

2009

PARIS COMMITTEE SALES HANDBOOK

69 partners

leisure • shopping • tours
& transport • accommodation

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PARIS
Convention
and Visitors Bureau

FOREWORD



Paris is the world's leading tourist destination welcoming 28 million visitors every year. This is an opportunity and an asset for our world capital which works to renew its urban, architectural, cultural and economic landscape so that Paris is always bubbling with creativity and excitement.

Six train stations and two international airports place Paris at the heart of Europe. Lying at these crossroads, our city is enriched by diverse influences, which contribute to the dynamic of our cultural life. The Cité de la mode et du design on the banks of the Seine, the 104, and the new Forum des Images are just some of the new establishments, original venues and unexpected spaces, which confirm this vitality. Just like the 300 cultural events that are a part of Parisian daily life and major events like Paris-Plages (Paris Beaches), Nuit Blanche (cultural all-nighter), the Journées européennes du patrimoine (European Heritage Days), the Nuit des musées (Museum Night), the Fête de la musique (Music Day), the FIAC (International Contemporary Art Fair), the Chasse aux Trésors (Treasure Hunt), Paris Cinéma (Cinema Festival), and Paris Capitale de la Création (Fashion and Design trade show).

Our tourism policy is of course rooted in the city's exceptional heritage. But far from living on its reputation, Paris is always coming up with something new so that visitors and Parisians can meet and intermingle to discover or rediscover the many facets of the city. Paris can be discovered through its 180 museums as well as in the day-to-day life of the city, and a visit to the 104 is also a walk through the 19th arrondissement. But every day and in every way we try to make Paris an unforgettable journey.

A handwritten signature in black ink, appearing to read 'Bertrand Delanoë'.

Bertrand Delanoë
Mayor of Paris





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The Paris Convention and Visitors Bureau publishes this annual *Sales Handbook* in order to help our international contacts to build a sound knowledge of the high-quality services on offer in Paris. This new edition lists each of the 69 members of the Paris Committee, indicating the markets they are concentrating on in 2009, as well as the specific offers available.

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PARIS COMMITTEE



Visitors from Argentina, Brazil, China, India, Japan, Korea, Mexico and Russia now figure substantially among the nationalities Paris welcomes from faraway countries. The Paris Committee is therefore keen to encourage mutually productive exchanges between the operators on these markets and Parisian tourism professionals.

Its clear objective is to improve the knowledge and understanding of Paris as a destination, rendering it more easily accessible to these specific client groups. With the aim of consolidating its global promotional programme for Paris, the Paris Convention and Visitors Bureau has injected fresh energy into the Paris Committee in 2009, bringing together 69 Parisian leisure and business professionals offering accommodation, sightseeing, shopping and transport services.

Pooling their efforts for the Argentinean, Brazilian, Chinese, Indian, Japanese, Korean, Mexican and Russian markets, members of the Paris Committee will travel to meet operators in these different countries, as part of an extensive campaign to promote their products with seminars, workshops, evening events, press conferences, etc.

Both the leisure and business departments of the Paris Convention and Visitors Bureau are combining their strengths to present operators with a global offer, and thus benefit from the active support of the Deputy Mayor of Paris in charge of tourism, who accompanies some of the operations of the Paris Committee (see "Paris Committee exclusive operations in 2009", p. 5).





MAJOR AND ONGOING EFFORTS TO MEET SPECIFIC EXPECTATIONS

By 2020, Argentinean, Brazilian, Chinese, Indian, Japanese, Korean, Mexican and Russian visitors will be among the top 12 nationalities in Paris. The challenge for Paris will be in meeting the specific expectations of this clientele in terms of welcome hospitality, especially as they are seeking an ever more individual service.

In 2009, the Paris Committee will continue its efforts in this field. The Paris Convention and Visitors Bureau informs and familiarizes Parisian professionals with concrete recommendations (familiarization sessions on the customs and habits of the clients, encouragement to provide information in the languages concerned, staff speaking the language of the clients, etc.).

PARIS COMMITTEE EXCLUSIVE OPERATIONS IN 2009

- Russia: Moscow, from 16 to 20 February (with operators coming from St Petersburg, Ekaterinburg, Almaty and Kiev).
- India: New Delhi, Mumbai, from 2 to 6 March.
- Japan: Tokyo, from 10 to 12 June (meetings with professionals led by the Paris Convention and Visitors Bureau at Osaka and Nagoya, 8 to 9 June).
- Korea: Seoul, from 15 to 17 June.
- Argentina and Brazil: Buenos Aires, São Paulo, Rio de Janeiro and Belo Horizonte, from 19 to 27 November.
- Mexico: Within the framework of Maison de la France's Mexico workshop, in Mexico City and Guadalajara, from 18 to 23 May.
- China: Within the framework of Maison de la France's China workshop, end of November/December.

In parallel to the action taken abroad, work groups and sales training sessions, press visits, pre-market meetings and educational trips are organized all year round in Paris, providing a maximum of information for the tourism professionals specializing in these markets.

In 2009, for the second time, a multi-market workshop will bring together all the partners of the Paris Committee as well as the operators on the different markets in Paris.

DESTINATION PARIS



Paris has for a long time been a “museum city” with outstanding advantages, but in the last few years it has undergone a transformation that has delighted and attracted more and more visitors. This trend is not wholly attributable to a vibrant cultural scene. Whether it be in terms of the hotel business, or areas as diverse as outings or shopping, the French capital combines tradition and modernity offering a resolutely unique “way of life”.

ALL KINDS OF CULTURE

The sheer number of inaugurations and reopening of cultural sites illustrates the dynamism of the Paris cultural scene. The 104 CENTQUATRE, a new Paris city council artistic establishment, opened in October 2008 on the site of the former Municipal Funeral Services in the 19th arrondissement.

The 104 is a multidisciplinary centre for artistic creation and diffusion, on an international scale (visual arts, music, dance, theatre, etc.).

The Cité de la mode et du design, another emblematic cultural venue, will also be opening in autumn 2009.

A future Mecca for fashion, it will house the Institut français de la mode, shops, an events space and restaurants. There will be free access to a planted roof-terrace. The dialogue between heritage and contemporary creation is a rich and fruitful one. From major museums to great monuments and new public spaces, all types of venues welcome young artists.

Encircling Paris, the Île-de-France region also offers an abundance of exceptional places to visit: chateaux and gardens, museums, stadiums, theme parks, etc. Some 300 cultural events are programmed every day in Paris. The year is also interspersed with major events: Paris-Plages, Nuit Blanche, Journées européennes du patrimoine (European Heritage Days), Nuit des musées (Museum Night), the Fête de la musique and the FIAC (International Contemporary Art Show).

À LA CARTE STAYS

With almost 1,500 hotels and 76,000 bedrooms, Paris offers visitors a huge range of different types of stays to match people’s tastes and budgets. From the famous Parisian palace hotels to independent boutique hotels, to big international chain hotels, the choice of hotels in Paris is unique. In recent years, Parisian hotel accommodation has seen important renovations: many new establishments in all categories have opened as well as new design hotels. In fact, many hotels now entrust the interior design of their establishments to renowned designers, architects and artists.

CAPITAL OF TASTE AND FLAVOURS

With 10,000 restaurants and bars throughout the city, Paris offers the best in gastronomy for all culinary specialities. From great traditional cooking to tasting of local produce, creative and fusion dishes, the visitor is spoiled for choice when discovering French cuisine. World cooking has always been present in Parisian restaurants: in any area of the capital, you will find specialities from all around the world – including vegetarian cooking. “Gourmet Paris” is also ubiquitous from one street to the next with delicatessens, caterers, wine merchants, patisseries, chocolate makers and tearooms. Keen enthusiasts can hone their skills and knowledge by attending cookery or wine courses.

DIVERSITY AND VITALITY OF THE SHOPPING SCENE

Paris, with its 17,000 shops, is the capital of fashion, design and shopping: of all shopping! On the Champs-Élysées, the flagships of the big brands are amazing – and sometimes enormous – concept stores. The carefully-chosen decor and personalized welcome make them the new palaces of Parisian shopping. Paris also has four department stores for guaranteed glamour and creativity. Themed spaces, daring design, a profusion of big brands as well as small designers ... All the spirit of Paris is to be found in these top stores, between luxury and avant-garde. This overview would be incomplete without the mention of local stores, sometimes grouped by theme: luxury on avenue Montaigne, design in the Marais, young designers at Abbesses, ethical shopping along the canal Saint-Martin, and bargains at the Clignancourt flea market. The big sales periods get the city buzzing twice a year, in January and in July. The winter sales have become a major happening with the initiative "Soldes by Paris". This event with its wealth of activities brings together department stores, luxury boutiques and young designers to make Paris the shopping capital par excellence. Note: all year round, foreign visitors (from outside the European Union) benefit from tax reductions for purchases of a minimum of €175.01 in the same store.

AN ECO-FRIENDLY DESTINATION

Paris has a veritable environmental policy and has made sustainable development a priority, with notably measures like:

- the opening of new parks and gardens as well as more than 450 green areas throughout the capital;
- the development of non-polluting forms of transport (metro, bus and tramway);
- the introduction in 2007 of the Vélib', self-service bicycle rental service 24/7, which has been a great success both with Parisians and tourists.

PARIS, A CITY FOR CONFERENCES AND INCENTIVES

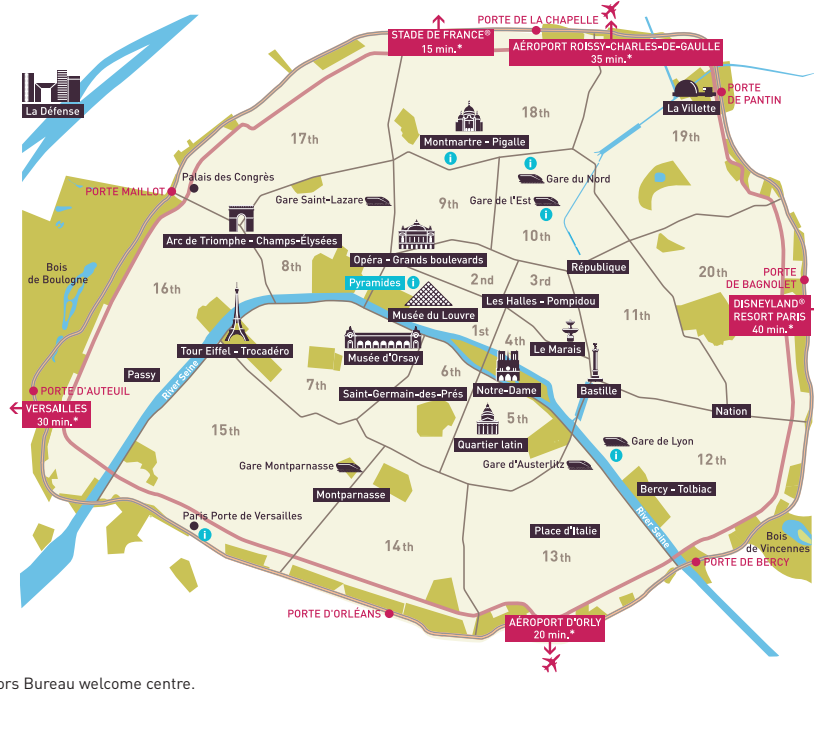
For more than a quarter of a century, Paris has been the trade-show, workshop and convention capital of the world welcoming 12 million professionals every year. This leadership position is a just reward for the city's ongoing commitment to improving the hospitality it extends to its visitors, particularly business professionals. Paris is easily accessible from anywhere. It boasts a first-rate infrastructure, with numerous functional business facilities. The congress and exhibition centres of Paris and its region are spacious, designer and able to meet every requirement; meeting rooms throughout the capital all boast first-rate facilities. Add to this the resourcefulness and expertise of Parisian tourism professionals ... All of these advantages combine to guarantee the success of every event organized in Paris, which remains one of the most beautiful, most innovative and most audacious cities in the world.

PARIS BY NIGHT

Parisian nights are about fun, culture and meeting new people. A multitude of nightly cinema, theatre and opera shows puts the capital in a festive mood. As well as the traditional choice of cabarets and dinner shows there are bars, clubs, lounge bars and live music on stage or in cafes; the majority of establishments stay open until 2am, even 5am for some. Clubbing is always popular and clubs are relooked according to the latest trends. Finally, many shops – notably on the Champs-Élysées – and cultural sites now open during the evening. The latter attract a large crowd, who appreciate the calm and mystery of discovering a museum in the evening.



DESTINATION PARIS



i Paris Convention and Visitors Bureau welcome centre.
* From the centre of Paris.

CHOOSE PARIS, THE CITY ONE STEP AHEAD!

An easily-accessible city

Ideally situated at the heart of Europe, Paris is accessible by plane, train or road:

- three airports (Roissy – Charles-de-Gaulle, Orly, Beauvais), with over 5,000 flights per week and over 370 airlines;
- six train stations, and high-speed trains (TGV) facilitating connections with other major European capitals.

Once in the capital, the metro, buses and taxis take over: 16 metro lines (nearly 300 stations) and dozens of bus routes crisscross the city for swift and comfortable travel; the suburban express railway serves Paris and the surrounding region, while the night bus (Noctilien) ensures easy travel all night long.

A mythical ... and dynamic city!

Magic, eternal, surprising, romantic ... adjectives are not lacking to describe Paris. Its famous museums and monuments, gastronomy, Seine quaysides, and fashion designers make it the world's leading tourist destination and the capital for people in love! More than 300 events take place every day in the city, a clear sign of its creativity and vitality.

A "green" city

A city attentive to quality of life and to sustainable development, Paris boasts more than 450 parks and gardens and emphasizes environmentally-friendly transport as shown by the introduction and success of Vélib', a 24/7 self-service bicycle rental scheme.

PARIS IN FIGURES

- 28 million visitors every year
- 1,500 hotels and 76,000 rooms
- 10,000 restaurants and bars
- 173 museums and 31 monuments
- 17,000 shops
- 1,300 business events, 15 congress and exhibition centres

RESOURCES

To help you to better prepare your approach to tourism in Paris, the Paris Convention and Visitors Bureau (PCVB) provides you with a comprehensive range of free, regularly supplemented and updated resources.

THE WEBSITE parisinfo.com

The official website of the Paris Convention and Visitors Bureau is the best way to plan a trip to Paris: <http://en.parisinfo.com>, accessible from the home page of parisinfo.com

Listings of over 500 hotels to book online, ranging from centrally situated boutique hotels to international chain hotels, the latest cultural and leisure information on the city, as well as practical tips for a perfect stay in Paris.

Information is available in English, French, German and Spanish.

MINI SITES IN FOREIGN LANGUAGES

The mini sites in Chinese and simplified Chinese, Hindi, Japanese, Korean, Portuguese and Russian are accessible from the home page of the PCVB website: <http://en.parisinfo.com>

In addition to providing information and services on the website in these different languages, the sites also give the privileged contact details of the partner committees participating in promotional trips abroad.

A PRESS AND TRAVEL TRADE INFORMATION CENTRE

This specialist information centre gives an overview of the principal tourism products available while also presenting more unusual ways to discover the destination: <http://en.parisinfo.com/press-and-travel-trade-information-centre/> These pages provide detailed background information on Paris: an e-newsletter, press files, statistics reports and events selections as well as a range of promotional resources, including downloadable publications and an online photo library.

The information centre is accessible from the home page of parisinfo.com, by clicking "Press and travel trade".

THE PARIS CONVENTION BUREAU WEBSITE

This website is entirely dedicated to business tourism in Paris: <http://convention.parisinfo.com> It contains a venue finder that helps you find the perfect place for your event; an online request module (RFP); a planner's toolkit offering event organizers all the resources and practical information about the destination; links to all business tourism professional members of the PCVB; the **Meeting in Paris** meeting planner's guide in PDF. It is the perfect resource (bilingual English-French) for organizing meetings in Paris. Details the products and services of over 360 suppliers.

The experienced PCVB teams can assist you in organizing any type of business event in the French capital.



RESOURCES

A PHOTO LIBRARY OF OVER 2,500 PHOTOS OF PARIS

The online photo library makes it possible to illustrate brochures, catalogues or websites with recent pictures reflecting the many faces of Paris. It boasts 2,500 exclusive photos, free of copyright, to download in high-resolution format.

New selections of pictures are regularly added to illustrate current events.

Complete the registration form carefully.

It will be manually screened by the Paris Convention and Visitors Bureau to allow you to access all functions of the image bank.



PARIS NEWS, A MONTHLY E-NEWSLETTER FOR PRESS AND TRAVEL TRADE PROFESSIONALS

In five rubrics, **Paris News** lists the opening of new museums, hotels, restaurants, etc., presents fashionable concepts of the moment, highlights tourism products ... not forgetting the rubrics "Buzz on meetings" and "Paris seen by ...".



To receive **Paris News**, please register at the press and travel trade information centre.

PRESS FILES

A series of press files in English, Chinese, Portuguese and Russian are available on several themes under the rubric "Parisian lifestyle in 6 chapters" (Accommodation, Shopping, Gastronomy, Neighbourhoods, Night, and Visits with a difference). Another series of press files "Art and Culture" (Architecture and Design, Cinema and Photography, Classical and Modern art, Contemporary art, Fashion, and Music) is also available in English. They are continually updated and provide detailed information.

DESTINATION POWERPOINT PRESENTATION

A 20-min. PowerPoint presentation in English, Japanese, Portuguese and Russian with particular emphasis on new Parisian products and services. Available at any time on request – contact traveltrade@parisinfo.com –, this presentation is useful for training sessions, occasional marketing of the destination, and provides invaluable information for any promotional material about Paris.

A SET OF SEVEN PARIS POSTERS

Paris, legendary or more unconventional, will certainly get itself noticed on the walls of travel agencies, offices or exhibition stands with this collection of seven elegant images produced by the Paris Convention and Visitors Bureau, two of which will be created in early 2009.



See also p. 86 for other documents in foreign languages available to the general public.