



PARIS
je t'aime

Hospitality Manifesto

THE COMMITMENT OF EVERYONE TO LIVING WELL TOGETHER

WITH THE SUPPORT OF





Hospitality Manifesto

The commitment of everyone to living well together

Hospitality should be seen as **a driving force for economic growth and a virtuous practice**, both contemporary and universal.

The term 'hospitality' has gained its full meaning in today's fast-changing tourism sector. Tourism must now **take into account environmental impact and provide a quality experience for all, placing people back at the heart of what we do.**

Like the 2024 Olympic and Paralympic Games, hospitality engages the commitment of everyone – those involved in tourism, tourist organizations, public authorities, local residents and visitors alike, in a spirit of reciprocity.

In a joint dynamic, this *Manifesto*, co-written with the support of professionals, **sets out the framework for tourism in the future and questions the impact of hospitality on the experience and image of the destination** based on the values of a more responsible, human, and authentic tourism.

Hospitality is a state of mind, **an attitude**, a fundamental value.

Corinne Menegaux
Managing Director of Paris je t'aime – Tourist Office



For Paris and all those involved in tourism, hospitality is central to the city's reputation and **to maintaining its position as the most attractive city in the world over the long term.**

This initiative also conveys **our values of inclusion and sharing** and is essential to developing a sustainable tourism that highlights the value of our local ecosystems.

With this *Manifesto*, we seek to rally all those involved in tourism around these issues so that together we can be **the best ambassadors for our destination.**

Pierre Rabadan
Chairman of Paris je t'aime – Tourist Office



Foreword

Paris je t'aime – Tourist Office has set up working groups by business sector to collectively draw up a **Hospitality Manifesto**.

Institutions, professional federations, and partners have joined together in a Strategic Committee to participate in the implementation and roll-out of this **Manifesto**: Paris City Hall, the Chambre de commerce et d'industrie Paris IDF, the Métropole du Grand Paris, Paris je t'aime, Atout France, Choose Paris Region, ADN Tourisme, the Confédération des acteurs du tourisme, the UMIH, the GHR, the GNC, L'Événement and Unimev.

The shared objective is **to enhance the attractiveness of the destination through an increasingly environmentally responsible and sustainable approach to hospitality**, and to facilitate the hosting of Major Events in the Paris region.

Working together for sustainable collective action

This *Manifesto*, drawn up in consultation with the various tourism players, regardless of their respective strategies, proposes avenues for reflection and commitments, for each sector of activity, based on 3 key themes common to all.

Commitments shared by everyone

1. COMMITMENT TO THE ECOLOGICAL TRANSITION

- ➔ Implement a CSR approach or several concrete measures to prevent unnecessary energy, water and waste consumption,
- ➔ Promote accessibility and inclusion for people with disabilities: communicate this message to these individuals,
- ➔ Give preference to service providers committed to sustainability with an official certification/label,
- ➔ Consider implementing a carbon footprint assessment process,
- ➔ Encourage visitors, customers and employees to use low-carbon transport.

2. COMMITMENT TO ENHANCING THE VISITOR EXPERIENCE AND GIVING TOURISTS A MEANINGFUL EXPERIENCE

- ➔ Offer annual or refresher training courses for staff,
- ➔ Anticipate risky behaviour,
- ➔ Provide at least a bilingual reception and communication materials,
- ➔ Facilitate online payment and booking,
- ➔ Facilitate the customer path by relaying information via the Paris je t'aime app.

3. COMMITMENT TO SUPPORTING THE LOCAL ECOSYSTEM

- ➔ Become an ambassador for the destination by highlighting the value of local players,
- ➔ Take an active part in the local economy,
- ➔ Promote a 'different way of experiencing Paris' through actions and communication,
- ➔ Within the framework of Major Events: co-create events with a positive medium- and long-term impact.

Specific commitments, by sector of activity

P. 7 ACCOMMODATION

P. 11 FOOD & DRINK

P. 13 EVENT AND PARTY VENUES

P. 15 THIRD PLACES

P. 17 TRANSPORT & MOBILITY

P. 19 CULTURAL AND LEISURE ACTIVITIES

P. 21 SERVICES

P. 23 INCOMING AGENCIES AND EVENT PLANNERS

P. 27 TRAINING



1. Accommodation

Commitment to the ecological transition

FOR ECO-FRIENDLY ACCOMMODATION

- ➔ Plan a comprehensive CSR approach, if possible, with a view to certification: dialogue, an action plan, measurement and monitoring, etc.,
- ➔ Take part in the 'Manifesto Workshops' organized by Paris je t'aime,
- ➔ Implement one or several concrete measures to prevent unnecessary waste, and energy and water consumption:
 - By measuring and monitoring water and energy consumption, and production of waste, within the framework of dedicated diagnostics,
 - By taking concrete steps to reduce water and energy consumption (by putting in place aerators, mixers, insulation/ventilation, etc.),
 - By signing the City of Paris 'Zero single-use plastic' charter and/or using products without packaging or with recyclable packaging,
 - By getting teams involved and training them in eco-friendly practices.
- ➔ **Encourage access to environmentally friendly transport:** access to the 'Accueil Vélo' ('Cyclists Welcome') label, if feasible, and make this known to cycle tourists,
- ➔ Promote and facilitate access to public transport via the Paris je t'aime app,
- ➔ Encourage low-emission transport: shuttles, taxis and electric private hire vehicles.

TO FACILITATE AND PROMOTE INCLUSION

- ➔ **Promote accessibility for people with disabilities,**
- ➔ Put in place adapted communication (information sharing, adapted website), in particular by directing visitors to the Paris je t'aime Accessibility app,
- ➔ Learn more about accessible establishments (other accommodation, restaurants, tourist attractions, etc.) in the neighbourhood and be able to recommend them if needed.

As part of the organization of Major Events in the destination:

- Apply the best practices highlighted in the ISO standard 20121,
- Build on the legacy of achievements and innovations of the Paris2024 Games.





Commitment to optimizing the visitor experience

FOR BENEVOLENT HOSPITALITY, 'PARISIAN ART DE VIVRE'

- Offer at least a **bilingual welcome and map, and translation tools** to facilitate communication,
- Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year**,
- **Anticipate** risky behaviour,
- **Provide a range of services for customers** (Wi-Fi, water bottle filling, coworking spaces, etc.).

TO FACILITATE THE CUSTOMER PATH

- ➔ **Facilitate** online **payment and booking** (credit cards, bilingual website, etc.),
- ➔ **Relay information to the Paris je t'aime app.**

FOR SUCCESSFUL HOSPITALITY

As part of the organization of Major Events in the destination:

- Make available a welcome kit designed in partnership with Paris je t'aime: welcome letter, innovative, adapted and dedicated signage,
- Facilitate access to hotels and allotments for greater cohesion among participants and visitors,
- Be proactive in adding value and comfort during location scouting and throughout the event (allocation conditions, welcome letter, welcome desk),
- Offer preferential rates whenever possible, during location scouting and to extend visitors' stays in Paris and the surrounding area before or after the event,
- To ensure the success of an event, a hotel may commit to 'group' quotas in advance, where possible, and allocate 40% of its room capacity. It may also offer more favourable partial cancellation terms for its customers.

Commitment to promoting the local ecosystem

TO DEVELOP INTERACTION AND LINKS AT LOCAL AND REGIONAL LEVEL

- Set progressively higher targets for using committed local suppliers and service providers, aiming for a minimum of 50% within two years, if possible,
- Become an ambassador for the region by promoting local players and local addresses, in particular through the Paris je t'aime app, by putting up the nameplate 'Paris je t'aime', and staff embracing the Paris je t'aime identity,
- Incorporate iconography that promotes an original and local image of Paris into communication materials.

As part of the organization of Major Events in the destination:

- Give priority, when the event format allows, to inclusive and participatory activities related to the social and local economy, either directly or through an intermediary actor,
- Give priority to and highlight short supply chains during the event and select or list local and regional service providers.



2. Food & drink

Commitment to the ecological transition

FOR A RESPONSIBLE FOOD SECTOR AND SUSTAINABLE COOKING

- ➔ **Give priority to short supply chains:** choose local suppliers who are committed to sustainable development at local district level – either local or metropolitan retailers,
- ➔ Promote seasonal, unprocessed products and home cooking,
- ➔ Implement one or several concrete initiatives to reduce energy, water, and waste:
 - By measuring and monitoring water and energy consumption, and production of waste, within the framework of dedicated diagnostics,
 - By taking action to reduce water and energy consumption (aerators, mixers, insulation/ventilation, etc.),
- ➔ Be a signatory of the City of Paris 'Zero single-use plastic' charter and/or use products without packaging or with recyclable packaging,
- ➔ Get teams involved and train them in eco-friendly practices, including measures to combat food waste: work on products (portions, recipes, etc.), anti-waste boxes, donations to charities, etc.

TO FACILITATE AND PROMOTE INCLUSION

- ➔ **Promote accessibility for people with disabilities:** adapt the layout of the venue (where possible),
- ➔ **Put in place specific communication:** menus, website, display of accessibility criteria, in particular by directing visitors to the Paris je t'aime Accessibility app.

Commitment to optimizing the visitor experience

FOR BENEVOLENT HOSPITALITY, 'PARISIAN ART DE VIVRE'

- ➔ **Offer at least a bilingual welcome and map, and translation tools** to facilitate communication,
- ➔ Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year,**
- ➔ **Anticipate** risky behaviour,
- ➔ **Provide a range of services for customers** (Wi-Fi, water bottle filling, coworking spaces, etc.).

TO FACILITATE THE CUSTOMER PATH

- ➔ **Facilitate online payment and booking** (credit cards, bilingual website, etc.),
- ➔ **Relay information to the Paris je t'aime app.**

As part of the organization of Major Events in the destination:

- Provide documents (menus, signage, etc.) that reflect the event's image and are in the language chosen by the client,
- Be proactive in bringing added value during location scouting and throughout the event,
- Be transparent during the preparation of the event (type, content, price of offers),
- Respect as far as possible the collective commitments regarding the terms of a schedule for instalments and payments.

Commitment to promoting the local ecosystem

TO DEVELOP INTERACTION AND LINKS AT LOCAL AND REGIONAL LEVEL

- ➔ Set increasing targets for the use of committed local suppliers and service providers, aiming for a minimum of 50% within two years, if possible,
- ➔ **Become an ambassador for the region by promoting local players** and local addresses, in particular through the Paris je t'aime app, by putting up the nameplate 'Paris je t'aime' and through staff embracing the Paris je t'aime identity,
- ➔ Incorporate **iconography that promotes an original and local image of Paris** into communication materials,
- ➔ **Communicate expertise:** origin of products, diversity of local cuisine.

As part of the organization of Major Events in the destination:

- Give priority, when the event format allows, to inclusive and participatory activities with the social and local economy (services, entertainment, etc.), either directly or through an intermediary.
- Give priority to and highlight short supply chains during the event and select local service providers.
- Measure the environmental and economic impact via the free 'Cleo impact' calculator.



3. Event and party venues

Commitment to the ecological transition

FOR AN ECO-FRIENDLY EVENT

- **Plan a comprehensive CSR approach, if possible, with a view to certification:** dialogue, action plan, training, awareness raising, measurement and monitoring, etc.,
- Take part in the 'Manifesto Workshops' organized by Paris je t'aime,
- **Be a signatory of the City of Paris's charter for eco-friendly events,**
- Offer local goodies, such as those with the 'Made in Paris' label,
- **Be a signatory of the City of Paris 'Zero single-use plastic' charter** and/or use products without packaging or with recyclable packaging,
- **Give preference to service providers** with a commitment to sustainable development. Be proactive in encouraging suppliers and service providers to reduce waste.

TO FACILITATE AND PROMOTE INCLUSION

- **Respect current legislation regarding accessibility:** layout of spaces, access, etc.,
- **Promote accessibility for people with disabilities** and put in place adapted communication (information sharing, adapted website), in particular by directing visitors to the Paris je t'aime Accessibility app.

As part of the organization of Major Events in the destination:

- Apply best practices highlighted in the ISO standard 20121,
- Build on the legacy of achievements and innovations of the Paris2024 Games,
- For events in public spaces in Paris, respect at least the best practices outlined in the City of Paris's charter for eco-responsible events.

Commitment to optimizing the visitor experience

FOR BENEVOLENT HOSPITALITY, 'PARISIAN ART DE VIVRE'

- **Offer at least a bilingual welcome and map, and translation tools** to facilitate communication,
- Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year,**
- **Anticipate** risky behaviour,
- **Provide a range of services for customers** (Wi-Fi, water bottle filling, coworking spaces, etc.),
- **Put in place dedicated signage (welcome messages, etc.):**
 - In accordance with the technical specifications provided by the event organizer,
 - Complying with the rules of the ethical charter and corporate social responsibility of the establishment hosting the event.

As part of the organization of Major Events in the destination:

- Provide documents (maps, propositions, signage, etc.) that reflect the event's image and are in the language chosen by the client,
- Be proactive in adding value and comfort during location scouting (welcome, access to the site, meeting room, facilities, staff, etc.) and throughout the event,
- Guarantee exclusivity of on-site spaces and respect any confidentiality clauses required by the contracting bodies regarding the name of the event,
- Respect the collective commitments regarding the terms of a schedule for instalments and payments.

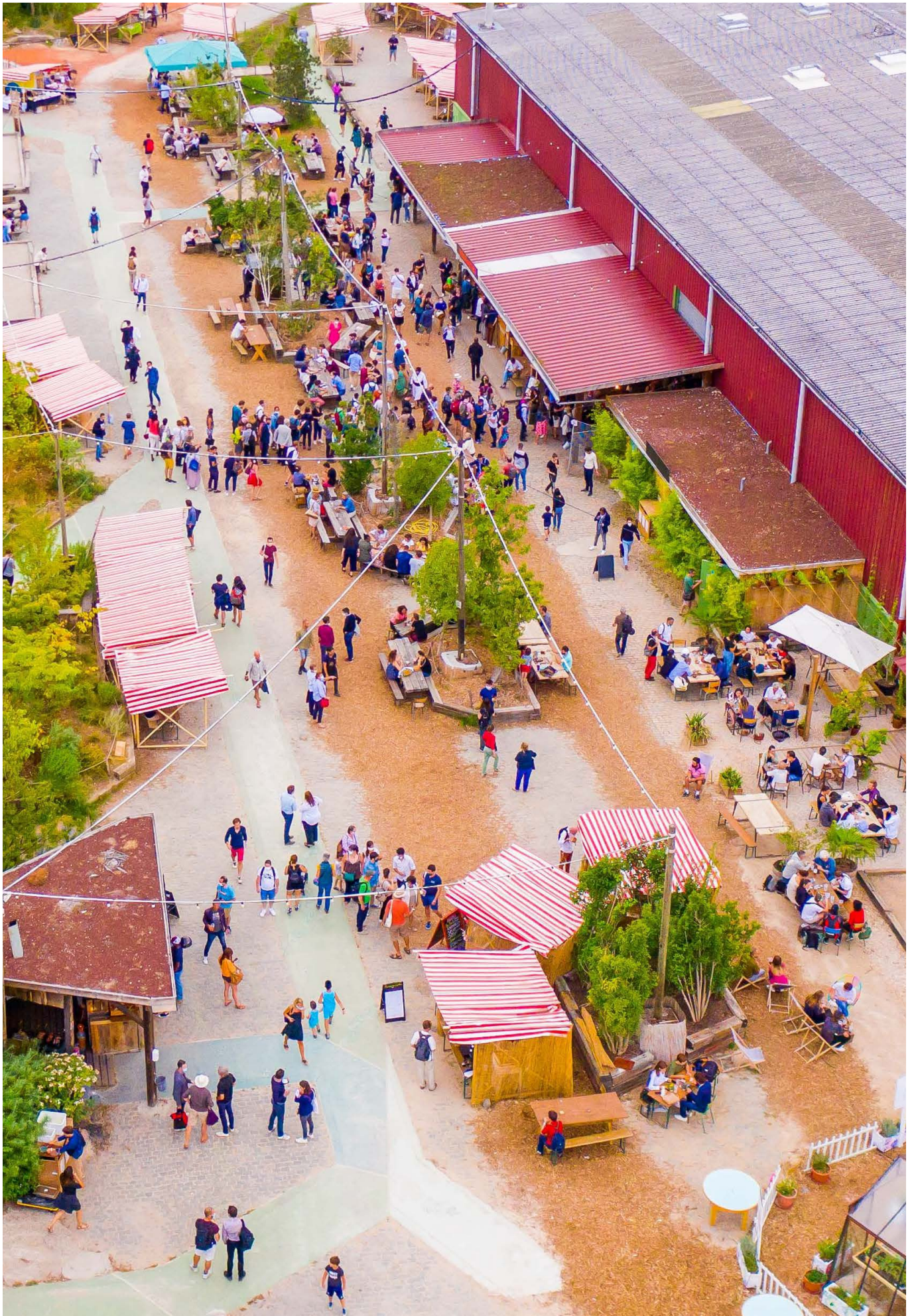
Commitment to promoting the local ecosystem

TO DEVELOP INTERACTION AND LINKS AT LOCAL AND REGIONAL LEVEL

- Set progressively higher targets for using committed local suppliers and service providers, aiming for a minimum of 50% within two years, if possible,
- **Contribute to establishing the event locally,** by improving its integration into the local environment with the support of Paris je t'aime,
- **Become an ambassador for the region by promoting local players** and local addresses, particular through the Paris je t'aime app, by putting up the nameplate 'Paris je t'aime' and by staff embracing the Paris je t'aime identity,
- Incorporate **iconography that promotes an original and local image of Paris** into communication materials.

As part of the organization of Major Events in the destination:

- Give priority, where the event format allows, to inclusive and participatory activities related to the social and local economy (services, entertainment), either directly or through an intermediary actor,
- Give priority to and highlight short supply chains during the event if catering is included and select or reference local service providers.



4. Third places

Commitment to the ecological transition

FOR A RESPONSIBLE VENUE

- ➔ **Demonstrate a concrete approach to the ecological transition:** membership of the Paris je t'aime 'For sustainable tourism in Paris' programme, eco-designed building, ISO 20121 certification, responsible waste management, initiatives to reduce waste, sustainable catering, etc.,
- ➔ **Be a signatory of the City of Paris 'Zero single-use plastic' charter** and/or use products without packaging or with recyclable packaging,
- ➔ **Give preference to service providers** committed to sustainable development: local and artisanal products, from the social and solidarity economy, respectful of biodiversity.

TO FACILITATE AND PROMOTE INCLUSION

- ➔ **Respect current legislation regarding accessibility:** layout of spaces, access, etc.,
- ➔ **Promote accessibility for people with disabilities** and put in place adapted communication (information sharing, adapted website), in particular by directing visitors to the Paris je t'aime Accessibility app,
- ➔ **Promote contact between all publics** through adapted programming and adapted spaces: pricing policy, reception, social mixity, etc.

Commitment to optimizing the visitor experience

FOR BENEVOLENT HOSPITALITY, 'PARISIAN ART DE VIVRE'

- ➔ **Offer at least a bilingual welcome and map, and translation tools** to facilitate communication,
- ➔ Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year,**
- ➔ **Anticipate** risky behaviour,
- ➔ **Provide a range of services for customers** (Wi-Fi, water bottle filling, coworking spaces, etc.).

Commitment to promoting the local ecosystem

TO DEVELOP INTERACTION AND LINKS AT LOCAL AND REGIONAL LEVEL

- ➔ Set progressively higher targets for using committed local suppliers and service providers, aiming for a minimum of 50% within two years, if possible,
- ➔ **Contribute to establishing the event locally,** by improving its integration into the local environment with the support of Paris je t'aime (promotion of organizations in the surrounding area, etc.),
- ➔ **Become an ambassador for the region by promoting local players** and local addresses, particular through the Paris je t'aime app, by putting up the nameplate 'Paris je t'aime' and by staff embracing the Paris je t'aime identity,
- ➔ Incorporate **iconography that promotes an original and local image of Paris** into communication materials.



5. Transport & mobility

Commitment to the ecological transition

FOR RESPONSIBLE TRANSPORT SOLUTIONS

- **Commit to switching vehicle fleets to electric propulsion or hybrid**, with realistic, communicated timetables,
- **Encourage low-carbon transport** by highlighting existing solutions before or after the service provided (shared means of transport, transport of bikes, etc.).

TO FACILITATE AND PROMOTE INCLUSION

- **Respect current legislation in terms of accessibility:** guide/assistance dogs for blind persons allowed and free of charge, preferential rates and/or free admission for accompanying persons, etc.,
- **Promote accessibility for people with disabilities** and put in place adapted communication (information sharing, adapted website), in particular by directing them to the Paris je t'aime Accessibility app.

Commitment to optimizing the visitor experience

TO FACILITATE THE CUSTOMER PATH

- **Communicate clearly on the different types of tickets** (which fares for which uses), in at least two languages; offer translation tools to facilitate communication. Commit to using Paris je t'aime's resources on this subject: information, tutorials, ticketing, etc.,
- **Facilitate access to transport ticketing:** communicate on ways to buy tickets, promote Paris je t'aime's role as a retailer (communication, supply, delivery, financial conditions),
- Work collectively on a **simplified multimodal journey:** examine the possibilities of centralizing offers on a single booking platform, integrating the ticketing system.

As part of the organization of Major Events in the destination:

- Offer adapted passes tailored to demand, with clear information and an adapted distribution system, and communication in at least two languages,
- Share innovations and initiatives in terms of service and customer experience with Paris je t'aime on a regular basis, in particular by participating in the Transport Committee; anticipating variations in flows based on current events and events held in the area,
- Put in place visible, multilingual signage: customs access, taxis, exits, etc.

FOR BENEVOLENT AND SUCCESSFUL HOSPITALITY

- **Provide a range of services for visitors:** Wi-Fi, multilingual support, etc.,
- Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year**,
- **Anticipate** risky behaviour,
- **Provide regular and transparent information, in different languages**, on timetables, connections, delays and traffic disruption.

As part of the organization of Major Events in the destination:

- Create a welcome kit, in partnership with Paris je t'aime (welcome letter, gift, dedicated signage, etc.) and mobilize specially trained staff,
- Create priority access queues.

Commitment to promoting the local ecosystem

TO DEVELOP INTERACTION AND LINKS AT LOCAL AND REGIONAL LEVEL

- Set progressively higher targets for using committed local suppliers and service providers, aiming for a minimum of 50% within two years, if possible,
- **Become an ambassador for the region by promoting local players** and local addresses, in particular through the Paris je t'aime app, by putting up the nameplate 'Paris je t'aime' and staff embracing the Paris je t'aime identity,
- Incorporate **iconography that promotes an original and local image of Paris** into communication materials,
- **Provide customers with comprehensive, multilingual, digital information about attractions** near to the departure and arrival points of travellers via the Paris je t'aime app.



6. Cultural and leisure activities

Commitment to the ecological transition

FOR A RESPONSIBLE VENUE

- ➔ **Demonstrate at least one concrete initiative in terms of anti-waste and/or single plastic use:**
 - By signing the City of Paris 'Zero single-use plastic' charter and/or by using products without packaging or with recyclable packaging,
 - By getting teams involved and training them in eco-friendly practices, including measures to combat food waste: work on products (portions, recipes, etc.), anti-waste boxes, donations to charities, etc.,
- ➔ Put in place a strategy for sustainable acceleration of business activity:
 - By starting to think about adapting to climate change through concrete solutions such as extended opening hours, crisis management, greening, etc.,
 - By reflecting on an eco-design approach to temporary exhibitions.

TO FACILITATE AND ENCOURAGE INCLUSION

- ➔ **Respect current legislation in terms of accessibility:** layout of spaces, access, etc.,
- ➔ **Promote accessibility for people with disabilities** and put in place adapted communication (information sharing, adapted website), in particular by directing visitors to the Paris je t'aime Accessibility app.

Commitment to optimizing the visitor experience

FOR BENEVOLENT HOSPITALITY, 'PARISIAN ART DE VIVRE'

- ➔ **Offer at least a bilingual welcome and map, and translation tools** to facilitate communication,
- ➔ Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year,**
- ➔ **Anticipate** risky behaviour,
- ➔ **Encourage the quality of the welcome and the in-situ experience** (tour guides, site facilitators, visitor services, a varied offer, adapted capacity, etc.).

TO FACILITATE THE CUSTOMER PATH

- ➔ **Facilitate online payment and booking** (credit cards, bilingual website, etc.),
- ➔ **Relay information to the Paris je t'aime app,**
- ➔ **Encourage a smooth digital journey** by creating links with the Paris je t'aime app services (cartography, a single account, easy booking, access control),
- ➔ **Undertake to update information** relayed by Paris je t'aime: offers, rates, flow management policy,
- ➔ **Provide a range of services for customers** (Wi-Fi, water bottle filling, coworking spaces, etc.).

As part of the organization of Major Events in the destination:

- Respect ethical pricing and a responsible distribution policy.

Commitment to promoting the local ecosystem

TO DEVELOP INTERACTION AND LINKS AT LOCAL AND REGIONAL LEVEL

- ➔ Set progressively higher targets for using committed local suppliers and service providers, aiming for a minimum of 50% within two years, if possible,
- ➔ **Become an ambassador for the region by promoting local players** and local addresses, particular through the Paris je t'aime app, by putting up the nameplate 'Paris je t'aime' and by staff embracing the Paris je t'aime identity,
- ➔ Incorporate **iconography that promotes an original and local image of Paris** into communication materials,
- ➔ **Contribute to establishing the event locally,** by improving its integration into the local environment with the support of Paris je t'aime.



7. Services

Commitment to the ecological transition

FOR RESPONSIBLE SERVICES

- ➔ **Demonstrate at least one concrete initiative in terms of ecological transition:** by signing the City of Paris 'Zero single-use plastic' charter and/or by using products without packaging or with recyclable packaging, etc.

TO FACILITATE AND PROMOTE INCLUSION

- ➔ **Promote accessibility for people with disabilities** and put in place adapted communication (information sharing, adapted website), in particular by directing visitors to the Paris je t'aime Accessibility app.

Commitment to optimizing the visitor experience

FOR BENEVOLENT HOSPITALITY, 'PARISIAN ART DE VIVRE'

- ➔ **Offer at least a bilingual welcome and map, and translation tools** to facilitate communication,
- ➔ Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year,**
- ➔ **Anticipate** risky behaviour.

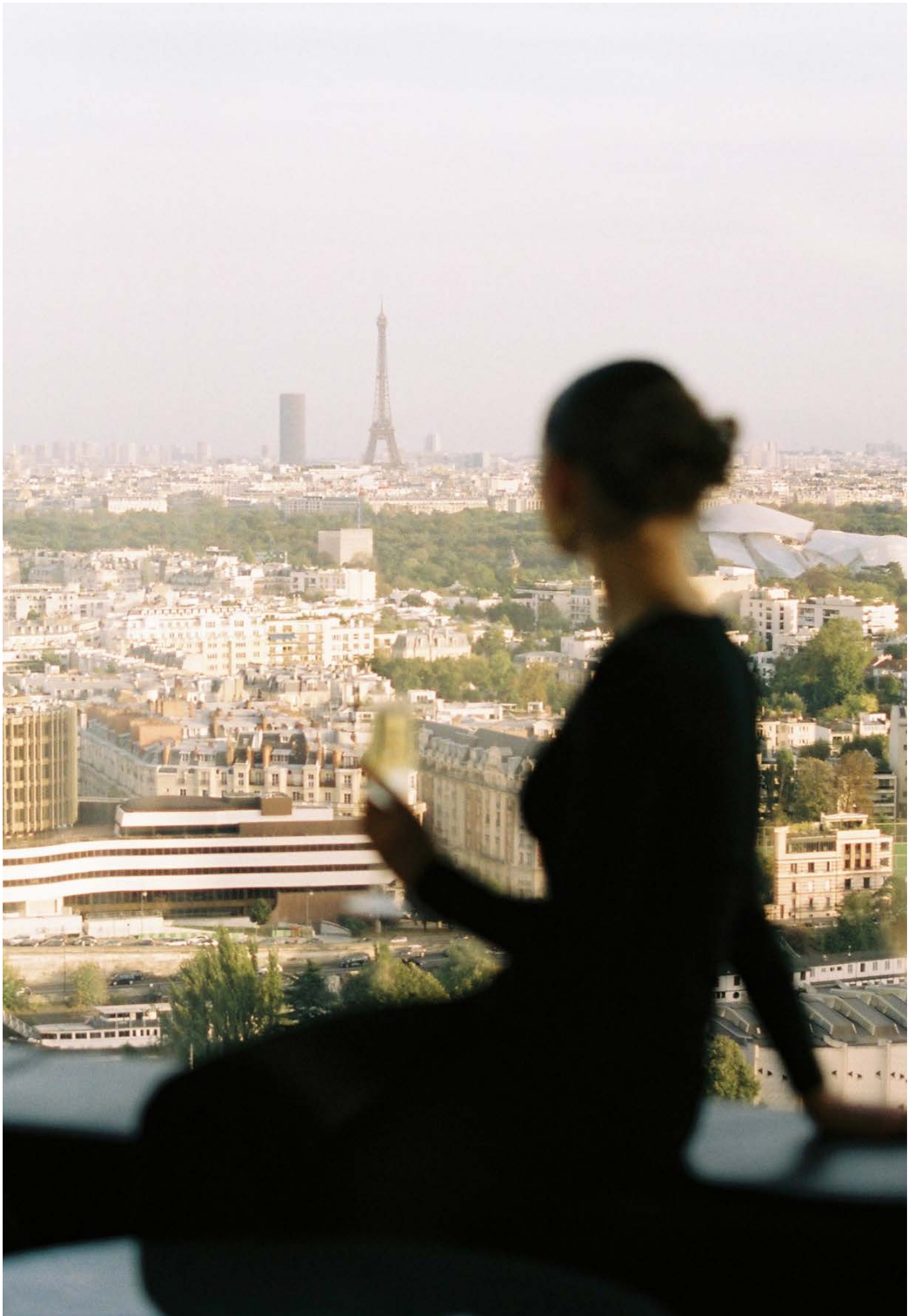
TO FACILITATE THE CUSTOMER PATH

- ➔ **Facilitate online payment and booking** (credit cards, bilingual website, etc.),
- ➔ **Relay information to the Paris je t'aime app,**
- ➔ **Boost a smooth digital experience** by creating links with the Paris je t'aime app services (mapping, a single account, easy booking, access control),
- ➔ **Undertake to update the information** relayed by Paris je t'aime: offers, prices, flow management policy,
- ➔ **Provide a range of services for customers** (Wi-Fi, water bottle filling, delivery services, etc.).

Commitment to promoting the local ecosystem

TO DEVELOP INTERACTION AND LINKS AT LOCAL AND REGIONAL LEVEL

- ➔ Set progressively higher targets for using committed local suppliers and service providers, aiming for a minimum of 50% within two years, if possible,
- ➔ **Become an ambassador for the region by promoting local players** and local addresses, in particular through the Paris je t'aime app, by putting up the nameplate 'Paris je t'aime', and staff embracing the Paris je t'aime identity,
- ➔ Incorporate **iconography that promotes an original and local image of Paris** into communication materials.



8. Incoming agencies and event planners

Commitment to the ecological transition

FOR AN ECO-FRIENDLY EVENT

- ➔ **Plan a comprehensive CSR approach, if possible, with a view to certification:** dialogue, action plan, training, awareness raising, measurement and monitoring, etc.,
- ➔ Take part in the 'Manifesto Workshops' organized by Paris je t'aime,
- ➔ **Be a signatory of the City of Paris 'Zero single-use plastic' charter** and/or use products without packaging or with recyclable packaging,
- ➔ **Be a signatory of the City of Paris's charter for eco-friendly events,**
- ➔ Offer local goodies, such as those with the 'Made in Paris' label,
- ➔ **Give priority to suppliers and service providers** committed to sustainable development,
- ➔ Be proactive in encouraging your suppliers and service providers to reduce waste.

TO FACILITATE AND PROMOTE INCLUSION

- ➔ **Respect current legislation in terms of accessibility:** layout of spaces, access, etc.,
- ➔ **Promote accessibility for people with disabilities** and put in place adapted communication (information sharing, adapted website), in particular by directing visitors to the Paris je t'aime Accessibility app,
- ➔ Establish gender parity in event reception teams.

As part of the organization of Major Events in the destination:

- Apply the best practices highlighted in the ISO Standard 20121,
- Inform clients about the programme 'for sustainable tourism in Paris',
- Build on the legacy of achievements and innovations of the Paris2024 Games,
- For events in public spaces in Paris, respect at least the best practices outlined in the City of Paris's charter for eco-responsible events.





Commitment to optimizing the visitor experience

FOR BENEVOLENT HOSPITALITY, 'PARISIAN ART DE VIVRE'

- Offer at least a **bilingual welcome and map, and translation tools** to facilitate communication,
- Offer an attentive service and welcome, be friendly and genuine, and **provide training or refresher courses for staff at least once a year**,
- **Anticipate** risky behaviour,
- **Provide a range of services for customers** (Wi-Fi, water bottle filling, coworking spaces, etc.).

As part of the organization of Major Events in the destination:

- Put in place dedicated signage (welcome messages, etc.):
 - In accordance with the technical specifications provided by the event organizer,
 - Complying with the rules of the ethical charter and corporate social responsibility of the establishment hosting the event,
 - In English, for all non-French speaking contracting bodies.
- Develop customer content that reflects the values of the destination,
- Meet the criteria previously established by Paris je t'aime and specific to Major Events,
- Assign a project manager to each client, who will be their dedicated point of contact throughout the preparation and duration of the event. The project manager will provide recommendations and advice to the client, offering rigorous, personalized support and promoting the values of the destination,
- When the event is in the candidacy phase, the competing destination, DMC or PCO undertakes, as far as possible, to offer preferential rates on services during the location scouting visit(s) in coordination with Paris je t'aime.

Commitment to promoting the local ecosystem

TO DEVELOP INTERACTION AND LINKS AT LOCAL AND REGIONAL LEVEL

- Set progressively higher targets for using committed local suppliers and service providers, aiming for a minimum of 50% within two years, if possible,
- **Contribute to establishing the event locally**, by improving its integration into the local environment with the support of Paris je t'aime (promotion of organizations in the surrounding area, etc.),
- **Become an ambassador for the region by promoting local players** and local addresses, particular through the Paris je t'aime app, by putting up the nameplate 'Paris je t'aime' and by staff embracing the Paris je t'aime identity,
- Incorporate **iconography that promotes an original and local image of Paris** into communication materials.

As part of the organization of Major Events in the destination:

- Promote personalized, inclusive, and participatory practices with the social and local economy in the event programme; include local service providers and artisans as much as possible; use the Paris je t'aime app (BtoB version),
- Give priority to local service providers and those who promote short supply chains during the event,
- Contribute to promoting the destination, in line with the brand strategy established by Paris je t'aime and propose recommendations that incorporate the values of the destination.



9. Training

Commitment to the ecological transition

FOR A RESPONSIBLE MESSAGE

- ➔ Integrate the fundamentals of sustainable and positive-impact tourism into training programmes.

TO FACILITATE AND PROMOTE INCLUSION

- ➔ **Respect current legislation in terms of accessibility:** layout of spaces, access, etc.,
- ➔ **Promote accessibility for people with disabilities** and put in place adapted communication (information sharing, adapted website), in particular by directing visitors to the Paris je t'aime Accessibility app,
- ➔ **Promote contact between all publics** through adapted programming and spaces: pricing policy, reception, social mixity, etc.,
- ➔ **Promote access to training** via digital tools and open data content.

Commitment to optimizing the visitor experience

FOR BENEVOLENT AND UNIVERSAL HOSPITALITY

- ➔ **Promote open-mindedness towards others** (interculturalism, foreign languages), an unconditional welcome and the rejection of all forms of discrimination,
- ➔ **Provide training in best practice in terms of hospitality and service:**
 - By making students aware of the Hospitality Manifesto and its values;
 - By developing courses that are at least bilingual, and reception facilities adapted to foreign students.
- ➔ **Participate actively in creating training modules** for the signatories of the *Hospitality Manifesto*,
- ➔ **Anticipate** risky behaviour.

Commitment to promoting the local ecosystem

TO DEVELOP INTERACTION AND LINKS AT LOCAL AND REGIONAL LEVEL

- ➔ Set progressively higher targets for using committed local suppliers and service providers, aiming for a minimum of 50% within two years, if possible,
- ➔ **Become an ambassador for the region by promoting local players** and local addresses, particular through the Paris je t'aime app, by putting up the nameplate 'Paris je t'aime' and by staff embracing the Paris je t'aime identity,
- ➔ **Encourage the use of the Paris je t'aime app,**
- ➔ Incorporate **iconography that promotes an original and local image of Paris** into communication materials.

The commitments of Paris je t'aime

Paris je t'aime – Tourist Office works alongside tourism professionals to roll out the *Manifesto* and facilitate the organization of Major Events.

Paris je t'aime brings together 1,600 members from all sectors of the tourism industry. Its strategic objectives are to:

- ➔ Support tourism professionals in Paris and the Paris region;
- ➔ Promote the attractiveness of the destination, through participative and sustainable tourism;
- ➔ Contribute to developing a better 'visitor experience', to improve customer satisfaction.



Communication media

Paris je t'aime provides communication tools to promote the roll-out of the *Hospitality Manifesto* and support professionals in this initiative.

1. THE PARIS JE T'AIME APP

The 'Paris je t'aime' app is an essential resource centre for the destination (ticketing, interactive maps, itineraries, practical information, etc.).

The geolocation function optimizes the visitor experience, offering a range of tourist services tailored to their needs.

A special version is available for people with disabilities. To circulate the information, signatories have access to a digital and/or print communication kit (QR code, user charter, etc.).

2. 'PARIS JE T'AIME' COMMUNICATION MEDIA highlighting the signatories' commitment to the public and demonstrating their adhesion to the *Manifesto*. These professionals are given prominence in 'Paris je t'aime' digital content in accordance with their sector of activity (website, social networks, press trips, etc.).

Paris je t'aime provides them with signage and badges for their staff.

3. USE OF THE 'PARIS JE T'AIME' MEDIA LIBRARY to renew iconographic content on the destination.

4. ACTIVATION OF THE LOCAL ECOSYSTEM, via:

– A network of tourist information points, established with Parisian tourism professionals and kiosks in Greater Paris, in collaboration with JCDecaux: the actors involved become ambassadors for the destination, play a role in relaying local tourist information, and are provided with specific signage.



HOSPITALITY MANIFESTO

Photos

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