

COMMUNIQUÉ DE PRESSE



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HISTORIC: Cannes voted “World’s Leading Festival and Event Destination”

After keeping its European title for the second consecutive year, Cannes has just been voted by its peers, the professional media and all Cannes lovers, “World’s Leading Festival and Event Destination” at the World Travel Awards 2022, generally considered to be the Oscars of Tourism.

Cannes is the first French city to take first place ahead of twelve other competing international cities including Barcelona, London, Barranquilla, Rio de Janeiro, Buenos Aires, Dubai, Singapore, Santiago, Sydney, Cape Town, Da Nang City and Durban. The prestigious award acknowledges Cannes’s essential role as a key destination for global events.

“I am extremely pleased and proud that Cannes was voted “World’s Leading Festival and Event Destination” at the World Travel Awards. The historic double feat is the result of the work, talent and energy of all Cannes residents working hard every day to achieve success in the events and cultural scene. The award also comes as the result of the City’s massive annual investments towards improving the quality of life it offers to its residents and the welcome it offers to its visitors. With 140 international events hosted and organised within the Palais des Festivals et des Congrès in 2022, including the Cannes Film Festival, the MIPIM and the Cannes Lions, Cannes is a major contributor to France’s appeal. The title is a genuine recognition of France’s expertise and it puts Cannes and France on the map as an unmissable global festival and event destination. Long live Cannes!”

David Lisnard, Mayor of Cannes

Cannes is the first and only French city to win the prestigious award. For over 75 years, Cannes has been host to the biggest cultural event, the Cannes Film Festival. It has been followed by a number of other events including the MIDEM, the MIPCOM, the MIPIM, the Cannes Yachting Festival, the Festival de la Publicité (Advertising Festival), the Festival de la Danse (Dance Festival), the Festival des Jeux (Games Festival), the Festival des Séries (Series Festival)... a variety of events which have turned Cannes into a unique destination. Its natural setting, human dimension, tourist facilities and vitality make the city appealing and incomparable. The city hosted a record number of events in 2022, and the award celebrates this exceptional year.

“It is a real pleasure to receive this wonderful award at the World Travel Awards. I would like to congratulate all the Cannes professionals and teams from the Palais des Festivals et des Congrès who work on a daily basis to make Cannes the world’s leading festival and event destination. I would also like to thank every one of our partners and clients for their unfailing trust. As world leader, we are inspired to aim for excellence in accordance with our core goal: welcoming the world sustainably.”

Jean-Michel Arnaud, President of Cannes’s Palais des Festivals et des Congrès

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