

Tourist and Convention Authority: review and outlook

The Tourist and Convention Authority recently gave a presentation to a panel of industry professionals and tourism operators in the Principality, providing a review of tourist activity for the preceding year and outlining the strategy for 2022. The meeting was held at the Oceanographic Museum, the Principality's leading attraction and a powerful symbol of the Sustainable Tourism White Paper .

Following an introduction from the Minister of State, Pierre Dartout, who emphasised the importance of the tourism sector to the Principality's economy, Guy Antognelli, Director of the Tourist and Convention Authority, presented the figures for 2021, a year which continued to feel the impact of the COVID-19 pandemic.

The statistics and trends demonstrated that last year's results were an improvement on those for 2020, thanks to more guests visiting from France, Italy, Germany, Switzerland and the Middle East. Despite the low numbers of British, Russian and American guests, who were prevented from travelling by health restrictions, the Principality's hotels recorded a 39% occupancy rate, compared with 27% in 2020, still a long way off the 64% achieved in 2019. In accounting terms, the good news was that the average price per room hit 402 euros, a 25% increase compared with 2020.

Sandrine Camia, Deputy Director of the Tourist and Convention Authority, presented the strategy introduced to support private businesses which have stepped up their efforts and adapted to tackle these crisis periods. She explained that the strategy was based on a new marketing ecosystem, "Destination Marketing and Management Organisation", which provides a structure for tourism in the Principality, boosts the destination's reputation and increases visitor appreciation.

Although there has been a significant reduction in the global availability of flights, a major promotional campaign is underway in the United States, since there are now 17 scheduled weekly flights providing a direct connection from Nice to New York. The stated goal is to win over and focus on the American market.

The Tourist and Convention Authority also unveiled its upcoming promotional campaigns for the destination: "For You " for the recreational tourism sector and #REEVENT for the business tourism sector, where, despite the return of events that have stayed loyal to the Principality, the level of activity remains very low.

A dedicated support platform for the Monegasque tourism industry's commercial partners was also presented. The platform brings together the industry's most recent initiatives, resources and personalised tools for promoting the Principality:
<https://traveltrade.visitmonaco.com/> .

Finally, there was special mention of sustainable tourism initiatives, an area in which the Principality is seeking to set an example in line with the commitments of the Sovereign Prince and the Monaco Government.



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