



Press release

INSIDR, smartphone & digital guide for an enriched travel experience in Paris



Launched at the end of 2015, INSIDR aims to revolutionize the travel experience in Paris!

The INSIDR smartphone solves the main problems of foreign visitors coming to Paris:

- **Connectivity:** Unlimited calls, 4G data, and a WiFi hotspot for all electronic devices
- **Personalized recommendations:** Discovery of the Parisians' Paris with highlighted recommendations of authentic destinations customized by area and by profile
- **Community:** Real-time access to our community of Parisians happy to help out and share their insider perspective about culture, restaurants & bars, navigation, shopping, etc.

The INSIDR team delivers the INSIDR smartphone **everywhere in Paris, at any time** of the day or the night. Thanks to INSIDR, the travel experience is seamless and trouble-free!





INSIDR has identified the main problems of foreign visitors in order to develop a comprehensive solution: no more hunting for a local SIM-card or WiFi network; no more endless waiting in line surrounded by tourists; no more complicated maps and outdated guide books; no more tourist scams. At INSIDR, we think travelers deserve much more than the usual mass-tourism experience! **Our motto: personalized, local, and authentic travel!**

In order to provide the best tips and advice to travelers, INSIDR leverages its **community of 60+ trend-savvy & friendly Parisians**. Eva, Julie, Anne-Laure, Alex, Anne and many more are available to share their advice on Paris' best destinations.

INSIDR has also carefully **selected the best Apps and exclusive deals** for travelers in Paris. For example, INSIDR partners with **VIZEAT** (www.vizeat.com) to book a meal with locals, **MEETRIP** (www.meetrip.fr) to find a professional tourist guide, and **PARIS PICNIC** (www.parispicnic.com) to enjoy authentic food on the go.

The INSIDR project started in the Spring of 2015 when **Nina and Benjamin Forlani, a 6th-generation Parisian sister & brother**, decided to design an innovative solution to solve the problems of foreign travelers coming to Paris. Parisians at heart but also world explorers, the two founders of INSIDR have experienced first-hand the value of customer service and hospitality in Japan and South Korea, and felt strongly that Paris deserved to be experienced in the same way.



Paris is the ideal laboratory in which to innovate in the tourism sector! In 2015, over 16 million foreign visitors were expected to stay in the capital city of France.

At a time when the tourism sector is strongly impacted by the emergence of new business models such as Airbnb – Paris being its main market – **INSIDR partners with professionals to enrich their customers' experience**. Partnerships have already been developed with a wide variety of players: e.g., hotels, apartment rental platforms, international travel agencies, and innovative concierge service providers.

User feedback is unanimous and a network effect has been observed with travelers recommending INSIDR to other travelers during their stay as well as upon returning home. A positive sign for the rapid development of INSIDR!

More information is available at www.insidr.paris ; www.facebook.com/insidrparis ; www.instagram.com/insidr.paris/

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