



## Grand Paris and Tourism: two strong commitments for Artelia

On 12 April 2016, Artelia organised a forum on the theme of “Grand Paris and Tourism” in partnership with the CNAM with a view to identifying possible ways for the Ile-de-France region to keep its ranking as the world’s number one tourist destination, with a special focus on business tourism.

Artelia is already closely involved in the Grand Paris development project, in particular its transportation infrastructure component through the future Grand Paris Express metro (providing general project management services for lines 15,16 and 17 and design and construction supervision services for line 18) along with numerous other development schemes. It organised this forum in partnership with the Conservatoire National des Arts et Métiers (CNAM) with the aim of analysing in detail the tourist economy of Greater Paris [strengths/weaknesses, opportunities/threats] and formulating proposals to adapt its existing tourist offerings.

The event attracted nearly 200 participants and featured contributions from many of the key players and professionals involved in the Grand Paris project: Jean-Yves Durance, Deputy Chairman of the Paris Chamber of Commerce and Industry (CCIP), François Navarro, Managing Director of the Paris Region Tourist Board, Jean-Claude Prager, head of economic studies at Société du Grand Paris, Guillaume Cussac, financial director on the committee organising Paris’ bid to host the 2024 Summer Olympics, Georges Bonneau, Chairman of Paris Boutique Hôtel, Antoine Bres, architect and urban planner at Bres-Mariolle & Chercheurs Associés, Michaël Silly, founder of the Ville Hybride agency and the Club Ville Hybride Grand Paris, Philippe Maud’hui, Deputy Managing Director of the France Tourism Development Agency (Atout France), Brice Duthion, lecturer at the Conservatoire National des Arts et Métiers, Patrick Viceriat, Director and expert in tourism and leisure at Artelia, and Matthieu Levy, senior consultant in Artelia’s tourism and leisure unit.

The discussions were rounded up by David Douillet, Vice-President of the Ile-de-France Regional Council responsible for tourism.

Benoît Clocheret, Artelia’s Chief Executive Officer, took advantage of his closing speech to stress the need to:

- adapt existing tourist offerings taking full account of visitor forecasts, and create new offerings in terms of hotel facilities (including the importance of adapting the Ile-de-France region’s hotel capacity by both renovating existing facilities and creating new ones) and transportation infrastructure in order to capture a large share of the increasing influx of foreign tourists that experts predict between now and 2020. The Hotel of the Future programme developed by the Artelia Hospitality cluster is one of Artelia’s key assets in this regard;
- take a holistic view, and understand the development of tourism throughout greater Paris as a driver for the urban projects and industrial sectors of tomorrow (connected devices, healthcare technologies, the eco-industry, service robotics, etc.), an aspect to be included in the “Dream of Urban Landscapes” Industrial Demonstrator for Sustainable Cities within which Artelia recently won an award.

Lastly, it was an opportunity for Artelia to reiterate its expertise in the tourism and leisure field, both in France and internationally, especially in the creation of leisure complexes such as Pierre & Vacances/Center Parcs holiday villages, tourist development schemes, and waterway and port development projects.

Artelia’s strategy ties in with Paris bidding to host the 2024 Summer Olympics and the 2025 World Expo, which could speed up the development of Grand Paris.

**A few words about Artelia:**

*Artelia is an international, multidisciplinary consultancy, engineering and project management group specialising in the sectors of building construction, infrastructure, water and the environment. With 3500 employees and turnover of €364m in 2014, Artelia is one of France's leading groups in the sector. Internationally, the group operates 53 offices in Europe, Africa, the Middle East, Asia and South America. Artelia is 97% owned by its managers and employees.*

*The audit of certified group entities, carried out by AFAQ in June 2015, enabled us to renew our ISO 9001, OHSAS 18001 and ISO 14001 certifications for a new 3-year cycle.*

**Press contacts:**

**Sabine Renault-Sablionière**

ActuPresseCom

+33 (0)1 47 20 22 61

+33 (0)6 03 49 42 21

[sabinerenaultsablioniere@actu-presse.com](mailto:sabinerenaultsablioniere@actu-presse.com)

**Pascal Tabo**

Artelia - Marketing and Communication Director

+33 (0)1 77 93 77 29

+33 (0)6 34 52 62 21

[pascal.tabo@arteliagroup.com](mailto:pascal.tabo@arteliagroup.com)