

PRESS RELEASE

Cannes, 12 June 2020

Cannes, our end of the world

"Welcome to our hotels with a special 3 = 4 offer"

1 night free when you book 3

Badly affected by the sudden halting of operations, Cannes' hotel industry, which helps make Cannes such an attractive destination for tourists, is once again ready to welcome all its summer customers back from June.

Working hard since the beginning of March alongside its socio-professionals, Cannes City Council, under the leadership of David Lisnard, has been heavily involved in responding, anticipating and supporting the tourism sector in the face of the economic and social emergency of the Covid-19 crisis.

As of 19 May, the municipality launched its massive "*Cannes, our end of the world*" campaign with the aim of relaunching the destination by targeting proximity as a major attraction of the richness of our coastline, cultural heritage, hotel establishments, restaurants, beaches, bars and shops.

At the heart of this package is a special hotel offer based on the 3 = 4 formula, with 1 night free for every 3 nights booked, thanks to the strong commitment of the hoteliers' union.

The special "3 = 4" hotel offer

Cannes' hotels, under the Union of Cannes and Cannes Basin Hoteliers umbrella, worked with Cannes City Council and its Palais des Festivals et des Congrès (Palace of Festivals and Congresses) to promote a special offer this summer. When you book 3 nights directly with the operation's partner establishments, you get an extra night free.

This offer is available for the first 5000 stays booked between 15 June and 30 September.

"The Cannes hotel fleet as a whole has made a commitment alongside Cannes City Council on this "3 = 4" offer so that customers can discover or rediscover an accessible destination that's among the most attractive in the world."

Christine Welter, President of the Union of Cannes Hoteliers.

Free parking for hotel guests

As part of this offer, hotel guests will be able to park for free in the 8 enclosed, secure Cannes Parking public car parks.

A strict health protocol

All Cannes' hotels are committed to implementing the health protocol of the majority hotel union at national level, the UMIH. The latter are committed to strictly implementing hygiene measures: social distancing, wearing a mask for staff or setting up alternative protective equipment, digitalisation of

arrival and departure procedures, increased cleaning and disinfection frequencies in common areas, limiting the number of people in lifts, 24-hour empty periods between customer stays at first, disinfecting rooms, provision of a turndown service on request, redesigned breakfasts (served at the table or in the room). Hotels have trained their staff accordingly and have therefore adapted hygiene standards to their particular establishments.

Book the "1 night free when you book 3" Cannes hotel offer online: <https://cannes.bnetwork.com/>

"Cannes, our end of the world": <https://www.cannesnow.com/>

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1 NIGHT FREE

WHEN YOU BOOK 3

Free parking in enclosed, secure
public car parks with Cannes Parking*

Cannes

OUR END OF THE WORLD

HOTELS

* For any booking made direct with the operation's participating Cannes hotels

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