

Beat: Travel

## 2018 REGION ILE-DE-FRANCE BALANCE OF TOURISM

### By PARIS REGION

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**USPA NEWS** - Was held a Press Conference at CRT (Comité Regional Du Tourisme - Regional Tourism Committee) Headquarters in Paris, with Valérie PECRESSE (President of the Paris Region), Hamida REZEG (Vice-President in charge of Tourism) and Eric JEUNEMAITRE (President of CTR). The Theme on that Day was the "2018 Ile-De-France Balance Of Tourism"...

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For Several Years the Destination "Paris Region"<sup>[?]</sup> has been the most visited Tourist Region in the World. Widely Popular for the Diversity of its Natural, Heritage and Cultural Wealth, the Destination offers Visitors of all ages, from near and far, a Wide Choice of Holidays. The Principal Region for French Art Of Living, it promotes the Influence of the Cultural Values for which FRANCE is Internationally Famous.

You can discover the Many Faces of Paris and its Region with a Variety of Themed Guides such as : The Best Jazz Spots and Events, A Shopping and Eating Guide, A Journey of the Senses through the Parks and Gardens of the Paris Region, Impressionist Journeys in Paris Region, Shopping the French Touch, Follow in the footsteps of Louis XIV, A Journey through History via Five Unesco World Heritage Sites, Sports in Paris Region (internationally Renowned Sporting Events), Art Deco Temples in Paris and its Region...

--- FACTS SHEET for 2018 :

- \* 50 Million Tourists in Paris Region (+ 2 Million Visitors since 2017)
- \* Tourism Consumption : 21,5 Billion Euros (+ 974 Million Euros since 2017)
- \* 400,000 People are living from Tourism
- \* Hotel Bookings : 25 Millions (+ 3,6% since 2017). French Customers : 17,5 Millions (- 197,000 since 2017) - International Customers : 17,6 Million (+ 1,413,000 since 2017)
- \* Top 5 Hotel Bookings by International Customers (since 2017) - USA : 2,823,000 (+ 383,000), UK : 2,067,000 (+120,000), Germany : 1,223,000 (+ 159,000), China : 1,193,000 (+ 44,000), Spain : 1,142,000 (+158,000)
- \* Visiting Museums and Monuments : Musée Du Louvre (+25,9%), Centre Pompidou (+5,4%), Arc de Triomphe (6,4%), ChÃ¢teau de Versailles (+5,4%), ChÃ¢teau de Vaux-Le-Vicomte (+8,6%), ChÃ¢teau de Vincennes (+15,5%)
- \* Forecasts of Airline Reservations for 2019 : In general -6% : North America (+11,3%), South America (-7,9%), Africa (+6,6%), Europe including Russia (-19,6%), Asia (-5,4%), Oceania (-12,5%)
- \* Projections 2024 with Perceptions of Tourism by Ile-de-France Residents : 52% consider the Impact of Tourism more Positive than Negative - 77% agree with the Fact to promote Ile-de-France Destination help to attract Tourists - 3% are "Tourismophobes"
- \* Projections 2024 : 62% of Residents are Positive to Welcome the 2024 Olympic Games
- \* The International Costumers making most Progress visiting the Region are Italians (+27,5%), Japanese (+18,5%), Spanish (+16%).

They are followed by far by British (+6,2%), Chinese (+3,9%) and Dutch (+0,9%)

\* Progress of Main International Countries between 2017 & 2018 : USA (+15,7%), UK (+6,2%), Germany (+15%), China (+3,9%), Spain (+16,1%), Italia (+27,5%), Middle East (-3,4%), Belgium (-3,1%), Netherlands (+0,9%), Japan (+18,5%)

\* 50 Million French & International Tourists in 2018

\* 650 Volunteers deployed in the Tourism Sector in 2018

\* 900 People trained (Public and Private Tourism Sector) in 2018

\* 2,000 Professionals participated in 2018 in Promotional Operations organized by CRT

\* 18,8 Million Euros were invested in Tourist Information Points/Spots in 2018

\* Launch of a Digital Platform in July 2018 with 3 Actions : Paris Region / #VisitParisRegion, Click & Collect "Place du Marché" (Market Place offering a Wide range of Offers)

\* 43 Promotional Operations are planned for 2019, in France and Internationally : Cross Canal, Online:/Offline, Welcoming Activities, Shopping Promotions, Gastronomy Promotion,...

\* 12 New Welcoming Points will open in 2019 (Airports, Train Stations, Tourist Info Points in Different Places...

\* Focus on developing Visiting Facilities in 47 Languages

\* Increasing Security Measures in Trains, Buses, Underground... with Video Cameras,, Translators helping "Victims", Mobile Precincts, No Cash Facilities...

Source : Press Conference given at CRT Headquarters in Paris - February 14, 2019 with Valérie PECRESSE, Hamida REZEG and Eric JEUNEMAITRE.

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