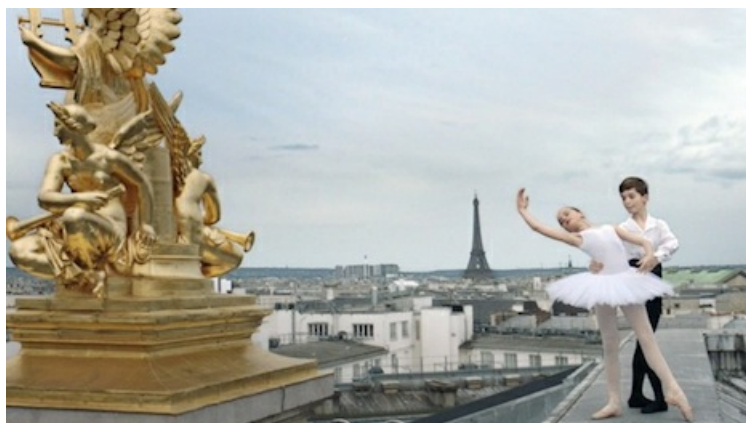


GOVERNMENT

## Paris aims to turn around tourist decline with vibrant film

September 26, 2016



*Still from Paris' tourism film by Jalil Lespert*

By SARAH JONES

Paris is looking to increase its tourism numbers with a promotional film that tours the multifaceted city through the eyes of locals and visitors.

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Starting this week, the film will be screened in Galeries Lafayette stores in Paris, Berlin and Beijing, as well as on Air France flights and screens in international cities. Following fatal terror attacks in November, Paris' influx of tourists has dwindled, but the city's government and key business players invested 2 million euro, or about \$2.250 million, into a recovery plan.

"Videos are powerful for thoughtful purchases driven by high engagement, particularly tourism," said Chris Ramey, president of **Affluent Insights**, Miami.

"Galeries Lafayette is a destination whose revenue has been substantially affected by Paris' drop in tourism," he said. "Their participation in the Parisian recovery plan is pay for play' in American parlance, a seemingly increasingly acceptable practice in promotion.

"Collaborating is a pillar of luxury. Any marketer not actively pursuing collaborations is missing substantial opportunities."

Mr. Ramey is not affiliated with Paris' Convention and Visitors Bureau or Galeries Lafayette, but agreed to comment as an industry expert.

The **Paris Convention and Visitors Bureau** was unable to comment directly, and **Galeries Lafayette** did not respond before press deadline.

### Tourism draw

On Nov. 13, armed militants attacked Paris, leaving 130 dead and hundreds of other injured. This had a notable impact on Paris' tourism.

A survey by Travel Leaders Group released in the month following the terror attacks found that for the first time since

2011, Paris was not among the top 10 international destinations ([see story](#)).

Tourism is central to Paris' economy, accounting for 500,000 of its jobs. The city, which has been the top destination globally, makes about 13 percent of its GDP from tourism.



*Haussmannian buildings and Eiffel Tower, taken from penthouse of Four Seasons Hotel George V, Paris*

Paris is also a prime destination for shopping tourism, as consumers from emerging markets such as China, Brazil and Russia travel to buy luxury goods. This unease may see these tourists choosing other major luxury markets to carry out their shopping ([see story](#)).

Numerous luxury houses, including brands under the Kering stable and Prada, noted negative effects of decreased tourism on their sales results.

Paris is looking to turn the outlook around, inviting travelers to visit through an immersive film. The city tapped filmmaker and lifelong Parisian Jalil Lespert to direct the video, which pays tribute to the range of emotions and atmospheres that can be encountered in the city's many districts.

Revealed by Paris Mayor Anne Hidalgo on Sept. 23, the film opens on a couple waking up in the city as the soundtrack of "Just Need Your Love" by Nice-based group Hyphen Hyphen starts to play.

Short clips capture a large cast of individuals exploring the city's culture and entertainment options, visiting museums, skateboarding, attending fashion shows or standing under the dome in Galeries Lafayette. In other scenes, a boy and girl perform a pas de deux on a rooftop while other dancers perform a hip hop routine on the street.

*Paris (Mairie de Paris - Ralisation Jalil Lespert)*

The film will play on Air France's fleet of planes, in Paris airports, Decaux screens in Milan, Shanghai, Tokyo and New York and Galeries Lafayette stores, including its Boulevard Haussmann flagship.

In addition to airing the film in select stores, Galeries Lafayette has broadcast the video on its own social channels.

City support

In the aftermath of Paris' Nov. 13 attacks, brands and consumers alike showed their solidarity by declaring #ParisWeLoveYou.

In addition to the emotional toil that will forever remain with the victims, their loved ones and the collective consciousness of the French and Parisians, the country has also taken an economic hit due to a resulting decline in the tourist industry. Alliance 46.2 has launched a solidarity campaign for brands and consumers to show pride in Paris and help revitalize tourism to give the country a necessary economic boost.

French luxury conglomerate Kering and department store chain Galeries Lafayette are among the numerous organizations partaking in the alliance ([see story](#)).

"The video will contribute to the recovery," Mr. Ramey said. "Quantifying its exact contribution is futile.

"Rarely is one marketing tactic effective by itself," he said. "It's the cumulative effect of marketing across several media that drives success in luxury."

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