

## **Tourist and Convention Authority presents a review of 2023 and its 2024 strategic orientations**

In the presence of H.E. Mr Pierre Dartout, Minister of State, and Mr Pierre-André Chiappori, the Minister of Finance and Economy, the Tourist and Convention Authority (DTC) recently met with representatives of Monaco's tourism sector at the Grimaldi Forum.

2023 was a wonderful year that closed with an occupancy rate of 57% at hotels in the Principality, one point higher than 2022. The average daily hotel rate rose 3.5% to a record €474 excluding taxes and charges.

Summer results were driven by customers from the United States and the Middle East, but the top 3 countries of origin of visitors to the Principality has changed, with the United States finishing second behind France, ahead of Italy, and pushing the United Kingdom to fourth place.

Mr Guy Antognelli, Director of the Tourist and Convention Authority pointed out that the DTC would expand sales initiatives in the most promising markets and focus on revitalising essential ones, which, although still prominent, have been less dynamic than usual.

In addition to a wide-ranging initiative on sustainable tourism, ambitious efforts will be rolled out to promote the LIKE NOWHERE ELSE campaign with airlines, including Air France, United Airlines, Lufthansa, China Airlines and British Airways.