

Paris Region: a worldwide destination for all!

*Hervé Guillon, Paris Convention and Visitors Bureau, Paris, France (presenter) ;
Emmanuelle Tulliez, Paris Ile-de-France Tourisme Board, Paris, France (presenter)*

The Paris Ile-de-France Regional Tourist Board works with visitors and stakeholders in the tourist industry to promote and develop the Paris Ile-de-France destination. It puts in place the resources, aids, guidance and the network to enable tourist professionals in the Paris region to develop and market an innovative and quality service that is tailored to the users' needs.



The Paris Convention and Visitors Bureau is a non-profit organization established in 1971. The Bureau carries out three missions. It welcomes both the general public and tourism industry professionals to Paris, serves as an information resource, and promotes Paris, in France and abroad, as an ideal destination for leisure and business travel. Moreover, the Bureau acts as a platform for encounters, exchanges, and partnerships for Parisian tourism operators.



Our vision: Accessibility is a big opportunity for our destination to better the quality of our welcoming any tourist may have special needs (families with children, tourists who don't speak our language, elderly people...).

People with special needs represent a real market to conquer.

Accessible tourism in our destination: how accommodation, catering, cultural and leisure places, transports... implement accessibility. S.W.O.T. analyze.

Backing tourism stakeholders:

Individual help with a neutral point of view taking into account professionals and users.

Pedagogical tools, a toolbox online.

Training courses and working groups: Paris region develops three training courses among twenty dedicated to accessibility (Welcoming disabled people on touristic places, Make its company accessible, Promote its accessible offer), and Paris Convention and Visitors Bureau offers a workshop per year about accessibility for touristic accommodations.

Creating accessible destination using topics for instance Impressionism and Encountering with History

Making it easy for disabled people to visit Paris Ile-de-France and promoting accessible places and services:

The Internet, our websites

The Internet, developing a specific website handistrict.com

Other dedicated websites and brands

Specific editions, partnership with publishing company.

Prospect file, enable the offer to meet the demand.

With a positive memory people will want to come back.