

# MAJOR EVENTS CHARTER

BUSINESS TOURISM PROFESSIONALS FACILITATE THE HOSTING OF MAJOR EVENTS IN PARIS

A steering committee, under the aegis of **Paris City Hall, Paris Île-de-France Chamber of Commerce and Industry and Paris je t'aime –Tourist Office**, has brought together tourism stakeholders around a charter for major events, with the support of **Unimev, LÉVÉNEMENT, the GNI and the UMIH**.

On the eve of the 2024 Olympic and Paralympic Games, the objective is to increase the attractiveness of the destination through an increasingly responsible and sustainable hospitality approach, as well as to facilitate the organization of major events in the region.

This charter, agreed on by all of the operators, above and beyond their respective strategies, is co-signed by all the partners, and presented by sector of activity (accommodation, venues, agencies, catering, services, activities).



## ALL COMMITTED TO LONG-TERM JOINT ACTION

### WHAT EVENTS?

- National and international events of more than 1,000 pax
- Events in the 5 strategic sectors for the destination: creation, innovation, health, gastronomy, sport and esport

### WHAT OBJECTIVES?

- A unique experience of the destination and a facilitated visitor path
- A list of partners capable of meeting the specific challenges of hosting major events

### THE MISSIONS OF PARIS JE T'AIME – CONVENTION BUREAU

- Support bid proposals
- Facilitate contacts and promote the Parisian ecosystem by sector
- Reflect on the legacy of major events in relation to the destination

### YOUR TOOLS

Dedicated resource centre, welcome facility, impact calculator, dedicated event mapping with City Hall departments

## WHAT COMMITMENTS?

### ACCOMMODATION

- ➔ Information and transparency on pricing (including VAT, single and double rooms, amount of VAT)
- ➔ Standardized partial cancellation conditions
- ➔ Objective of 40% allotment for groups
- ➔ Easy solutions for site inspection visit teams
- ➔ Special welcome and dedicated signage
- ➔ Commitment to a sustainable approach (zero plastic, waste management, energy savings)

**Partners** Accor, Hilton Hotels & Resorts, Hyatt, IHG, Marriott Hotels & Resorts, Meliã, The Gate Collection (list as of 23-2-2023).

*The hotels selected account for more than 14,000 rooms and are situated within close proximity to the major Parisian event sites.*

### EVENT VENUES

- ➔ Guaranteed capacity and access
- ➔ Guaranteed fixed rates
- ➔ Guaranteed confidentiality
- ➔ Standardized payment schedule for instalments
- ➔ Sustainable and participatory approach (ISO 20121 certification, eco-designed buildings, etc.)

**Partners** Accor Arena, Chateauform' Groupe, Disneyland® Paris Business Solutions, Parc et Grande Halle de la Villette, GL Events Groupe, Lieux et événements Prestige Sodexo, Réunion des Musées Nationaux – Le Grand Palais, Paris La Défense Arena, Stade de France, Viparis (list as of 23-2-2023).

### CATERERS

- ➔ Ability to put in place the logistical resources for a major event
- ➔ Standardized payment schedule for instalments
- ➔ Commitment to a ParisLocal approach (local distribution channels, promotion of small producers)
- ➔ Commitment to a sustainable approach (zero plastic, waste management, social inclusion, etc.)

**Partners** Butard Enescot, Ducasse Réception, Lenôtre, Olivier Théron, Potel & Chabot, Saint-Clair Le Traiteur (list as of 22-2-2023).

### AGENCIES, DMCs, PCOs

- ➔ Guarantee of financial strength and expertise on the destination
- ➔ Guaranteed confidentiality
- ➔ Observance of a deadline for response < 72hrs

**Partners** (list as of 22-2-2023)

**DMCs:** France Connection, Holt DMC France, Invictus Corporate, KTS Voyages, Kuoni Tumlare, Lafayette Group – DMC, Liberty Incentive & Congresses France, Metropolis DMC, Ovation Global DMC, Rimedia Eventsolutions, VAP Incoming, Voyages Services Plus  
**PCOs:** Colloquium, Europa Group, Hopscotch Congrès, K.I.T. Group France, Live! By GL events, MCI France, Quinze Mai

**Housing Bureau:** Bnetwork

### TRANSPORT AND MOBILITY

- ➔ Ticketing technology & Intermodality
- ➔ Hospitality
- ➔ Information and signage
- ➔ Flow management
- ➔ Ecological transition
- ➔ Innovation

**Partners** ADP, CCI Paris Île-de-France, Ville de Paris, Direction des routes Île-de-France, DRif, DTPP – Préfecture de police, Fédération Nationale des Artisans Taxis, FNTV, G7, IDFM, Paris Je t'aime – Tourist Office, Préfecture de Paris, RATP, RATP Cap IDF, SNCF, Transdev, Smovengo, Direction Départementale de la Protection des Populations de Paris (DDPP75).

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