INSIDER'S GUIDE · MONACO · CANNES · SAINT-TROPEZ

The Riviera *Villa Guide.*

Renting a villa on the French Riviera comes down to three choices: the right week, the right hill and the right distance from the action. This guide explains how the market works around Monaco, Cannes and Saint-Tropez, and where we book.

THE INSIDER'S GUIDE

Villas

MONACO · CANNES · SAINT-TROPEZ

ARRANGED BY PLATINUM

OUR PICK · ON REQUEST

OUR PICK · WALK-IN

MEMBERS & THEIR GUESTS

Every address is marked: what we arrange, and what you simply walk into.

BEFORE YOU BOOK

How the Riviera villa market works.

The rhythm of the year

Event weeks (Cannes in May, the Grand Prix, the yacht shows) are priced and booked on their own, and the best villas are committed months in advance. July and August are high season everywhere, with Saturday-to-Saturday weeks and a seven-night minimum. June and September are the insider months: warm sea, open beach clubs, more choice and more room to negotiate.

Why last-minute rarely works

Online listings are often out of date: the villa you see may already be taken. Owners prioritise full weeks, so a three-night request in August is the hardest thing to place, and large villas for large groups are far rarer than people think.

What a rental usually includes

A weekly rent, plus a security deposit, final cleaning and the local tourist tax. Daily housekeeping, a private chef, a driver or a boat are arranged on top, depending on the villa and the week.

Our edge

A large share of the villas we place are off-market and come directly from their owners: no listing, no stacked agency fees. When everything online says full, there is often still a door.

THE CALENDAR

When the Riviera books out.

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Plan around these weeks and book them first. Exact dates change every year: contact us for this year's dates.

March · MIPIM, Cannes

The real-estate congress. Business villas near the Palais go first.

May · Cannes Film Festival

The most requested fortnight of the year in Cannes.

Late May or June · Monaco Grand Prix

Roads inside the circuit close: location decides everything.

July & August · Peak season

Saint-Tropez and the whole coast, Saturday-to-Saturday weeks.

Late September · Monaco Yacht Show

Superyacht week on Port Hercule.

June · Cannes Lions

The advertising festival. Group villas for agencies and brands.

September · Cannes Yachting Festival

Early September, on the water.

Late September to October · Les Voiles de Saint-Tropez

Classic and modern yachts, and a second season in the gulf.

> INSIDER TIP
>
> Cannes in May and the Grand Prix fall within weeks of each other. If you plan both, secure both villas at the same time.

MONACO

Almost no villas.

ARRANGED BY PLATINUM

The Principality is apartments. The villas, gardens and pools are just across the border.

Beausoleil

Borders Monte-Carlo, steps above Casino Square: the closest you can stay to the action, at French prices.

Cap-d'Ail

West of Fontvieille, on the water. Quiet seafront villas, minutes from the circuit.

Roquebrune-Cap-Martin

East of Monaco, on the Cap Martin peninsula. Larger plots, sea views, more privacy.

> INSIDER TIP
>
> Property on the French side of the border sells for several times less per square metre than in Monaco, and rents follow the same logic. For Grand Prix week, stay in Beausoleil or Cap-d'Ail, arrive with a driver who knows the drop-off points, and walk in.

CANNES

Choose your hill.

ARRANGED BY PLATINUM

In Cannes, the right neighbourhood matters more than the size of the villa.

La Croix des Gardes

The green hill west of the centre. Quiet, residential, close to the Palais and the Croisette.

La Californie

The prestige hill east of the Croisette. Belle Époque villas, sea views, minutes from the beach.

Super Cannes

The top of La Californie. Panoramic views over the bay and total privacy, but a drive down.

Mougins

The village just inland. Space, gardens and value, around twenty minutes from the Croisette with a driver.

> INSIDER TIP
>
> During the Festival the area around the Palais is locked down and the Croisette is slow. A villa close to the Palais, or a driver with a plan, is worth more than an extra bedroom. A large villa in Mougins or Vallauris often costs a fraction of a premium villa in La Californie for the same week.

SAINT-TROPEZ

Beat the traffic.

ARRANGED BY PLATINUM

The gulf has one road in. Where you sleep decides how you spend your days.

Ramatuelle

The Pampelonne side. Walk to the beach clubs, vineyards and pine forests, minutes from the village.

Gassin

The hill village above the gulf. Views, calm and gated estates, minutes from the port.

Sainte-Maxime

Across the gulf. Sea-view villas at a fraction of the price, about twenty minutes to the Old Port by boat.

> INSIDER TIP
>
> In summer, the last stretch into Saint-Tropez can take over an hour by car. The shuttle boat from Sainte-Maxime crosses in about twenty minutes. Better still: your own boat or tender.

THE RIVIERA RULE

Choose the hill, not just the house.

A few kilometres change everything.

Monaco → Beausoleil

Up to seven times less per square metre.

La Californie → Mougins

Up to three times less per week.

Pampelonne → Sainte-Maxime

Up to three times less per week.

OFF DUTY

No reservation. No dress code.

OUR PICK · WALK-IN

The laid-back addresses locals queue for. Recommended, not booked: just turn up.

Chez Roger · Monaco

The Principality's socca and pissaladière institution at the Condamine market. Go in the morning and eat standing, like the Monegasques.

Marché Forville · Cannes

The covered market at the foot of Le Suquet, mornings except Monday. Go early: by lunchtime the stalls close.

Philcat · Cannes

The takeaway kiosk by the market, known for its pan bagnat. Before 1pm, or the shutters come down.

Sénéquier · Saint-Tropez

The red terrace on the Old Port. Walk-in only: morning coffee or sunset rosé, facing the yachts.

Place des Lices market · Saint-Tropez

Tuesday and Saturday mornings. Arrive before 9am.

La Tarte Tropézienne · Saint-Tropez

The original cream-filled brioche. Order one for the villa.

Platinum Agency Group is an independent concierge, not affiliated with the hotels, restaurants, clubs or events named in this guide. “Arranged by Platinum”: access we arrange directly. “Our picks”: recommendations, with reservations on request and subject to availability. Venues, opening periods and event dates change: contact us for current details before you travel.

Questions

When should I book a villa on the French Riviera?

For the Cannes Film Festival, the Monaco Grand Prix and July–August, as early as possible: the best villas are committed months ahead. June and September offer more choice and more room to negotiate.

Where should I stay for the Monaco Grand Prix?

Beausoleil or Cap-d'Ail, just across the French border. You get a whole villa for the price of a suite and can still walk to the circuit.

What is the best area to stay in Saint-Tropez?

Ramatuelle for the Pampelonne beach clubs, Gassin for views and calm, or Sainte-Maxime across the gulf for value, about twenty minutes from the Old Port by boat.

What does a villa rental include?

The weekly rent, a security deposit, final cleaning and the tourist tax. Housekeeping, a chef, a driver or a boat are added on request.