

Tuesday, the 25th of may 2021

It's time for tourism recovery
The Tourist and Convention Authority is launching its new marketing campaign

For more than a year, the health crisis has been upending our daily lives, to the extent that economic and social life has been put on hold.

Twelve months later, we have missed it so much that the desire to travel has never been so strong, and is being felt right across the world.

Today, against a general background where things are slowly returning to normal, wanting to travel is no longer taboo, particularly in the Principality of Monaco where numerous extra health precautions have been adopted by all businesses and tourism operators in order to reassure visitors.

While things were on hold, the Tourist and Convention Authority nonetheless worked to maintain contact with all those who are passionate about travel, whether loyal clients or tourism industry professionals. In recent months, the Authority has made sure that they are aware just how much Destination Monaco has missed visitors of all kinds.

The Principality is now planning a recovery and demonstrating its resilience by sending a message of invitation which marks both the end of a long wait and the beginning of hope.

The Tourist and Convention Authority is relaunching its communication campaign with a slogan which is definitely evolving : "Monaco FOR YOU. At last!"

Comprising 20 carefully designed visuals, the campaign focuses more than ever before on 10 strong themes representing the diversity of what Monaco has to offer tourists: wellbeing, fine dining, culture, family, romance, sport, responsible tourism, gambling and casinos, weekend escapes, and shopping. (see attachment).

The campaign covers all segments within the leisure tourism industry and will be rolled out ahead of the summer season, with a priority focus on French (Paris and regional capitals) and European markets.

It will feature in TV adverts, travel magazines and industry media outlets (both digital and printed versions), as well as on social media.

The campaign will then be expanded to cover the Americas, Asia and Oceania from the second half of 2021.

To discover the campaign video : : <https://www.youtube.com/watch?v=pvgEtAe64PU>