

PRESS
RELEASE



BEAULIEU-SUR-MER

THE SPIRIT OF

THE CÔTE D'AZUR

Nestling in a natural setting, Beaulieu-sur-Mer is a sought-after destination called "The pearl of the Côte d'Azur"

Beaulieu-sur-Mer is a welcoming coastal town which has managed to preserve its architectural heritage and natural environment while developing its touristic economy.

Its motto "Pax in Pulchritudine", meaning Peace in Beauty, is still part of the Spirit of the Côte d'Azur today.

During the Belle Epoque, Beaulieu-sur-Mer became a famous winter seaside resort attracting the crowned heads, the gentry and the aristocracy of the whole Europe.

Thanks to its mild climate (one of the neighbourhoods is named "Little Africa") and the pleasant sea sprays of its shoreline, it has become a high place to enjoy the pleasures of the sea and sun.

We are enchanted by its amazing setting with rocks diving into turquoise water and its lush vegetation.

Beaulieu-sur-Mer has remained a genuine place with a strong identity resulting from its Mediterranean history.

In this blessed scene of the Côte d'Azur, Beaulieu-sur-Mer ensures a good environment to live in all year round, it is at the same time a welcoming, cultural, sporty and attractive town where a kind of "dolce vita" atmosphere prevails.

That is what makes it so different from the other homonymous places like "Beaulieu de France, Beaulieu of Great Britain or Beaulieu in the USA".

Beaulieu-sur-Mer is one of the 51 communes, located between the sea and the mountains, which form up the Nice Côte d'Azur Metropolitan Region.

Its special historical geography features have made up this large area. From the shores of the Mediterranean to the peaks of the Mercantour National Park, it offers an incomparable lifestyle. Not forgetting the blue sky and dazzling light which have fascinated the exceptional artists who have lived here. This paradise which can boast 300 days of sunshine a year has become an iconic and a famous place throughout the world.

www.nicetourisme.com #ExploreNiceCotedAzur



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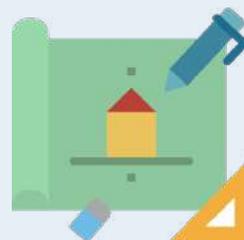
BEAULIEU-SUR-MER KEY FIGURES

3 731 inhabitants all year round
(in 2018)
8 000 inhabitants in high season



**Berlugan/
Berlugane** name of the inhabitants

95 ha hectares area



Twin town: **Tempe Arizona**



Floral town/village label **3 Fleurs**



Mediterranean Climate



2012 Tourism label town



"Alliance des Beaulieu de France" member



Belle Epoque Heritage &
Great Botanical Variety





8 hotels + 2 residences + tourist accomodation



1 Casino
1 Cinema



30 restaurants

including 1 star Michelin, an exceptional offer Assiette Michelin & Maître-restaurateurs

1 Events Centre La Rotonde

1 Exhibition place
La Chapelle Sancta
Maria de Olivo

1 Library



2 pleasure ports, 2 beaches, 3 beach resorts



1 Tennis-Club

with its 8 clay courts (6 are lit) a few steps
away from the big blue sea



2 Places of worship:

Sacré Coeur Church
Saint Michael Anglican Church



250 craftsmen
and traders



Health care services: doctors, nurses,
physiotherapists, osteopaths, podiatrists ophtalmologists,
cardiologists, dermatologists, dentists, medical analysis labs,
X-ray centres, pharmacies

BEAULIEU-SUR-MER ITS HISTORY



1868

The railway line Paris-Vintimille reaches Monaco with one stop at Beaulieu.

1866

The Basse Corniche Road, from Nice to Monaco enables Beaulieu-sur-Mer to be opened up.

1908

A decree validates the name of „Beaulieu-sur-Mer“.

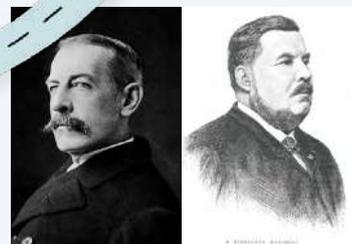


1874

Constitution of “Société Anonyme de la Station Hivernale de Beaulieu” Beaulieu Winter Resort.

1891

On the 23rd of July, Beaulieu becomes an independent commune following its separation from Villefranche-sur-Mer with the support of two iconic press figures, namely Hippolyte Marinoni, French inventor of The High-Speed Rotary Printing Press and also the first mayor-short time-of the young commune of Beaulieu-sur-mer.



And Gordon Bennett Jr, who was the editor of the New York Herald. This flamboyant figure spent wintertime in Beaulieu where a telegraph line was early set up so as to be informed in real time about what was going on worldwide.

1945

On the 8th of April, General De Gaulle meets General Garbay before his address in Nice on the following day.

2019



On March 24th, President Emmanuel Macron and his wife Brigitte had dinner with President of the Popular Republic of China, Xi Jinping, and his wife Peng Liyuan at Villa Kerylos.



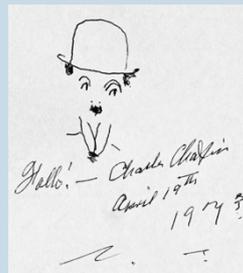
ANDRÉ CANE, BEAULIEU HERITAGE MUSEUM WITNESS OF THE PRESTIGIOUS PAST

This museum located 27 Boulevard Marinoni highlights the incredible history of the town thanks to pictures, postcards, ceramics, Roman coins, anecdotes, Belle Epoque photographs, tools and many other surprising discoveries. They enable us to follow the evolution of a fishing village to a thriving town.



THEY ENJOYED STAYING AT BEAULIEU-SUR-MER

Big names from the gentry or from the various industry, policy, media and arts sectors have visited the town: Gustave Eiffel, Sir Thomas Lipton, the Vanderbilt, Queen Victoria, Empress Sissi, King Gustav V of Sweden, King Leopold II, Anton Tchekhov, Stravinsky... over the decades and periods: Mistinguett, Charlie Chaplin, Maurice Utrillo, Clark Gable, Audrey Hepburn, David Niven, Robert Redford... Eva Longoria, Novak Djokovic, Bono, Alain Souchon and Laurent Voulzy, Mathias Malzieu... and so many others.



AN OPEN-AIR BELLE EPOQUE ATMOSPHERE

The Belle Epoque architecture of Beaulieu-sur-Mer (1860-70 to 1914) contributes to this unique atmosphere. It is at the same time an original postcard and the witness of a prestigious bygone era.

Looking up, we can see wonderful villas adorned with turquoise balusters, volutes, ceramic pieces or elegant ironwork.



Let us just imagine the guests of the Palais des Anglais, a former mighty hotel of Ancient Greek and Hausmann-style inspiration, using a hydrolic lift, probably for the very first time.

Let us now follow in the footsteps of distinguished persons, with their weirdest and folliest stories about their stay in one of the greatest Belle Epoque hotels, the Bristol, with its tennis courts and garden but also its iconic Rotonde. Without mentioning La Reserve Hotel, a sumptuous palace, which over the years, has retained its prestige and luxury of yesteryear. Its Golden Book is just impressive.

Let us marvel at Villa Kerylos, the perfect example of the Belle Epoque spirit, combining passion, inventiveness and creativity.



A guided visit with thematic leaflet named "In the footsteps of the Belle Epoque" with the Tourist Information office is available.

BEAULIEU-SUR-MER ART OF LIVING

Going for a walk in the streets of Beaulieu-sur-Mer reveals numerous original and supply shops open all year round.

A fashion and "savoir-vivre" style come in multiple trends with pastry and food shops, as appetizing as elegant, luxury ready-to-wear, antique and also floral designer shops.

Living in Beaulieu-sur-Mer in the floral and scented atmosphere of its streets lined with bright-coloured citrus trees can be experienced all year round.

ART OF LIVING IN GASTRONOMY

Beaulieu-sur-Mer offers a great variety of gastronomy food from aperitif to more elaborate dishes or sweetnesses.

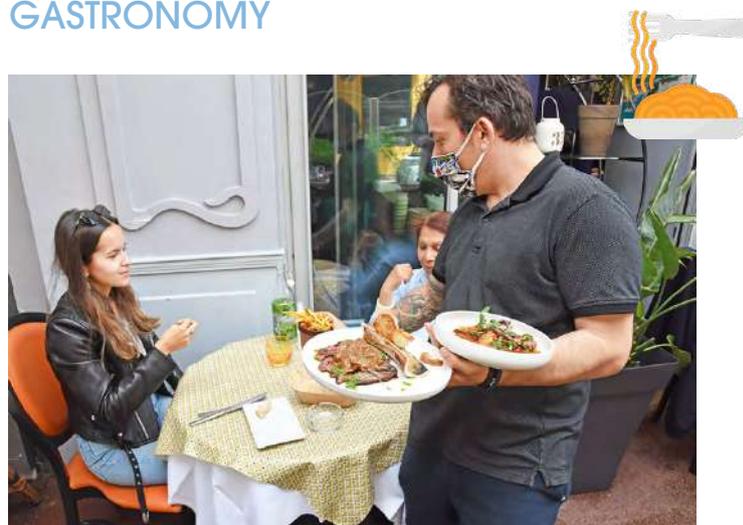
About thirty restaurants are committed to satisfying any appetite and delighting the taste buds.

From the iconic Réserve de Beaulieu, Guide Michelin 1 star, to "Assiettes Michelin" and "Maîtres-restaurateurs", traditional cuisine with exotic flavours, the Berlugan Chefs are delighted to enhance their know-how.

Fine French, Italian or Russian cuisines, cheese merchants, local greengrocers, head pastry chefs, chocolate makers, caterers, butchers providing exceptional types of meat... and even local fishing, places of excellence are plentiful.

Not forgetting the colourful market with local produce which takes place in the main square, around the bandstand, testimony to the Belle Epoque era.

Provence is in the spotlight on Saturdays. You will enjoy unearthing linen, clothes, baskets, bags or hats at the various



stalls, without forgetting to taste the traditional socca with a drink.

Italy is in the spotlight with Italian neighbours' stalls in this same Place General de Gaulle on the first Sunday of the month. It is the opportunity to discover the transalpine fine flavours in a festive atmosphere.



ART OF LIVING IN SHOPPING AND LEISURE

“Fashionistas” or more classical walkers, “deco chic” or floral design enthusiasts will be delighted to wander in the streets full of shops. In one of them, a craftsman was selected to the Floral design World Cup in 2019.

Hairdressers, spa and beauty salons, massage...

Places where to yield to temptation in Beaulieu-sur-mer are plentiful. It is the opportunity to stroll and adopt the “coolness attitude”.



ART OF LIVING IN HOTEL INDUSTRY

La Réserve de Beaulieu**** is the jewel hotel of Beaulieu-sur-mer and one of the most iconic places of the Côte d’Azur. From 1905 onwards, La Réserve de Beaulieu boasts prestigious rooms and soon becomes the global elite’s privileged destination (Mistinguett, Rita Hayworth, Clark Gable, Charlie Chaplin...). The outstanding setting of this mythical place, the legendary beauty of this 5-star hotel steeped in history and the invitation to culinary delights make it an exceptional venue in the Mediterranean palace tradition.

Beaulieu-sur-Mer offers a wide range of accomodation with its 8 hotels, 2 residences, a comprehensive offering of seasonal rental acommodation to all budgets with one major asset: all of them are a few steps away from the city centre, the beaches, the means of transportations and shops.



- La Réserve de Beaulieu ★★★★★
- Hôtel Carlton ★★★★★
- Comté de Nice ★★★★★
- Ibis Styles ★★★★★
- The Originals Hôtel Frisia ★★★★★
- Le Havre Bleu ★★★★★
- Le Select ★★★★★
- Le Marcellin
- La Résidence de La Réserve
- La Résidence Carlton



BEAULIEU-SUR-MER A BOTANICAL PARADISE & FRAGRANCE AWAKENING

We can discover nature at its best when wandering in the streets and gardens, where the lush greenery seems to live in harmony with Beaulieu-sur-mer.

Tangerine, orange and lemon trees will awaken our senses. Their ripe fruits will be a pleasure for the eyes and their fragrance a pleasure for the nose... bougainvillea, an “optical illusion” on the façades, magnolia, lilac, oleanders in shades of pink, fuchsia or white offer a floral colour explosion.

Thanks to this mild climate, all types of exotic species can grow without restraint: agave, succulent plants, not to mention ficus and fig trees, datura, a wonderful collection of palm trees, banyan and banana trees, Strelitzia...

From Malaisia to South Africa, via India or Australia, from China to the USA via Mexico or Brazil, all continents are represented. Without forgetting the iconic species of the Mediterranean areas: olive and carob trees, arbutus, chameleon bindweed, just to name a few. This surprising colourful discovery shows the power of the plant world.

Next to the sea, a large garden planted with century- old olive trees, called le “jardin de l’Oliveaie”, is a haven of peace and a place to chill out. It is the ideal place to relax in the shade during summertime.



BEAULIEU-SUR-MER CULTURE & EVENTS



EXCEPTIONAL VENUES NOT TO BE MISSED

VILLA KÉRYLOS, A UNIQUE TIMELESS SETTING



Standing on the rocky tip of Baie des Fourmis in Beaulieu-sur-Mer, with imposing cliffs in the background, Villa Kérylos, meaning Halcyon or tern in Greek, takes you on a journey. It also is a tribute to Greek civilisation.

Villa Kerylos is an original reconstruction of Greek noble houses built on Delos Island in the 2nd century B.C. It is the achievement of a dream made by a lover of Ancient

Greece, French archeologist and statesman Théodore Reinach, associated to the flawless collaboration with architect Emmanuel Pontremoli, who dedicated his time to creating an original work using the finest materials.

The Mediterranean garden which surrounds the Villa is of the same inspiration. Wandering amid olive trees, vines, pomegranate trees, in the shade of pine trees and cypresses, not to forget palm trees and papyrus is a pure Mediterranean journey in itself. The greenery is coloured by oleander, iris and myrtle species, as one could find out on the shores of the Aegean Sea during Antiquity.



“The ideal dwelling” as Karl Lagerfeld said in the foreword of “La Villa Kérylos” by Régis Vian des Rives.





BEAULIEU CASINO

Its Art Deco architecture is enhanced by stunning ironwork. In the casino with its “Belle Epoque” interior, trying one’s luck on gambling tables or slot machines facing the Mediterranean is a real pleasure.

The Casino hosts a restaurant with a large terrace open all year round and an open-air disco under the stars open during summertime.



LA ROTONDE

A pure architectural masterpiece of the Belle Epoque era, “La Rotonde” used to be the former dining room of the Bristol hotel.

This outstanding round-shaped building roofed with a dome flooded with light is now listed in the “Supplementary Inventory of Historical Monuments”. It is a sought-after venue today.

SANCTA MARIA DE OLIVO CHAPEL

This great cultural site has hosted numerous talented people. This 11th century Heritage Building is also the venue for amazing exhibitions, concerts and conferences all year round.



“LA VILLA DE MAY”

This historic mansion once belonged to Earl Gaétan de May. It houses the Conservatory of Music & Arts. The Empire style main facade is flanked by 4 pilasters with a frieze on top. The interior part reveals frescoes inspired by Roman-Greek sculpture.



THREE NOT-TO-BE-MISSED FESTIVALS



TRAVEL STORIES FESTIVAL

in April

This “Au Tour du Monde” festival welcomes people from different horizons, from explorer authors, poet travellers to adventurers of literature or graphism. They all relate their fantastic escapades for a moment of total getaway.

“LES NUITS GUITARES” FESTIVAL

Guitar chords vibrate in Beaulieu in July

This festival is a unique musical invitation of its kind and the flagship summer event in Beaulieu. What makes it so different is that it takes place in the idyllic setting of the Jardin de l’Olivaille where the most talented guitar players gather to play under the stars, with an audience thrilled by the closeness to the world-renowned players.

Asaf Avidan, Emir Kusturica, John Butler, Calypso Rose, Catherine Ringer, Morcheeba, Keziah Jones, Popa Chubby, Alain Souchon, Yuri Buenaventura, Al Di Meola, Lucky Peterson, Joe Satriani, Sanseverino, Calvin Russell, Patrick Bruel, Stephan Eicher, Louis Bertignac ... they all have played at “Nuits Guitares” in Beaulieu!



BEAULIEU CLASSIC FESTIVAL

in September

This festival which takes place in autumn will please classical music lovers. It paces the Cultural Agenda of the Côte d’Azur and gathers world-renowned artists. Each year it offers music-lovers a bunch of nice surprises!



QUIET ON THE SET! ACTION!

CINEMA OF BEAULIEU ARTHOUSE CINEMA CLASSIFICATION

The “seventh art” is given its rightful place thanks to the movie theater of this magnificent Art Deco building, a few steps away from the sea. Cinema sessions every day of the week, live opera and ballet performances from the Royal Opera House in London, conferences, première screenings with film directors. An exceptional offer in this 120-seat movie theater with access for persons with reduced mobility, a digital 3D projection equipment. In summertime, cinema-goers enjoy the open-air sessions on Place de La Batterie.



FILMS SHOT IN BEAULIEU-SUR-MER

At La Rotonde:

- “Dirty rotten scoundrels” – 1988, directed by Franck Oz
- “Comme un ouragan” (“Like a Hurricane”) – Video clip by Princess Stephanie of Monaco
- “Under the cherry moon” – Musical Film By Prince – 1986
- “The Mystery of the Blue Train”, Agatha Christie’s “Poirot” TV series starring David Suchet – 2005
- “Grand Larceny” directed by Jeannot Szwarc starring Omar Sharif – 1987

At Casino of Beaulieu:

- “Banco de Prince” directed by Michel Dulud – 1950
- “Les spécialistes” directed by Patrice Leconte – 1985

At Baie des Fourmis:

- “Cloclo” directed by Florent Emilio Siri – 2012

On the beach:

- “Girl on the Bridge” directed by Patrice Leconte – 1999

At the marina in Beaulieu:

- “Cold Sweat” directed by Terence Young starring Charles Bronson – 1970

In the city streets:

- “Brice de Nice” directed by James Huth – 2005
- “Promise at Dawn” directed by Eric Barbier – 2015
- “My King” directed by Maiwenn – 2015

BEAULIEU-SUR-MER THE MEDITERRANEAN FOR HORIZON



THE MARINA

In a heavenly setting, nestling at the foot of steep cliffs, the marina with its over 700 boat berths benefits from an excellent International and European reputation. It is the first marina of the network to have introduced the “clean ports” approach. ISO 9 001 and 14 001 certification, but also 2008 “port sustainable management” certification, hence an example of a marina.

Both the marina and its shopping arcade are a lively attractive place with the shipyard and some yachting services, a thriving strip of bars, restaurants and shops.



PORT DES FOURMIS

In a prestigious setting, at the foot of Villa Kerylos, this charming picturesque pocket-sized port is a real gem.



WATERSPORTS ACTIVITIES

Numerous watersports activities are available at La Petite Afrique beach and at Yacht Club de Beaulieu all year round. Mammal watching, sport fishing, solar-powered boat trips, aquabiking, scuba diving, parasailing, tubing (inflatable towed tubes), water-skiing, paddle boarding. There is something for every taste.

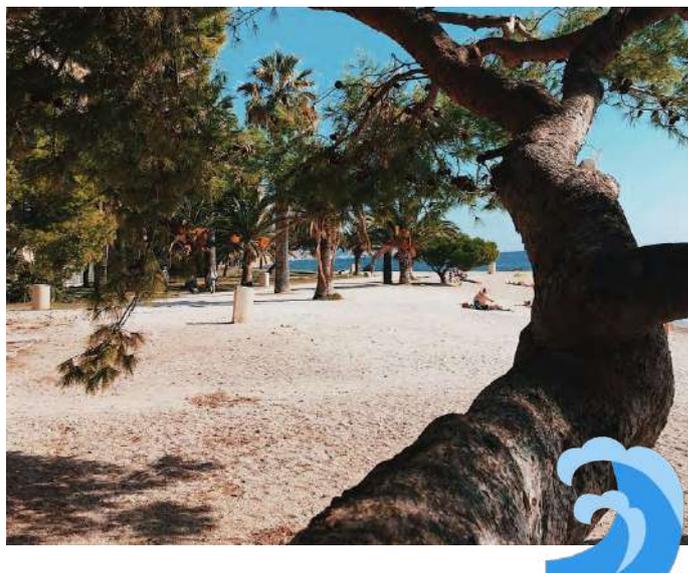


BEACHES

You can laze around on the two beaches of Beaulieu-sur-Mer all year long or chill out at the 3 beach resorts in this idyllic setting from mid-April to mid-October.

LA PETITE AFRIQUE BEACH

Set against the cliff, at the far east end of the marina, this renowned beach shaded by Canary Island date palms and umbrella pines, benefits from an exceptional micro-climate all year round. A children's playground and a beach volleyball court can be found out there.



LA BAIE DES FOURMIS

Snuggled below the Jardins du Casino and La Rotonde, this wind-sheltered beach adjacent to the little port is a real natural setting. It offers an unobstructed view of Villa Kerylos.

Musical duo Souchon-Voulzy, lovers of the place, have dedicated a song title to “La Baie des Fourmis” and shot a video-clip.



BEAULIEU-SUR-MER FIT, "TERRE DE JEUX" LABEL 2024



With its particularly mild climate and exceptional environment between sea and land, Beaulieu-sur-Mer is particularly suitable for outdoor sport activities.

TENNIS-CLUB

one of the oldest of the Côte d'Azur

The "Lawn Tennis Club de Beaulieu" was created by Sir Blundell Maple in 1899 on the grounds which once belonged to the nearby Hotel Bristol, a few steps away from beaches.

It hosted the match between the famous international French tennis player named Suzanne Lenglen, and Australian Miss Ryan in 1921.

Right after WWI, the management of Le Bristol organised "International Tennis Tournaments" which became very popular.

The greatest tennis players used to gather for unforgettable tennis matches on the exceptional clay courts.

King of Sweden Gustave V's daily presence on the courts during the winters 1947-48 contributed to the already great prestige and fame of this remarkable Tennis Club centre.

Open year round, the 8 well-maintained clay courts, including 6 lit and a gorgeous club house, welcome tennis lovers.

Famous Novak Djokovic, Juan-Carlos Ferrero, Alexander Zverev, Marion Bartoli, Victoria Azarenka, Jo-Wilfried Tsonga, Rochard Gasquet, Gaël Monfils, Dinara Safina, Justine Henin... have all played on these courts.



INTERNATIONAL SPORT COMPETITIONS



ITF JUNIOR GRADE 1 TOURNAMENT

in April

A not-to-be missed tournament for the world junior tennis players, it has over the editions, found its place in the world tennis tour calendar.

Young talented tennis players can gain international experience and improve their ATP ranking.



ITF SENIOR TOURNAMENT

in March

Eligible player group is 35 and over (up to over 80 years!), the ITF Senior Tournament of Beaulieu-sur-Mer has been listed in the yearly 18-tournament calendar for 10 years now.

Thanks to this international tournament, French and foreign tennis players can earn ITF points, thus improve their ranking and become top-ranked competitors in different Grand prix!

“SWIMRUN COTE D’AZUR”

last weekend of October

This endurance race alternates sections of swimming in the sea and running on the coastal footpaths.

Port de Beaulieu-Sur-Mer, la Petite Afrique beach, is the star/finish point of the race which passes through the neighbouring communes of Saint-Jean Cap Ferrat and Villefranche-sur-Mer.

A race route through the “Golden Triangle” of the Côte d’Azur.

A demanding race for the best trained competitors!



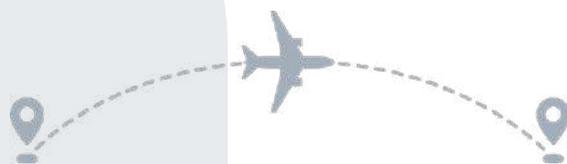
RUNNING distance: 25 km (15.5 miles)
SWIMMING distance: 5 km (3.1 miles)

Numerous sport activities are available in town.

For further information



BEAULIEU-SUR-MER HOW TO GET HERE?



15 km from the Nice Côte d'Azur International Airport
7 km from the city centre of Nice
7 km from the Principality of Monaco

BY PLANE



- 15 km from the **Nice Côte d'Azur International Airport**
- Tram to Port Lympia - every 8 minutes + Bus Lignes d'Azur n°15 or 100 www.lignesdazur.com
- Taxis

BY TRAIN



Train station right in the city centre:
www.ter.sncf.com/paca

- Either stop at Beaulieu-sur-Mer
- Or transfert from Nice train station to regular connecting trains to Beaulieu-sur-Mer (2 train stations from Nice, duration: 8 minutes)
- Taxis

BY CAR



Arrival from the west: France-Italy

- Estérel Côte d'Azur motorway (A8): exit NICE Promenade des Anglais (exit n°50), follow the sign Port de Nice, then Basse Corniche (M 6098) to Beaulieu-sur-Mer

Arrival from the east: Italy-France

- Esterel Côte d'Azur motorway (A8) Exit ROQUEBRUNE (exit n° 58), drive down to the town of Beausoleil, then take M6007 (former RN 7 Moyenne Corniche) to the junction for Beaulieu-sur-Mer city centre

MOVING BETWEEN CITIES



→ www.lignesdazur.com

Beaulieu-sur-Mer benefits from **4 bus lines** which enable easy access to the neighbouring communes and connection to the 3 corniche roads (cliff roads): the Basse Corniche (lower corniche), the Moyenne Corniche (middle corniche) and the Grande corniche (upper corniche) :

- Bus line n° 100 Menton/Nice (and return)
 - Bus line n° 15 Nice -Station Promenade des Arts / Port de Saint Jean
 - Bus line n° 83 Beaulieu/ Eze -Plateau de la Justice (and return)
 - Bus line n° 84 Baie des Fourmis / Nice Riquier (and return)
 - Noctambus (night bus line) n° 100 Menton/Nice (and return)
- **2 e-bike stations** "Vélo Bleu électrique"
- **1 Renault Mobility parking space** bd Marloni
- **7 parking spaces** for EVs with **7 e-car charging stations** available to environmental citizens!



BEAULIEU-SUR-MER

“They dined at the new Beach Casino at Monte Carlo...much later they swam in Beaulieu in a roofless cavern of white moonlight formed by a circlet of pale boulders about a cup of phosphorescent water, facing Monaco and the blur of Menton...”

“Tender is the night” - F. Scott Fitzgerald

“Drove to Beaulieu”, Queen Victoria noted in her journal on May 1st, 1899. “Alas”, she then added, “my last charming drive in this paradise of nature, which I grieve to leave, as I get more attached to it every year.”

Queen Victoria

The whole charm of this miniature coastal town between Nice and Monaco can be felt in those two testimonies.





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