

Monaco's Tourist and Convention Authority launches, a new communications campaign: LIKE NOWHERE ELSE

As the start of the summer season approaches in the Principality of Monaco, the Monaco Government Tourist and Convention Authority is unveiling its new promotional campaign for leisure tourists and event organizers, in the form of a promise: "Like Nowhere Else".

"With this new campaign, our goal is to change perceptions where needed, and to communicate the values of exclusivity, progress and leadership that are associated with our brand, while emphasising the spirit of change focused on the environment and innovation that is prevalent in the Principality today," said Guy Antognelli, General Manager of the Tourist and Convention Authority.

Monaco is a globally renowned destination – legendary in terms of the uniqueness of those who bring it to life, distinctive in terms of the quality of its infrastructure and the level of safety it offers, and diverse in terms of its event calendar, cultural opportunities and the wealth of offers and services available within just two square kilometres.

It is a destination where visitors can discover brand new experiences in iconic locations, which no one can claim to have experienced anywhere else. For the Principality of Monaco is, undeniably, like nowhere else.

The leisure tourism campaign is set out in ten visuals, using a minimalist graphical style. It consists of suggestions of iconic locations in Monaco, focusing on classical and modern architectural details or unique perspectives on the destination.

The campaign for meetings and incentives organizers is based on six visuals and follows the same minimalist template. It demonstrates the vast array of opportunities available to meet in a unique and memorable setting.

This campaign will be rolled out internationally, prioritising the French, American, British, Italian, German, Swiss and Middle Eastern markets.

Tourism is a mainstay of the Monegasque economy. The sector enjoyed a strong rebound in 2022 following two years of the COVID crisis, and the prospects for the 2023 season are extremely positive. The majority of visitors to the Principality (73% of arrivals in 2022) are from Europe, and most of them come for leisure purposes. Group business tourism accounted for 21% of the sector in 2022.

The Monaco Tourist and Convention Authority is an office of the Prince's Government attached to the Ministry of Finance and Economy. Its primary role is to promote the destination, ensuring a high number of tourist visitors throughout the year.

To view the campaign visuals, see: <https://visitmonaco.fromsmash.com/3-visuels-EN-Loisirs>

For more information see www.visitmonaco.com

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Working closely with all tourism, economic and cultural stakeholders in the Principality, the Monaco Government Tourist and Convention Authority undertakes numerous actions in order to fully accomplish its goals. Its promotional work is organised around three strands:

- *The Convention Bureau and Leisure Travel & Sales Departments lead professional networks in conjunction with the promotional offices abroad;*
- *The Marketing Division rolls out campaigns and forges partnerships in accordance with the needs of each priority market depending on the targets and countries;*
- *The Corporate Social Responsibility (CSR) Unit works to ensure that Monaco thinks and acts in a fairer and more sustainable way as it continues to create a responsible destination.*

Destination Monaco strives to enable visitors from all over the world to enjoy lots of absolutely unforgettable experiences at the heart of a destination like no other.