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Press releases | Sustainable development

First Carbon Footprint© of the top tourist destination in the world

at 16 July 2014

With 32.7 million hotel arrivals in 2013, Paris Ile-de-France is consolidating its place and the number one tourist destination in the world, and reaffirms an economic success that risks being weakened by rising energy costs and climate change over the next 30 years.
The growth in visitors to Paris Ile-de-France is forcing changes in behaviour and technological progress in order to ensure that tourist activity is sustainable.

Resource information

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Description

Région Ile-de-France has therefore asked the CRT to conduct a prospective study into tourism faced with these challenges, including the first Carbon Footprint© of the destination's tourist activity.

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Action to

Based on carbon diagnostics: the CRT is drawing up an action plan in order to support tourism professionals :

- to make clientèle living nearby more aware, particularly through the promotion of rail travel
- increase the duration of stays by improving the quality of tourist services
- establish a incentive pricing policy for visitors who come on low-carbon transport
- offer virtual visits, as well as web conferencesimprove multimodal connections
- etc.

Thanks to the MALICE tool, the CRT is supporting accommodation providers based in the Ile-de-France (and restaurants soon as well) in the environmental and financial management of their establishments, helping them to reduce their impact (energy, waste, water, CO2, health) and are creating an environmental label.
Thanks to the resource and information centre, the CRT is responding to the issue of sustainable development for the tourism sector in the Ile-de-France region via its professional portal.
The regional strategy for the development of tourism and leisure activities (2011-2016) states a willingness to ensure that Paris Ile-de-France becomes an international benchmark in sustainable tourism.
"Paris Ile-de-France must be an example of sustainable development. The CRT is mobilising all tourism professionals to make it the number one sustainable destination in the world" explains François Navarro, Managing Director of the CRT.

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