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Welcome to the January edition of the Via Nissa newsletter.



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Dear Via Nissa community,

The Côte d'Azur lives on tourism. Its natural beauty, activities, fine restaurants, maritime activities, mountains, conferences, make it one of the most popular destinations in France which is the number 1 tourist destination in the world. But all the visitors to the region have been stopped by the health crisis in the world. And it is the global clientele which is the most important. The Côte d'Azur welcomes 70% of its tourist from other countries, versus our neighbors, the Var region often called "Provence" which has almost 90% of its visitors coming from France.

And the news seems to get worse and worse. Now, the border with the UK has seen closures. The three direct flights from the USA have been canceled. Dozens of flights from Russia, one of the most important markets for the region have stopped. Flights from within Europe and from Canada all have been cancelled. All conference activities have been stopped, with the recent announcement of the May Film Festival in Cannes now canceled.

Restaurants which were originally slated to be opened on January 15th have now seen their potential opening date pushed back to mid-February. The local region and state have been doing their best to raise the spirits of those in the tourism industry, with a package of measures designed to aid financially those industries which have been most impacted.



This is a photo of the buildings of 38 and 40 rue Victor Hugo in Nice. On 9 February, 1944, the Gestapo showed up at the apartment of Ludwig Baum and his 34-year-old daughter Greta. Ludwig indicated to Greta that she should try to escape, so she ran up the spiral staircase in their 5th floor apartment to the roof and jumped to the next building with the Nazis trying to shoot her...

Read the end of this story in our [blog](#).

Via Nissa has a large tourism component, yet we also have taken advantage of the downtime to redirect our activities into the world of historic property, one of the most important sectors on the Côte d'Azur. The property market has certainly become most challenging for the real estate firms, which have profited from the huge demand for high end properties without a huge demand and limited supply. As the market is no longer "easy", the property agents are reacting by dramatically increasing their investments into technology. The use of much "slicker" presentations and the use of social network marketing has finally arrived. But no matter how sophisticated the marketing program, it all depends on content. Saying a property comes from the Belle Époque or is from the 18th century is no longer sufficient. Nor is a simple discussion of the number of square feet or meters and bedrooms enough. The property market is becoming much more competitive, which creates a wonderful opportunity for Via Nissa, as we can provide specific and unique historic content for property agents to separate themselves from their competitors.



Via Nissa has been named the historic research partner for Knight Frank, the world's largest privately-owned luxury real-estate agency, founded in 1896. Not only are we creating historic content for the industry, but we continue to work on projects for real property owners to document their properties history. What is new is two things. First, Via Nissa is now recognized by third parties for its expertise in historic properties, which means we are benefiting from a network of property agents who are referring their clients to Via Nissa. Second, we are being asked to provide digital presentations on property which takes the level of high-tech sophistication into an entire new level, with the ability to see properties as they were in the past. These kinds of projects allow the home owners to feature their properties on websites to promote its uniqueness and history. The Walls Speak to Via Nissa.

This capacity greatly enhances our tourism skills and knowledge. When we write a historic report for a homeowner, the report is at least 400 pages and can exceed 1000 pages. Yet it is more than writing the history of a property. It is providing us an avenue to understand the region and rewrite the history that one only finds in books. We like to say that at Via Nissa, we write the books, we don't just read them, which provided us access and information which is available only through an organization with skills in archival research, history and linguistic capacity of both living languages and languages used in the past.

As we wait for tourism to return, and it is sure that the region has lost none of its attractiveness, we are staying busy writing the history of the Côte d'Azur. Our film and media projects continue to be active and we are working with various agents in London and Hollywood to produce a television series on the Côte d'Azur.

We hope to bring you soon back to the Côte d'Azur.

AN HISTORICAL PEEK INTO OUR PROPERTIES. EN savoir plus sur nos propriétés. Includes a grid of four property photos with descriptive text for each.

Via Nissa is the historic research partner of Knight Frank on the Côte d'Azur. Their latest publication has just been released. Our work is featured on pages 8-9. [Click here](#) to read the publication.

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