

MAIRIE DE PARIS



IMPACT conference 2017

« Managing Growth for a City in Balance »

Encouraging the emergence of an efficient and sustainable
touristic mobility





Tourism in Paris Metropolis



49,2 %

Arrivées étrangères
Foreign arrivals



50,8 %

Arrivées françaises
French arrivals



68,3 %

Arrivées hôtelières
dans Paris intra-muros
Inner Paris hotel arrivals

Repeaters	75 %
Primo	25 %

Business	33 %
Leisure	67 %

22 millions
tourists in Paris
in 2016

36,5
millions de touristes
dans le Grand Paris
en 2016
million tourists in
Greater Paris in 2016



Main Tourists' arrivals

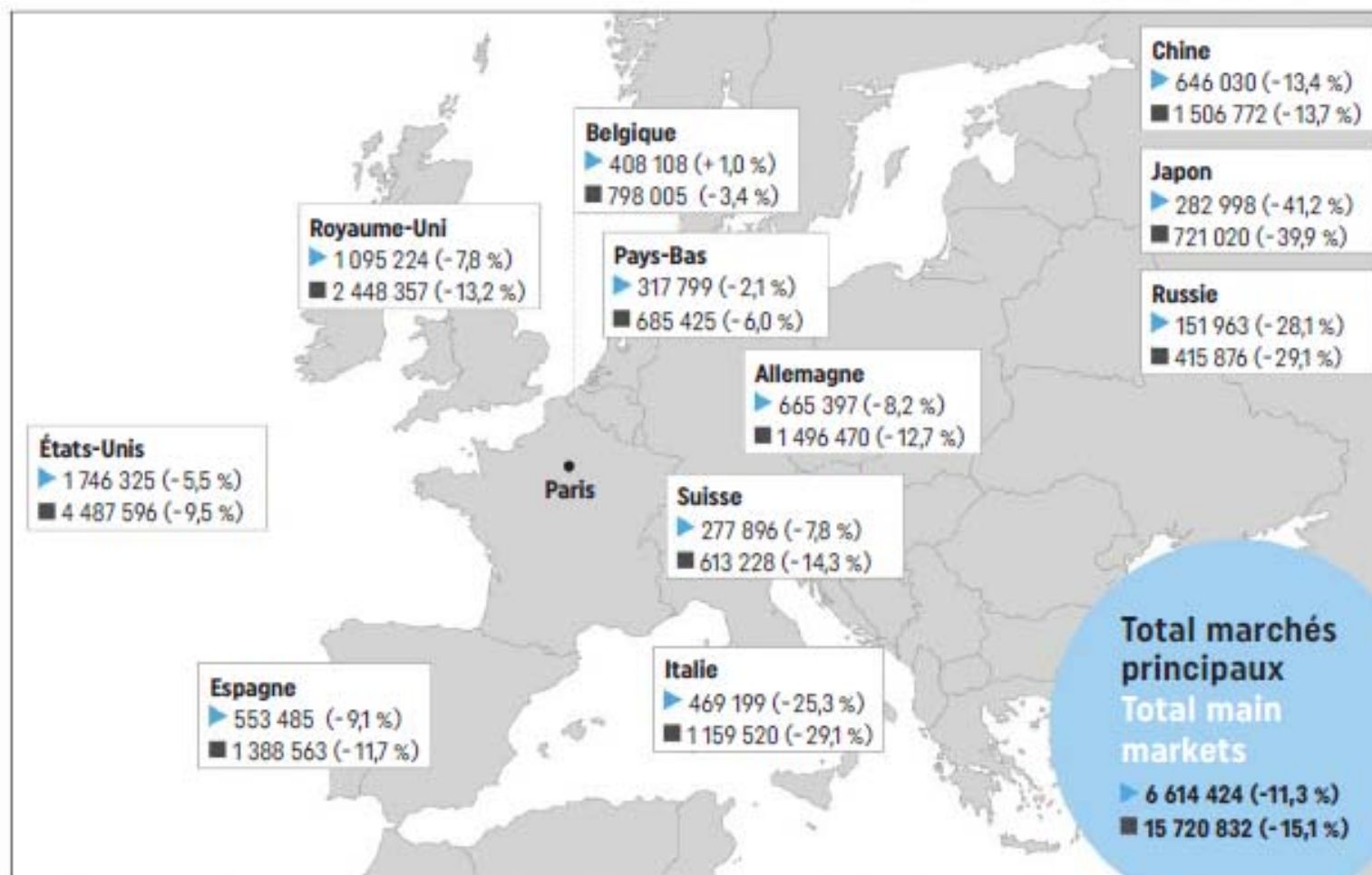
1,7

nuit pour les Français
nights for the French

2,5

nuits pour les étrangers
nights for foreigners

- ▶ Arrivals in Greater Paris in 2016 and variation 2016/2015
- Overnights in Greater Paris in 2016 and variation 2016/2015





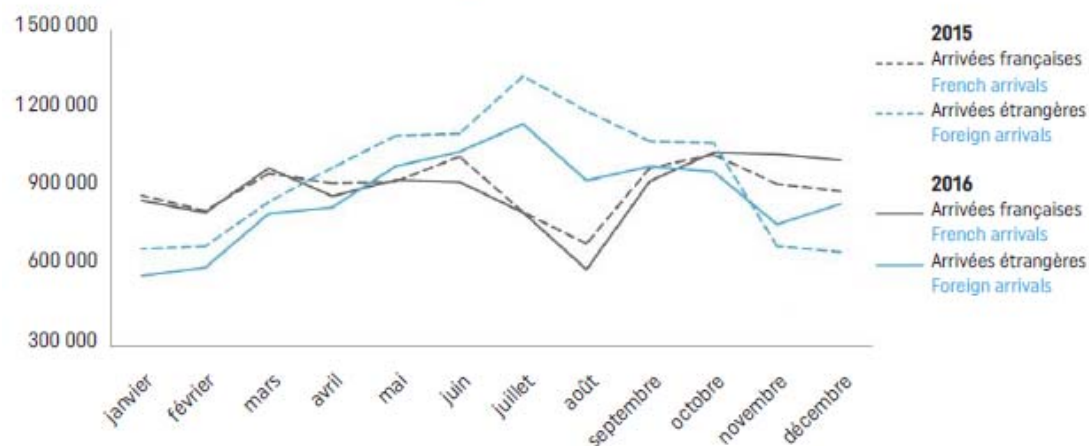
Tourism seasonality & attack effects

Hotel arrivals and overnights in Greater Paris in 2016

	Arrivées Arrivals 2016	Évolution Variation 2016/2015	Nuitées Overnights 2016	Évolution Variation 2016/2015
Étranger Foreign	10 429 390	-8,3 %	25 687 160	-11,5 %
Français French	10 748 484	-0,5 %	18 328 914	-3,3 %
TOTAL	21 177 874	-4,5 %	44 016 074	-8,2 %



Monthly variation in French and foreign hotel arrivals in Greater Paris



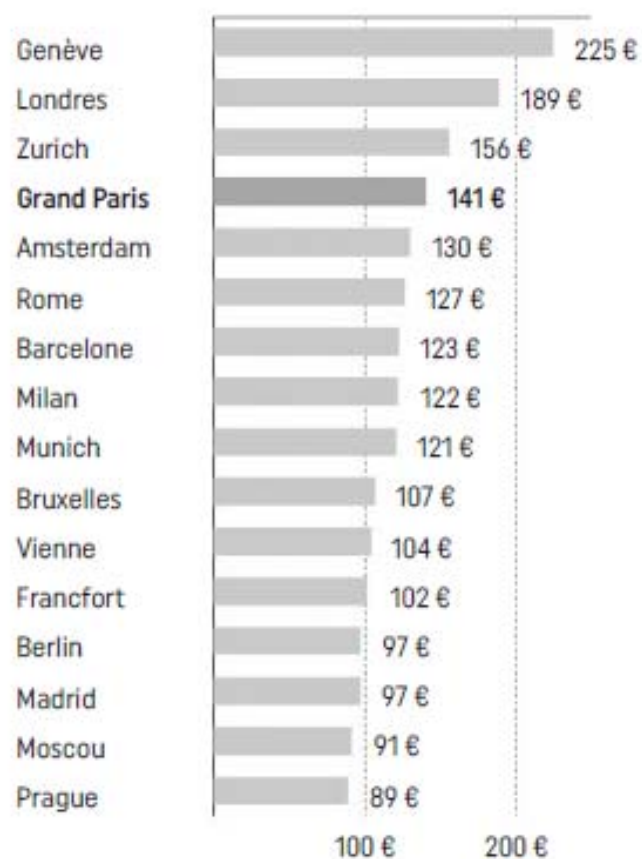


12 %

Share of tourism-related salaried employment in Greater Paris in 2015

Tourism Economic Features

Average hotel prices in Europe (incl. tax)



68,7 million euros: tourist tax revenue for Paris (2016)

4,0 billion euros: turnover generated by Parisian hotels (2015)

Employment in tourism in Greater Paris in 2015

	Hébergement Accommodation	Loisirs Leisure	Restauration Catering	Transports Transport
Volume Volume	49 052	61 021	146 372	126 988
Évolution Variation 2015/2014	+1,6 %	-1,6 %	+1,5 %	-7,8 %



Business Tourism in Paris

1 118

congresses organized,
compared to 1,004 in 2015

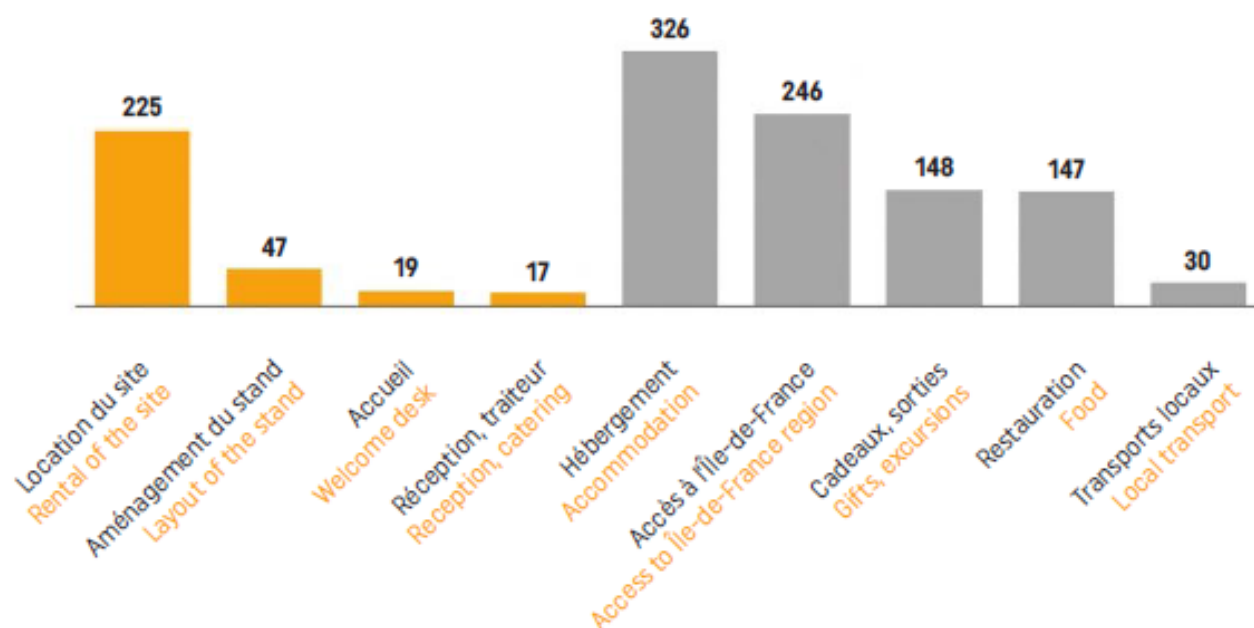
399

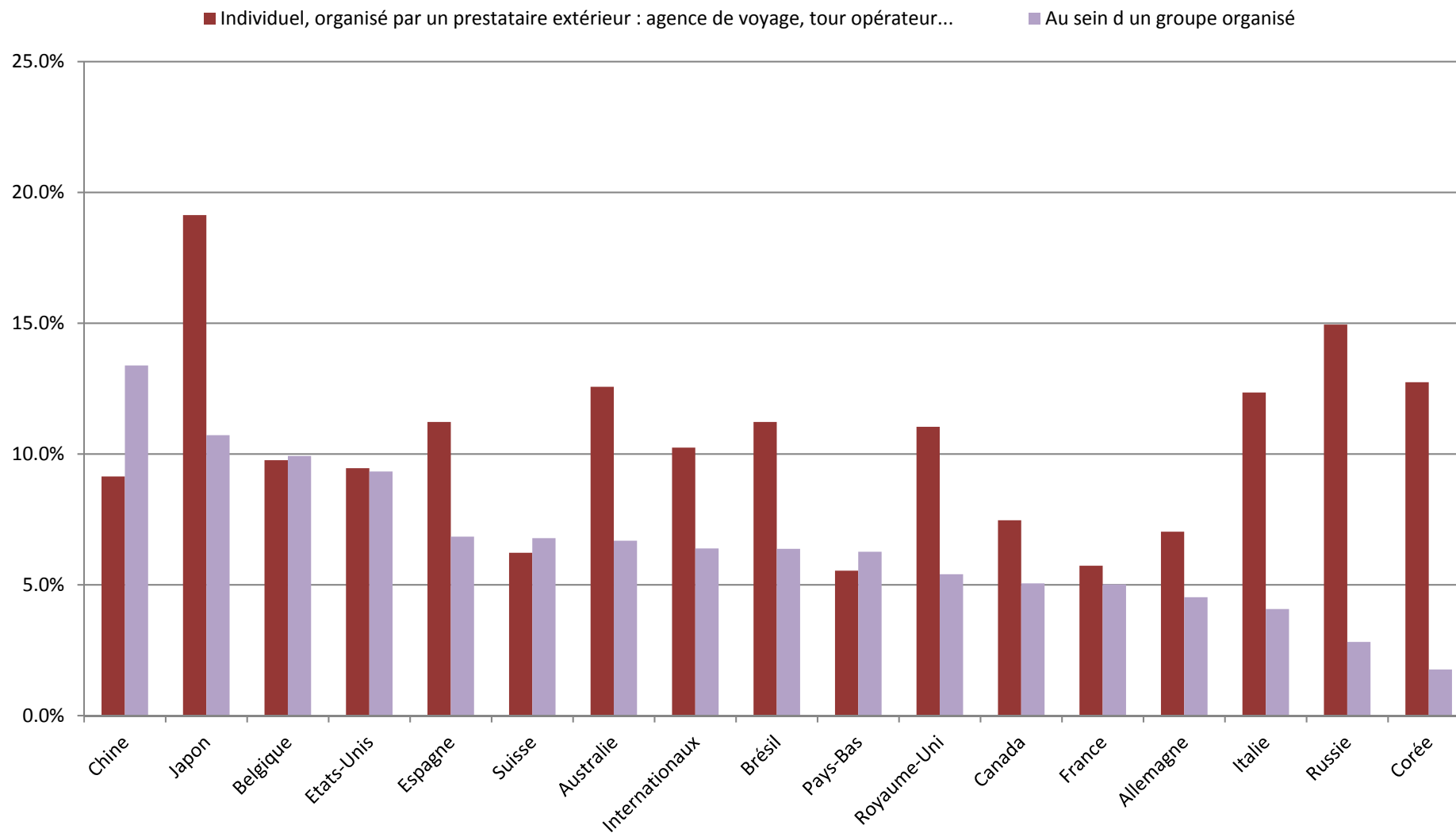
trade shows organized,
compared to 407 in 2014



52,7 %

Nuitées hôtelières liées au
tourisme d'affaires en 2016,
soit 23,2 millions de nuitées
Hotel overnights related
to business travel in 2016,
23.2 million overnights

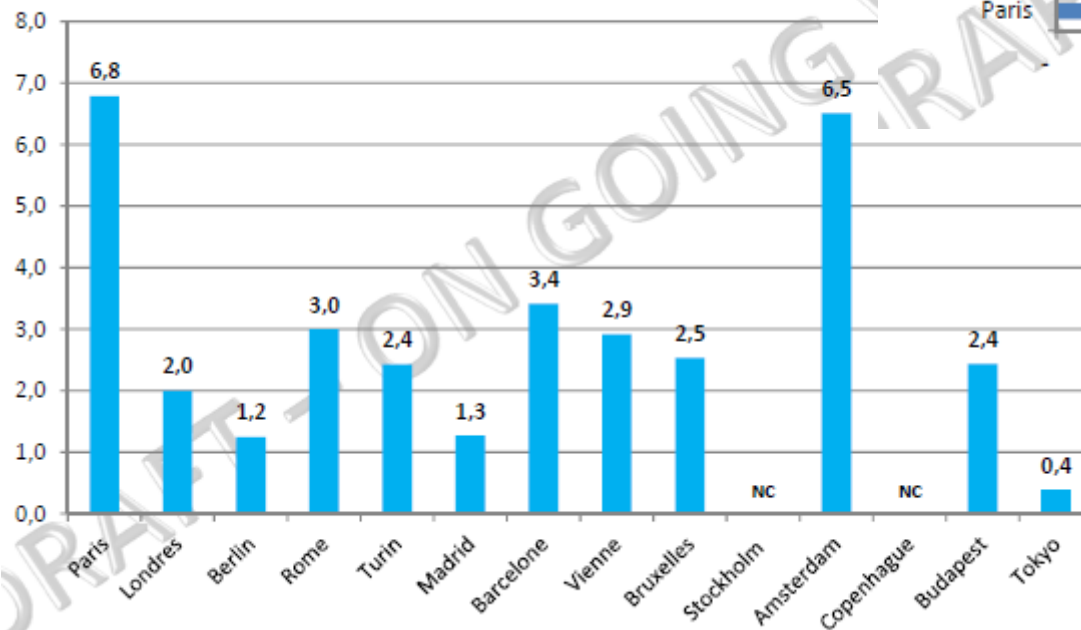




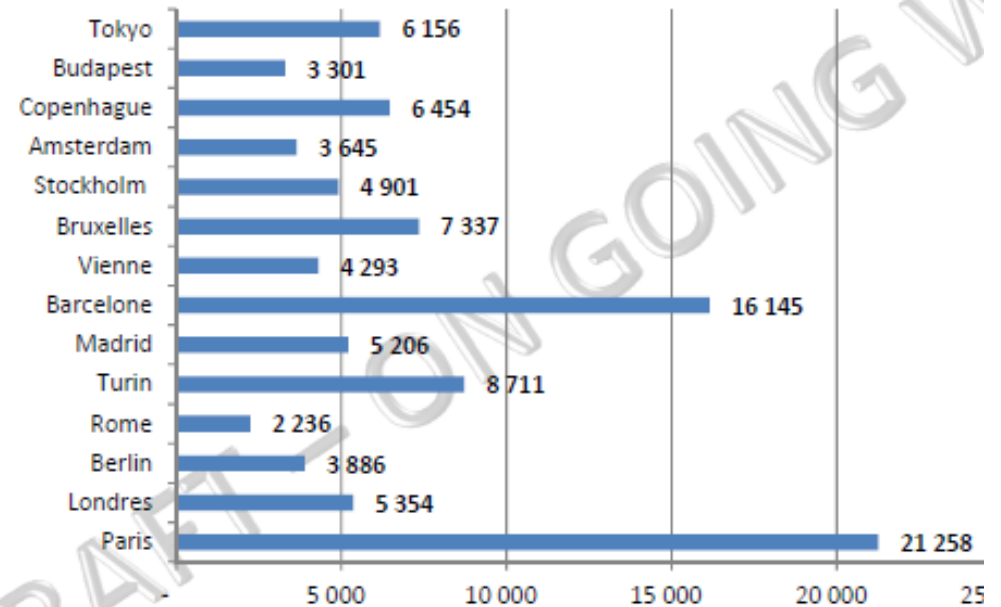


Tourism integration into Paris sociology & territory

Visitors / inhabitant (2013)



Density (inhab/km²)



Challenges

- Managing tensions and scarcity
- Sharing spaces & city functions
- Controlling side effects

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Touristic Mobility Solutions



Velib'





Paris Touristic Strategy 2016 - 2022

Paris 1st touristic framework

- > Built-up together with touristic partners (7 working groups)
- > Creation of an enlarge touristic committee (~ 400 partners)
- > Identification & Fulfilment of 59 actions
- > Strategy adopted by Paris City Council in November 2016

Supporting Touristic Sustainable Mobility

(Actions 45-48)

- > A Greener touristic mobility
- > A more active mobility for tourists
- > A more extended touristic area (metropolisation, new areas)
- > A better integration for coaches and group tourism
- > An easier access to collective transportation solutions





A Greener touristic mobility



Creation of the 1st French Trafic Restrected Area

- > Applied to all vehicles
- > Exemption for old collection vehicles used for touristic services

Financial support for electric Mobility

- > 9000 € for electric or gaz Coaches
- > 400 € for electric 2 whilers
- > 80% Parking discount for non-diesel coaches
- > 6300€ for electric & 4500€ for hybrid taxis

Electric Mobility

- > 3 300 charging points for electric vehicles





More active mobility for tourists

Reorganisation and Hierarchisation of public spaces

- > Touristic HotSpots
- > Metropolitan connected areas

Support of cycle mobility

- > 1400km of new cycle infrastructures in 2020
- > Creation of a touristic network with 4m to 6m road's large
- > Vélib'2 – VAE, bigger stations, facilities for foreigner
- > Tricycle Label

Walking around

- > New touristic information
- > Walk itineraries (Museum, Marais, ...)

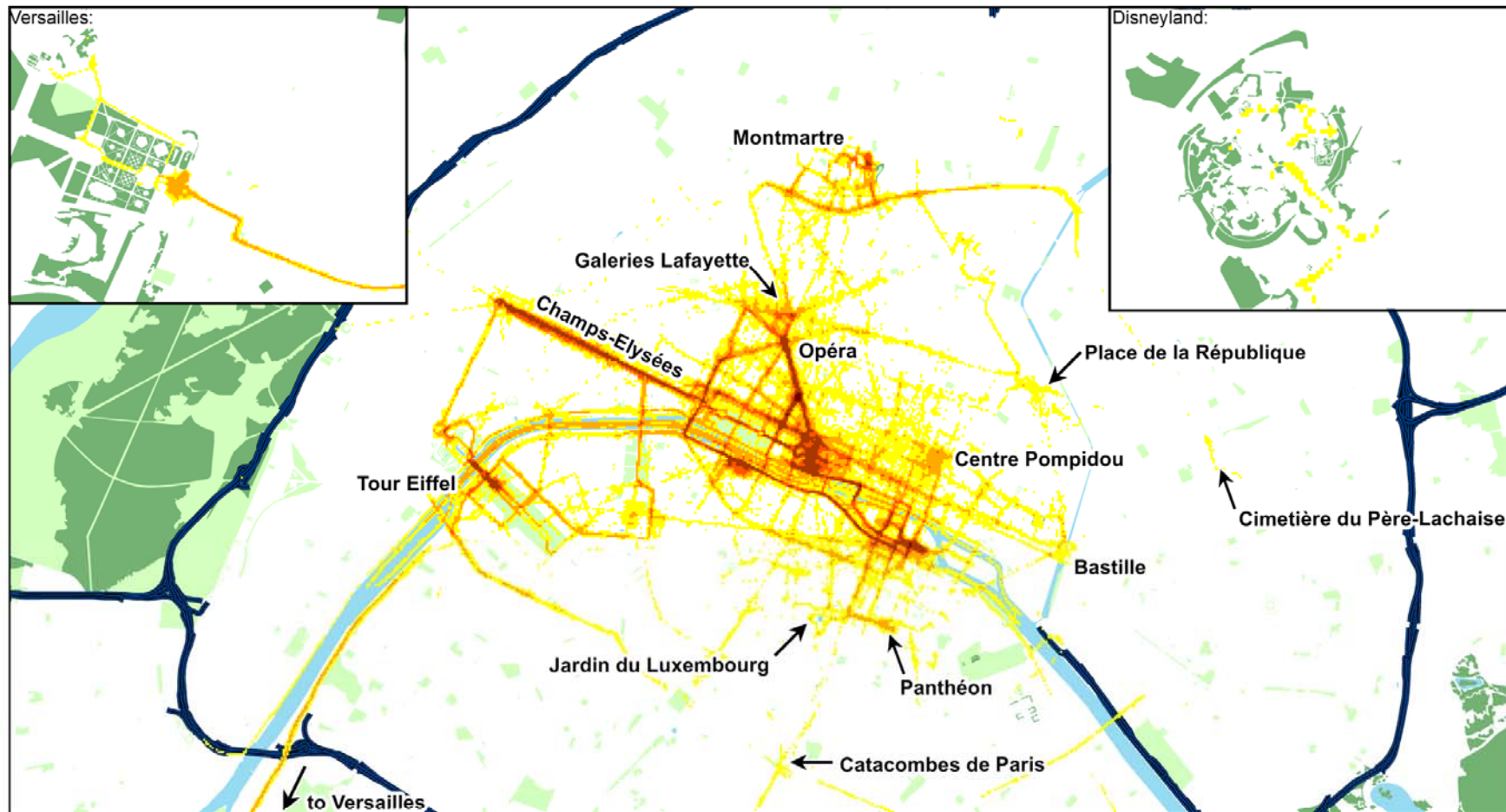




Development of Cycle Network

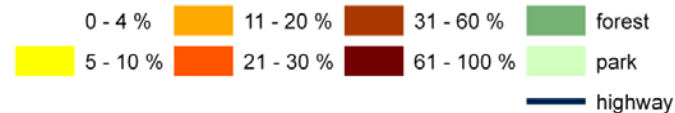






Mobility patterns of tourists in Paris (n=129)

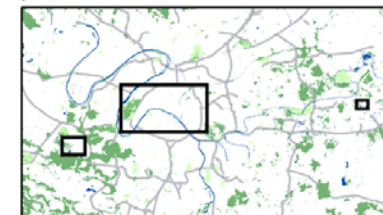
Number of visits in percentage of the most visited parcel
(cell width 20 m)



0 500 1.000 2.000 3.000 m
scale not valid for the area of Disneyland Resort

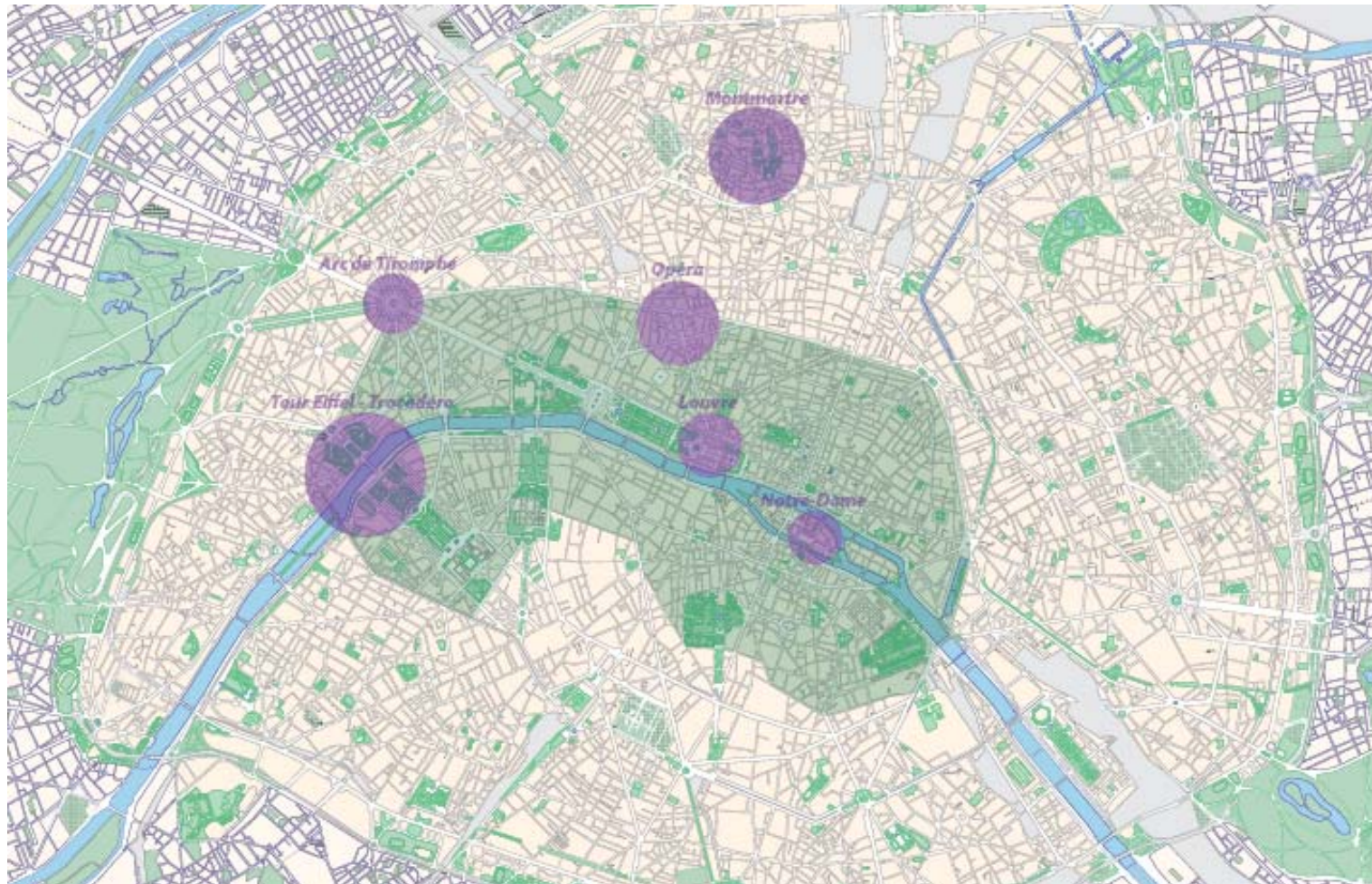
data source and processing: M.Bauder
map basis: OpenStreetMap 07/2013
projection: UTM Zone 31N

processed areas:





Hierarchisation of Touristic public spaces





A more extended touristic area

Creation of new brands for 6 existing areas

- > Montparnasse, les Faubourgs ou le 11e festif, Chinatown, Paris Nature, Canaux, Parisian Broadway

Controlling crowd into main Hotspots

- > Dematerialising ticket purchase
- > Optimisation of queuing experiences
- > Reducing coaches and visitors' flows in the most crowded touristic spots

Intensification of metropolitan cooperation





An easier access to collective mobility solutions

Better integration between collective modes

- > Multimodality into Paris train stations
- > Hop-On / Hop-Off lines Vs coach parking spaces
- > Creation of mobility hubs into touristic Hotspots

Improving Public Transport access

- > Dematerialising ticket purchase
- > A better multilingual information
- > Direct train line from Paris Charles de Gaulle Airport
- > New pricing for tourist Visit+Transport Packages



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