

Beat: Lifestyle

## VISIT PARIS REGION - Fall of global Tourism & How to bring tourists back

### Principal region French art of living

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**USPA NEWS** - 'Paris Ile-de-France' is the main region for French art of living, it promotes the influence of the cultural values for which the country is internationally famous. Tourism is one of its major business sectors. From an economic point of view, it represents about 600,000 direct and indirect jobs...

'Paris Ile-de-France' is the main region for French art of living, it promotes the influence of the cultural values for which the country is internationally famous. Tourism is one of its major business sectors. From an economic point of view, it represents about 600,000 direct and indirect jobs. A dynamic sector, the number of people it employs is also increasing at a rate of growth higher overall than other business sector.

A Press Conference was held on August 23, 2016 at 'Comité Régional du Tourisme Ile-de-France' in PARIS. Were attending Monsieur Frédéric VALLETOUX, President of 'Comité Régional du Tourisme d'Ile-de-France' and Monsieur François NAVARRO, CEO of 'Comité Régional du Tourisme d'Ile-de-France'. They were giving away the big lines of the last months' figures of Régional Tourism.

The facts and figures cover June/July and published in August. They even went back to 2010, when was starting the unprecedented decrease of tourism and leading to negative economical consequences for the Region. 2016, compared to 2015, tends to bring unsatisfaction to Tourism Professionals.

For the first semester 2016, they were 14,9 Millions Hotels Arrivals (-9,9% for International Tourists and - 3,5 % for French Tourists). -1 Million Tourists in Ile-de-France and -750 Millions Euros of Tourists spendings.

Top five of International Clients in Ile-de-France Hotels, for the first semester 2016 :

- USA = - 57 000 Tourists
- UK = - 79 000 Tourists
- Germany = - 55 000 Tourists
- China = - 100 000 Tourists
- Spain = - 22 000 Tourists

Decrease of Tourists spendings :

- Italy = - 105 Millions Euros
- Japan = - 98 Millions Euros
- China = - 62 Millions Euros
- USA = - 48 Millions Euros
- Russia = - 47 Millions Euros

Increase of Business Trips and 'Tourism'. About Museums and Monuments : Grand Palais (- 43,9%), Arc de Triomphe (-34,8%), Domaine de Versailles (-16,3%), Châteaux de Fontainebleau (-3,1%), Palais de la Découverte (+64,8%).

THE CAUSES given by divers professionals :

Social movements with sometimes violence seen in media, strikes, floods, popular anger, refinery blocage, lack of Cleanliness, terrorism, delinquance... Diversity of reasons given to explain the worrisome decrease of Global Tourism.

(...)

Source : Comité Régional du Tourisme - Visit Paris Région

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