The Ile-de-France Region’s pledge

Françoise Guaspare
Ile-de-France Europe
The Ile-de-France Region

2019 : 50 millions visitors and 511,000 jobs

Regional tourism strategy 2022 - 2028

4 main key drivers: safety, quality, accessibility and innovation

4 strategic axes structure this new strategy

1- Supporting the recovery and transformation of the regional tourism economy

2- Strengthening and expanding the positioning of the destination: regaining a dynamic and ambitious balance between Ile-de-France, French, European and distant customers

3- Binding the destination to climate change adaptation

4- Taking advantage of hosting major international sporting events
TOPICS

REGULATION AND PUBLIC GOVERNANCE
Topic 2: Regulatory support for multimodal travelling
Topic 3: Improving statistics and indicators for tourism
Topic 4: Comprehensive tourism strategies development or update
Topic 5: Collaborative governance of tourism destinations

GREEN AND DIGITAL TRANSITION
Topic 6: Sustainable mobility
Topic 7: Circularity of tourism services
Topic 9: Data-driven tourism services
Topic 12: Research and innovation projects and pilots on circular and climate friendly tourism
Topic 15: R&I for digital tools and services in tourism
Topic 16: Support for digitalisation of tourism SMEs and destinations

RESILIENCE
Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism
Topic 21: Educational organisations to engage in developing and renewing tourism education
Topic 22: Pact for skills in tourism
Topic 25: Enhancing accessible tourism services
Topic 26: Tourism services for visitors and residents alike

FUNDING
Topic 27: Support visibility of funding opportunities for tourism actors
Green Transition

Topic 2: Regulatory support for improved multimodal travelling

Making tourist sites accessible from railway stations by developing a new mobility offer for residents and visitors

- Strengthening the services offered by the transport operators and public transport information - 2022/2023
- Strengthening actives modes – 2022
- Launching call for projects "Last mile" for territories - 2024
- 400 M€ between 2018 and 2024 to improve the reliability and accessibility of passenger information
- Accessibility of the transport network: 268 accessible railway stations by 2024
- Developing transports projects: Grand Paris express: 200km of automated metro lines 72 new stations €32b invested by 2030

→ Facilitate access to the touristic sites by sustainable modes of transport 2022-2028
Localisation of the cultural, touristic and leisure sites
Green Transition

Topic 6 : Sustainable mobility

Strategy for developing the leisure cycling offer:
- **RER V** : 800 km regional cycling infrastructure – 14 cycle - 300 M€ - **2030**
- 7 national and European cycling routes - **2022-2023**
+ New services for cyclists at or near the main railways’ stations and tourist sites - **2022-2023**
Digital Transition
Topic 9: Data-driven tourism services

The approach Île-de-France Smart Services!

Innovative digital facilities and services

Ambition to become the 1st Smart Region of Europe

• The Île-de-France Smart Services data platform, launched in October 2019, regularly offers new useful digital services, including a participatory map of all the cycling paths and services available in the Île-de-France region.
• "My nature in Île-de-France" page offering walks and nature activities throughout the region, how protect biodiversity as well as information on local producers and restaurants.
• Apps developed to help in discovering the region (for example Bougeott; Paris Region Aventures).

Data collection is done on a regular basis.
Digital Transition

Topic 16: Support for digitalisation of tourism SMEs and destinations

Mobilisation to accelerate the digital transition of tourism and encourage the emergence of start-ups and innovative Very Small Enterprises in the region

- The Regional Tourism Fund: support the development of any type of innovation, as long as this innovation adds value to the existing offer: innovation in service, use, protection or health reassurance, etc., and in particular if it allows for a form of tourism that is more respectful of sustainable development requirements.
- The regional Innov'Up scheme will be activated to encourage the emergence and promotion of innovative tourism start-ups.
- Other general or thematic incubators, such as the Welcome City Lab

→ Support mechanisms to rebound from the Covid-19 crisis
   Tourism budget : 20 M€ in 2022
Funding

Topic 27: Support visibility of funding opportunities for tourism actors

To accelerate the implementation of the 4 strategic axes of the 2022-2028 regional Tourism and Leisure strategy, the Region will:

- rely on national policies, regional and European programmes
- **continue to work with Necstour, to mobilize European funds** (ERDF, Erasmus+, Creative Europe or Single Market programs)
- provide technical assistance to prepare their projects

Programme Opérationnel Régional 2021-2027
Thank you for your attention