

12 PLUS POINTS for Paris Tourism in 2012



(Information - 10 January 2012)

The Paris Convention and Visitors Bureau has listed 12 plus points that should contribute to maintaining Paris's great appeal as a tourist destination, despite the current poor economic climate.

Although no one knows how European markets are going to react to economic austerity measures, nor to what extent the French and American elections will impact the number of tourists visiting Paris in 2012, the Bureau sees more reasons to be optimistic than the reverse.

1. Loyalty of Paris's leading tourism market: the French

The market share for this clientele continues to increase: 38% of arrivals in 2000, 47% in 2010!

2. New tourists from other countries (BRIC, Mexico, Near and Middle East, Eastern Europe, etc.) support the growth of Parisian tourism and should suffer less from austerity measures than more economically-advanced countries.

3. New places and amenities will be inaugurated in 2012 and in the coming years.

They will put Paris in the news and improve its tourism offer.

- Introduction of **Autolib'** (in service end of 2011).
- New layout of the **riverside expressways** for 2012 (with new special attractions including 11 new sites for boats open to the public).
- Inauguration of **La Cité européenne du cinéma** (May 2012).
- Inauguration of the new **Islamic Arts Department at the Louvre** (mid-2012).
- Reopening of the **Musée Picasso** in spring 2013.
- Inauguration of the **LVMH foundation for contemporary art** (in a building by Franck Gehry) end of 2013.
- Opening of the **Beaugrenelle shopping centre** (2013).
- Inauguration of the **Paris Philharmonic concert hall** by Jean Nouvel (2014).

4. Major events to mark 2012

- Major cultural exhibitions: **Dalí** at the Centre Pompidou, **'Impressionism and Fashion'** at the Musée d'Orsay, etc.
- Major trade shows: **'Mondial de l'automobile'** (Paris Motor Show) (1,200,000 visitors in 2010), **'SIAL'** (trade show on food distribution, 140,000 visitors in 2010), **'Intermat'** (trade show on construction and materials, 75,000 visitors in 2009), etc.
- Disneyland Paris's 20th anniversary and Johnny Hallyday at the Stade de France.
- And as always: **Paris Plages, Nuit Blanche**, etc.

5. There is a full line-up of congresses in 2012

2012 will be a good year for international congresses in Paris: **EAU** (international congress on urology 11,000 participants), **Euro PCR** (congress on cardiovascular operations, 12,000 participants), **Euroanaesthesia** (10,000 participants), **WCH** (world congress on hemophilia, 6,000 participants), etc.

6. Paris should be able to benefit from the London 2012 Olympic Games

- The high prices and huge numbers expected at this event discourage tourists. A report on the flow of these potential tourists is envisaged. This is an opportunity to capitalize on, especially as the London Olympic Games take place at a low-season period for Paris tourism.

According to the ETOA (European Tour Operator Association), tour operators have already recorded a drop of 60% in leisure bookings for London for summer 2012; some have already deleted London from their leisure circuits.

7. The number of hotels in Paris is increasing slightly which, during a period of crisis, avoids adjustments linked to the opening of new hotels and makes it possible to optimize the filling of the capital's accommodation capacity. From July 2012, the new standards for hotel classification will come into full force, encouraging international comparisons and the renovation of Paris's hotel offer.

8. In 2012, the 'Paris Métropole' project will be at the heart of debates

- Future projects will be decided in 2012: layout of the **Roissy express**, extensions of certain metro lines and the **Grand Paris Express**.
- With the project '**Paris Métropole**', the capital is considering the enlargement of its urban and tourist territory.

9. An image of Paris that is always good, and very present in the media and in the imagination

Paris is still a city that enthralles people and it continues to be the setting for the most wonderful stories: *Hugo Cabret* by Martin Scorsese, *Midnight in Paris* by Woody Allen, *A Monster in Paris* with Vanessa Paradis, etc.

10. Since September 2011, the euro has become a little weaker against the dollar, thus encouraging the return of Americans to the capital, the main foreign tourism market for the capital.

11. Urban tourism is also a solution to periods of economic crisis enabling tourists to go away for a shorter period whilst still getting a break. This was the case during the crisis of 2007-2009 during which results for Paris tourism remained high.

12. The outlook for growth in tourism remains positive even if it is less significant for 2012 than for 2013 (Forecast of the *European Travel Commission*).

- Growth in the number of visitors entering in the EU 15: +1.5% in 2012 and +2% in 2013.
- No global economic recession expected according to the IMF growth forecast regarding GDP in 2012 (Forecast at the end of September 2011). This growth outlook envisages an improvement compared to the previous year for Paris's major markets: US (+1.8%), Japan (+2.3%), UK (+1.6%).

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