Press releases | Multi-themes

at 25 November 2014

For the second year running, the Paris Region Tourist Board is launching an advertising campaign based on the guide "My Winter in Paris", created for French and international tourists.
It takes an original and dynamic look at an eminently "festive" destination associated with the French way of life, and covers a key period in terms of shopping and entertainment from the end of November to mid-February. It highlights the events that are unique to the festive holiday season, the sales and Valentine's Day, to encourage as many different customers as possible to visit Paris Region.

Resource information

Branches

Evènementiel

Description

Follow the guide!

Six ideas are given to experience "your Paris", with outings organised by "profile" or by "interest" to reflect the trends and activities during this period: Art Fans / Night Owls / Family / Fashionistas / Foodies / Lovers.

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Content

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A 45-minute video produced by the Paris Region Tourist Board was broadcast on YouTube and on the digital network at Parisian railway stations during the Christmas holiday period.

Or visitors can find what they are looking for by theme:

- Shopping, with an overview of the iconic designers that represent the revival of Parisian elegance such as Isabelle Marant, A.P.C., and Carven, and brands and workshops/boutiques with fashion, accessories and objects that symbolise French know-how such as Gab&Jo, Philippine Janssens and Maison Fabre. A "French touch" and 100% French are so terribly hip!
- Fine food, with a mouth-watering stroll through a selection of sweet treats whose fame has swept the world, such as the Opéra, the St Honoré and the Eclair. From traditional markets to fine food stores – a healthy serving of self-indulgence is definitely on the menu!
- Like a winter wonderland, the magic of Paris – the city of light – dazzles in winter with its Christmas decorations, circus shows and entertainment for young and old.
- At night, party time is in full swing in the capital's cabarets and clubs. It's all happening at the new Mugler Follies, the Lido, the Moulin Rouge, the Crazy Horse and on the rooftop of the Cité de la Mode et du Design. From the Showcase to the Badaboum, you can dance till dawn.

These exceptional events and activities are an unmissable part of any visit to Paris. We need to spread the word to give our destination a more dynamic edge and let visitors know what's on so they can use all these tools to plan their visit. There is something to suit all tastes, whether you are looking for family entertainment, a party, fashion or fine food.

Number of pages

2

Files

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