

TRAVEL AND HOSPITALITY

Paris tourism's rebound to support luxury brands, retailers

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Rosewood reopens its Htel de Crillon in Paris. Image credit: Rosewood Hotels & Resorts

By BRIELLE JAEKEL

Paris' tourism decline following the 2015 terrorist attacks will likely see a recovery in 2018 as the city works to reestablish itself as a top travel destination.

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Tourism in Paris and its surrounding areas was negatively affected by terrorism, but the City of Lights is finally bouncing back as it focuses on shopping, culture and hospitality to regain its footing. Department store Galeries Lafayette and New York's Museum of Modern Art (MoMA) along with Fondation Louis Vuitton are a few of the luxury players who are putting stock into a restored Paris next year.

"Paris as a city has had to be resilient in light of recent terror attacks targeting the French capital, which saw visitor numbers drop significantly in 2016 and negative growth is expected for 2017," said Philip Benton, lead analyst at **Euromonitor** International and author of report "City Travel Briefing: Paris," London. "This is particularly applicable to tourists from Asia whereby safety and security is a major issue."

Rebuild and restore

Paris is looking to rebuild its image after terrorist attacks damaged more than people's lives, but also the French capital's business. Reports from Euromonitor expect international inbound tourism to see an increase of .5 percent in compound annual growth rates by 2022.

While the growth is small, it is still a boost in visitors and will likely impact luxury brands and retailers who rely on the city's high-class image and inbound tourism.

Atout France is working to ensure tourism is restored to the city and released a series of new happenings in the city.

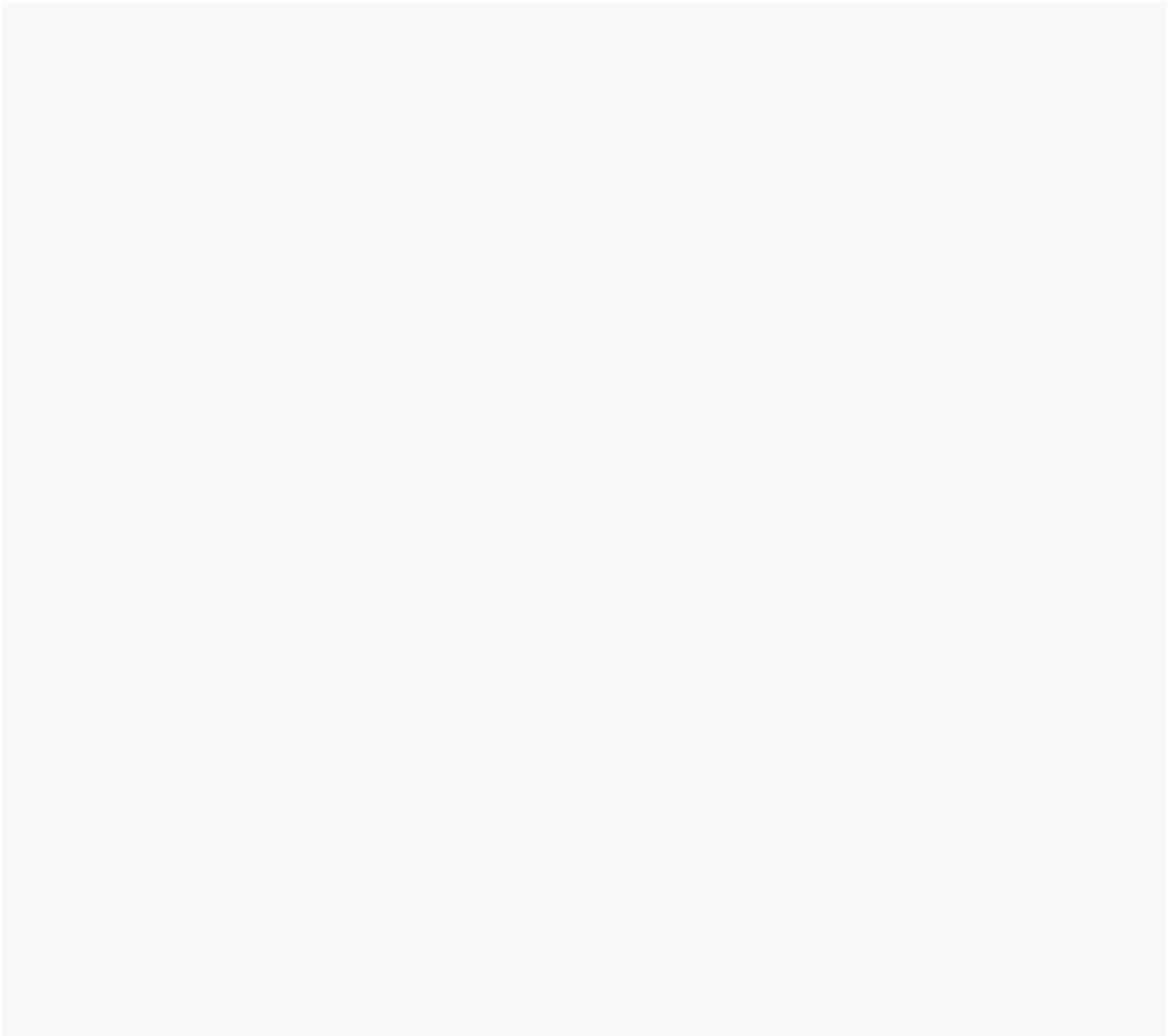


Whats New in Paris and the Paris Region for 2018 (PRNewsfoto/Atout France)

For instance, MoMA and Fondation Louis Vuitton have collaborated on the New York museum's first exhibit in France named "Being Modern: MoMA in France." The exhibit will be featured at Fondation Louis Vuitton with pieces from artists such as Max Beckmann, Alexander Calder, Paul Cezanne, Marcel Duchamp and Walker Evans and run through March of 2018 ([see story](#)).

Retailer Galeries Lafayette looks to support the city's image as a cultural art hub, by creating a new gathering space for displaying and creating pieces. The Lafayette Anticipations space, operated by Fondation d'entreprise Galeries Lafayette, will open in spring 2018 ([see story](#)).

Galeries Lafayette will also be opening a new 2,300 square-foot space on the Champs-Elyses, Paris' main high street.



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A post shared by Galeries Lafayette (@galerieslafayette) on Dec 18, 2017 at 2:48am PST

This year saw Rosewood Hotels & Resorts' Htel de Crillon reopening after four years of renovations. While the location underwent a complete overhaul, it still kept its essence and charm as a staple in the city of Paris.

The historic hotel reopened its doors to the public on July 5 after extensive refurbishing and restoration by building company Bouygues. Among a series of updated-yet-classic renovations, a pool, spa, restaurant and Karl Lagerfeld-designed suites are a part of the new update ([see more](#)).

Look to the future

Paris is also entering a bid to hold the 2024 Summer Olympics, which will bring hoards of travelers to the city and support the luxury brands and retailers of which Paris is known for.

Atout France has expected a total of 23 million tourist arrivals throughout the entirety of 2017, and predicts more during the upcoming year.

Paris first looked to increase its tourism numbers with a promotional film last year that toured the multifaceted city through the eyes of locals and visitors.

The film was 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 dwindled, but the city's government and key business players invested 2 million euro, or about \$2.250 million, into a recovery plan ([see more](#)).

"Paris is seen as one of the world's fashion capitals and holds a bi-annual fashion week," Euromonitor's Mr. Benton said. "The city is also popular among luxury shoppers, as it houses store outlets from retailers Le Bon March, Herms and Galeries Lafayette."

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