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Ambition 2024: the Paris Region and the ADP Group present their visitor reception strategy

at 2 December 2018

On 3 December 2018, Valérie Pécresse, President of the Paris Region and Augustin de Romanet, Chairman and CEO of the ADP Group, signed a partnership agreement entitled "Ambition 2024", which defines a common strategy for welcoming national and international visitors, particularly in view of the 2024 Olympic and Paralympic Games

Resource information

Branches

[Accueil et information](#)

Description

In order to improve the visitor experience, the convention provides for the transformation of the **nine Tourist Information Centres at Paris-Charles de Gaulle and Paris-Orly**, in line with an enriched and renewed vision of hospitality. Products of a partnership between the Paris Region and the ADP Group, these physical spaces are privileged tourist information centres deployed in the terminals

In order to meet the expectations of tourists in 2024, a brand new system will gradually be deployed:

- **staff will now be mobile**, notably in the baggage delivery room. As close as possible to the needs of passengers, they will provide a more personalized service.
- **the design of the terminals** will be modernized, with a focus on digital interaction.
- **the opening hours** will be extended to better meet the needs of passengers during the day and evening operations.
- **new products** will be developed, such as mobile applications, digital guides, and cellular connectivity.

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For the Paris Region, this agreement is part of the **strategy** put in place through the **Regional Tourism and Leisure Development Plan 2017-2021**, which aims to strengthen the quality of the tourism offer and reinvent the destination to make Paris Region a unique experience and offer visitors a quality of welcome in line with its position as world leader.

This partnership with the ADP Group is in addition to all the initiatives taken by the Paris Region to promote tourism: the improvement of transport, with an investment of nearly 24 billion euros between now and 2025, the website www.visitparisregion.com, which enables visitors to keep up to date with events and buy tourist services online, the strengthening of the "safety shield" to ensure security at tourist sites and the setting up of a clean-up fund to finance clean-up actions in all Paris Region municipalities.

Number of pages

2

Files

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