

Together for EU Tourism stakeholders meeting

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The Ile-de-France Region's pledge

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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

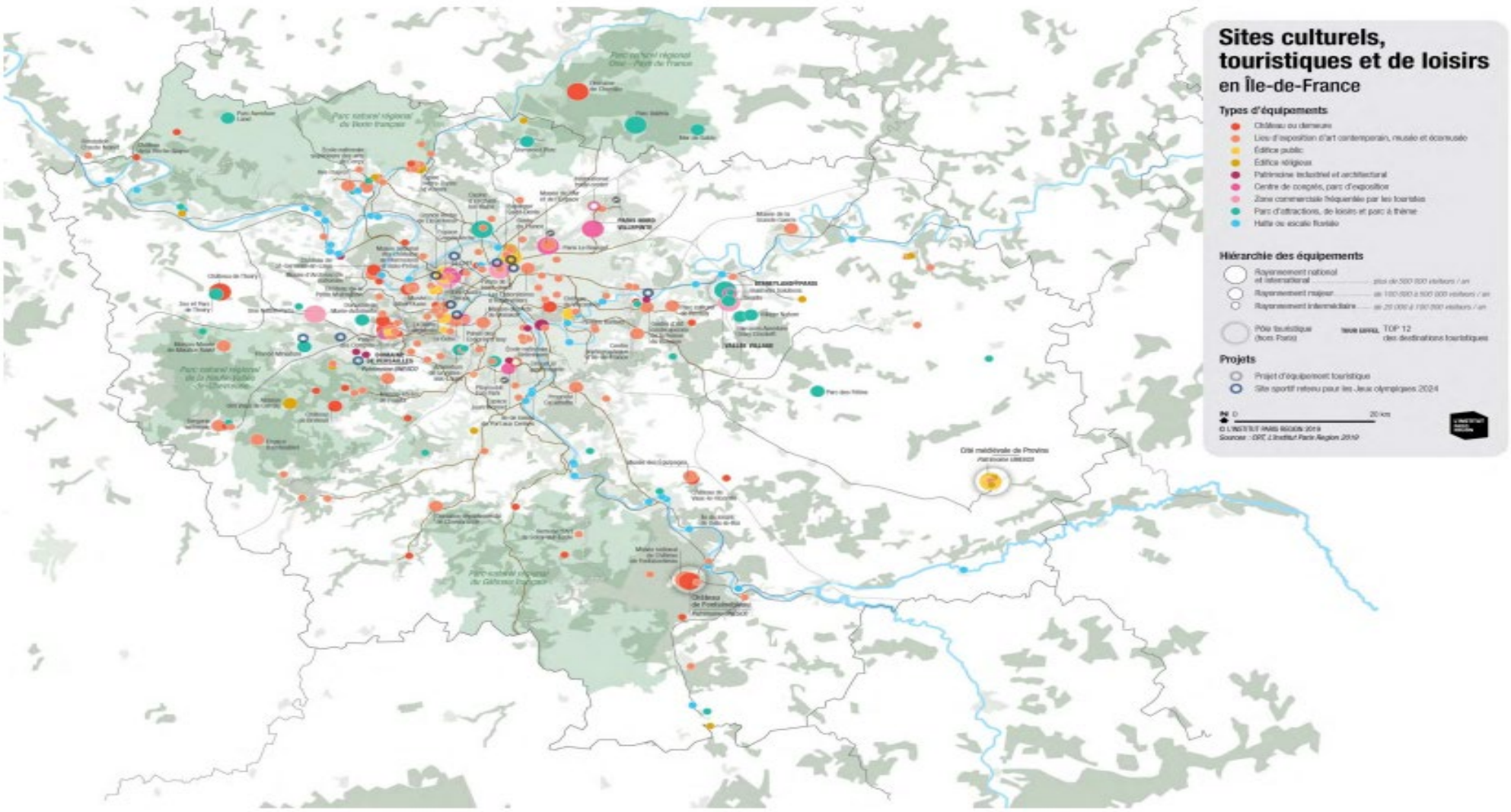
Making tourist sites accessible from railway stations by developing a new mobility offer for residents and visitors

- 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



Hiking



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 Ile-de-France region
- "My nature in Ile-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

