



PRESS RELEASE

Catherine BARNOUIN
PR officer | Communication Division
cbarnouin@visitparisregion.com | pro.visitparisregion.com

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The Paris Region Tourist Board is establishing a partnership with Touren Service Schweda

The Paris Region Tourist Board is establishing a partnership with Touren Service Schweda, one of Germany's largest wholesale coach operators, in order to bring new dynamism to the Paris Region within the German market from autumn 2016. This clientele has fallen by -13% overall during the first 4 months of 2016.

This partnership entails a variety of different promotional and communications elements that target the group market, including the creation of a « Paris Region 2017 » brochure that highlights 13 circuits across Ile-de-France.

To mark this occasion, the Paris Region Tourist Board was hosted at the Touren Service Schweda stand during the RDA Workshop alongside 5 travel trade partners from the Paris Region: the Fontainebleau tourist office, the Auvers-sur-Oise, tourist office, the Rueil-Malmaison tourist office, the Paradis Latin and the Château de Vaux le Vicomte.

The Paris Region destination is always evolving: the arts are celebrated in all their diversity, shopping is to the fore thanks to globally recognised and up-coming brands that provide a new take on French elegance, gastronomy is an area of great creativity and experimentation that is strongly influenced by eco-responsible practices, and there are walking trails, urban sport, nightlife, festivals...the Paris Region experience is wide ranging and constantly reinventing itself.

The Paris Region is also an Impressionist destination of international repute. From landscape painters in Barbizon to Van Gogh's grave at Auvers-sur-Oise, and including the Musée d'Orsay, Yerres or Chatou, the scenery and the atmosphere that was so dear to the Impressionists still bears the imprint of the very greatest artists to this day: Claude Monet, Auguste Renoir, Edgar Degas, Alfred Sisley, Vincent van Gogh...

There are so many discoveries and experiences to enjoy in the heart of a truly attractive destination.

THE GERMAN CLIENTELE IN THE PARIS REGION IN 2015

1.2 million stays in Paris Ile-de-France (-9.2% vs 2014)

3.8 million room nights.

€477 million in tourism revenue.

The Paris Region Tourist Board, the leading institutional tourism body for the destination, guarantees the promotion and the development of Paris and the Ile-de-France through its actions aimed at travel trade representatives and visitors.

Find all the information at pro.visitparisregion.com