

**Innovation
and Transformation
of Tourism
in the Shared
Economy Era**

**PARIS ILE DE FRANCE
EXPERIENCE**



A few months ago, French national railway company **SNCF** launched a partnership with **AIRBNB**



Very simple idea Travellers booking train tickets online received a follow-up email :

“Your journey can earn you money”.

“Is your property empty during your voyage?”

“Become an Airbnb host to cover the cost of your trip.”



But the **partnership was killed** a few day after
...after Hotel Industry
complains

To be continued...?



137 €

Dépense moyenne
 par jour et par personne
 Average daily expenditure
 per person

13 billion Euros of overall impact **(2015)**

500,000 direct and indirect **jobs** (12% of the total jobs in the Paris Region)

2012 3 000 Airbnb Hosts In Paris
2016 70 000 Airbnb Hosts in Paris

+2230%

VS 115 000 Hotel Rooms

**LEADER IN
EUROPE**



Blablacar connects
drivers with empty
seats to co-travellers
looking for a ride





INCUBATION
OF STARTUP

238 startups incubated
on 10 different sites within Paris

The first incubator into the
world dedicated to tourism

- **Create** a culture of innovation in the Parisian tourism industry
- **Encourage Parisian** and international startups to get interested in tourism
- **Detect and accelerate** promising startups that may become tourism leaders in a near future

founders



Live experiences offered by locals

Book more than 300 authentic activities from local insiders.

Where are you going?



SEARCH



Introduction to Street Art

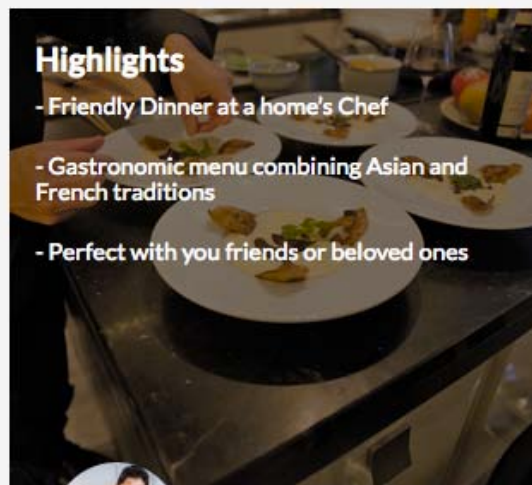


🕒 03h00

With Joris

I'm a painter and graffiti artist and I invite you to experience something new and learn the

\$44
/pers.



Highlights

- Friendly Dinner at a home's Chef
- Gastronomic menu combining Asian and French traditions
- Perfect with you friends or beloved ones

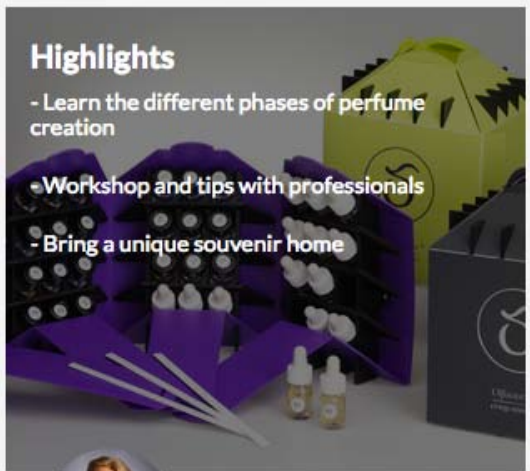


🕒 02h30

With Jean Yves

It's not a restaurant but just my home. Come and discover my universe I will bring you with me in

\$83
/pers.



Highlights

- Learn the different phases of perfume creation
- Workshop and tips with professionals
- Bring a unique souvenir home



🕒 03h00

With Isabelle

Play the apprentice perfumer, composing a fragrance just for you. For your beloved ones or for

\$145
/pers.



24€/h

Georges

The famous Parisian covered passages and their secrets, as seen on The Guardian



22€/h

Thomas

An abandoned railway and the secrets of southern Paris.

INTERNATIONAL NETWORK

WELCOME CITY LAB IS WORKING ON CREATING AN INTERNATIONAL TOURISM INNOVATION NETWORK



**Thanks for
your attention!**

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