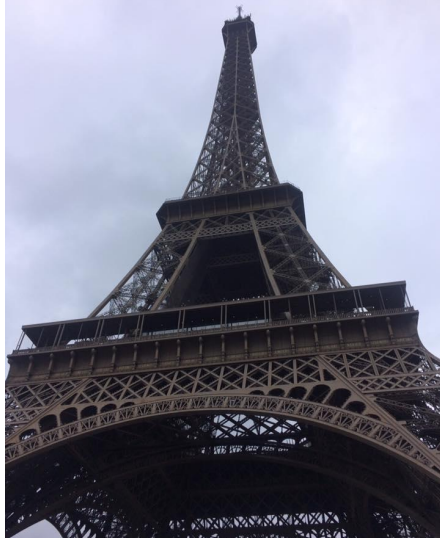


Travel Review

The Paris Catacombs



What I'm going to talk about

- Introduction to Paris
 - Travel Statistics
 - Financial Figures
- Tourism Strategies
- Paris Catacombs
 - My Experience
 - Effectiveness of tourism strategies
 - Performance indicators
 - Reviews
- Recommendations
- Conclusion

Paris



- Capital of France
- 10,958,187 Residents
- Home Eiffel Tower
 - 7m visitors a year

Travel Statistics

- 2017: 40 million tourists
- 15% increase foreign visitors
- 8.2% inbound
- 50.8%- Business Tourism

Financial Figures

- €3.617m revenue (Airport)
- €78m in Tourism Tax
- €3.2 billion (Parisian hotels)



Mass Tourism

- Many tourists
- Infrastructure
- Technology

Niche Tourism

- Specific type of tourism
- Caters to demographic
- Romance, Adventure, -10yrs

CAN BE INTERLINKED! (Events)

Tourism Strategies

- Transport infrastructure
- Cooperation of private and public sectors
-Common goal
- Produce a new tourism product
- Increase variety of marketing



The Paris Catacombs

- Mining tunnels
- 18th Century
- Depth: 5 story building
- Combat overflowing cemeteries
- Over 6m dead people



Screenshot from the movie



Picture of me replicating the movie

My Experience

- Better than the others
- Niche: As Above So Below
- Mild horror of National Treasure or DaVinci Code
- 80%

Tourism Strategies

- Niche:
 - Historical: French Revolution, Royalty.
 - Architectural: Depth support, Bone layout.
 - Unique: Can't see anywhere else. Atmosphere.



- 2015: Californian, nights stay
 - Usually off limits
 - Reach of marketing
 - Unique product
- However,
 - Unlike Eiffel Tower
 - Not a recognised worldwide symbol of Paris
 - Relies on marketing/ word of mouth



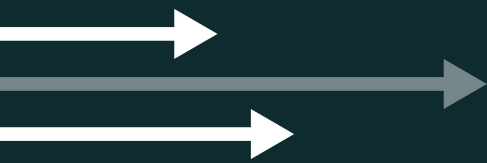
Performance Indicators

- 300,000 people each year- Positive Tourist
- Negative Local perception:
 - 300 bottles of vintage wine, €250,000
 - 2017, 2 local teenagers, trapped, 3 days.



Guest Reviews

- % Trip advisor ratings
- 'very interesting', 'informative', 'A little cold, a little damp but full of atmosphere!'
- Refunds, extensive queuing, Closures, 'not worth it'.



Recommendations

- To the Public: Do your research
 - Fully described on many websites.

Issues caused by simply missing good business;

- Refunds: Major issue, process easier, ensure no refund products are clearly stated.
- Extensive queuing: Make the entry either pre-book OR on the door in busiest periods
 - AND ADVERTISE IT.
- Closures: Publicised well, globally, don't sell tickets for that date.

Conclusion

- Very Unique
- Aware they attract niche markets
- Advertise specifically to those people
- Not from niche market, or don't like creepy things
- Reviews show;
 - Rare attraction
 - Good tourism strategy.



Thank You For Listening



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