

#ExploreParis

Objective : Generate more repeaters



- 1. Promoting all the Paris metropolitan area / Greater Paris and off-the-beaten-tracks sites and venues**
- 2. Focusing on dynamic topics : street art / contemporary architecture / parks & gardens / diverse cosmopolitan identity / nightlife**

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Processes & partnerships

1. Engineering

→ Helping small cultural actors integrate a tourism dimension

2. Open innovation & experimentation

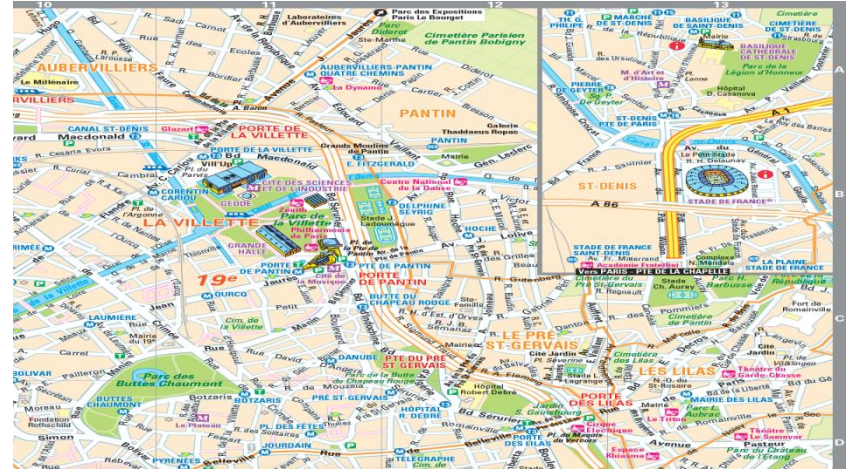
→ Connecting startups with these cultural actors to test new services

3. International promotion

→ Eductours, digital marketing, new website : <http://exploreparis.com>

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Results for the first period (2015 / 2017)



#ExploreParis WALKING TOURS SAVOIR FAIRE ARTS - CREATION GOURMET RIVERS & CANALS HERITAGE OUTDOORS

