

# PARIS 2017

## Feel the energy!

In 2017, Paris is full of appeal and surprises! Ever more welcoming, innovative, greener and livelier, it is a vibrant and changing 21st century capital. An exceptional cultural calendar is without doubt the destination's greatest attraction – blockbuster exhibitions, the opening of new prestigious or original venues ... Plus, museums and trendy bars, art galleries and design hotels, outstanding monuments and renowned restaurants all make Paris an ever more prominent capital, with multiple facets, always ready to surprise Parisians and visitors.

**PARIS CREATES A BUZZ.** Some 300 events take place every day in Paris. Top events open to everyone include the Fête de la Musique (Music Day), the Nuit des Musées (Museums at Night), Heritage Days, the Bastille Day fireworks display on July 14th, Paris Plages, Nuit Blanche and its art performance, not forgetting the sparkling Christmas illuminations and New Year's Eve celebrations on the Champs-Élysées.

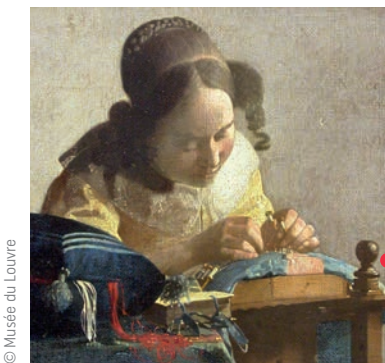
In 2017, Paris will be hosting some prominent exhibitions: **Vermeer** at the Musée du Louvre, **Pissarro** at the Musée Marmottan – Monet, and at the Musée du Luxembourg, **Rodin** at the Grand Palais, **Picasso** at the Musée du Quai Branly – Jacques Chirac, **Balthus**, **Derain** and **Giacometti** at the city's Musée d'Art Moderne, **Cézanne** at the Centre Pompidou, **Rubens** at the Musée du Luxembourg and **Gauguin** at the Grand Palais ... Modern and contemporary art enthusiasts will also be able to see the works of key international artists such as **David Hockney** and **Anselm Kiefer**, and attend landmark art shows Fiac and Art Paris Art Fair.

Fashion fans will want to head to the Musée des Arts Décoratifs to discover an exhibition devoted to **Christian Dior**, whilst design enthusiasts will be delighted to see the latest Paris Design Week, Maison & Objet, Les Puces du Design and Designer's Days.

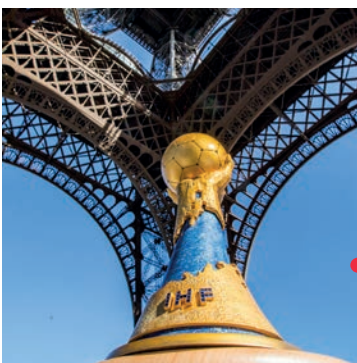
Gastronomy will be high on the agenda with the festivals **Fooding** and **Omnivore**, the **Fête de la Gastronomie** and initiatives such as 'Goût de / Good France' and 'Tous au restaurant'. The third edition of **Taste of Paris** (tasting of signature dishes) will bring together the leading French chefs under the nave of the Grand Palais, and in 2017 food fans will be able to take part in the first **Resto Expérience** festival.

Throughout the year, major sporting events will be providing plenty of excitement for all with: the French Open tennis tournament at Roland-Garros, the finish of the Tour de France cycle race, the Prix d'Amérique and Prix de Diane, the Paris Eiffel Jumping, and the Paris Marathon ... After the festive hosting of the UEFA Euro 2016 football championship, no less than three world championships are planned to take place in Paris in 2017 at the AccorHotels Arena: **Men's Handball**, **Ice Hockey** (in partnership with Cologne) and **wrestling**.

Among the many trade shows open to professionals and the public in 2017 in Paris, it's worth noting the immensely popular International Agricultural Show (February), the International Paris Air Show (June), Japan Expo (July) and the Chocolate Show (October).



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**PARIS, THE PLACE TO BE.** Every year, new cultural sites add to the prominence of the destination. Opened at the end of 2016, the **Grand Musée du Parfum** is a fine showcase for the art of perfume; in 2017, fashion and music will be headlining with the inaugurations of the Musée Yves Saint Laurent and **La Seine Musicale** on the Île Seguin. In autumn 2017, the foundation **Lafayette Anticipation** will open an art and exhibition space devoted to contemporary art, in the Marais district. Over the last three years, Paris has seen the opening of the Fondation Louis Vuitton for contemporary art, the Philharmonie de Paris and the urban art museum Art42, as well as the renovation of the Musée Picasso-Paris, the Musée Rodin and the Musée de l'Homme.

Cinema remains closely linked with the City of Light: countless films and TV series are shot in Paris. These inspire city breakers to come and stroll around the capital's **cinematic open-air decor**, on the trail of actors and legendary film scenes: after *Amélie of Montmartre* and *Midnight in Paris*, it is the turn of the Bollywood production *Befikre* to celebrate the capital of romance!

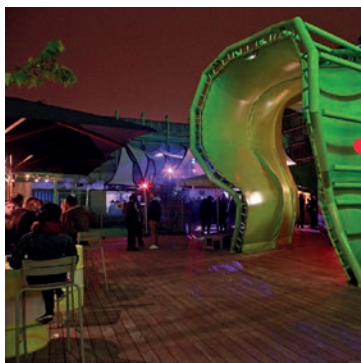
Paris pulls out all the stops to welcome sporting events and supporters in the best conditions: after the AccorHotels Arena (which is also a show and concert venue), the renovation of the **Parc des Princes** was completed in mid-2016, and the **U Arena** at Nanterre is due to open in the autumn of 2017.

The appeal of the destination also resides in the quality and diversity of its sites, much appreciated by professional event planners. Paris is a choice destination for the holding of trade shows, conferences and corporate events, and is planning key new facilities (major worksite for the modernization of the **Parc des Expositions de la Porte de Versailles**, project for a new congress centre ...) and new private hire venues with an innovative concept.

**PARIS IS ATTRACTIVE** because of the quality of its lifestyle, which is constantly being reinvented. In the hotel sector, the number and diversity of establishments continue to grow. Upscale hotels that contribute to the capital's reputation vie with one another in terms of innovation to appeal to visitors and Parisians. As for the historic palace hotels, renovation and refurbishment is ongoing and their new splendour will soon be unveiled: after the Ritz, the reopening of the **Hôtel de Crillon** and the **Lutetia** are eagerly awaited. The capital has more and more innovative, surprising and themed hotels offering guests something new: addresses to note include the Roch Hôtel & Spa, the **MGallery Boutet**, the 34B, the Nolinski, the Trinité Haussmann, the Pigalle hotel and the Off Paris Seine – the first floating hotel in Paris.

On the gastronomy scene, chefs offer new restaurants and even more creative cuisine – like **Éric Frechon** at the Gare Saint-Lazare, and **Thierry Marx** at the Gare du Nord, with his restaurant the **Étoile du Nord**. After recently being in the limelight with **Les Champeaux** at Les Halles, **Alain Ducasse** opens **ore**, at Versailles. And at the Monnaie de Paris, **Guy Savoy** opens his **Métal** café, which completes the **Métalmorphoses**. The success of the **bistronomy trend** (gastronomic bistros) continues with many a new address. These new venues, experts in authentic flavours and regional products, favour short supply chains. The numerous cooking workshops at top cooking schools (Alain Ducasse, Cordon Bleu ...) and themed gourmet visits are becoming increasingly popular. Reinvented street food also has great appeal, as do single-dish menu restaurants and 'locavore' restaurants, not forgetting local markets and their attractive stalls.

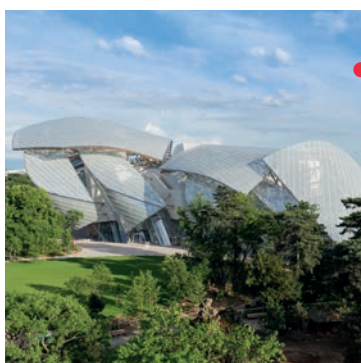
Paris is still resoundingly **the capital of fashion, luxury ... and shopping!** The highlights are, of course, the Fashion Weeks and especially **the winter and summer sales**, in January and July. Throughout the year, the opening of flagship stores, ephemeral boutiques and other special happenings attract fashionistas in search of something new. Shoppers can also take advantage of Sunday opening hours in **international tourist areas** (Haussmann, the Marais, the Champs-Élysées, Montmartre, Saint-Germain-des-Prés ...). New on the scene: the Carrousel du Louvre has a new showcase; the **Forum des Halles** (150 boutiques) has had a makeover; **Vill'Up**, with its unique concept of combining a shopping centre with leisure facilities, has opened at La Villette; upcoming openings include the luxury fine food store **Hédiard**, and a Galeries Lafayette store on the Champs-Élysées. Leading international brands are opening in ever more stylishly designed spaces with a raft of services. Districts and boutiques are flouting conventional codes to provide a diversified offer that appeals to shoppers whether they are looking for designer wear, vintage fashion, fashion with a French touch, or clothes of ethnic inspiration.



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© Fondation Louis Vuitton / Hwan Baan

**At night, Paris becomes lively and convivial.** Parisian style? A mix of genres and periods, to satisfy all desires. From traditional cabarets, synonymous with glamour, to trendy clubs and atypical venues, from not-to-be-missed addresses to ephemeral evenings, Parisian nights are multifaceted! Night owls love the Brasserie Barbès, the bar at the Maison Souquet, **Rosa sur Seine**, the Perchoir, the Point Éphémère, **the Clairière** and the recently-restored **Élysée Montmartre**, or even the **Salle Pleyel** and its new musical programme. The party scene is opting for still more original venues (Wanderlust, Yoyo, Badaboum ...) whilst new collectives (WATO, Surprize) are always coming up with something original for amazing nights out. Not forgetting top music events and festivals (Rock en Seine, Weather Festival, We Love Green, Technoparade ...). Worth noting: in 2017, for its second edition, the Quinzaine des fiertés will highlight initiatives undertaken by associations working for the rights of LGBT people, in a friendly atmosphere.

**PARIS, A GREEN AND ECO-RESPONSIBLE DESTINATION.** In addition to its 460 public parks and gardens, Paris has many important ecological assets that tourists can experience. Non-motorized and public modes of transport are favoured: the creation of bus lanes, the extension of the Paris tramway, the development of the **Vélib'** and **Autolib'** networks, 16 highly-efficient metro lines — despite being over a century old ... The pedestrianization of the **riverside expressways** (Left Bank since 2013, Right Bank from September 2016) and the Place de la République also contribute to a new greener and more dynamic vision. The Parisian hotel sector is becoming more and more active in protecting the environment — 455 Parisian hotels have signed the Tourist Office's Charter for Sustainable Accommodation, and the adoption of ecological labels continues to increase. At the end of 2015, there was large-scale mobilization during the world conference **Paris Climat COP 21**. As for visitors looking for (cultural) exchanges and authenticity, it has never been easier to slip into the skin of a Parisian and experience life 'Parisian style'.

Paris also seeks to be **a destination for everyone**, open, tolerant, in phase with the greatest number of people possible and accessible to people with disabilities. Initiatives are flourishing and the offer is continually being enriched; the most-recently (re)opened sites of note include the **Musée Picasso-Paris**, the **Philharmonie de Paris**, the **Fondation Louis Vuitton** and the **Musée Rodin**.

**PARIS IS CHANGING.** Every day, the city is pushing its boundary limits a little further. Firstly virtually: free Wi-Fi is available in numerous public places, in parks and gardens, in a number of cafes and cultural venues, and on the **Champs-Élysées** now, fully-connected ... Throughout the tourism sector, initiatives of all kinds are springing up to offer visitors innovative experiences and services — projects developed notably through the **Welcome City Lab**, the first incubator for tourism start-ups in the world. Also worth mentioning, **Le Cargo**, a platform for the development of young innovative businesses oriented towards digital content and creative industries.

The geography of Paris is also changing. The capital is establishing links with neighbouring communes, capitalizing on the extension of public transport networks: north-east Paris is extending the 18th and 19th arrondissements towards Saint-Denis and Aubervilliers; the east of Paris is drawing up new boundaries beyond the Porte des Lilas. The capital's urban planning and architectural ambitions — the great challenges for the future — have led to major building projects. New buildings (**new Palais de Justice [law courts] in the redeveloped Batignolles district ...**) strengthen Paris's position as a city that is building tomorrow's world. A dynamism also reflected in the initiative **Réinventer Paris**, a call for innovative urban projects at 23 sites in Paris that will set the stage for the city of the future.

# PARIS IN FIGURES

## KEY FIGURES FOR PARISIAN TOURISM

- 2 airports: leading European hub; 6 international train stations
- 2hrs15 Paris – London
- 6hrs25 Paris – Barcelona
- 23,500 self-service Vélib' bicycles
- More than 110,000 hotel rooms
- 297 metro stations; 13 minutes to travel across Paris

## WHY CHOOSE PARIS?

- For its attractive prices
  - 1 sandwich: €5 / 1 croissant: €1
  - 1 coffee: €2 / 1 menu: €15
  - 1 metro ticket: €1.90
  - More than 20 free museums
- For entertainment
  - 450 performances per year at the Opéra de Paris
  - 500 films screened every day
  - 5,738 restaurants
  - 100 cruise excursions per day
- For heritage
  - 37 bridges
  - 10,100 tons of steel in the Eiffel Tower
  - 465 parks and gardens
  - 2,000 animal species
  - 6,500 years of history
- For culture
  - 200 statues and vases in the Tuileries Gardens
  - 36,000 works exhibited at the Louvre
  - 200 churches
  - 13.6 million visitors to Notre-Dame
  - 15,000 people file past the Mona Lisa every day
- For shopping
  - 17,500 shops, 4 department stores
  - 12% tax refund for non-European visitors
  - 82 days of sales each year
- For trends
  - 25,000 artists living and working in Paris
  - More than 10 film shoots every day in Paris and 5,000 outdoor locations
  - 100 countries represented during fashion shows
  - 25 mural paintings on the street art itinerary in the 13th arrondissement
- For business meetings
  - 1,004 congresses listed in 2015
  - 15 congress and exhibition centres
  - More than 600,000 m<sup>2</sup> of exhibition space
- For events
  - More than 300 every day
  - 1.3 million people in the streets for Nuit Blanche
  - 3,000 tons of sand for Paris Plages

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# PARIS CONVENTION AND VISITORS BUREAU

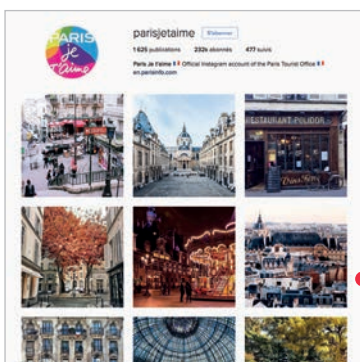
Paris, the world's leading tourist destination, is as attractive for its classic heritage as it is for its trendy character. The Bureau gives you the keys to the French capital.



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## A FEW FIGURES

- 3 main missions: welcoming, informing, promoting
- More than 500,000 visitors welcomed every year at the information points
- 1 main, fully-renovated information point, situated in the centre of the capital, between the Louvre Museum and Opéra, at 25 rue des Pyramides, Paris 1st
- 4 information points throughout Paris for visitors: Gare du Nord • Anvers • Gare de l'Est • Paris Rendez-vous at the Hôtel de Ville (Paris City Hall)
- 1 million sessions and 800,000 users every month on the website PARISINFO.com in 2016 (4 main websites in French, English, Spanish and German; 7 mini sites in Italian, Portuguese, Dutch, Russian, Chinese, Japanese, Korean)
- 'Paris je t'aime' on social media (end of 2016):
  - Facebook: 318k fans
  - Twitter: 150k followers
  - Instagram: 240k followers
- 1.2 million map guides in 10 languages and more than 300,000 free guides for the public, in French and in English: *Paris City guide, Paris Guided Tours and Visits, Accessible Paris.*



## RESOURCES AVAILABLE TO TOURISM TRADE PROFESSIONALS

- 1 photo library in French, English, Spanish and German: 5,000 high-resolution photos that reflect the diversity of the destination, to illustrate articles and brochures
- 1 press release, available in several languages
- 1 fully-comprehensive 'Paris 2017' information kit comprising:
  - 3 'Art and Culture' files, in English and French
  - 5 'Parisian Lifestyle' files, available in several languages
  - 3 'Paris in all Seasons' files, in English and French
  - 4 'Paris on Request' files, in English and French
- 1 newsletter *ParisNews*, in English and French
- 1 website devoted to the Press – [press.parisinfo.com](http://press.parisinfo.com)
- 4 Paris posters (format 60 x 80 cm)



## PRESS CONTACT

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