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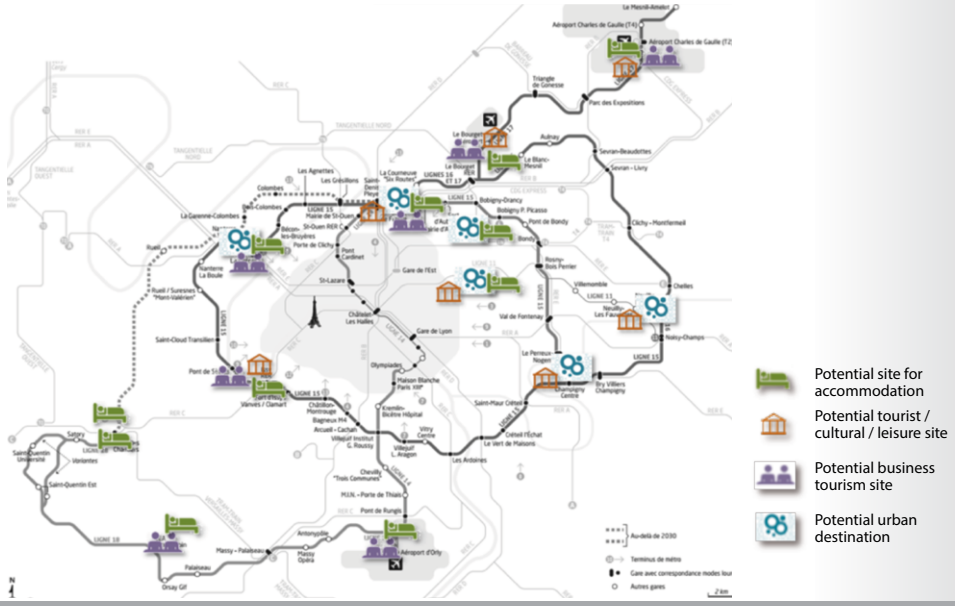

GREATER PARIS AND TOURISM

URBAN ENGINEERING TOOLS TO PUT AHEAD TOURISM AS ATTRACTIVENESS'S OPPORTUNITY WITH THE GREAT PARIS!

ARTELIA
Passion & Solutions

In the context of the implementation of the "Grand Paris" (Greater Paris) project, in particular its transport (Grand Paris Express) and institutional components (Métropole du Grand Paris), Artelia considered the changes in the tourism sector in the world's leading tourist destination in relation to the development of the metropolitan region.
This research pinpointed the potential impact of the Grand Paris Express metro on tourism and the accessibility of the different areas in order to develop innovative transport offerings. Urban projects in the vicinity of the "super metro" stations will provide significant opportunities for development. The institutional changes undergone by the "Métropole" provided insight into the catalysts for developing tourism.
These changes bring new opportunities for the tourism and leisure sector, raising the profile of Greater Paris for tourists and local inhabitants alike.

KEY DATA

- **Greater Paris:**
  world's leading tourist destination
- **Three major internal changes:**
  major projects, a new governance with the Greater Paris metropolitan authority and enhanced access to the region with the Grand Paris Express metro
- **New trends in the tourism sector:**
  safety concerns, technological development, growth of the collaborative economy, changing customer requirements
- **High-profile attractions:**
  75 million visitors to the top 10 attractions in Greater Paris.

INNOVATIONS

▶ **The theme of "developing tourism in Greater Paris" to understand the challenges for the future metropolis:** surprisingly, tourism had not been included in the (political and institutional) debate triggered by the Greater Paris project despite the fact that it is one of the area's main economic activities.

▶ **Analysis and assessment of the tourism sector and the development issues:** this was done on the scale of "Paris" as a destination perceived and experienced by tourists themselves: it thus includes the entire Greater Paris area ("Ile de France") and some sites further afield (Giverny, Mont Saint Michel, etc.).

▶ **Simulation of the new areas that will open up to tourists thanks to the GPE metro:** these were illustrated in two accessibility maps showing the places located within 45 min and 1 hour from Paris city centre, one with the current public transport provision and the other with the future GPE.

▶ **Cross-analysis of transport/accessibility/urban project approaches to identify the "spaces" with high tourism potential.** The locations with the most potential in these areas, to be enhanced by developing tourist accommodation, business tourism as well as tourist, cultural and leisure facilities, were also identified.

STAKEHOLDERS

▶ The study was undertaken by Artelia but it is intended for many public- and private-sector players concerned by Greater Paris.

▶ This assignment led on to the organisation and coordination of a conference in April 2016, which was co-organised by Artelia and CNAM. It addressed the topic of "How can Greater

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Paris help France maintain its position as the world's leading tourist destination?". The working group presented its innovative findings to the (public- and private-sector) local and tourism-sector players, who are all concerned by the implementation of the Greater Paris project.
This presentation was completed by a debate on the resources and methods for realising this potential for tourist, urban and social development.

IMPLEMENTATION

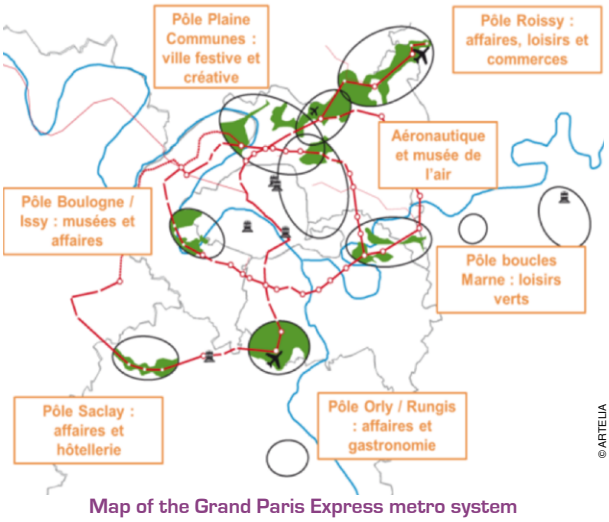
- **Identification of the most significant tourism, leisure and retail projects** on the scale of Greater Paris, including a cross-analysis with the areas made accessible by the GPE metro.
- **Production of the future accessibility map** based on data from studies simulating travel times from GPE stations and an existing application that calculates pedestrian journey times.
- **Production of opportunity maps**, by cross-analysing supply, demand, accessibility and real estate aspects.
- **Organisation of a conference** in partnership with CNAM to present the results of the research and open the discussion to other players.

Matthieu LEVY,

Senior consultant in Artelia Ville & Transport's tourism & leisure department

The Paris metropolitan area is a destination undergoing profound changes; it must make the most of the new potential from improved accessibility to develop tourism throughout Greater Paris.
The high-potential tourist attractions identified during our study complement and reinforce Paris' existing wealth of attractions and facilities. The objective is to provide a destination geared even more closely to customer expectations, particularly for "repeaters", in order to maintain or even reinforce Paris' position as the world's leading destination, faced with increasingly fierce international competition.
The sector now needs to invent innovative or alternative offerings geared toward tourists who are immersed in digital technologies and looking for something out of the ordinary.

RESULTS



Map of the Grand Paris Express metro system and tomorrow's tourist venues in Greater Paris.

/// **Reinforcing the economic appeal of Greater Paris:** targeting the tourist potential of the Paris metropolitan area is a means of boosting economic development and creating thousands of direct and indirect jobs.

/// **Stronger social cohesion:** this includes identifying the potential for developing leisure activities, improving the living environment and creating jobs for youngsters joining the professional world or people rejoining the labour market. This feeling of benefiting directly from the spin-offs of tourism in Greater Paris gives local inhabitants a renewed sense of pride in these places thanks to the fresh perspective brought by tourists visiting their city.

/// **Publication of an article entitled "Innovation: Greater Paris, the laboratory of tomorrow's tourism in France?"** in the Espaces magazine (publication specialising in tourism and leisure), in the context of the "Reinventing France as a tourist destination" survey.

FINANCIAL ASPECTS OF THE OPERATION

KEY FIGURES

- 445.9 million tourists per year (French & foreign)
- 170.8 million bed-nights per year
- 20.8 billion euros generated by tourism pear year
- 122 euros: average amount spent per day per tourist

/// The study was funded by Artelia.

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