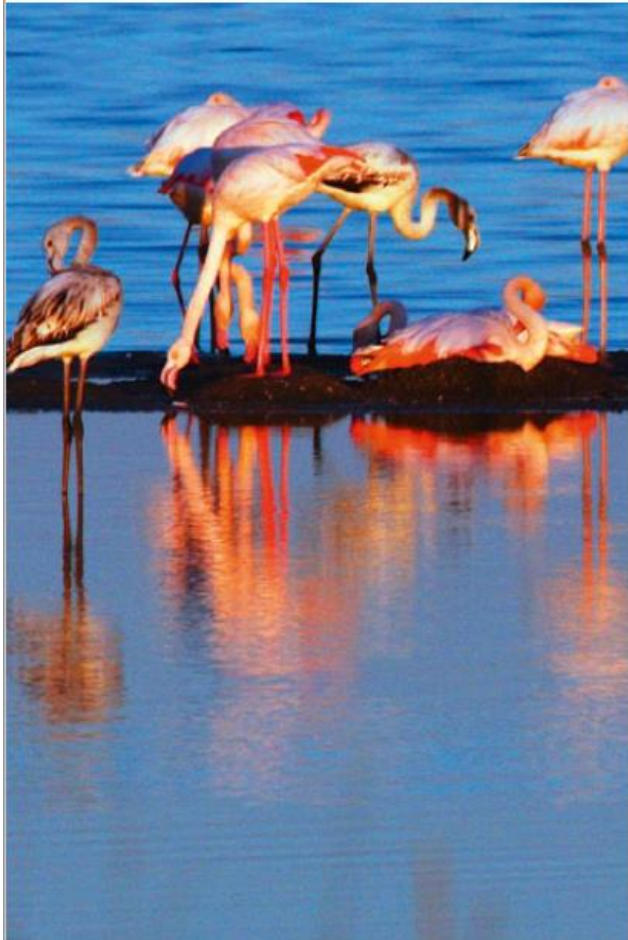


The Pelagos Sanctuary

### 3. AN UNTOUCHED NATURE

Underwater life





### 3. AN UNTOUCHED NATURE

Paradise of biodiversity

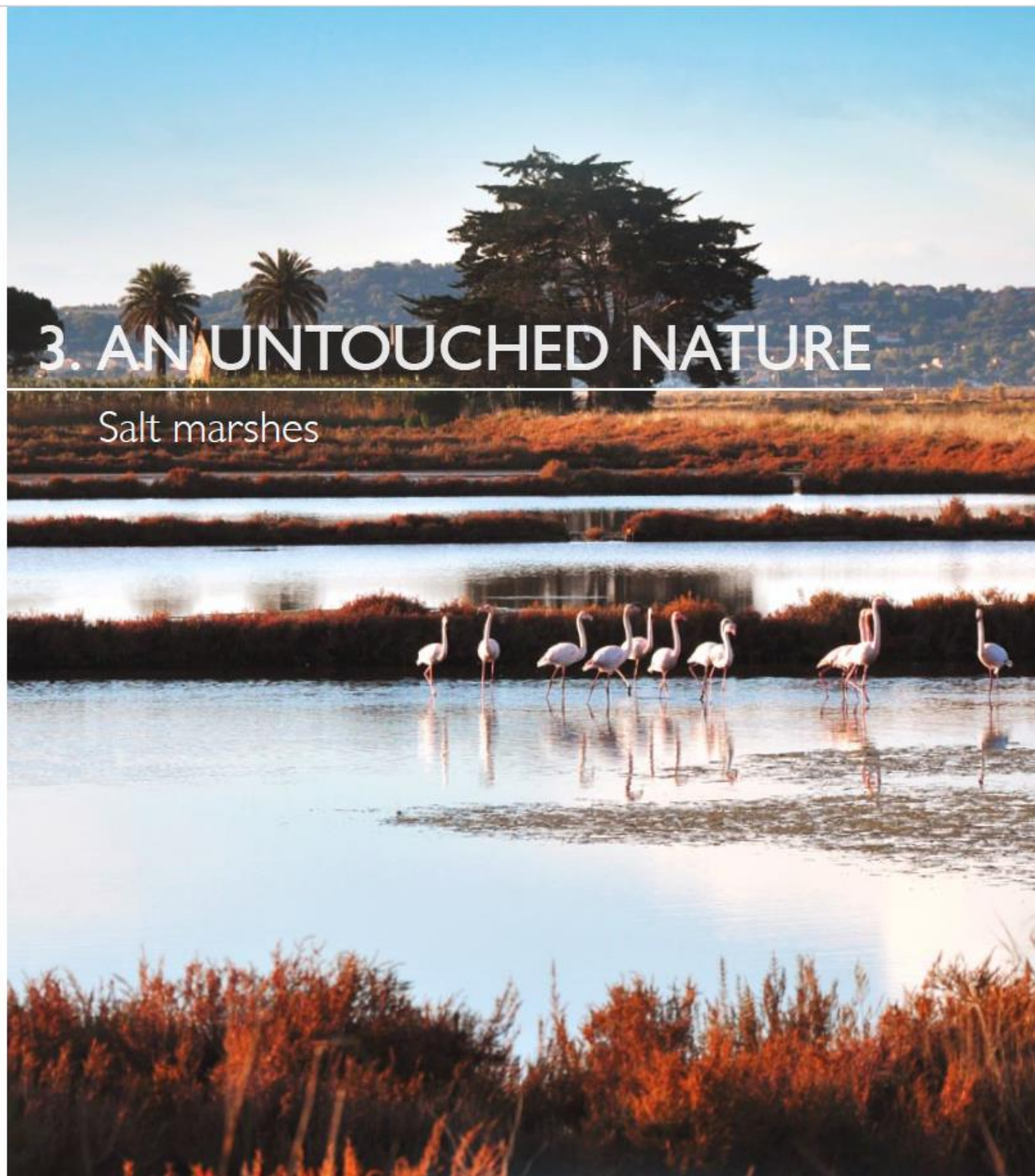


Hyères-les-Palmiers  
TOURIST OFFICE



### 3. AN UNTOUCHED NATURE





### 3. AN UNTOUCHED NATURE

Salt marshes



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TOURIST OFFICE



## 4. OUTDOORSY DESTINATION

Sailing

Hyères-les-Palmiers  
TOURIST OFFICE



## 4. OUTDOORSY DESTINATION

Canoe and kayak





## 4. OUTDOORSY DESTINATION

Stand-up paddle and funboard

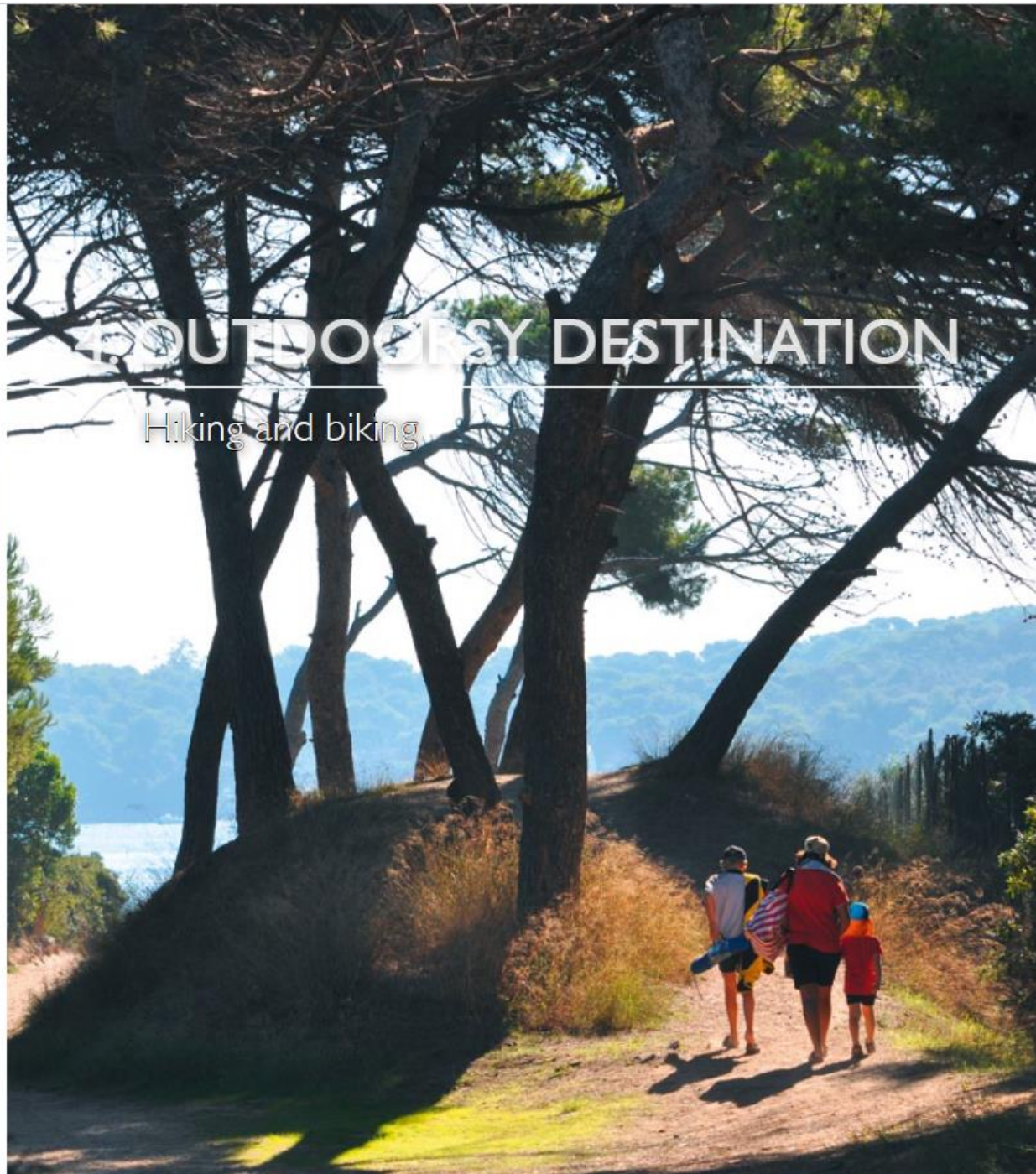


## 4. OUTDOORSY DESTINATION

Windsurfing and kite surfing



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TOURIST OFFICE



# OUTDOORSY DESTINATION

Hiking and biking

## 5. HYERES' WAY OF LIFE

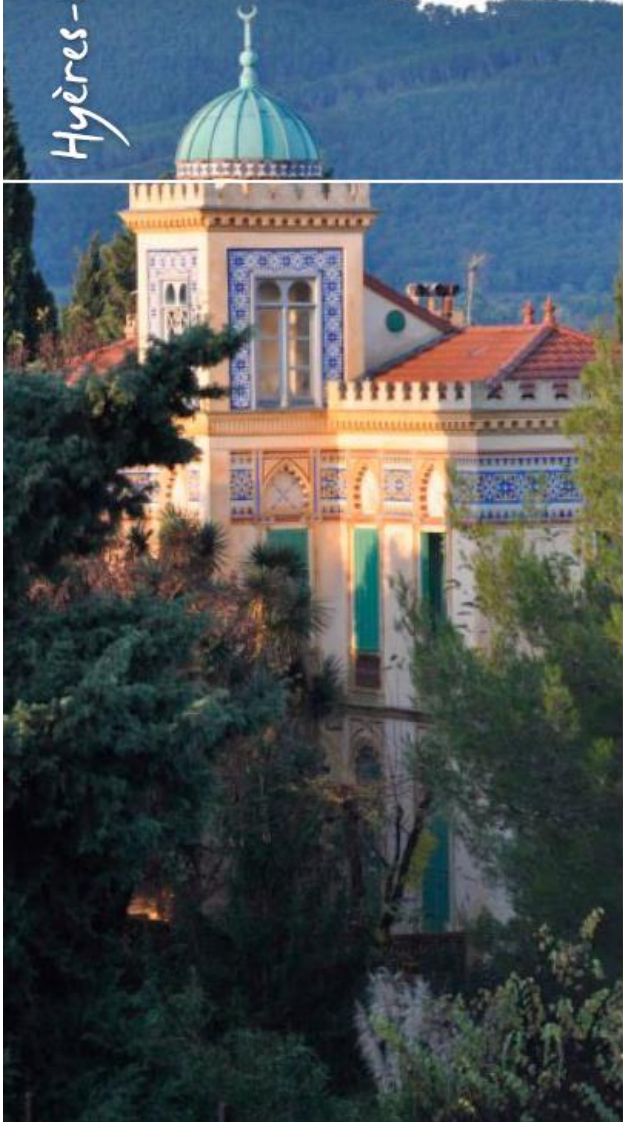






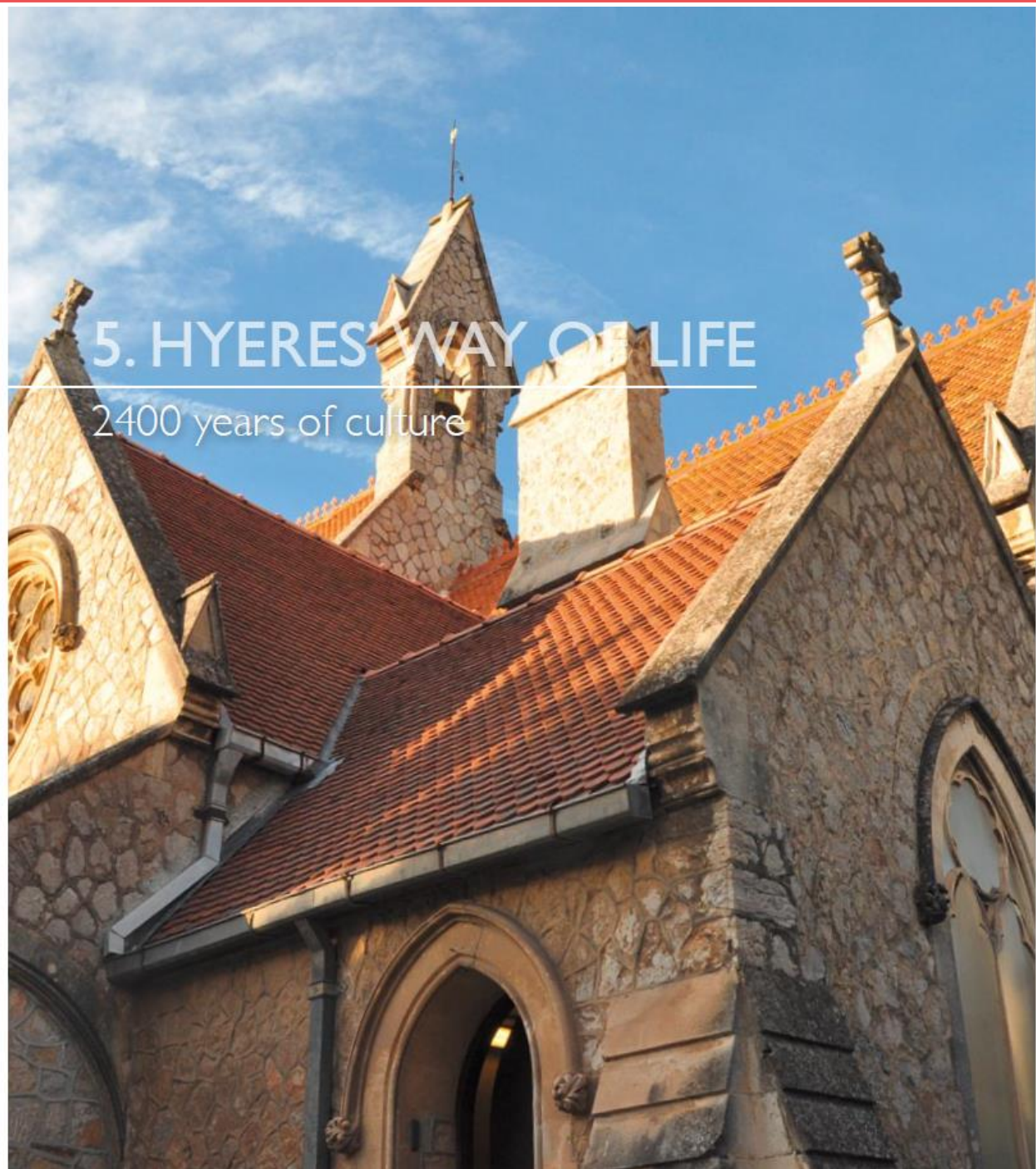


Hyères-les-Palmiers  
TOURIST OFFICE



## 5. HYERES' WAY OF LIFE

2400 years of culture





Hyères-Palmiers  
TOURIST OFFICE



## 5. HYERES' WAY OF LIFE



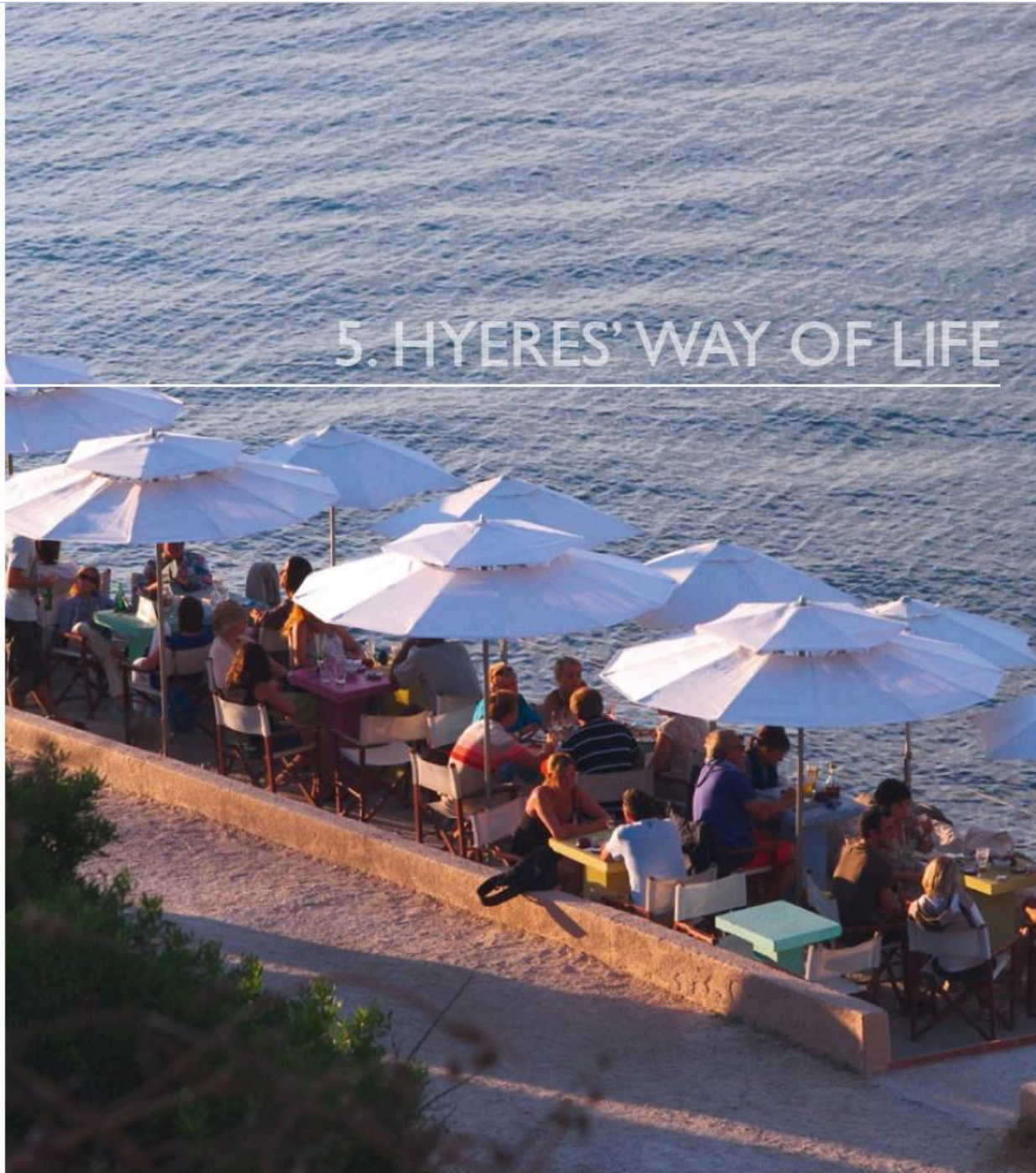
International Festivals  
& nightlife







Hyères-Palmiers  
TOURIST OFFICE



## 5. HYERES' WAY OF LIFE

# What's new in 2018

- Art itineraries in Hyères & Toulon
- The “Hermione” in the port of Toulon *5<sup>TH</sup> to 9<sup>TH</sup> april*
- Carmignac Foundation: opening of the Porquerolles island site, new collection of contemporary art *1<sup>ST</sup> june*
- 50<sup>TH</sup> anniversary of the World Cup Series *22<sup>ND</sup> to 29<sup>TH</sup> april*
- 33<sup>RD</sup> International festival of fashion, photography & fashion accessories *26<sup>TH</sup> to 30<sup>TH</sup> april*
- 3<sup>RD</sup> International interior design festival (Toulon) *28<sup>TH</sup> june to 1<sup>ST</sup> july*
- 13<sup>RD</sup> International design festival (Hyères) *29<sup>TH</sup> june to 1<sup>ST</sup> july*



# JUST REMEMBER...



# Scandinavian Airlines



Mariam Skovfoged

*SAS*

*SAS*

# SCANDINAVIAN AIRLINES



## SAS is an important part of the Scandinavian infrastructure

**30 MILL.**  
JOURNEYS

**158**  
AIRCRAFT

**5,1 MILL.**  
EUROBONUS  
MEMBERS

**123**  
DESTINATIONS

**140 MILL.**  
ANNUAL  
WEB VISITORS

**272**  
ROUTES

**10,324**  
AVERAGE NUMBER  
OF EMPLOYEES

**817**  
DAILY  
DEPARTURES

**126 MILL.**  
KG OF  
TRANSPORTED GOODS



A Great Airline Experience

SAS



# *SAS*

Summer 2018

# Sommerprogrammet 2018

- Toulon-Hyères fra København
- Lørdage 21 april-20 oktober
- Mandage 2 juli – 30 juli
- Onsdage 4 juli – 8 august

**21 april**





