



## OUR MISSION

Nîmes Tourism board & Convention Bureau is the key point of contact for discovering, advising on, and organizing leisure and business stays in the destination. Through its services dedicated to hospitality, attractiveness, sales, and communication, the entire Nîmes Tourism board & Convention Bureau team meets the high expectations of local authorities, visitors, and tourism professionals in terms of hospitality quality, offer development, and qualification. Our Convention Bureau, with over 38 years of experience serving the region, demonstrates a continually renewed ability to imagine original and sustainable solutions for hosting professional events. These events benefit the full range of businesses across the destination, now expanded to include the 38 municipalities of Nîmes Métropole. The scope of our activities includes destination promotion, ticketing and reception services, the Convention Bureau – Business Tourism Events, and Leisure Tourism Events. In addition to our existing certifications – Qualité Tourisme, Tourisme & Handicap, and Category 1 Tourist Office – our ISO 20121 certification obtained at the end of April 2025 enables us to create a positive dynamic within the destination, promoting more sustainable tourism and continuing to support our partners in achieving responsible certifications.



## OUR VALUES

### Satisfaction :

« Working together for everyone's well-being, by valuing each contribution. »

### Listening :

« Attentive to your feedback, for continuous improvement. »

### Passion :

« A dedicated and passionate team driven by its mission: to offer visitors an exceptional welcome experience. »

### Commitment :

« Committed to promoting Nîmes and all its stakeholders. »



## OUR PRINCIPLES

Nîmes Tourism board & Convention Bureau integrates, in a cross-cutting manner, the duties of transparency by providing regular information to our internal and external stakeholders throughout the project; inclusion by consulting stakeholders and taking their expectations into account; vigilance by managing the impacts of our activities and ensuring continuous training to reinforce awareness and understanding of sustainable development issues; and integrity by complying with applicable laws and regulations and ensuring that our activities are carried out ethically and in accordance with legal standards.



## OUR KEY PRIORITIES

### ENVIRONMENTAL CHALLENGE:

#### Limit all forms of pollution by promoting eco-responsibility:

by raising awareness around sustainable mobility and responsible digital practices, measuring the carbon footprint of our business travel, and reducing our environmental pollution.

### SOCIAL CHALLENGE:

• **Promote accessibility for people with disabilities through awareness and improved hospitality for all :** by maintaining our certifications, raising public awareness, and encouraging inclusive hospitality.

• **Foster employee well-being through skills development and internal dialogue :** by continuing an appropriate training plan and organizing internal knowledge-sharing and discussion workshops.

### ECONOMIC CHALLENGE:

• **Promote a sustainable and positive economy through responsible purchasing and partnership development :** by making responsible purchases and supporting our partners with communication actions and themed workshops.

• **Maintain service quality and customer satisfaction :** by sustaining our certifications and ensuring ongoing monitoring of customer and partner satisfaction.

### GOVERNANCE:

• **Enhance the visibility of sustainable development by raising awareness among stakeholders and contributors:** by creating a dynamic around this theme.



## OUR COMMITMENTS

**The management of Nîmes Tourism board & Convention Bureau** is committed to implementing, evaluating, and continuously improving its responsible management system in accordance with the principles of sustainable development. This approach involves complying with all existing legal and regulatory obligations related to the activities concerned. Nîmes Tourism board & Convention Bureau is committed to upholding its values and addressing the identified challenges with a long-term perspective, aiming to leave a constructive legacy for future generations.

Xavier Labaune,  
Director Nîmes Tourisme  
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