# The Paris Region Tourist Board is associated with the Galeries Lafayette's "Paris Mon Amour" operation this summer

at 14 July 2021

Galeries Lafayette Haussmann puts the French capital in the spotlight with the inauguration of the "Paris Mon Amour" summer operation

## Description

On 7 July 2021, Galeries Lafayette Haussmann officially launched its new summer event called "Paris Mon Amour", in the presence of Anne Hidalgo, Mayor of Paris.

From 6 July to 31 August, the flagship of the Boulevard Haussmann is joining forces with the Paris Convention and Visitors Bureau, the Paris Region Tourist Board and Atout France to celebrate Paris, its art of living and its cultural wealth.

All the windows express a declaration of love for the capital, thanks to a series of photos taken by the Parisian photographer Thibaut Grevet, who highlights its most emblematic places, from the Place de la Concorde to Pigalle, via the Eiffel Tower and the Canal Saint Martin.

**Valérie Pécresse, President of the Paris Region, said: "The Paris Region, the world's leading tourist destination with more than 50 million tourists in 2019, has been hit hard in this sector which represents 500,000 jobs. The Paris Region has been the victim of a triple punishment: strict confinements, a deficit of French tourists during the summer and business tourism reduced to zero. The Region has therefore mobilised a great deal of support for professionals in the sector by mobilising numerous aids (rebound loan, resilience fund, rental aid, digital cheque).**

**We welcome the initiative of the Galeries Lafayette group to contribute to the revival of tourist activity in the capital, which is essential if we do not want a second summer without tourists. You can count on our support and our concrete support, as with the cancellation of the Covid debt for some 2,000 VSEs and SMEs in the tourism sector.**

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purchases will be donated to its endowment fund, in order to continue to work towards the development and promotion of art, fashion and design in Paris.

On the occasion of the inauguration of the operation, Nicolas Houzé, CEO of Galeries Lafayette, declared: "As we all gradually return to normal life, it was essential for us to take part in the revival of Paris by placing it at the heart of our summer event. Paris Mon Amour is also a way of celebrating the resilience we have all shown, and our ability to look forward to a brighter future by promoting what makes it a must-see destination for French and international visitors.

For Anne Hidalgo, Mayor of Paris, "Paris, the world capital of tourism, is a city that shines, open to the world and where encounters, dialogue and exchange have a special place. In the face of the pandemic, we have adapted to face the crisis and today the horizon is beginning to brighten. It is in this context of recovery that I enthusiastically welcome this festive event by the Galeries Lafayette group to celebrate our art of living. Paris, Mon Amour is a great opportunity to showcase the Parisian creativity of the tourism industry, Parisian workshops and Parisian artisans. I love Paris, we love Paris, and that's why we will continue to promote it beyond our borders.

Caroline Leboucher, Director General of Atout France, also said: "At a time when international travel is gradually picking up, Atout France is delighted to be able to contribute to the promotion of Paris, its cultural and tourist offer and its art of living by joining forces with Galeries Lafayette, the Paris Region Tourist Board and the Paris Convention and Visitors Bureau for the Paris Mon Amour event. The Paris region tourism industry, which has been particularly hard hit by the crisis due to the lack of long-haul visitors and the closure of the events business, can count on the full mobilisation and support of Atout France to help boost tourism in France.

## Number of pages

3

Files

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