



PARIS  
*je t'aime*

# Hospitality Manifesto

THE COMMITMENT OF EVERYONE TO LIVING WELL TOGETHER

WITH THE SUPPORT OF







# Hospitality Manifesto

## The commitment of everyone to living well together

**Hospitality** should be seen as **a vector for economic growth and a mindset** that is both contemporary and universal.

The term 'hospitality' has gained its full meaning in today's fast-changing tourism sector. Tourism must now **take into account the environmental impact and provide a quality experience for all, placing people back at the heart of what we do.**

**Like the 2024 Olympic and Paralympic Games, hospitality engages the commitment of everyone** – those involved in tourism, tourist organizations, public authorities, local residents and visitors alike, in a spirit of reciprocity.

In a spirit of collective action, this *Manifesto*, co-written with the support of professionals, **outlines the contours of tourism for the future, questioning the impact of hospitality on the experience and image of the destination**, based on the values of a more responsible, human, and authentic tourism.

Hospitality is a state of mind, **an attitude**, an essential value.



Corinne Menegaux  
Managing Director, Paris je t'aime – Tourist Office



Hospitality is a major issue for Paris and all those involved in tourism, in terms of reputation and **maintaining our position as the most attractive city in the world over the long term.**

This initiative also conveys **our values of inclusion and sharing**; it is an essential condition for the development of sustainable tourism which enhances the value of our local ecosystems.

With this *Manifesto*, we want to rally all those involved in tourism around these issues, so that together we can be **the best ambassadors for our destination.**

Pierre Rabadan  
Chairman, Paris je t'aime – Tourist Office





## Foreword

Paris je t'aime – Tourist Office has set up working groups by business sector to collectively draw up a **Hospitality Manifesto**.

Institutions, professional federations, and partners have joined together in a Strategic Committee to participate in the implementation and roll-out of this Manifesto.: the Ville de Paris, the Chambre de Commerce et d'Industrie Paris IDF, the Métropole du Grand Paris, Paris je t'aime, Atout France, Choose Paris Region, ADN Tourisme, the Confédération des Acteurs du Tourisme, the UMIH, the GHR, the GNC, L'Événement and Unimev.

The shared objective is to **enhance the attractiveness of the destination through an increasingly environmentally responsible and sustainable approach to hospitality**, and to facilitate the hosting of major events in the region, particularly in the run-up to the Olympic and Paralympic Games in Paris in 2024.

# Working together for sustainable collective action

This *Manifesto*, drawn up in consultation with the various tourism players, regardless of their respective strategies, proposes a series of ideas and commitments, for each sector of activity, based on 3 key themes common to all.

## Commitments shared by everyone

### 1. COMMITTED TO THE ECOLOGICAL TRANSITION

- ➔ Demonstrate at least one concrete initiative relating to combating waste and/or single-use plastics,
- ➔ Promote accessibility for people with disabilities, and inclusion for all,
- ➔ Give preference to service providers committed to sustainability.

### 2. COMMITTED TO ENHANCING THE VISITOR EXPERIENCE AND GIVING TOURISTS A MEANINGFUL EXPERIENCE

- ➔ Offer annual or refresher training courses for staff,
- ➔ Anticipate risky behaviour,
- ➔ Provide at least a bilingual reception and communication materials,
- ➔ Facilitate digital payment and booking methods,
- ➔ Facilitate the customer path by relaying information via the web app MyParisjetaime.

### 3. COMMITTED TO SUPPORTING THE LOCAL ECOSYSTEM

- ➔ Become an ambassador of the destination by highlighting local players,
- ➔ Promote a 'different Paris' through actions and communication,
- ➔ Take an active part in the local economy.

## Commitments tailored to each sector of activity

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# 1. Accommodation

## Committed to the ecological transition

### FOR ECO-FRIENDLY ACCOMMODATION

#### ➔ Demonstrate at least one concrete initiative relating to combating waste and/or single-use plastics:

– By signing the Ville de Paris commitment plan 'Paris without single-use plastic' and/or by using products without packaging or with recyclable packaging.

– By involving and training teams in good practices to prevent food waste: working with products (portions, recipes, etc.), anti-waste boxes, donations to associations, etc.

#### ➔ Promote access to non-motorized transport:

– Joining the 'Accueil Vélo' ('Cyclists Welcome') label, provide information via MyParisjetaime on nearby bike services (routes, rental, parking, etc.).

– Promoting and facilitating access to public transport via MyParisjetaime.

– Encouraging 'clean' transport: shuttles, taxis, and 'green' private hire vehicles.

### TO FACILITATE AND FAVOUR INCLUSION

➔ Promote accessibility for people with disabilities and put in place appropriate communication (information sharing, adapted website), in particular by directing visitors to MyParisjetaime Handicap.

➔ Act in a caring manner by suggesting more suitable accommodation if necessary.

## Committed to optimizing the visitor experience

### FOR BENEVOLENT HOSPITALITY, 'PARISIAN ART DE VIVRE'

➔ Offer at least a bilingual welcome and information, and translation tools to facilitate communication.

➔ Offer an attentive service and welcome, be friendly and genuine, and provide training or refresher courses for staff at least once a year.

➔ Anticipate risky behaviour.

➔ Provide a range of services for customers (Wi-Fi, water bottle filling, coworking spaces, etc.).

### TO FACILITATE THE CUSTOMER PATH

➔ Facilitate payment and booking methods (credit cards, bilingual website, etc.).

➔ Relay information to the MyParisjetaime web app using the business cards with QR code, provided by Paris je t'aime.

### FOR SUCCESSFUL HOSPITALITY – BTOB EVENT PARTICIPANTS

➔ Make available a welcome kit designed in partnership with Paris je t'aime: welcome letter, gift, dedicated signage, etc.

➔ Promote an attractive policy with discounts and/or price advantages for participants in some BtoB events deemed strategic (list provided by Paris je t'aime).

➔ Disseminate promotional advantages offered by a selection of Parisian players (promotional codes, etc.).

## Committed to highlighting the local ecosystem

### TO DEVELOP INTERACTION AND LINKS AT LOCAL LEVEL

➔ Become an ambassador for the region by promoting local players and local addresses, in particular through the web app MyParisjetaime, by putting up the nameplate 'Paris je t'aime' and staff embracing the Paris je t'aime identity.

➔ Integrate iconography promoting 'Paris differently' into communication media.







# 2. Food & drink

## Committed to the ecological transition

### FOR A RESPONSIBLE FOOD SECTOR AND SUSTAINABLE COOKING

- ➔ **Give priority to short food supply chains:** choose local suppliers, seasonal products, on a local district level – local or metropolitan tradespeople.
- ➔ **Demonstrate at least one concrete initiative relating to combating waste and/or single-use plastics:**
  - By signing the Ville de Paris commitment plan ‘Paris without single-use plastic’ and/or by using products without packaging or with recyclable packaging.
  - By involving and training teams in good practices to prevent food waste: working with products (portions, recipes, etc.), anti-waste boxes, donations to associations, etc.

### TO FACILITATE AND FAVOUR INCLUSION

- ➔ **Promote accessibility for people with disabilities:** layout of the venue (where possible).
- ➔ **Put in place specific communication:** menus, website, display of accessibility criteria, in particular by directing visitors to MyParisjetaime Handicap.

## Committed to optimizing the visitor experience

### FOR BENEVOLENT HOSPITALITY, ‘PARISIAN ART DE VIVRE’

- ➔ **Offer at least a bilingual welcome and map, and translation tools** to facilitate communication.
- ➔ Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year.**
- ➔ **Anticipate risky behaviour.**
- ➔ **Provide a range of services for customers** (Wi-Fi, water bottle filling, coworking spaces, etc.).

### TO FACILITATE THE CUSTOMER PATH

- ➔ **Facilitate payment and booking methods** (credit cards, bilingual website, etc.).
- ➔ **Relay information to the MyParisjetaime web app** using the business cards with QR code, provided by Paris je t’aime.

## Committed to highlighting the local ecosystem

### TO DEVELOP INTERACTION AND LINKS AT LOCAL LEVEL

- ➔ **Become an ambassador for the region by promoting local players** and local addresses, in particular through the web app MyParisjetaime, by putting up the nameplate ‘Paris je t’aime’ and staff embracing the Paris je t’aime identity.
- ➔ **Integrate iconography promoting ‘Paris differently’** into communication media.
- ➔ **Communicate about their expertise:** origin of products, diversity of local cuisine.
- ➔ **Take part in the Parislocal event** and/or pass on information about it.







# 3. Event and party venues

## Committed to the ecological transition

### FOR AN ECO-FRIENDLY EVENT

- ➔ **Demonstrate a concrete approach to the ecological transition:** membership of the Paris je t'aime 'For sustainable tourism in Paris' programme, eco-designed building, ISO 20121 certification, responsible waste management, initiatives to reduce waste, sustainable catering, etc.
- ➔ **Be a signatory of the Ville de Paris commitment plan 'Paris without single-use plastic'** and/or by using products without packaging or with recyclable packaging.
- ➔ **Give preference to service providers** with a commitment to sustainable development.

### TO FACILITATE AND FAVOUR INCLUSION

- ➔ **Comply with current legislation on accessibility:** layout of spaces, access, etc.
- ➔ **Promote accessibility for people with disabilities** and put in place appropriate communication (information sharing, adapted website), in particular by directing visitors to MyParisjetaime Handicap.

## Committed to optimizing the visitor experience

### FOR BENEVOLENT HOSPITALITY, 'PARISIAN ART DE VIVRE'

- ➔ **Offer at least a bilingual welcome and information, and translation tools** to facilitate communication.
- ➔ Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year.**
- ➔ **Anticipate risky behaviour.**
- ➔ **Provide a range of services for customers** (Wi-Fi, water bottle filling, coworking spaces, etc.).
- ➔ **Put in place dedicated signage (welcome messages, etc.):**
  - In accordance with the technical specifications provided by the event organizer,
  - Complying with the rules of the ethical charter and corporate social responsibility of the establishment hosting the event,
  - In English, for all non-French speaking contracting bodies.

## Committed to highlighting the local ecosystem

### TO DEVELOP INTERACTION AND LINKS AT LOCAL LEVEL

- ➔ **Contribute to establishing the event locally,** by improving its integration into the local environment with the support of Paris je t'aime.
- ➔ **Become an ambassador for the region by promoting local players** and local addresses, in particular through the web app MyParisjetaime, by putting up the nameplate 'Paris je t'aime' and staff embracing the Paris je t'aime identity.
- ➔ **Integrate iconography promoting 'Paris differently'** into communication media.





# 4. Third places

## Committed to the ecological transition

### FOR A RESPONSIBLE VENUE

- ➔ **Demonstrate a concrete approach to the ecological transition:** membership of the Paris je t'aime 'For sustainable tourism in Paris' programme, eco-designed building, ISO 20121 certification, responsible waste management, initiatives to reduce waste, sustainable catering, etc.
- ➔ **Be a signatory of the Ville de Paris commitment plan 'Paris without single-use plastic'** and/or by using products without packaging or with recyclable packaging.
- ➔ **Give preference to service providers** committed to sustainable development: local and artisanal products, from the social and solidarity economy, respectful of biodiversity.

### TO FACILITATE AND FAVOUR INCLUSION

- ➔ **Comply with current legislation on accessibility:** layout of spaces, access, etc.
- ➔ **Promote accessibility for people with disabilities** and put in place appropriate communication (information sharing, adapted website), in particular by directing visitors to MyParisjetaime Handicap.
- ➔ **Promote contact between all publics** through appropriate programming and facilities: pricing policy, reception, social mix, etc.

## Committed to optimizing the visitor experience

### FOR BENEVOLENT HOSPITALITY, 'PARISIAN ART DE VIVRE'

- ➔ **Offer at least a bilingual welcome and information, and translation tools** to facilitate communication.
- ➔ Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year.**
- ➔ **Anticipate risky behaviour.**
- ➔ **Provide a range of services for customers** (Wi-Fi, water bottle filling, coworking spaces, etc.).

## Committed to highlighting the local ecosystem

### TO DEVELOP INTERACTION AND LINKS AT LOCAL LEVEL

- ➔ **Contribute to local development,** by improving its integration into the local environment with the support of Paris je t'aime (promotion of structures in the surrounding area, etc.).
- ➔ **Become an ambassador for the region by promoting local players** and local addresses, in particular through the web app MyParisjetaime, by putting up the nameplate 'Paris je t'aime' and staff embracing the Paris je t'aime identity.
- ➔ **Integrate iconography promoting 'Paris differently'** into communication media.
- ➔ **Take part in the ParisLocal initiative.**





# 5. Transport & mobility

## Committed to the ecological transition

### FOR RESPONSIBLE TRANSPORT SOLUTIONS

- ➔ **Commit to switching vehicle fleets to electric propulsion or hybrid**, with realistic, communicated timetables.
- ➔ **Encourage non-motorized mobility**, by highlighting existing solutions using mapping tools such as MyParisjetaime or, for example, by encouraging bicycle transport.

### TO FACILITATE AND FAVOUR INCLUSION

- ➔ **Comply with current legislation on accessibility**: guide/assistance dogs for blind persons allowed and free of charge, preferential rates, and free admission for accompanying persons, etc.
- ➔ **Promote accessibility for people with disabilities** and put in place appropriate communication (information sharing, adapted website), in particular by directing visitors to MyParisjetaime Handicap.

## Committed to optimizing the visitor experience

### TO FACILITATE THE CUSTOMER PATH

- ➔ **Communicate clearly on the different ticket types** (which fares for which uses), in at least two languages; offer translation tools to facilitate communication. Commit to using Paris je t'aime's resources on this subject: information, tutorials, ticketing, etc.
- ➔ **Facilitate access to transport ticketing**: communicate on how to purchase, promote Paris je t'aime's role as a retailer (communication, supply, delivery, financial conditions).
- ➔ Work collectively on **a simplified multimodal journey**: examine the possibilities of bringing together offers on a single booking platform, integrating the ticketing system.
- ➔ **For major events and congresses**, offer passes tailored to demand, with clear information and a suitable distribution system, and communication resources in at least two languages.
- ➔ **Share innovations and initiatives in terms of service and customer experience with Paris je t'aime on a regular basis**, in particular by participating in the Transport Committee; anticipating variations in flows based on current events and events held in the area.
- ➔ **Provide visible, multilingual signage**: customs access, taxis, exits, etc.

### FOR FRIENDLY, SUCCESSFUL HOSPITALITY

- ➔ **Provide a range of services for visitors**: Wi-Fi, multilingual support, etc.
- ➔ Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year**. If the visitor makes a mistake, show understanding.
- ➔ **Anticipate risky behaviour**.
- ➔ **Provide regular and transparent information, in different languages**, on timetables, connections, delays and traffic disruption.
- ➔ **For participants at major events, create a welcome kit** in partnership with Paris je t'aime (welcome letter, gift, dedicated signage, etc.) and assemble specially trained staff; create priority access queues.

## Committed to highlighting the local ecosystem

### TO DEVELOP INTERACTION AND LINKS AT LOCAL LEVEL

- ➔ **Become an ambassador for the region by promoting local players** and local addresses, in particular through the web app MyParisjetaime, by putting up the nameplate 'Paris je t'aime' and staff embracing the Paris je t'aime identity.
- ➔ **Integrate iconography promoting 'Paris differently'** into communication media.
- ➔ **Provide customers with comprehensive, multilingual, digital information** about attractions available around travellers' departure and arrival points via MyParisjetaime.





# 6. Cultural and leisure activities

## Committed to the ecological transition

### FOR A RESPONSIBLE VENUE

#### ➔ Demonstrate at least one concrete initiative relating to combating waste and/or single-use plastics:

- By signing the Ville de Paris commitment plan 'Paris without single-use plastic' and/or by using products without packaging or with recyclable packaging.
- By involving and training teams in good practices to prevent food waste: working with products (portions, recipes, etc.), anti-waste boxes, donations to associations, etc.

### TO FACILITATE AND FAVOUR INCLUSION

- ➔ Comply with current legislation on accessibility: layout of spaces, access, etc.
- ➔ Promote accessibility for people with disabilities and put in place appropriate communication (information sharing, adapted website), in particular by directing visitors to MyParisjetaime Handicap.

## Committed to optimizing the visitor experience

### POUR UNE HOSPITALITÉ BIENVEILLANTE, « L'ART DE VIVRE À LA PARISIENNE »

- ➔ Offer at least a bilingual welcome and map, and translation tools to facilitate communication.
- ➔ Offer an attentive service and welcome, be friendly and genuine, and provide training or refresher courses for staff at least once a year.
- ➔ Anticipate risky behaviour.
- ➔ Encourage the quality of the welcome and the in-situ experience (guide-lecturers, site facilitators, visitor services, a varied offer, adapted capacity, etc.).

### TO FACILITATE THE CUSTOMER PATH

- ➔ Facilitate payment and booking methods (credit cards, bilingual website, etc.).
- ➔ Relay information to the MyParisjetaime web app using the business cards with QR code, provided by Paris je t'aime.
- ➔ Encourage a smooth digital journey by creating links with MyParisjetaime services (cartography, a single account, easy booking, access control).
- ➔ Undertake to update the information relayed by Paris je t'aime: offers, rates, flow management policy.
- ➔ Provide a range of services for customers (Wi-Fi, water bottle filling, coworking spaces, etc.).
- ➔ Respect ethical pricing and a responsible distribution policy.

## Committed to highlighting the local ecosystem

### TO DEVELOP INTERACTION AND LINKS AT LOCAL LEVEL

- ➔ Become an ambassador for the region by promoting local players and local addresses, in particular through the web app MyParisjetaime, by putting up the nameplate 'Paris je t'aime' and staff embracing the Paris je t'aime identity.
- ➔ Integrate iconography promoting 'Paris differently' into communication media.
- ➔ Contribute to establishing the venue locally, by improving its integration into the local environment with the support of Paris je t'aime.





# 7. Services

## Committed to the ecological transition

### FOR RESPONSIBLE SERVICES

➔ **Demonstrate at least one concrete initiative in terms of ecological transition:** signing the Ville de Paris commitment plan 'Paris without single-use plastic', using products without packaging or with recyclable packaging, etc.

### TO FACILITATE AND FAVOUR INCLUSION

➔ **Promote accessibility for people with disabilities** and put in place appropriate communication (information sharing, adapted website), in particular by directing visitors to MyParisjetaime Handicap.

## Committed to optimizing the visitor experience

### FOR BENEVOLENT HOSPITALITY, 'PARISIAN ART DE VIVRE'

- ➔ Offer at least a **bilingual welcome and map, and translation tools** to facilitate communication.
- ➔ Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year.**
- ➔ **Anticipate risky behaviour.**

### TO FACILITATE THE CUSTOMER PATH

- ➔ **Facilitate payment and booking methods** (credit cards, bilingual website, etc.).
- ➔ **Relay information to the MyParisjetaime web app** using the business cards with QR code, provided by Paris je t'aime.
- ➔ **Promote a smooth digital experience by creating links with MyParisjetaime services** (mapping, a single account, easy booking, access control).
- ➔ **Undertake to update the information relayed by Paris je t'aime:** offers, prices, flow management policy.
- ➔ **Provide a range of services for customers** (Wi-Fi, water bottle filling, coworking spaces, etc.).

## Committed to highlighting the local ecosystem

### TO DEVELOP INTERACTION AND LINKS AT LOCAL LEVEL

- ➔ **Become an ambassador for the region by promoting local players** and local addresses, in particular through the web app MyParisjetaime, by putting up the nameplate 'Paris je t'aime' and staff embracing the Paris je t'aime identity.
- ➔ **Integrate iconography promoting 'Paris differently'** into communication media.





# 8. Incoming agencies and event planners

## Committed to the ecological transition

### FOR AN ECO-FRIENDLY EVENT

- ➔ **Demonstrate a concrete approach to ecological transition:** membership of the Paris je t'aime 'For sustainable tourism in Paris' programme, eco-designed building, ISO 20121 certification, responsible waste management, initiatives to reduce waste, sustainable catering, etc.
- ➔ **Be a signatory of the Ville de Paris commitment plan 'Paris without single-use plastic'** and/or by using products without packaging or with recyclable packaging.
- ➔ **Give preference to service providers** committed to sustainable development.

### POUR FACILITER ET FAVORISER L'INCLUSION

- ➔ **Comply with current legislation on accessibility:** choice of spaces, layout, etc.
- ➔ **Promote accessibility for people with disabilities** and put in place appropriate communication (information sharing, adapted website), in particular by directing visitors to MyParisjetaime Handicap.

## Committed to optimizing the visitor experience

### POUR UNE HOSPITALITÉ BIENVEILLANTE, « L'ART DE VIVRE À LA PARISIENNE »

- ➔ **Offer at least a bilingual welcome and map, and translation tools** to facilitate communication.
- ➔ Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year.**
- ➔ **Anticipate risky behaviour.**
- ➔ **Provide a range of services for customers** (Wi-Fi, water bottle filling, shipping services, etc.).
- ➔ **Put in place dedicated signage (welcome messages, etc.):**
  - In accordance with the technical specifications provided by the event organizer,
  - Complying with the rules of the ethical charter and corporate social responsibility of the establishment hosting the event,
  - In English, for all non-French speaking contracting bodies.
- ➔ **Develop customer content** that reflects the values of the destination.

## Committed to highlighting the local ecosystem

### POUR DÉVELOPPER L'INTERACTION AVEC LE TISSU LOCAL, LE LIEN AVEC LE TERRITOIRE

- ➔ **Contribute to establishing the event locally,** by improving its integration into the local environment with the support of Paris je t'aime and creating a legacy for the destination.
- ➔ **Become an ambassador for the region by promoting local players** and local addresses, in particular through the web app MyParisjetaime, by putting up the nameplate 'Paris je t'aime' and staff embracing the Paris je t'aime identity.
- ➔ **Integrate iconography promoting 'Paris differently'** into communication media.
- ➔ **Give priority to local service providers** to support the destination's economy (gifts, catering, etc.).





# 9. Formation

## Committed to the ecological transition

### FOR A RESPONSIBLE MESSAGE

- ➔ Integrate the fundamentals of sustainable and positive-impact tourism into training programmes.

### POUR FACILITER ET FAVORISER L'INCLUSION

- ➔ Comply with current legislation on accessibility: layout of spaces, access, etc.
- ➔ Promote accessibility for people with disabilities and put in place appropriate communication (information sharing, adapted website), in particular by directing visitors to MyParisjetaime Handicap.
- ➔ Promote contact between all publics through appropriate programming and facilities: pricing policy, reception, social mix, etc.
- ➔ Promote access to training via digital tools and open data content.

## Committed to optimizing the visitor experience

### POUR UNE HOSPITALITÉ BIENVEILLANTE ET UNIVERSELLE

- ➔ Promote open-mindedness towards others (interculturalism, foreign languages), an unconditional welcome and the rejection of all forms of discrimination.
- ➔ Provide training in best practice in terms of hospitality and service:
  - Making students aware of the *Hospitality Manifesto* and its values;
  - By developing courses that are at least bilingual and reception facilities adapted to foreign students.
- ➔ Participate actively in creating training modules for the signatories of the *Hospitality Manifesto*.
- ➔ Anticipate risky behaviour.

## Committed to highlighting the local ecosystem

### TO DEVELOP INTERACTION AND LINKS AT LOCAL LEVEL

- ➔ Become an ambassador for the region by promoting local players and local addresses, in particular through the web app MyParisjetaime, by putting up the nameplate 'Paris je t'aime' and staff embracing the Paris je t'aime identity.
- ➔ Relay information to the MyParisjetaime web app using the business cards with QR code, provided by Paris je t'aime.
- ➔ Integrate iconography promoting 'Paris differently' into communication media.

# The commitments of Paris je t'aime

Paris je t'aime – Tourist Office is working alongside tourism professionals to roll out the *Manifesto* and facilitate the organization of major events.

Paris je t'aime brings together 1,600 members from all sectors of the tourism industry. Its strategic objectives are to:

- ➔ Support tourism professionals in Paris and the surrounding region;
- ➔ Promote the attractiveness of the destination, through participative and sustainable tourism;
- ➔ Contribute to developing a better 'visitor experience', to improve customer satisfaction.





# Communication media

Paris je t'aime provides communication tools to promote the roll-out of the *Hospitality Manifesto* and support professionals in this initiative.

## 1. MYPARISJETAIME

The web app 'MyParisjetaime' is a veritable resource centre for the destination (ticketing, interactive maps, itineraries, practical information, etc.).

The geolocation function optimizes the visitor experience, offering a range of tourist services tailored to their needs.

A special version is available for people with disabilities. To circulate the information, signatories have access to a digital and/or print communication kit (QR code, user charter, etc.).

**2. 'PARIS JE T'AIME' COMMUNICATION MEDIA** highlighting the signatories' commitment to the public and demonstrating their support for the Manifesto. These professionals are given prominence in 'Paris je t'aime' digital content in accordance with their sector of activity.

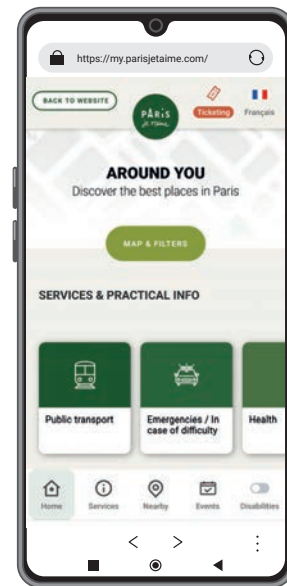
Paris je t'aime provides them with signage and badges for their staff.

**3. PROVISION OF TRAINING MODULES** for teams.

**4. THE USE OF THE 'PARIS JE T'AIME' MEDIA LIBRARY** to renew the destination's iconographic content.

**5. ACTIVATION OF THE LOCAL ECOSYSTEM**, thanks to:

- The 'ParisLocal' brand, which showcases the artisans of Greater Paris, offers a marketing outlet for their products, and promotes short distribution channels.
- A network of tourist information points (early 2024), established with kiosks in Paris and the metropolitan area, in collaboration with JCDecaux: participating kiosks become ambassadors for the destination, helping to relay local tourist information and have specific signage.



## **HOSPITALITY MANIFESTO**

### **Photos**

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