



27 million
visitors
per year

An elan for Paris

Paris,
the world
in a city

#3

2007 2008

27 million visitors,
among whom 17 million
are foreigners
and 10 million French people

44 million visitors
to the Paris region

Main nationalities:

USA: 18 % Japan: 7 %
Great Britain: 17 % Germany: 7 %
Italy: 7 % Spain: 6 %
Other Asian countries, Australia, South Pacific: 6 %
Others : 32 %

number
of visitors
to the main
tourist sites
in million
visitors

Sacré-Cœur basilica,
in Montmartre



Cité des sciences et de
l'industrie (apart Géode)

Louvre museum



Pompidou Center

Père Lachaise cemetery

Notre-Dame de Paris
Cathedral

Natural History museum

Orsay museum

Palais des Congrès

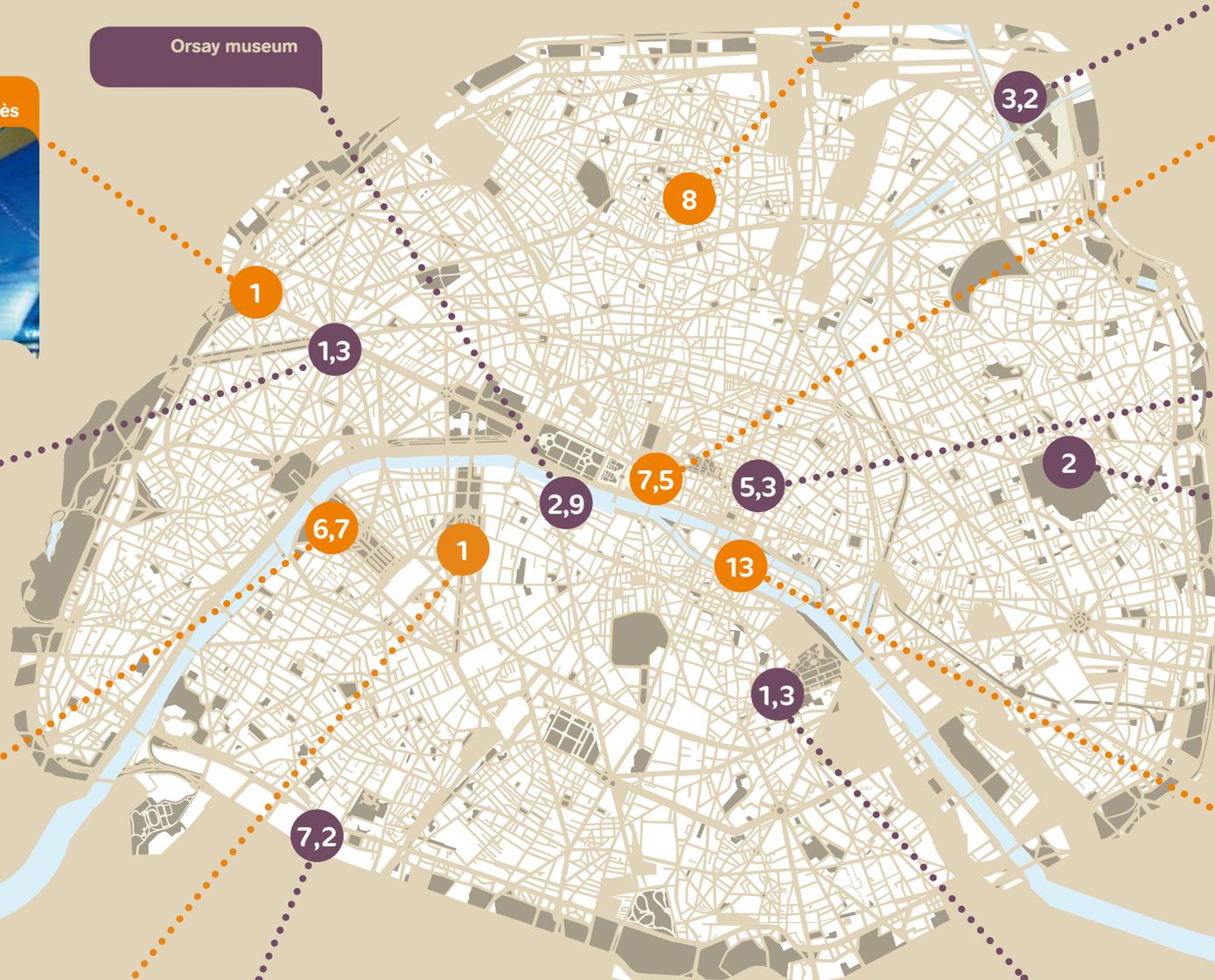


Arc de Triomphe



Eiffel tower

Place des Invalides



We must strengthen
the image of Paris
as an avant-garde
city and promote
an exceptional
cultural heritage,
an enjoyable
quality of life and
a cosmopolitan
population as soon
as our visitors arrive
in Paris.

1

Hospitality:
a priority

- A "day of tourism" to make Parisians aware of the richness brought by all those who visit our capital.
- A "local safety contract" that guarantees the security of visitors.

- Ten information kiosks around Paris.
- The charter of quality with Montmartre shopkeepers associations.
- New premises for the Paris Tourism and Convention Office.
- Multimedia information tools : OTCP website in 13 languages, access to touristic information by means of the 400 wifi municipal terminals.



One in ten Parisians work for, or thanks to, tourism that is the first pillar of Paris economy.

3 Tourism, first pillar of Paris economy

• Personal involvement of the mayor with the professionals of business tourism and creation of a new Convention Bureau to promote Paris as the host city for large international congresses.

• International promotion of Paris on emerging touristic markets thanks to the Japanese, Chinese, Korean, Indian and Russian committees of the Paris Tourism and Convention Bureau.

Paris is the **no. 1** destination for trade fairs and concenctions for the 27th consecutive year.

• With the Time Management Office, development of night transport to support the night economy : prolongation of the metro until 2.15 on Fridays and Saturdays, new "Noctilien" night bus network, more taxi licences.

• Campaign to promote and increase the prestige of jobs in the tourism sector.

8 billion euros total economic earnings and 30 million euros of income from the visitors' tax.

www.talents-chr.org

www.pariscapitaledecreation.com

• "Paris, capital of creation" is an annual event in partnership with 21 professional fashion, design and arts and crafts shows.

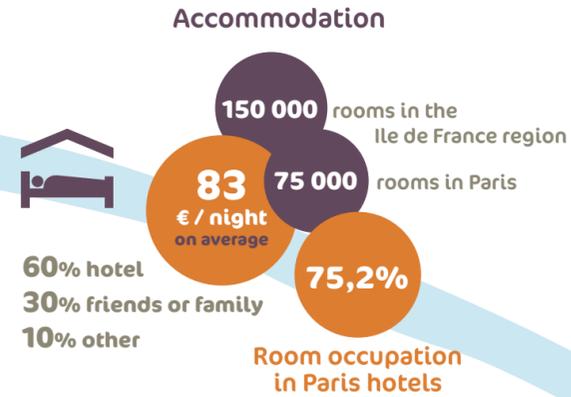


148 000 direct jobs and as many indirect or induced jobs.

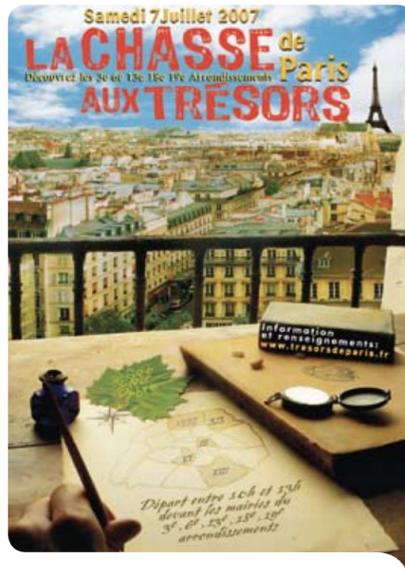


Aéroports de Paris, first airport in mainland Europe with more than 78 million passengers.

1st



60% hotel
30% friends or family
10% other



Means of transportation used by visitors in Paris:
89% metro, 23% bus, 16% taxi, 13% coach, 5% car, 4% walk, 3% bike

www.hqp.fr



The City of Paris is the first touristic destination in the world. This implies that we musn't forget the Parisians who cannot have access to leisure or holidays because of a handicap or because they can't afford them.

4 Tourism for all

• Label "Tourism and handicap" (accessibility, mobility and autonomy) and a guidebook of adapted holidays and leisure for people with disabilities.

New accommodation offer for young tourists:

320 beds in the Pajol neighbourhood.
270 beds along the Villette basin.



Events
A power of attraction: When an event takes place in Paris, it attracts

10 à 30%

more participants than if it were held in another city.

2 A sustainable and participative tourism

The development of tourism must be a vector of encounters between the population and visitors. But it must also be compatible with the quality of life of residents and the environmental objectives defined by the City of Paris.

• A policy aimed at regulating the transport of tourist groups : parking passes for coaches, centralized management of available parking places, no coaches allowed on the Seine islands, rationalization of areas reserved to drop off or pick up groups.

• Making professionals aware of high environmental quality standards and soft transportation means, like self-service bikes.

• Encouragement to a tourism that respects the environment and contribution to the elaboration of Paris Agenda 21.

• Unusual discovery of neighbourhoods like "visit Belleville" or treasure hunts that bring together Parisians and visitors in various districts : "Paris treasure hunt" and the "incredible rally".

• The "Paris Quality Guests" charter encourages the possibility of encounters between residents and visitors who are now offered a bed and breakfast accommodation in the city.

• The "Italian week of Paris" within the framework of the Paris-Rome twinning.



Choice of the future

In order to solidify its position as the top touristic destination in the world, Paris must make every effort to meet environmental standards and measure up to the expectations of its visitors, professionals and residents. Like any other public policy, the tourism policy can be efficient only if we work together now and anticipate the future.

Improving hospitality to visitors must remain the cornerstone of our tourism policy. The Paris Convention and Visitors Bureau (OTCP) with its new information desks, and the presence of "hospitality ambassadors", have contributed to strengthening our image of a friendly city.

Business and social tourism, far from being mutually exclusive, are also priorities. Trade fairs, conventions and shows have gained new momentum, especially since the creation of OTCP's new convention bureau. The municipality has also decided to make access to tourism easier for disabled people. Furthermore, a special subsidy has been granted to underprivileged Parisians so that they might go on holidays. This measure is particularly targeted to families, disadvantaged young people or single-parent families.

Finally, we have taken into account the wish of the Parisians for tourism that is more in greater harmony with the city and its neighbourhoods. We want to encourage interaction between the population and tourists through the development of bed and breakfasts and support for participative tourism. Less frequently visited neighbourhoods will also be given prominence with festive events like the "Paris treasure hunt".

We have opted for an ambitious tourism policy, that will benefit everybody, create jobs and wealth and respect the living environment of Parisians. This is a policy for the future.



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Toute l'info sur la ville !

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Paris.fr

*Coût d'un appel local à partir d'un poste fixe sauf tarif progressif à votre opérateur