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Located in the south of France and adjacent to the harbor city Nice, Cannes is a beautiful town on the Mediterranean coast. Like other cities in France, Cannes' best season for tourism is from June to October, and every year during May, one of the most influential and leading international film festivals is also held in Cannes. Cannes occupies a unique geographical position, and for the past decades, the tourism industry in Cannes has developed a distinctive international character. With only 25-minute drive away from the Nice Airport, Cannes is an art festival and a large conference city, and meanwhile, it is also an outstanding thalassotherapy location with excellent basic reception facilities.

With more than 120 hotels, Cannes has excellent passenger reception services. Moreover, having exquisite cuisines, bars, private beaches, spas, swimming pools, sports events, banquet halls, and conference halls accommodate Cannes to carry a tradition and good reputation of hospitality and making it a preferred destination for sightseeing. Some haute couture and ready-to-wear fashion, jewelry, leather goods, perfumes, beauty salons, home furnishing shops, art galleries, etc. are all set up in the small town of Cannes, in competition with luxury goods kingdoms such as Paris, Milan, London, New York, and Dubai. The most well-known French and international brand stores compete to expand in Cannes, including Cartier, Rolex, Dunhill, Bulgari, Chanel, Dior, Hermès, Louis Vuitton and many other brands. However, Cannes' reputation is mainly attributed to the Cannes Film Festival and several other major events, fairs, and professional trading markets (eg. International Music Event MIDEM, MIPTV The International Market for Content Development and Distribution, Tax Free World Association Exhibition TAX FREE, etc.).

Cannes is a world brand that has hosted extraordinary events and ceremonies with innovative significance. As a result, Cannes offers a new way and rich content for people to live an enriched life in the holidays, and that all tourists may be immersed in this vacation paradise.