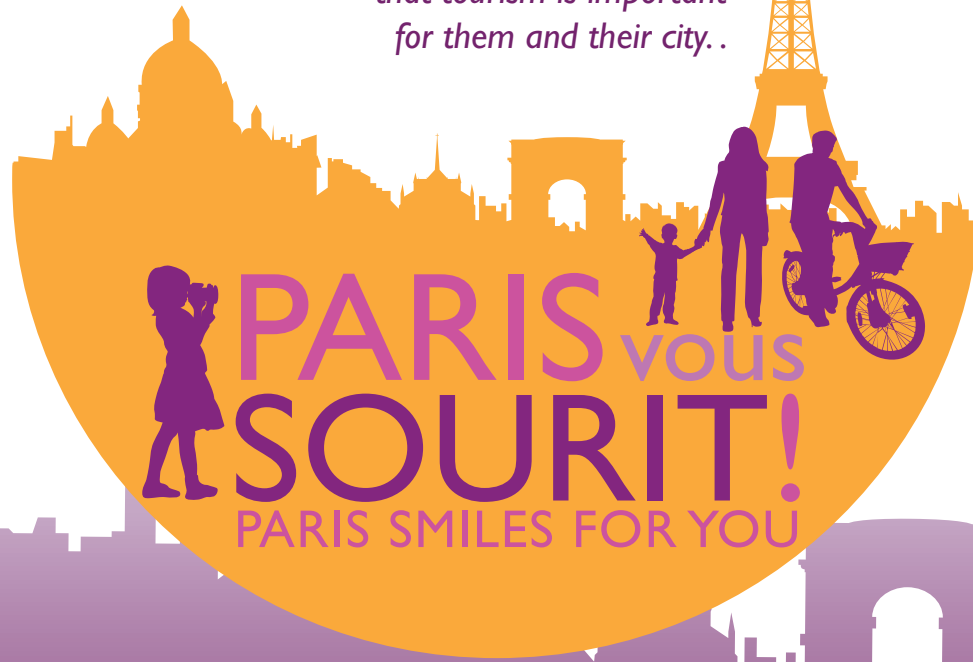


TOURISM WEEK : PARIS SMILES FOR YOU FROM 5 TO 14 JULY 2008

*From 5 to 14 July 2008, Paris,
the world's top tourist destination,
will be using the slogan
"Paris smiles for you!" to welcome visitors
and make Parisians aware
that tourism is important
for them and their city.*



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Paris Tourism Week

Led by Jean-Bernard Bros, the deputy mayor of Paris in charge of tourism and new media, Paris City Hall, the Paris Convention and Visitors Bureau and Paris tourism operators will join hands to welcome visitors while encouraging Parisians to share their city with tourists and participate in the many events taking place during the week.

A whole week of fun and festivities

There's the Paris treasure hunt; a magnificent temporary garden; the Paris Quartier d'été festival; the Paris Jazz Festival; the Fête des Tuileries; the 'Nuit espagnole' exhibition at the Petit Palais focusing on flamenco in avant-garde art from 1865-1936; Paris Cinéma; the Solidays music festival, the Kiraz exhibition titled 'Parisiennes' at the Musée Carnavalet, the 14 July fireworks and much more.

• From 3 to 14 July: Tourism operators say 'Cheese!' on the 'Smile Wall'

Hotel and restaurant owners, tour operators and other tourism industry representatives are going all out to support the initiative and make visitors feel welcome by lining up special offers and events. Their brightest smiles will be on display on giant posters in the windows of the Paris Convention and Visitors Bureau head office:
25 Rue des Pyramides in the 1st arrondissement.

• From 5 to 13 July: 6 'Smile' points on the streets of Paris

6 temporary tents with alternating opening hours and multilingual staff will be set up during this period in addition to the tourism office's

6 permanent and 5 seasonal information kiosks, all staffed by 'welcome ambassadors'. Each visitor will be given a Tourism Week bracelet and an events brochure, which includes the text of the welcome charter. The hosts and hostesses will take snapshots of the sunniest smiles, to be downloaded from the www.parisinfo.com website.

Photo prints of visitors' smiles will be on offer at four of the 'Smile' points on 12 July.

• On 7 July 2008, Paris will smile a people-sized smile at the Arc de Triomphe

Tourism operators, Paris City Hall and Paris Convention and Visitors Bureau staff, Parisians and Ile-de-France inhabitants will turn beaming faces up to the sky for an aerial photograph on 7 July. This visual will portray a smile on a human scale to tell the world: "Paris smiles for you!"

The symbolic location of the gathering is the Arc de triomphe.

• A wealth of online information at www.parisinfo.com

All the information regarding Tourism Week events and offers can be found on the www.parisinfo.com website: the programme of events, special offers and free walks, visits and excursions, not forgetting all kinds of online fun: contests, smileys to download, a 'smile barometer' that you can change and lots more.

The Tourism Week 'Smile' points*

Place Colette • Paris 1st

Place Colette (Palais Royal)
Open on 5, 6, 12 and 13 July
from 11am to 7pm

Sorbonne • Paris 5th

Place de la Sorbonne
Open on 5, 6 and 7 July
from 11am to 7pm



With **28 million tourists in 2007**, Paris remains the top international tourist destination. It is important to

make Parisians aware that tourism is a major

economic factor for the city, employing no fewer than

150,000 people, i.e. 12% of direct salaried employment.

Taking both direct and indirect employment into

account, **one out of every five jobs** in Paris is connected

in one way or the other to tourist activity in the city.

Parisian tourism operators wish all visitors a warm

welcome on the occasion of Tourism Week with a

universal symbol : **a smile.**



- Point d'accueil de l'Office du Tourisme et des Congrès de Paris
- Ambassadeurs de l'accueil
- Point sourire - Semaine du Tourisme

Champs-Élysées / Friedland • Paris 8th

Upper end of the Avenue des Champs-Élysées
at the Avenue Friedland crossing
Open every day except 13 July
from 11am to 7pm

Madeleine • Paris 8th

18, Place de la Madeleine
Open on 11, 12 and 13 July
from 11am to 7pm

Abbesses • Paris 18th

Sur la Place des Abbesses
(côté rue Yvonne Le Tac)
Open on 5, 6, 8, 9 and 10 July
from 11am to 7pm

Trocadéro • Paris 16th

17, Place du Trocadéro
Open every day except 5 and 6 July
from 11am to 7pm

On 12 July, visitors sporting the sunniest smiles will be given prints of their photos at the Trocadéro, Champs-Élysées-Friedland, Palais Royal and Place des Abbesses 'Smile' points.

*Some points may be moved to alternative locations. List of points available on :
www.parisinfo.com The Paris Convention and Visitors Bureau website
www.paris.fr The Paris City Hall website