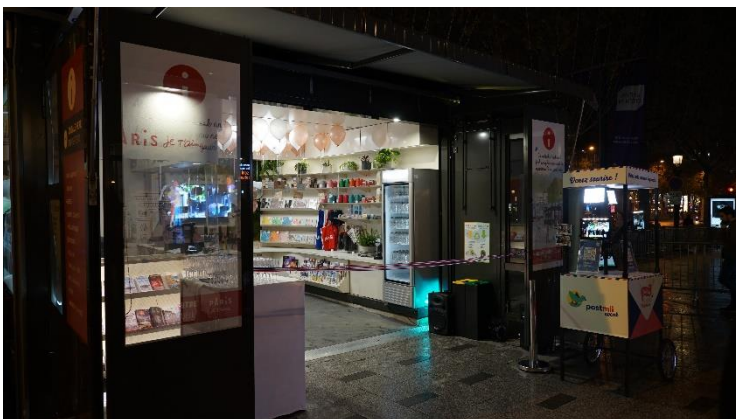




## PRESS RELEASE

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# Open Tour Paris and the Paris Convention and Visitors Bureau have teamed up with Welcome City Lab to inaugurate the “kiosque des Champs”, a new and innovative facility to welcome tourists in Paris



Inaugurated on 6 November, the first ever kiosk catering exclusively to tourists on the Champs-Élysées opened in early October. The

facility is designed as a high service level kiosk and offers a completely different approach to sightseeing in Paris.

Find information about the city and the events it hosts; book tickets for tourist activities and enjoy innovative services to make your stay easier are the prime objectives of the new kiosk created to **direct visitors, make their access to information easier** and offer them a **wide range of products and services** during their stay in the French capital, including innovative services and tours off the beaten track.

The facility is managed by Open Tour Paris, an RATP Group subsidiary, and is located at 125 avenue des Champs-Élysées where it welcomes the public from 9 a.m. till 7 p.m. November to March and from 9 a.m. till 9 p.m. April to October.



The kiosk also features an innovation area showcasing the start-ups Welcome City Lab by Paris&Co, the leading start-up incubator specialising in urban tourism. Ten start-ups<sup>1</sup> present their solutions on connected tablet PCs to the 100 million tourists coming to the Champs Élysées each year. Tourists can use the area to enjoy a solution for shows without the language barrier, left luggage services, a sport game area and search engine that lists green accommodation, organic restaurants and slow-fashion retailers.

“We are delighted that the Paris City authorities have placed their trust in us to manage this completely new kiosk. RATP Group has genuine know-how in services designed for and offered to tourists in double-decker sightseeing bus operations run by Open Tour Paris, in the Extrapolitan alliance specialising in hop-on/hop-off tours and in welcoming tourists to the Paris transport network”, says Fabrice Bayon, Open Tour Paris director.

“We are delighted to welcome this new kiosk, which will attract visitors with its innovative offering. Paris must field high-performance tools and information areas to meet tourists’ new expectations and the approach used in this kiosk is based on experience and tends towards this. It will be an area to highlight innovative services and above all a place to discover new neighbourhoods, alternative walks and less well-known sites and activities. Tourists will be able to be guided by Parisians and go off the beaten track in a suitable way to discover an authentic and surprising Paris!”, stated Corinne Menegaux, Paris Convention and Visitors Bureau managing director.

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<sup>1</sup> **Memories Magic Selfies, Europass, Questo, Moneyeti, Tookki, Popmii, Nannybag, Theatre in Paris and Tootsweet, Urban Expé**

## PRESS CONTACTS

### RATP Group

Célia Faure  
+33 1 58 78 39 68  
celia.faure@ratp.fr

### Tourist Office

Fiona Guitard  
+33 (0) 1 49 52 53 19  
fguitard@parisinfo.com

### Welcome City Lab

Lola Vassileff  
06 63 85 36 73  
lola.vassileff@parisandco.com

### *RATP Group and sightseeing buses*



HOP-ON HOP-OFF

RATP Dev, an RATP Group subsidiary, is one of the few global public transport operators to have expertise and experience in urban double-decker sightseeing buses. In 2015, RATP Dev created Extrapolitan, a global alliance aiming to bring together the industry's best operators. Since then, RATP Group, the 5<sup>th</sup> global player in public transport, has provided these operators with its expertise.

Extrapolitan is currently present in 21 cities globally: Paris, London, Hong Kong, Porto, Lisbon, Budapest, Split, Nice, Marseille, Monaco, Rome, Athens, Berlin, Helsinki, Copenhagen, Riga, Tallinn, Stockholm, Bath, Windsor and Cardiff.

### *About Welcome City Lab and Paris&Co*



Welcome City Lab is an innovation platform for urban tourism that includes the world's first wholly dedicated incubator in this sector.

It was set up by Paris&Co in July 2013 with support from the Paris City authorities, BpiFrance, the Paris Tourist and Convention Office and Direction Générale des Entreprises (DGE). Other founding members include Aéroports de Paris, Air France, Caisse des Dépôts, Galeries

Lafayette, Pierre & Vacances, Paris Inn Group, RATP, Skyboard, Sodexo and Viparis. The innovation platform fields a comprehensive range of services for tourism start-ups and agents as an incubator, a forum for meetings, discussions and co-working, an experimentation platform and an observation facility.

<https://welcomecitylab.parisandco.paris/>



Paris&Co is the economic development and innovation agency for Paris and the metropolitan area. Its mission is to work with entrepreneurs for the sustainable transformation of the city. Paris&Co accelerates the development of more than 500 young French and foreign companies per year, facilitates urban experimentation and promotes the influence of the innovation ecosystem through the organization of national and international events, in close collaboration with more than 120 major partner groups and institutions. <http://www.parisandco.paris/>

### *About the Paris Convention and Visitors Bureau*



Thanks to its operations with sightseeing and visitor agents, the Paris Convention and Visitors Bureau contributes to the appeal and prestige of Paris as a destination in France and abroad by enhancing its multiple aspects and assets. The bureau welcomes, informs and helps tourists on a day-to-day basis, enhancing the dynamic appeal of Paris sites, reflecting constantly updated innovation and serving as a true vector of appeal for visitors. #parisjetaime