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DALLAS – APRIL 13

Subject: Media Lunch with Visit Monaco in Dallas | April 13 – 12:30pm

Hi,

I hope you're doing well!

I'm reaching out with an opportunity to meet with the Visit Monaco team during their visit to Dallas. We would love to have you join us for lunch on **Monday, April 13, at 12:30 PM** at **Bricks and Horses at Bowie House** in Fort Worth.

Bricks and Horses
Website: www.bricksandhorses.com
Address: 3700 Camp Bowie Blvd, Fort Worth, TX 76107

This intimate gathering will be a great opportunity to discuss Monaco's latest developments, upcoming initiatives, and compelling story angles, as well as explore potential press trip opportunities. We'll also provide an Uber voucher to make transportation easy for you.

Please let me know if you're available and would be interested in joining us. We'd love to have you!

Looking forward to hearing from you.

***

AUSTIN – APRIL 14

Subject: Media Lunch with Visit Monaco in Austin | April 14 – 11:30am

Hi,

I hope you're doing well!

I'm reaching out with an opportunity to meet with the Visit Monaco team during their visit to Austin. We would love to have you join us for lunch on **Tuesday, April 14, at 11:30 AM** at **Lutie's Restaurant** at the Commodore Perry Estate.

Lutie's Restaurant, Commodore Perry Estate
Website: https://auberge.com/commodore-perry/dine/luties/
Address: 4100 Red River St, Austin, TX 78751

This intimate gathering will be a great opportunity to discuss Monaco's latest developments, upcoming initiatives, and compelling story angles, as well as explore potential press trip opportunities. We'll also provide an Uber voucher to make transportation easy for you.

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Looking forward to hearing from you.

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NEW YORK – APRIL 15 – MEDIA LUNCH

Subject: Media Lunch with Visit Monaco in New York | April 15 – 12:30pm

Hi,

I hope you're doing well!

I'm reaching out with an opportunity to meet with the Visit Monaco team during their visit to New York. We would love to have you join us for lunch on **Wednesday, April 15** at **12:30 PM** at **La Boca by Francis Mallmann** at Faena New York.

La Boca by Francis Mallmann, Faena New York
Website: 500A W 18th St, New York, NY 10011
Address: www.faena.com/new-york/dining/la-boca-by-francis-mallmann

This intimate gathering will be a great opportunity to discuss Monaco's latest developments, upcoming initiatives, and compelling story angles, as well as explore potential press trip opportunities. We'll also provide an Uber voucher to make transportation easy for you.

Please let me know if you're available and would be interested in joining us. We'd love to have you!

Looking forward to hearing from you.

***

NEW YORK – APRIL 16 – INDUSTRY SOIREE

Subject: Visit Monaco Event in New York | April 16 – 6:00 pm

Hi,

I hope you're doing well!

On behalf of Visit Monaco, I'd love to invite you to a chic industry soirée on **Thursday, April 16** at **6:00 PM** at **The Living Room** at **Faena New York.**

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The Living Room, Faena New York
Address: 500A W 18th St, New York, NY 10011
Website: https://www.faena.com/new-york/dining/the-living-room

The evening will be a chic networking soirée bringing together media and key industry professionals, offering a refined setting to connect with the Visit Monaco team alongside Monaco's leading hotel partners and general managers. We'll also provide an **Uber voucher** to make transportation easy for you.

Please let me know if you're available. I'd love to have you join us.

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Visit Monaco unveils its new international leisure campaign "Monaco, Everything At Once."

This spring, Visit Monaco is launching its new international campaign, "Monaco, Everything At Once."

The campaign is designed to be rolled out across all of Monaco's key target markets, with the ambition of strengthening both awareness and desirability among leisure travelers.

One destination, countless experiences… all in one place

With "Monaco, Everything At Once.", Visit Monaco highlights what makes the Principality truly unique: its ability to bring together a wide range of experiences within just 2 square kilometres. From major sporting events and fine dining to cultural experiences, wellness escapes, vibrant nightlife, and relaxing moments by the sea, Monaco offers it all in one compact destination.

The creative concept showcases Monaco as a multifaceted destination, where visitors can move seamlessly from one world to another, crafting their stay according to their mood and desires.

This promise comes to life through a series of six visuals, each illustrating the diversity of experiences available. Supported by impactful headlines, these visuals depict iconic moments in the Principality, designed to capture attention and embody the campaign's signature.

Alongside this, a destination film extends the narrative, weaving together powerful, immersive scenes that convey the intensity and richness of Monaco.

A campaign designed for international reach

The rollout is supported by the international network of the Monaco Government Tourist and Convention Authority, particularly its overseas promotion offices, as well as by the commitment of teams based in Monaco.

It will also be supported by a digital strategy deployed across social media, as well as institutional and partner websites, and will be complemented by targeted media placements.

As Guy Antognelli, Director of Tourism and Conventions for Monaco, explains: *"Monaco embodies a unique destination where every experience can be lived intensely and simultaneously. Through this campaign, we reaffirm our distinctiveness and our ability to offer, in a single place, an unparalleled richness of emotions and moments; a destination where every instant matters, and where everything truly happens at once."*

Discover the campaign here:

Retrieve the visuals on our dedicated media platform: https://media-trade.visitmonaco.com/en/media-gallery/leisure-tourism-media

For any request to access or download the assets, please use our media contact form: https://media-trade.visitmonaco.com/en/contact-us/media-contact

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The Monaco Government Tourist and Convention Authority is an office of the Prince's Government attached to the Ministry of Finance and Economy. Its primary role is to promote the destination, ensuring a high number of tourist visitors throughout the year.

Working closely with all tourism, economic and cultural stakeholders in the Principality, the Monaco Government Tourist and Convention Authority undertakes numerous actions in order to fully accomplish its goals. Its promotional work is organised around three strands:

- The Convention Bureau and Leisure Travel & Sales Departments lead professional networks in conjunction with the promotional offices abroad;

- The Marketing Division rolls out campaigns and forges partnerships in accordance with the needs of each priority market depending on the targets and countries;

- The Corporate Social Responsibility (CSR) Unit works to ensure that Monaco thinks and acts in a fairer and more sustainable way as it continues to create a responsible destination.

More information on www.visitmonaco.com/en and on our social media channels.

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Visit Monaco Launches New "City Walk" Platform to Help Travelers Explore the Principality on Foot

Free digital guide features curated walking routes, interactive maps and real-time parking information, making it easier than ever to discover Monaco at your own pace

MONACO (July 13, 2026) – Exploring Monaco just got easier. Visit Monaco has launched **Monaco City Walk**, a new digital platform designed to help visitors discover the Principality on foot through curated walking routes, interactive maps and practical planning tools.

Available at **citywalk.visitmonaco.com**, the free platform encourages travelers to leave their car behind upon arrival and experience Monaco's diverse neighborhoods at their own pace. Whether strolling through the historic streets of Monaco-Ville, admiring panoramic Mediterranean views, discovering world-renowned gardens and museums or stopping at cafés, boutiques and restaurants along the way, visitors can now plan every step of their journey with ease.

“Monaco is a destination to be experienced as much as it is to be visited. With Visit Monaco City Walk, we want to give visitors everything they need to explore its neighborhoods, let themselves be surprised as they stroll and enjoy their visit”, said Guy Antognelli, Director of Tourism and Conventions for Visit Monaco.

Designed with convenience in mind, Monaco City Walk helps travelers plan before they arrive. The platform highlights recommended public parking facilities, provides real-time parking availability across the Principality, including spaces for electric vehicles, and allows visitors to reserve parking in advance at Parking des Salines.

Once in Monaco, users can choose from a selection of themed walking routes showcasing the Principality's distinct neighborhoods. Each itinerary includes route distance, estimated walking time, key attractions and suggested experiences along the way. Visitors can follow dedicated City Walk signage throughout Monaco or customize their itinerary, combining walking with Monaco's efficient public transportation network to explore even more of the destination.

The platform's interactive map provides an easy way to navigate Monaco while highlighting cultural attractions, scenic viewpoints, shopping districts, restaurants, gardens and iconic landmarks, allowing travelers to personalize their visit based on their interests.

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Monaco City Walk also integrates seamlessly with the Principality's growing suite of visitor-focused digital services, including Monapass, Your Monaco, Monaco Bus, Taxi Monaco, Mobee, Citymapper and StreetNav, creating a connected ecosystem that simplifies getting around and enhances the overall visitor experience.

To begin planning your visit and explore Monaco City Walk's curated walking routes, visit **citywalk.visitmonaco.com**. For more information about Monaco's attractions, accommodations, events and travel inspiration, visit **visitmonaco.com**.

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The Monaco Government Tourist and Convention Authority is an office of the Prince's Government attached to the Ministry of Finance and Economy. Its primary role is to promote the destination, ensuring a high number of tourist visitors throughout the year. Working closely with all tourism, economic and cultural stakeholders in the Principality, the Monaco Government Tourist and Convention Authority undertakes numerous actions in order to fully accomplish its goals. Its promotional work is organised around three strands:

- The Convention Bureau and Leisure Travel & Sales Departments lead professional networks in conjunction with the promotional offices abroad;

- The Marketing Division rolls out campaigns and forges partnerships in accordance with the needs of each priority market depending on the targets and countries;

- The Corporate Social Responsibility (CSR) Unit works to ensure that Monaco thinks and acts in a fairer and more sustainable way as it continues to create a responsible destination.

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Princess Grace's Legacy Celebrated at the Smithsonian This September

As Monaco commemorates several major milestones in 2026—including the 70th anniversary of the marriage of Princess Grace and Prince Rainier III, the 20th anniversary of the Embassy of Monaco in Washington, D.C., and America250—the Embassy of Monaco is partnering with the Smithsonian to celebrate the enduring cultural legacy of Princess Grace and the longstanding friendship between Monaco and the United States.

On **September 1**, the **Embassy of the Principality of Monaco**, in partnership with **Smithsonian Associates**, **Smithsonian Gardens**, and the **Princess Grace Foundation-USA**, will present **"Princess Grace: Celebrating an Enduring Legacy"** at the Smithsonian's Arts and Industries Building in Washington, D.C.

The evening program will explore the life and influence of Grace Kelly, later Princess Grace of Monaco, through a historian presentation and panel discussion examining her impact on film, fashion, philanthropy, and the performing arts, while highlighting the ongoing work of the Princess Grace Foundation-USA in supporting emerging artists.

The celebration will also include the dedication of a permanent tribute to Princess Grace in the Smithsonian's Kathrine Dulin Folger Rose Garden. Four reproductions of a historic swan bench—including one honoring Princess Grace—will be installed, accompanied by the Princess Grace rose, creating a lasting symbol of the friendship between Monaco and the United States on the National Mall. To commemorate the occasion, the Embassy has also created a limited-edition philatelic issue inspired by *The Swan* and the Princess Grace Rose, further honoring Princess Grace's artistic and cultural legacy.

The initiative follows a series of Monaco-U.S. cultural collaborations throughout 2026, including the signing of a memorandum of understanding between the Principality of Monaco and America250 to strengthen cultural ties between the two nations, as well as a special screening of *To Catch a Thief* hosted by the Embassy and Paramount Pictures in Washington, D.C.

Given Princess Grace's unique story as an Academy Award-winning American actress who became Princess of Monaco, the event offers a timely opportunity to explore her lasting influence on culture, cinema, diplomacy, and the enduring relationship between Monaco and the United States.

If this is of interest, I'd be happy to connect you with representatives at the Embassy of Monaco for additional information, interviews, or imagery.

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About the Embassy of Monaco in Washington, D.C. The Embassy, established in 2006, represents Monaco in the USA, to foster diplomatic, cultural, and scientific relations between both nations. It also oversees an accredited consulate general in NYC and a network of honorary consuls across the US in Los Angeles, Dallas, Miami, San Francisco, Atlanta, New Orleans, Seattle, Boston, Chicago and Las Vegas. www.MonacoEventsUSA.com

About the Princess Grace Foundation-USA
The Princess Grace Foundation–USA was established in 1982 by H.S.H. Prince Rainier III of Monaco in memory of Princess Grace. Her commitment to advance the arts in the USA is sustained by the Princess Grace Awards, which identify and support extraordinary early-career artists in theater, dance and film through transformative grants, and by nurturing and supporting Princess Grace Award winners throughout their careers. www.pgfusa.org

About Smithsonian Associates
For more than 60 years, Smithsonian Associates—the world's largest museum-based education program—has produced vibrant educational and cultural programming that brings the Smithsonian to life. Inspired by the Smithsonian's research, collections and exhibitions nearly 1,000 public programs spark creativity and excite learning in people of all ages each year. Smithsonian Associates

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SAVE THE DATE

Visit MONACO

APRIL 12

DALLAS, TX | 6:30PM

Hosted by **Visit Monaco and its hotel partners**

An unforgettable night courtside

Private suite access at American Airlines Center.

Game on. Details to follow.

MONTE-CARLO SOCIÉTÉ DES BAINS DE MER

HOTEL METROPOLE MONTE-CARLO

COLUMBUS MONTE-CARLO

Fairmont MONTE CARLO

Le MERIDIEN BEACH PLAZA

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SAVE THE DATE

Visit MONACO

APRIL 13

FORT WORTH, TX | 12:00PM

Hosted by **Visit Monaco and its hotel partners**

AN INTIMATE CULINARY GATHERING AT BOWIE HOUSE

Auberge Resorts Collection

A refined afternoon awaits - more soon.

MONTE·CARLO SOCIÉTÉ DES BAINS DE MER

HOTEL METROPOLE MONTE-CARLO

COLUMBUS MONTE-CARLO

Fairmont MONTE CARLO

Le MERIDIEN BEACH PLAZA

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SAVE THE DATE

Visit MONACO

APRIL 14

AUSTIN, TX | 11:30PM

Hosted by **Visit Monaco and its hotel partners**

A DISTINGUISHED LUNCH EXPERIENCE AT COMMODORE PERRY ESTATE

Auberge Resorts Collection

Save the date - invitation to follow.

MONTE-CARLO SOCIÉTÉ DES BAINS DE MER · HOTEL METROPOLE MONTE-CARLO · COLUMBUS MONTE-CARLO · Fairmont MONTE CARLO · Le MERIDIEN BEACH PLAZA

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SAVE THE DATE

Visit MONACO

APRIL 15

NEW YORK, NY | 6:00PM

Hosted by **Visit Monaco and its hotel partners**

AN EXCLUSIVE EVENING RECEPTION AT

El Secreto by Faena

Exclusively for Embark Beyond advisors - details coming soon.

MONTE·CARLO SOCIÉTÉ DES BAINS DE MER

HOTEL METROPOLE MONTE-CARLO

COLUMBUS MONTE-CARLO

Fairmont MONTE CARLO

Le MERIDIEN BEACH PLAZA

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SAVE THE DATE

Visit MONACO

APRIL 16

NEW YORK, NY | 6:00PM

Hosted by **Visit Monaco and its hotel partners**

A CHIC INDUSTRY SOIRÉE AT

The Living Room by Faena

An evening to remember - stay tuned.

MONTE·CARLO SOCIÉTÉ DES BAINS DE MER

HOTEL METROPOLE MONTE-CARLO

COLUMBUS MONTE-CARLO

Fairmont MONTE CARLO

Le MERIDIEN BEACH PLAZA

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SAVE THE DATE

Visit MONACO

APRIL 17

NEW YORK, NY | 12:00PM

Hosted by **Visit Monaco and its hotel partners**

A PRIVATE LUNCHEON AT

La Cava by Faena

Exclusively for Fora Travel advisors - invitation to follow.

MONTE·CARLO SOCIÉTÉ DES BAINS DE MER

HOTEL METROPOLE MONTE-CARLO

COLUMBUS MONTE-CARLO

Fairmont MONTE CARLO

Le MERIDIEN BEACH PLAZA

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Visit MONACO

Travel Trade Website | Practical Information | Major Events



Campaign Spotlight: Monaco, Everything At Once

This spring, Visit Monaco introduces its new global campaign, **"Monaco. Everything At Once",** a bold expression of the destination's **unique appeal.** The campaign showcases Monaco's ability to offer an **extraordinary** range of **experiences** within a remarkably compact setting.

From **Michelin-starred dining** and **world-class events** to **cultural discovery** and **seaside relaxation**, visitors can move seamlessly between experiences, shaping a stay that reflects every mood and moment.

Brought to life through striking visuals and an **immersive campaign** film, it captures Monaco's defining contrasts: energy and tranquility, glamour and authenticity, all in one **unforgettable destination.**

A Season to Indulge: Spring Offers in Monaco



Featured Offer: A Riviera Summer, Perfectly Timed

Looking ahead to the season, **Monte-Carlo Société des Bains de Mer** invites guests to plan early with its exclusive summer offer, designed to elevate stays across its iconic properties.

With preferential rates and added benefits, it's the **perfect gateway** to experience Monaco at its most vibrant, from sun-drenched days by the Mediterranean to a calendar of world-class events and cultural moments.

Dining Highlight: Em Sherif Monte-Carlo

Set within the iconic Hôtel de Paris Monte-Carlo, **Em Sherif Monte-Carlo** offers a refined journey through Lebanese and Levantine cuisine, blending tradition with contemporary elegance.

With its **vibrant atmosphere**, shareable mezze concept, and panoramic terrace overlooking the Mediterranean, it brings a fresh, sensory dining experience to **Monaco's culinary scene**, perfect for spring evenings on the Riviera.



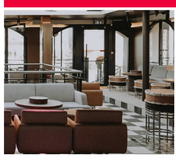
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Dining Highlight: COYA Monte-Carlo

COYA Monte-Carlo brings its signature blend of vibrant **Peruvian cuisine**, bold **mixology**, and **high-energy** atmosphere to the Riviera. Set against a stunning Mediterranean backdrop, the experience goes beyond dining, combining shareable dishes, a lively **Pisco Bar**, and curated music programming for a truly immersive evening that captures Monaco's dynamic **social scene**.

Spring Openings & Highlights.



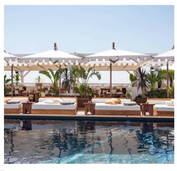
Coming in 2026: New Social Hotspots

Looking ahead, Monaco's vibrant scene grows even richer in 2026. A new bar is set to open at the iconic Hôtel Hermitage, promising **refined elegance,** while the legendary La Rascasse is set for a refresh, bringing new energy to this **iconic nightlife** spot. These additions will offer exciting new ways to experience the Principality's renowned blend of elegance and celebration.

Rooftop Season Returns: Nikki Beach Monte-Carlo

Nikki Beach Monte-Carlo reopens atop the Fairmont's iconic rooftop, bringing its signature blend of music, dining, and vibrant energy back for the season.

From sunlit lunches to **DJ-led afternoons** overlooking the Mediterranean, it remains a staple of Monaco's social scene, setting the tone for spring and summer on the **Riviera**.



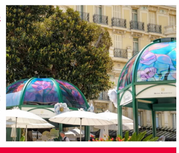


Amù at Fairmont: A Rooftop Reopening

Amù at Fairmont Monte-Carlo reopens this April, inviting guests to **savor** Riviera cuisine atop its elegant rooftop. With sun-drenched lunches, live music evenings, and panoramic **Mediterranean views,** Amù blends bold, seasonal flavors with a distinctly romantic atmosphere, making it a quintessential spot for spring and **summer in Monaco**.

Le Jardin Belle Époque: A Champagne Retreat

Nestled in the Hôtel Hermitage, **Le Jardin Belle Époque** in partnership with Perrier-Jouët offers an elegant open-air setting. With refined **champagne pairings** and a serene atmosphere, it's the perfect spot for an afternoon toast or an intimate evening, blending timeless Belle Époque elegance with Riviera charm.



Discover the Riviera Anew: The Rivamare Experience



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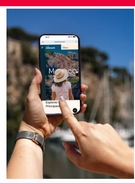
Embark on a tailor-made adventure with the **Rivamare**, the hotel's elegant 39-foot motorboat. With sleek design and a dedicated skipper, up to seven guests can explore hidden gems of the Riviera. Optional gourmet snack packages ensure a truly refined, unforgettable journey along the coast. Contact us for availability.

CONTACT US

Plan Your Perfect Monaco Experience

The newly redesigned **VisitMonaco.com**, makes **trip planning effortless** with its sleek, multilingual interface and powerful **custom itinerary builder.** Whether you're mapping out a weekend escape or a full cultural deep dive, the platform lets you **tailor your journey** with an interactive map, event calendar, venue finder, and a dedicated trade toolkit.

GET INSPIRED



LEARN, SELL & PROMOTE

Did you already check out our **specialization chapter** in the **Monaco Expert Program**, designed to help you curate the perfect Principality experience for every type of traveler. This new module dives into **itinerary planning**, offering expertly crafted journeys for every stay length.

You are not a Monaco Expert yet? Embark on a journey today to uncover Monaco's hidden treasures! Our app offers a comprehensive guide to Monaco's timeless allure, helping you confidently navigate and sell this Mediterranean gem to your clients. Click **here** to join!

AN EXCITING 2026: PLAN AHEAD!

Don't miss the incredible events in Monaco in 2026! From high-profile sports to cultural celebrations, it's a year packed with excitement; Click **here** for the full events calendar.

Visit MONACO

Images courtesy of BVlrgerfly / SBM Monte -Carlo/ Fairmont Monte Carlo / Hotel Metropole / Le Meridien Beach Plaza

Development Counsellors International
600 5th Avenue, 2nd Floor
New York, NY 10020 - USA

monaco@aboutdci.com

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Visit MONACO



Luxury Redefined: Iconic Hotels & Elevated Experiences in Monaco

Discover how to position Monaco as the **ultimate luxury escape**. This session begins with a brief destination overview, highlighting Monaco's year-round appeal, refined lifestyle, and effortless glamour, before showcasing its most iconic 5-star hotels. Learn how to match the right property to each client, from couples and families to high-net-worth travelers, while uncovering the signature experiences, amenities, and added-value opportunities that elevate every stay.

Wednesday, May 27, 2026

1:00 PM ET

Gain practical tips to confidently sell, upsell, and create unforgettable, tailor-made Monaco experiences.

Special Guests: Hotel de Paris Monte-Carlo, Hotel Hermitage Monte-Carlo, Hotel Metropole Monte Carlo and Monte-Carlo Beach

REGISTER HERE

HÔTEL HERMITAGE MONTE-CARLO · HÔTEL de PARIS MONTE-CARLO · HOTEL METROPOLE MONTE-CARLO · MONTE CARLO BEACH

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May unfolds in Monaco with **unmistakable excitement**, as the Principality steps into one of its **most iconic and vibrant seasons**. Sunlit terraces, glamorous celebrations, and the return of the **Formula 1 Grand Prix de Monaco** bring a renewed sense of energy to the Riviera, where elegance and exhilaration meet at every turn.

Monaco Grand Prix Highlights



Formula 1 Louis Vuitton Grand Prix de Monaco

The Formula 1 Louis Vuitton Grand Prix de Monaco returns this May, bringing its signature blend of **adrenaline**, glamour, and prestige to the streets of the Principality. Against the stunning backdrop of Monaco's harbor and coastline, the **legendary race weekend** transforms the Riviera into a celebration of world-class motorsport, **exclusive experiences**, and unforgettable moments both on and off the circuit.

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Unforgettable Nights During Grand Prix Season

As Monaco prepares for its **most exhilarating weekend of the year**, Monte-Carlo Société des Bains de Mer unveils an **extraordinary** collection of **evenings** inspired by the glamour and excitement of **Grand Prix season**. From elegant dinners and vibrant celebrations to exclusive **nightlife experiences** overlooking the circuit, Monaco's legendary energy comes alive after sunset in truly **unforgettable** style.





Monaco's Finest Grand Prix Dining Experiences

Celebrate **Grand Prix season** through Monaco's exceptional **culinary scene**, where renowned restaurants and exclusive terraces offer front-row views of the excitement. From elegant Mediterranean cuisine to refined **gastronomic experiences** overlooking the circuit, **Monaco's most iconic dining** destinations combine **world-class** flavors with the glamour and energy of race weekend.

The Art of Summer in Monaco

Under the Sun at Monte-Carlo Beach & Monte-Carlo Bay

As the Riviera welcomes the **summer season,** Monte-Carlo Beach and Monte-Carlo Bay Hotel & Resort invite guests to embrace **sun-filled days** by the Mediterranean. From **seaside relaxation and elegant** poolside moments to refined dining and vibrant summer experiences, these iconic destinations capture the effortless **glamour and art** of living that define Monaco in the **warmer months.**





Maona Monte-Carlo: From Mykonos to Monaco

Beginning May 14, Maona Monte-Carlo returns for a vibrant new season inspired by the **festive spirit of Mykonos**. Nestled within Monte-Carlo Beach, this iconic seaside destination combines Greek-inspired cuisine, signature cocktails, music-filled afternoons, and Mediterranean elegance for the ultimate **Riviera summer experience.**

Seaside Culinary Escapes

This summer, Monaco's coastline sets the stage for exceptional Mediterranean dining experiences. At **Las Brisas**, guests can enjoy Chef Marcel Ravin's sun-inspired cuisine overlooking the sea at Monte-Carlo Bay Hotel & Resort, while **La Vigie Zanoni Monte-Carlo** brings the spirit of Ibiza to Monaco with refined cuisine, relaxed elegance, and breathtaking views from the tip of the Monte-Carlo Beach peninsula.



Seaside Living in Monaco



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La Plage & More! at Le Méridien Beach Plaza

This season, Le Méridien Beach Plaza introduces ***La Plage & More!***, a refined new daycation experience designed to capture the effortless spirit of a **Monaco summer**. Set between lush gardens and the Mediterranean Sea, guests are invited to enjoy private beach access, seawater pools, seaside dining, **wellness experiences,** and curated **moments of relaxation** in one of the Principality's most **iconic coastal settings**. From sunlit lunches and water activities to yoga by the sea and family-friendly experiences, *La Plage & More!* redefines the art of spending summer days on the Riviera.

RESERVE NOW!

LEARN, SELL & PROMOTE

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AN EXCITING 2026: PLAN AHEAD!

Don't miss the incredible events in Monaco in 2026! From high-profile sports to cultural celebrations, it's a year packed with excitement; Click **here** for the full events calendar.

Images courtesy of Bvlergerly / SBM Monte -Carlo/ Fairmont Monte Carlo / Hotel Metropole / Le Meridien Beach Plaza

Development Counsellors International
600 5th Avenue, 2nd Floor
New York, NY 10020 - USA

monaco@bouteldcl.com

Travel Trade Website | Practical Information | Major Events



Summer settles into Monaco with **effortless elegance**, as the Principality welcomes a season filled with **world-class events**, **vibrant cultural experiences**, and **unforgettable moments** along the Mediterranean. From star-studded performances at the **Monte-Carlo Summer Festival** to prestigious sporting competitions and groundbreaking sustainability initiatives on the water, Monaco continues to showcase the unique blend of sophistication, innovation, and excitement that defines **life on the Riviera**. Whether enjoying sun-drenched days by the sea or evenings under the stars, visitors will discover a destination at its most vibrant and captivating.

Enhanced Connectivity to Monaco

Reaching Monaco is becoming even more seamless for international travelers, with expanded air connections making it easier to experience the Principality throughout the year. A new seasonal extension from La Compagnie strengthens access from North America to the French Riviera, offering travelers more flexibility when planning their Monaco escape.



La Compagnie Extends New York–Nice Flights Into Winter

La Compagnie, the **all-business-class** transatlantic airline, will **extend its direct Newark–Nice** service into the **2026/2027 winter season**, following the route's successful performance. The expanded schedule provides travelers from the United States with greater **flexibility** to reach Monaco and the French Riviera beyond the **traditional summer months**, making year-round escapes to the Principality **more accessible.**

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What's Happening Next in Monaco

From **world-class entertainment** and **elite sporting** competitions to groundbreaking innovation on the water, **Monaco's summer** calendar continues to deliver unforgettable experiences. Here's a look at what's coming up in the Principality in the weeks ahead.



Monte-Carlo Summer Festival

The iconic Monte-Carlo Summer Festival returns with an exciting lineup of **international artists** and **unforgettable** performances. Hosted at the legendary **Salle des Étoiles,** the festival blends world-class entertainment with Monaco's signature glamour, offering **magical evenings** under the stars. As one of the Riviera's most anticipated cultural events, it continues to attract visitors from around the world throughout the **summer season**.

International Show Jumping of Monte-Carlo



Set against the spectacular backdrop of Port Hercule, the International Show Jumping of Monte-Carlo welcomes some of the **world's top riders** and **horses** for one of the most prestigious events on the **global equestrian calendar**. Part of the Longines Global Champions Tour, the competition combines elite sport with the elegance and excitement that define **Monaco's summer season.**



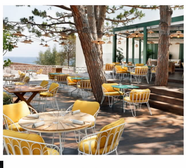
Monaco Energy Boat Challenge

Innovation takes center stage at the Monaco Energy Boat Challenge, where students, engineers, and industry leaders come together to showcase the future of sustainable maritime technology. Hosted by the Yacht Club de Monaco, the event highlights cutting-edge electric and alternative-energy vessels while reinforcing the Principality's commitment to shaping a more sustainable future for yachting.

New & Noteworthy in Monaco

From refreshed icons to exciting **new lifestyle experiences**, Monaco continues to reinvent its offering while preserving the **elegance** and **sophistication** that define the Principality. Discover the **latest openings** and arrivals bringing new energy to Monaco's hospitality, dining, and leisure scene.

MUSE MONTE CARLO, The House of Summer reopening .



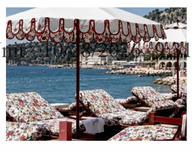
After an extensive renovation, **MUSE reopens** its doors with a renewed vision, offering guests an elevated experience in the heart of Monaco. Blending **contemporary design**, **refined hospitality**, and a fresh approach to **luxury**, the reopening marks an exciting new chapter for this iconic destination.



Gustave Bar at Hôtel Hermitage Monte-Carlo

The Hôtel Hermitage Monte-Carlo welcomes **Gustave,** a new **cocktail bar** inspired by the elegance and creativity of the Belle Époque. Set within one of **Monaco's most iconic hotels**, the intimate venue offers a sophisticated atmosphere where handcrafted cocktails and timeless Riviera charm come together.

Gucci Beach Club



Gucci brings its signature Italian elegance to the Côte d'Azur with the opening of its new beach club in Monaco. **Combining luxury fashion**, **Mediterranean style**, and an **exclusive seaside atmosphere**, the new destination offers guests a unique experience where design, relaxation, and the art of living meet.

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Nikki Beach at Fairmont Monte Carlo

Nikki Beach returns to the **rooftop of Fairmont Monte Carlo** for another season of elevated seaside living. Offering panoramic views of the Mediterranean, stylish surroundings, and a vibrant atmosphere, the rooftop experience combines **relaxation**, **entertainment**, and the **effortless glamour** of Monaco summers.

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Visit MONACO



Smart Luxury, Monaco Style: Distinctive Stays & Exceptional Experiences

Discover how Monaco delivers exceptional luxury and unforgettable experiences beyond the traditional five-star stay. Join us for an engaging webinar featuring some of Monaco's leading 4-star and lifestyle hotel partners as we explore the destination's sophisticated accommodations, vibrant culture, world-class dining, wellness offerings, and unique attractions. Hear directly from representatives of **Monte-Carlo Bay Hotel & Resort**, **Fairmont Monte Carlo**, **Le Méridien Beach Plaza**, and **Columbus Hotel Monte-Carlo** as they showcase the distinctive experiences, amenities, and value their properties offer.

Wednesday, July 15, 2026

1:00 PM ET

Learn how to match the right hotel to different traveler profiles—from couples and wellness seekers to families and luxury-minded clients looking for an authentic Monaco experience. Whether you're new to selling Monaco or looking to expand your expertise, this session will provide **practical insights, selling tips, and inspiration** to help you confidently position Monaco as a destination that combines sophistication, accessibility, and exceptional value.

REGISTER HERE

Fairmont MONTE CARLO · Le MERIDIEN BEACH PLAZA · MONTE-CARLO BAY HOTEL & RESORT · COLUMBUS MONTE-CARLO

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Monaco continues to redefine the luxury travel experience with new ways to explore, connect, and create **unforgettable memories**. From immersive **city walks** and **world-class cultural exhibitions** to sustainable adventures at sea and exciting new family experiences, the Principality invites visitors to discover both its iconic landmarks and its **newest attractions**.

This season, Monaco celebrates its rich heritage while embracing innovation through **exclusive events**, enhanced visitor experiences, and exceptional hospitality. Whether strolling through historic neighborhoods, enjoying Mediterranean cuisine with breathtaking coastal views, or experiencing the destination through curated cultural and outdoor activities, there has never been a better time to explore everything Monaco has to offer.

In this edition, discover the **latest destination updates**, exciting **seasonal experiences**, and **new openings** that continue to position Monaco as one of the world's most **sophisticated** and **dynamic travel destinations**.

Meet the Team at Virtuoso Travel Week 2026

Visit Monaco is excited to be attending **Virtuoso Travel Week 2026** in Las Vegas, where we'll connect with travel advisors and industry partners from around the world. This premier luxury travel event is the perfect opportunity to discover the **latest destination updates**, explore new experiences, and learn how Monaco continues to evolve as one of the world's leading luxury destinations.

Whether you're looking for inspiration, fresh itinerary ideas, or simply want to connect, our team is here to help bring Monaco's sharing and inviting to life.

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See You in Las Vegas!

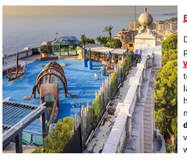


2026 Virtuoso Travel Week

8 August - 14 August 2026
Las Vegas, United States

Discover What's New in Monaco

Monaco continues to **elevate** the visitor experience with inspiring **new attractions**, internationally r**enowned events**, and **unforgettable experiences** on land and at sea. Explore the **latest highlights** waiting to be discovered across the Principality.



Explore Monaco on Foot

Discover the Principality at your own pace with the new **Visit Monaco City Walk**, a self-guided experience designed to help visitors uncover Monaco's iconic landmarks, hidden corners, and rich heritage. This new promotional asset makes it easier than ever to **explore the destination** while enjoying breathtaking views and fascinating stories along the way.

Monaco Takes Center Stage at La Vuelta

This August, Monaco proudly hosts the opening stage of **La Vuelta**, one of cycling's most prestigious races. The event brings world-class athletes, international attention, and an exciting atmosphere to the Principality, offering visitors the chance to experience Monaco through the lens of elite sport and spectacular Mediterranean scenery.





A Journey Through Automotive History

Celebrating Monaco's long-standing connection to motorsport, the **"Monaco and the Automobile: From 1893 to Nowadays"** exhibition at the Grimaldi Forum showcases more than a century of automotive innovation, design, and racing heritage. A must-visit for car enthusiasts.

Experience Monaco's Blue Side

Explore Monaco from the sea with sustainable excursions that showcase the beauty of the Mediterranean while promoting responsible tourism. These **eco-conscious experiences** offer a unique perspective of the Principality's coastline and marine environment, blending relaxation, discovery and sustainability.



Savor, Stay & Play

Monaco's hospitality scene continues to evolve with exciting **new openings** and enhanced guest **experiences**. From exceptional **waterfront dining** to **family-friendly offerings,** these latest additions invite visitors to experience the Principality in fresh and memorable ways.

La Vigie by Zanoni

Perched above the Mediterranean, **La Vigie by Zanoni** brings a fresh culinary concept to one of Monaco's most iconic seaside settings. Blending refined Mediterranean cuisine with a relaxed **beach club atmosphere,** this new destination offers **breathtaking views,** elegant design, and an unforgettable **dining experience** -from lunch through sunset.



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Las Brisas Returns

A beloved Monte-Carlo favorite, **Las Brisas** welcomes guests back for the season with its signature open-air dining experience overlooking the sea. Celebrating fresh **Mediterranean flavors** and seasonal ingredients, it's the perfect setting to enjoy leisurely lunches, **sunset dinners,** and the timeless elegance of Monaco's **Riviera lifestyle.**

A New Family Experience at Monte-Carlo Bay

Families can enjoy an enhanced stay at **Monte-Carlo Bay Hotel & Resort** with the new **Monte-Carlo Kids Club by Petit VIP,** offering creative activities, outdoor adventures, and fun-filled experiences for children ages 4 to 12.



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Visit MONACO
CONVENTION BUREAU

Your Exclusive Invitation from Visit Monaco

We hope you can join us on Wednesday, October 14 during IMEX America for a very special dinner and concert...

Wear something fluorescent and join us for a dance party at the New Kids on the Block!

- 6PM Private Reception & Dinner at Eataly's La Pizza & La Pasta Outdoor Balcony (inside Park MGM)
- 8PM New Kids on the Block Live in Concert at Dolby Live (inside Park MGM)



MONTE·CARLO
SOCIÉTÉ DES BAINS DE MER

Fairmont
MONTE CARLO

LAFAYETTE
YOUR STORY IN FRANCE & MONACO

INCENTIVE CONCEPT
MONACO

RAISING STONES

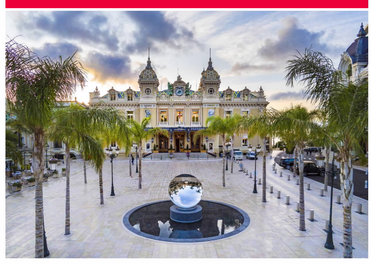
Please RSVP by July 31st: pamela.hall@aboutdci.com

Please note that photographs taken during this event may be shared on Visit Monaco social media.
If you prefer not to be featured in any photos, kindly let us know in advance.

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Visit MONACO

Travel Trade Website | **Practical Information** | **Major Events**



Monaco enters the season with fresh opportunities to **connect, discover and experience the destination from a new perspective**. From recent **travel-trade gatherings** and the upcoming **Monaco Yacht Show** to scenic walks through the Principality, every moment reveals another side of its distinctive Mediterranean character.

Virtuoso Travel Week 2026: A Memorable Week in Las Vegas



The Visit Monaco Team was delighted to connect with industry peers during **Virtuoso Travel Week 2026**. The week offered valuable opportunities to share the latest destination news, and highlight the exceptional experiences that make Monaco a must for luxury travelers. Thank you to everyone who met with us, we look forward to keeping in touch!

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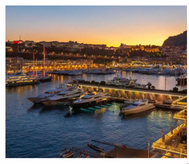
Where Next? ILTM North America in The Bahamas



Next stop: **ILTM North America 2026**, taking place from **September 28 to October 1 at Baha Mar in Nassau, The Bahamas**. Visit Monaco looks forward to connecting with leading luxury travel advisors and industry partners, sharing the latest destination news and inspiring new ways to experience the Principality. **Meet Us at ILTM North America!**

Monaco by Land & Sea

From the world of superyachting to the Principality's historic streets and newest waterfront district, Monaco invites visitors to experience the destination from **every perspective**.



The Monaco Yacht Show Returns

From **September 23–26, 2026**, Port Hercule will once again welcome the Monaco Yacht Show, bringing together the world's leading superyachts, designers, builders and industry experts. Its 35th edition offers an exceptional look at the innovation, craftsmanship and more responsible solutions shaping the future of luxury yachting.

Walk Through Historic Monaco-Ville

Discover the Principality's historic heart with a walk through Monaco-Ville. Colorful lanes lead visitors toward the **Prince's Palace**, **Saint-Martin Gardens** and the **Oceanographic Museum**, while panoramic viewpoints reveal the Mediterranean and the city below. It is an ideal route for travelers interested in **Monaco's heritage** and timeless character.





Explore Mareterra & Larvotto

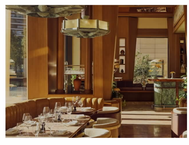
For a contemporary perspective, follow the waterfront through Mareterra and toward Larvotto. Monaco's new **eco-district** combines landscaped green spaces, striking architecture, dining and a 500-meter seaside promenade. Continue toward Larvotto Beach for gardens, coastal views and a relaxed expression of **modern Monaco.**

Partner Spotlight: Dine, Stay & Celebrate

Now Open: SEN at Le Méridien Beach Plaza

Tucked inside Le Méridien Beach Plaza, **SEN** is an intimate Japanese speakeasy by the Kodera family. Chef Hiroki Hiyama celebrates seasonality and *omotenashi* through refined sushi, hot dishes and an exclusive **omakase experience**.





Marlow: British Style Meets the Riviera

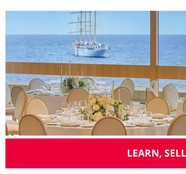
Located in the heart of Mareterra, **Marlow** brings a sophisticated British club atmosphere to Monaco. Designed by Hugo Toro, the all-day dining destination moves effortlessly from English breakfast and Tea Time to **signature dishes**, Sunday dining, cocktails and live music, all with a distinctly Monte-Carlo point of view.

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Fairmont Monte Carlo Earns Third Consecutive Green Globe Certification

Fairmont Monte Carlo has earned **Green Globe certification for the third consecutive year**, recognizing its commitment to responsible hospitality through reduced single-use plastics, solar panels, LED lighting and more efficient energy solutions.





Celebrate at Fairmont Monte Carlo

From intimate terrace ceremonies to elegant ballroom receptions, Fairmont Monte Carlo offers distinctive settings for **weddings and celebrations**. Dedicated planners, Mediterranean views and tailored packages bring each occasion beautifully to life.

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What's New in Monaco – 2026 Updates & Highlights

Discover the **latest developments, experiences, and offerings** in Monaco for 2026. Advisors will gain updates on new attractions, events, and services across the destination, featuring all properties.

Wednesday, September 23rd, 2026

1:00 PM ET

Content Highlights: New experiences, hotels, and property updates, upcoming cultural events and seasonal highlights , tailoring Monaco experiences for couples, families, and luxury short stays and, last but not least, how to sell Monaco year-round while maximizing value

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Travel Trade Website | Practical Information | Major Events



Monaco continues to capture attention this season, from the excitement of the Monaco Yacht Show and upcoming travel-trade connections at ILTM North America to fresh **destination experiences** and major developments already **shaping travel for 2027**. With new air access to the French Riviera, an extended future for the Monaco E-Prix, and the Principality once again stepping into the international spotlight through film and entertainment, there are even more reasons to keep Monaco top of mind for future client journeys.

Meet Monaco at ILTM North America 2026



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Visit Monaco is heading to ILTM North America 2026, taking place **September 28–October 1** at **Baha Mar in Nassau**, **The Bahamas**. We look forward to connecting with leading luxury travel advisors and industry partners, sharing the latest destination news and inspiring new ways to experience the Principality. **Meet us at ILTM North America!**

Now in Monaco: The Monaco Yacht Show Takes Center Stage



The Monaco Yacht Show **is underway at Port Hercule from September 23–26**, bringing the international superyacht community together for its 35th edition. This year's show is expected to feature **120 superyachts**, including 43 delivered in 2026, alongside leading shipyards, designers, brokers and industry experts.

Beyond the impressive fleet, the show puts Monaco at the heart of the global yachting world for four days, offering visitors a closer look at the craftsmanship, innovation and experiences shaping the future of luxury at sea

Explore the Monaco Yacht Show

Monaco Now & Next

From the silver screen to the racetrack and new ways to reach the Riviera, Monaco continues to make headlines while giving travelers even more reasons to look ahead to 2027.



Monaco Takes the Spotlight
Monaco recently became a film set for the upcoming ***Ocean's Eleven*** prequel, recreating the atmosphere of the **1962 Monaco Grand Prix**. Vintage-style race cars and period details transformed locations including **Port Hercule, Casino Square and Larvotto**, putting the Principality in the cinematic spotlight.

The Monaco E-Prix Looks Ahead
The **Monaco E-Prix has secured its place in the Principality through 2031**, extending Monaco's relationship with electric racing. The 2027 double-header is scheduled for **May 1–2**, giving motorsport fans another date to add to their travel calendars.





Discover the 5 Elements Ritual by Marcel Ravin
At Monte-Carlo Bay Hotel & Resort, Chef **Marcel Ravin** brings gastronomy and wellness together through the **5 Elements Ritual**, an immersive experience inspired by nature and the senses—another creative way to experience his distinctive culinary universe.

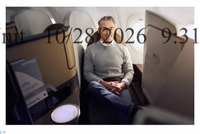
Make the Most of Monte-Carlo
The **My Monte-Carlo** program adds extra value to a stay at participating Monte-Carlo Société des Bains de Mer hotels, with exclusive benefits and experiences designed to help guests enjoy even more of the resort and the Principality.



New Routes, Easier Access to Monaco

Getting to Monaco from North America is becoming even easier in 2027, with **American Airlines and Air Canada introducing new nonstop service to Nice Côte d'Azur Airport**, the main international gateway to the Principality.

New York to Nice with American Airlines
Beginning **May 6, 2027**, American Airlines will launch daily nonstop service from **New York-JFK to Nice**, operated by the Airbus A321XLR—providing U.S. travelers with another convenient connection to the French Riviera and Monaco.



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Toronto to Nice with Air Canada
Air Canada will introduce new nonstop service between **Toronto and Nice beginning June 16, 2027**, operating twice weekly through October 23 and complementing its existing Montréal–Nice service with another convenient gateway to Monaco.

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