

## Feel the energy!

In 2018, Paris will charm and inspire you! Ever more welcoming, innovative, greener and livelier, this exhilarating 21st-century capital is on the move. The destination's cultural calendar is its 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 even more talked-about 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 14 July, Paris Plages, Nuit Blanche and its art installations, not forgetting the sparkling Christmas illuminations and New Year's Eve celebrations on the Champs-Élysées.

In 2018, Paris will be hosting prestigious exhibitions: **Tintoretto** at the Musée du Luxembourg, **Eugène Delacroix** at the Musée du Louvre, **Mary Cassatt** at the Musée Jacquemart André, **Picasso blue and pink** at the Musée d'Orsay, **Jewellery by artists from Picasso to Jeff Koons** will be on show at the Musée des Arts décoratifs and **Michael Jackson** will thrill the public at the Grand Palais ... Modern and contemporary art fans will also be able to see works by key international artists – **Joan Miró** at the Grand Palais, **Giacometti** at the Musée Maillol and **Cubism** at the Centre Pompidou – and flock to the renowned Fiac and Art Paris Art Fair.

Fashion fans will parade off to the Musée des Arts Décoratifs and to Palais Galliera to discover two exhibitions devoted to **Martin Margiela**, whilst devotees of design will be eager to see the latest Paris Design Week, Maison & Objet, Les Puces du Design and Designer's Days.

Throughout the year, there are events for good food fans. Gastronomy will be celebrated during the festivals **Fooding**, **Omnivore** and the **Fête de la Gastronomie**, and via initiatives such as 'Goût de / Good France', **'Tous au Restaurant'** and **Taste of Paris** (tasting of signature dishes).

Major sporting events offer plenty of excitement for everyone all year round 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, and the Show Jumping World Cup finals, the Paris Marathon, the 3rd edition of the Prix de Paris Formula E ... The **Gay Games**, which will be held in August will be the high point of many summer sporting events.

The French capital is now renowned for hosting major sporting events: in 2018, it will welcome the **42nd edition of the Ryder Cup** at the Golf National and the **13th European Women's Handball Championship**, a foretaste of what is in store when the city hosts the 2023 Rugby World Cup and the Olympic Games in the summer of 2024.

Among the many trade shows open to professionals and the public in 2018 in Paris, it's worth noting the immensely popular International Agricultural Show (February), Japan Expo (July), the Chocolate Show and the 120th anniversary of the **Paris Motor Show** (October), and for hospitality and catering professionals, the leading trade show **EquipHotel** (November).



© Musée du Luxembourg



© Centre Pompidou Dist. RMN-GP



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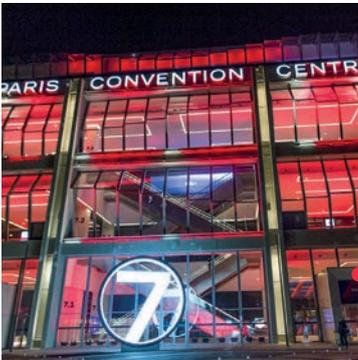
© Amélie Laurin



**PARIS, HERE AND NOW.** Every year, new cultural sites add to the prominence of the destination. The Grand Musée du Parfum, which opened at the end of 2016, is a fine showcase for the art of perfume; in 2017, fashion and music were in the spotlight with the inaugurations of the **Musée Yves Saint Laurent** and **La Seine Musicale** on the Île Seguin. In spring 2018, the foundation **Lafayette Anticipations** will open an art and exhibition space devoted to contemporary art, in the Marais district, and the **Atelier des Lumières**, a new digital museum, will open in a former foundry in the 11th arrondissement. Over the last four years, Paris has upped its cultural and leisure offering with 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, the Musée Rodin and the Monnaie de Paris whose new concept is titled **11 Conti**.

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 *Mission Impossible* and *Fantastic Beasts* to throw the spotlight on Paris. Also worth noting: the international festival of short films '48 hours' will be held for the first time in Paris in March, celebrating the special relationship between Paris and the world of cinema.

© Viparis – Built Studio



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 opened in October 2017.

The appeal of the destination also resides in the quality and diversity of its sites, much appreciated by professional event planners. As the global capital for congresses, Paris is also a choice destination for the holding of trade shows and corporate events. The city has important new facilities with the inauguration of the **Paris Convention Centre**, the biggest conference centre in Europe, in Hall 7 of the Parc des Expositions de la Porte de Versailles (72,000m<sup>2</sup>, up to 35,000 participants); the huge modernization project for the **Parc des Expositions de la Porte de Versailles** is underway and, by 2024, the Parc will be equipped with cutting-edge facilities and equipment, thanks to the work of numerous renowned architects who have contributed to its transformation. In the same vein, a new Congress Centre will open its doors in the spring of 2018 at the heart of the Paris Saclay economic hub. In the events management sector, new venues for private hire with innovative concepts appear regularly.

© Hôtel de Crillon



**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, refurbishments reveal new splendours: after the **Ritz** and the **Hôtel de Crillon**, it is the turn of the iconic Left Bank hotel the **Lutetia** and the **Fouquet's Barrière** to unveil their new worlds. Paris always has more innovative, surprising and themed hotels offering new experiences for guests, such as the **Parister**, **Yooma**, **Brach Paris**, and the hotel **Okko** or **Niépce by Curio Collection by Hilton** that contribute to updating the image of the city. And there is plenty of accommodation for young people too attracting a new generation of travellers.

On the gastronomy scene, chefs offer new restaurants and ever 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 **ore**, at Versailles, **Alain Ducasse** opens **Spoon** at 2 Place de la Bourse. The success of the **bistronomy** trend (gastronomic bistros) continues with a string of new addresses. These new venues, boasting authentic flavours and regional products, favour short supply chains. The numerous cooking workshops at top cooking schools 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.

© OTCP



Paris is still unquestionably 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 **12 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; and **Vill'Up** has opened at La Villette; the **Grande Épicerie** has an outpost at Passy and **Eataly** opens in France. **Louis Vuitton** takes up residence in a lavish setting on Place Vendôme; and on the horizon, the reopening of upscale fine food store Hédiard, and the opening, in 2018, of a **Galerias Lafayette** store on the Champs-Élysées. **Printemps** is extending its beauty space and is creating a new area entirely dedicated to gastronomy. Prestigious international brands are opening in spaces that are more design with a raft of competing 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.

© Folies Bergère



**Paris is a lively and convivial city at night.** With a mix of genres and eras, it offers a great night out for everyone. From traditional cabarets, synonymous with glamour to trendy clubs through more atypical venues, not-to-miss addresses and ephemeral party evenings, Parisian nights are multifaceted! In October, the cabaret world will see the arrival of an exuberant new revue, the **Jean Paul Gaultier Fashion Freak Show**, a reference to the career and times of the famous couturier, presented in lavish tableaux at the Folies Bergère. Night owls love **153, Rosa sur Seine, the Balrock** the Perchoir, the Point Éphémère, **the Clairière, the Bellevilloise, the Divan du Monde** and the recently-restored **Élysée Montmartre**, as well as the **Salle Pleyel** and its new musical programme. The party scene is opting for still more original venues (Wanderlust, Yoyo, Badaboum ... ) whilst 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, 20th Technoparade, 20th Solidays, Lollapalooza ... ). Worth noting: in 2018, for its third edition, the Quinzaine des Fiertés will highlight initiatives undertaken by associations working for the rights of LGBTIQ people, in a really friendly atmosphere. There are many gay & lesbian friendly institutions in Paris and they offer a varied programme of events. Moreover, the Gay Games, which will be held in August, will be a highpoint of numerous events aimed primarily at the LGBTIQ community.

© Nicky Bouwmester



**PARIS, A GREEN AND ECO-RESPONSIBLE DESTINATION.** In addition to its 460 public parks and gardens, Paris has important ecological aspects 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 **self-service bicycles** and **Autolib'**, 16 highly-efficient metro lines — despite being over a century old ... The pedestrianization of the riverside expressways (Left Bank since 2013, Right Bank since September 2016) with the creation of the **Parc Rives de Seine**, and the redeveloped Place de la République also contribute to making the city greener and more dynamic. The Place de la Nation is soon to be redeveloped as well as the iconic Place de la Bastille, where the lower part of the Colonne de Juillet will be open to the public, from 2018. The Parisian hotel sector continues to be more committed to eco-responsible initiatives — more than 460 Parisian establishments have signed the Tourist Office's Charter 'For Sustainable Accommodation in Paris', and the adoption of ecological labels continues to increase. As for visitors looking for authentic cultural experiences, it has never been easier for them to slip into the skin of a Parisian and experience life 'Parisian style'.

Paris also endeavours to be a **destination for everyone**, open, tolerant, adapted to the greatest number, 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, which offer tours and activities accessible to all people with disabilities.

© Patrick Tournemboeuf



**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 of note, Le Cargo, a platform for the development of young innovative businesses oriented towards digital content and creative industries and **Station F**, the largest campus of start-ups in the world, housed in the Halle Freyssinet.

The geography of Paris is also changing. The capital is establishing links with neighbouring municipalities, 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.

Attracting a public that is already very familiar with attractions in the capital, the neighbouring towns of Greater Paris have a complementary alternative and eclectic offer of their own: the Paris flea market at Saint-Ouen, the renovated Sainte-Chapelle at the Château de Vincennes, the Montreuil street art trail at Ivry or a visit to the **Mac Val** in Vitry ...

© Luc Boegly



The capital's urban planning and architectural ambitions, the great challenges for the future, have led to major building projects such as the **new Palais de Justice** [law courts] in the redeveloped Batignolles district. A dynamism also reflected in the initiative **Réinventer Paris 1 and 2** are calls for innovative urban projects that involve leading architects and Parisians who will hereby get a vision of what the city will look like in 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**
- **More than 20,000 self-service bicycles**
- **More than 110,000 hotel rooms -7,000 additional rooms by 2020**
- **297 metro stations; 13 minutes to travel across Paris**



© Groupe ADP / Sylvain Cambon

## 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 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
- 12 million visitors to Notre-Dame
- 15,000 people file past the Mona Lisa every day

### For events

- More than 300 every day
- 1.3 million people in the streets for Nuit Blanche
- 1 million points of light on the Champs-Élysées for the Christmas lights

### For entertainment

- 450 performances per year at the Opéra de Paris
- 10,000 bars and restaurants
- 500 films screened every day
- 5,738 restaurants
- 100 cruise excursions per day

### For trends

- 25,000 artists living and working in Paris
- More than 10 film shoots every day in Paris and 5,000 film sets
- 100 countries represented during fashion shows
- 25 mural paintings on the street art trail in the 13th arrondissement

### For shopping

- 17,500 shops, 4 department stores
- 12% tax refund for non-European visitors
- 82 days of sales each year

### For business meetings

- 1,118 congresses listed in 2016
- 15 congress and exhibition centres
- More than 600,000 m<sup>2</sup> of exhibition space



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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 vibe. The Bureau gives you the keys to the French capital ...



## A FEW FIGURES

- **3 main missions:** welcoming, informing, promoting
- **More than 500,000 visitors** welcomed every year at the information points
- **1 million users** every month on the website PARISINFO.com in 2017 (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 2017):  
Facebook: 350k fans – Twitter: 300k followers – Instagram: 370k 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.*
- **1 official city pass, the Paris Passlib'**, including cruise, sightseeing bus, unlimited transport, access to more than 60 museums and monuments and to the Eiffel Tower (as an option). Available in Mini, 2-, 3- or 5- day, Adult, Youth or Child version.



## 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 2018 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 BtoB newsletter ParisNews**, in English and French
- 1 annual inspirational brochure *What's up in Paris*, 4,000 copies circulated
- 1 guide *Meeting in Paris* for event planners, 3,000 copies circulated
- **1 dedicated Press website** – [press.parisinfo.com](http://press.parisinfo.com)
- 1 professional Twitter account **@ParisCVB**
- **4 Paris posters** (format 60 x 80 cm)



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