



River cruise ship calling at Avignon

© Camille Moirenc

Fly to the  
busiest French river for cruises.

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**True South.**

© 2017 Marseille Provence Airport.

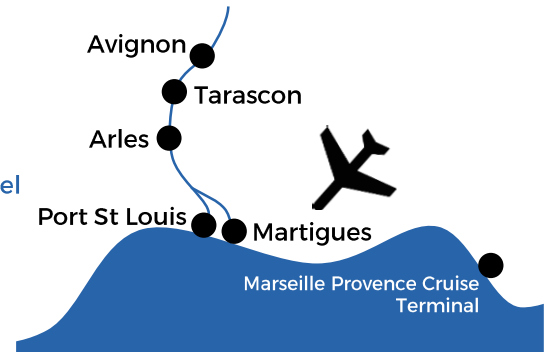
## THE PLACE TO RIVER CRUISE IN FRANCE!

**#1 FRENCH RIVER FOR CRUISES**  
27 ships, of which 15 homeport from Provence

**10 RIVER CRUISELINES**  
Incl. world leaders such as Viking or Grand Circle Travel

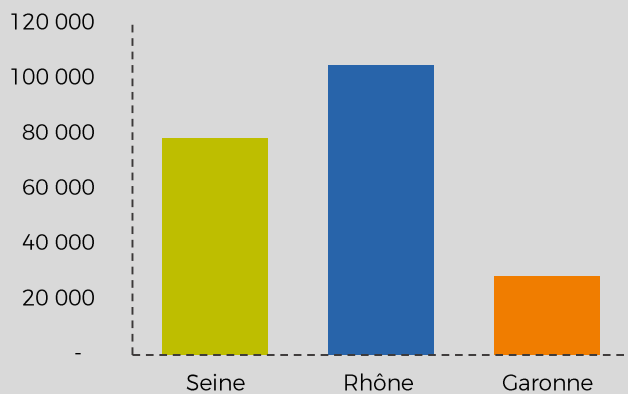
**197 TURNAROUND CALLS**  
In Provence, from March to November

### 5 ports for river cruises in Provence



## BOOMING TRAFFIC IN PROVENCE

### TOP3 French river cruise destinations in 2016



**105 000 CRUISE PASSENGERS ON THE RHÔNE**  
Of which 50% homeporting in Provence



**PROVENCE CRUISE TRAFFIC TO DOUBLE**  
Within the next 3 years



## PREMIUM PASSENGERS FOR CRUISES... AND FLIGHTS!

**TOP NATIONALITIES:**  
1 - US / 2 - Germany / 3 - Australia

**RIVER CRUISE PASSENGERS AVERAGE AGE**  
High sensibility for a direct flight

**AVERAGE PRICE FOR MID-CLASS CABINS, PER PERSON**  
High-purchasing power clients