PARIS ROMANTIQUE 2013
PRESS KIT

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In February, ‘Paris romantique’ attracts lovers from all over the world

Paris is a dream destination for lovers the world over, the perfect romantic getaway. The Paris romantique event keeps Valentine’s Day going throughout February. For the seventh consecutive year, Paris tourism professionals are joining hands with the Paris Convention and Visitors Bureau to provide sweethearts with a host of special offers. These great deals will give lovers a memorable stay in the City of Lights.

Paris tourism professionals are offering discounts and special deals to lovers visiting the city from all over the world. To explore the city together, opt for a luxurious limousine, a charming Citroen 2CV or a romantic walk in the footsteps of couples who have gone down in history. On a shopping spree with your sweetheart, take a stroll through a legendary department store, or pick up an original gift in the shop of a famous theatre. For a meal that awakens your senses, try a restaurant where servers sing during your supper, a traditional brasserie or a gourmet walk. And to experience magical moments, explore the colourful world of the Impressionists, or enjoy an evening at the circus. Around sixty special offers will be available to choose from starting 3 January 2013 on the Paris Convention and Visitors Bureau website, www.parisinfo.com.

Alongside the special offers from Paris tourism professionals on the website www.parisinfo.com, the PCVB is offering an exclusive 10% discount for 2013 on five of the top attractions in Paris: the Cars Rouges, the Bateaux Parisiens, the tour Montparnasse, the Lido and Disneyland® Paris. Tickets to all these attractions can be booked via the Bureau’s online shop (www.reservation.parisinfo.com) or at its welcome centres in Paris from starting 3 January 2013. A 10% discount is also being offered on the 3-day version of the Paris City Passport. This clever new card from the PCVB offers reduced prices on a number of services and sightseeing options, from transport and museums to river cruises.

Since 2006, the Paris Convention and Visitors Bureau has organized themed promotional events each year to make the capital of romance an increasingly attractive destination for French and international visitors. These events boost arrivals to the city in what is traditionally the low season for tourism. They are supported by the City of Paris and the Paris Chamber of Commerce and Industry, with Atout France promoting them internationally.
The PCVB is offering a 10% discount on the Top 5 Paris attractions

To celebrate the month for romance in the French capital, the Paris Convention and Visitors Bureau is offering reductions on five of the most popular attractions in Paris. Available on the website parisinfo.com, or at the Bureau’s five welcome centres, from 3 January 2013.

Open-top buses for a ‘hop on, hop off’ tour of Paris

The Cars Rouges are open-top buses stopping at all the major sightseeing spots in Paris. There are nine stops along the itinerary, and you can hop on or off whenever you wish. This is the ideal way to see the city. The full tour lasts 2 hrs 15 minutes, with commentary available in nine languages. From 9.30 a.m. to 9.30 p.m. on weekdays, and 9 a.m. to 10.15 p.m. on weekends.

❤ PCVB special offer for «Paris romantique»: €24 instead of €27 per adult ticket, valid for one day.

Offer valid from 1 to 28 February 2013

A sightseeing cruise on the Seine

Floating along the Seine and kissing under the bridges of Paris is an experience like no other for lovers from all over the world. Bateaux Parisiens organizes one-hour sightseeing cruises starting from the Eiffel Tower on glass-walled boats. Sail past majestic Paris monuments such as the Trocadéro, the Louvre, the Conciergerie and Notre Dame Cathedral while listening to the commentary (available in 13 languages) describing their history. Cruises depart every hour from 10.30 a.m. to 10 p.m.

❤ PCVB special offer for «Paris romantique»: €10.80 instead of €12 for an adult ticket for a one-hour cruise.

Offer valid from 1 to 28 February 2013
A panoramic view of Paris from the top of the Tour Montparnasse

At the Tour Montparnasse, Europe’s fastest lift whizzes you up in 38 seconds to the 56th floor, where a panoramic terrace offers a breathtaking view of Paris. Viewpoint indicators, entertaining interactive terminals, a photo exhibition of historical Paris and a café – the highest in the city – make this a wonderful place to visit. Open everyday from 9.30 a.m. to 10.30 p.m. (until 11 p.m. on Friday, Saturday and the eve of public holidays).

❤️ PCVB special offer for «Paris romantique»: €11.70 instead of €13 for an adult ticket.

Offer valid from 1 to 28 February 2013

The Lido’s spectacular shows

Paris has always been a place for fun and entertainment. On the world’s most famous avenue, the Champs-Élysées, the Lido and its spectacular shows have contributed since 1946 to the sparkle of Paris nightlife.

❤️ PCVB special offer for «Paris romantique»: 10% discount on the ‘Plaisir’ and ‘Panache’ dinner shows, i.e. €144 and €157.50 respectively instead of €160 and €175 per person. 10% discount on two shows: ‘Emotions’ (€94.50 instead of €105) and ‘Quelle Nuit’ (€85.50 instead of €95); price includes the show and a half-bottle of champagne.

Offer valid from 1 to 28 February 2013 (except 14 February)
**Disneyland® Paris: 20 years of Disney magic**

The sheer magic of Disneyland® Paris has delighted children and adults alike for the past twenty years. Only thirty kilometres from Paris proper, this enchanted kingdom is easily reached by RER regional train, and is a must-see on the itinerary of most international visitors to Paris.

❤ **PCVB special offer for «Paris romantique»:** For the 20th anniversary of this famous amusement park, a 20% discount on a 1-day park hopper adult ticket, i.e. €59 instead of €74.

Offer valid from 1 to 28 February 2013

**Spotlight on**

**The PARIS CITY PASSEPORT: Your key to the French capital**

The Paris Convention and Visitors Bureau’s Paris City Passeport is a clever new card that enables you to get a 10% discount while enjoying some of the top sightseeing attractions in Paris. The 3-day (non-transferable) Paris City Passeport includes a 2-day Paris Museum Pass, a ticket for a Bateaux Mouches Seine cruise and a Paris City Shopping Passport with which you can obtain a 10% discount in 70 selected shops. Why pay more when you can pay less?

❤ **PCVB special offer for Romantic Paris:** €64 instead of €71 for one 3-day adult Paris City Passeport.

Offer valid from 1 to 28 February 2013
Special offers from tourism professionals make Paris a rendezvous for romance

For the Paris romantique event, Paris tourism professionals have lined up around sixty special offers, to be consulted on the website www.parisinfo.com from 3 January 2013. Visitors and Paris residents alike will have the opportunity to discover little known aspects of the city. Seine cruises, limousine tours, walks in the footsteps of famous lovers, candlelight dinners and glitzy evenings out: lovers visiting Paris will have plenty to see and do. The PCVB’s partners have come up with some captivating options, both classic and unusual, to give couples a «Paris romantique» stay to remember. Here is a selection.

PARIS, HAND IN HAND

In the footsteps of legendary lovers

Lanvin Visites

Legendary lovers and great love stories are an integral part of Paris history. Delphine Lanvin brings these tales of eternal romance to life in the course of a guided tour in French or English – a fascinating walk through the historical centre of the French capital.

❤ «Paris romantique» special offer: 50% discount on the second ticket purchased (full price: €170 for a 1h30 min walk, €190 for a 2hr walk).

Offer valid from 13 to 20 February 2013

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© Paris Tourist Office – Photographer: Amélie Dupont

© Paris Tourist Office – Photographer: Jacques Lebar

© Paris Tourist Office – Photographer: Amélie Dupont
Parisasyoulikeit

This instructive, in-depth guided tour in English focuses on romance, as depicted in works of art in the Louvre and the work of writers.

«Paris romantique» special offer: 20% discount, i.e. €80 instead of €100.

Offer valid from 2 to 28 February 2013
Tel: +33 (0)6 84 48 02 44
www.paris-asyoulikeit.com

Paristartour

Going from La Muette to the Champs-Élysées, these tours led by an enthusiastic guide retrace the footsteps of stars of French chanson and film: the places where they lived, performed and loved. A sentimental journey into the lives of legends such as Edith Piaf, Jean Gabin and Maria Callas.

❤️ «Paris romantique» special offer: 50% discount on the second ticket purchased, i.e. €22.50 instead of €30 for two people. Complimentary coffee break. Tours every Tuesday at 3 p.m.

Offer valid from 1 to 28 February 2013
Tel: +33 (0)6 68 60 01 07
www.paristartour.com

Photo Up

Photo Up organizes photography workshops and walks in Paris – Montmartre, the Marais and the banks of the Seine. Learn to take photos like the legendary Robert Doisneau and re-stage his best-known photo, Baiser de l'Hôtel de Ville (City Hall Kiss) with the two of you as the kissing lovers!

❤️ «Paris romantique» special offer: 10% discount on a 3-hr photography course, i.e. €62 instead of €69 per person, and a 50% discount on the second ticket for photography walks, i.e. €24.50 instead of €49 for two people.

Offer valid from 1 to 28 February 2013

13, rue Brochant – 75017 Paris
Metro station: Rome, Brochant
Tel: 09 50 91 81 83
www.photo-up.fr
For chocolate lovers

Esprit Chocolat

Esprit Chocolat organizes a two-hour guided tour of the best upcoming chocolate makers in various parts of Paris, from Saint-Germain-des-Prés to the Opéra district. The tour includes a look at the history of chocolate and cocoa beans, a visit to the shops of four reputed chocolate makers, a tasting session in a private room and a small gift.

«Paris romantique» special offer: 20% discount, i.e. €70 instead of €90 per person.

Offer valid from 2 to 14 February 2013 (except Sundays)

Tel: 09 53 42 65 42
www.espritchocolat.com

ROMANTIC TRANSPORT

ROMANTIC TRANSPORT

© Paris Tourist Office – Photographer: Amélie Dupont

Treat yourself to a limousine ride

A uniformed chauffeur driving you around Paris in a limousine: what could be more stylish and glamorous?

ICAR services

«Paris romantique» special offer: 20% discount on the regular price, i.e. €90 instead of €110 for a premium-class 1hr 30 min tour.

Tel: +33 (0)1 42 23 00 60
www.icarservices.com

Massey Limousines

«Paris romantique» special offer: 20% discount on the regular price, i.e. €299 instead of €375 for a 5-hr rental.

Offer valid from 1 to 28 February 2013

Tel: +33 (0)1 58 05 13 00
www.limomassey.com
**Paris aboard the iconic 2CV**

*For a romantic and typically French escapade, book a romantic tour of Paris aboard the legendary 2CV of the French carmaker Citroen. There are several options for exploring Paris by day or by night. And much of the charm lies in the anecdotes related by the driver as you travel around the city. Another plus in fine weather is the convertible roof.*

![Image of a 2CV car](image1.png)

© Paris Tourist Office – Photographer: Amélie Dupont

**Paris Authentic**

💔 «Paris romantique» special offer: 15% discount, i.e. €134 instead of €158 for a 2-hour tour for two people.

Offer valid from 1 to 28 February 2013 (except 14 February)

Tel: +33 (0)6 64 50 44 19

[www.parisauthentic.com](http://www.parisauthentic.com)

**Paris ma Belle**

💔 «Paris romantique» special offer: 25% discount, i.e. €180 instead of €240 for a 1hr 30 min tour for two people, plus a complimentary half-bottle of champagne.

Offer valid from 2 to 28 February 2013

Tel: +33 (0)6 67 52 62 90

[www.parismabelle.com](http://www.parismabelle.com)

**4 roues sous un parapluie**

💔 «Paris romantique» special offer: 20% discount, i.e. €144 instead of €180 for a 2-hour tour for two people.

Offer valid from 14 to 17 February 2013

Tel: 800 800 631

[www.4roues-sous-1parapluie.com](http://www.4roues-sous-1parapluie.com)

**Sail along the Seine**

*There’s nothing quite as romantic as sitting back and watching the most beautiful monuments of Paris slip by on a Seine cruise, or a dinner cruise on the river. For that special occasion, there is the VIP Paris Yacht Hôtel, where you can spend the night on board.*

![Image of a couple watching the Seine river](image2.png)

© Paris Tourist Office – Photographer: Amélie Dupont
Bateaux Parisiens

Explore the historical centre of Paris from the deck of a boat. Watching the bridges and monuments of the City of Light slip past from the glass-topped boat is a truly romantic experience.


Offer valid from 2 to 28 February 2013 (except 14 February)

Port de la Bourdonnais – 75007 Paris
Metro station: Bir-Hakeim
Tel: +33 (0)1 76 64 74 54
www.bateauxparisiens.com

VIP Paris Yacht Hôtel

This upscale excursion includes a gourmet dinner cruise and a night’s stay in a cosy cabin in Paris’s first floating hotel. A bottle of champagne, a bouquet of red roses and a ‘VIP Lovebox’ in your cabin enhance the appeal of this unusual special offer called ‘Absolue Romance’.

❤️ «Paris romantique» special offer: 45% discount, i.e. €155 instead of €279 per person.

Offer valid from 1 to 28 February 2013 (except 14 February)

Port de la Rapée – 75012 Paris
Metro station: Gare de Lyon, Gare d’Austerlitz, Quai de la Rapée
Tel: +33 (0)1 44 62 50 30
www.le-vip-paris.com

Ride the toy train in Montmartre

An excursion straight out of the charming French movie Amélie. Starting from Place Blanche, the toy train puffs its way up Montmartre Hill: an entertaining way to admire the landmarks of this picturesque part of Paris. The last stop is the esplanade of the Sacré-Cœur basilica: the perfect place to kiss, with Paris spread out at your feet.

❤️ «Paris romantique» special offer: 33% discount, i.e. €4 instead of €6 per person.

Offer valid from 1 to 28 February 2013

Place Blanche or Place du Tertre – 75018 Paris
Metro: Blanche
Tel: +33 (0)1 42 62 50 30
www.promotrain.com

Promotrain

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GO SHOPPING TOGETHER

**Browse the largest wardrobe in Paris**

**Galeries Lafayette**

For more than a century, the Galeries Lafayette has displayed a wide selection of brands and labels, from upscale to affordable, established as well as upcoming: a one-of-a-kind ‘wardrobe’ reflecting current trends. A veritable Paris institution, the department store offers the latest in cutting-edge chic from the best international designers.

❤️ «Paris romantique» special offer: A complimentary ‘heart’ necklace with purchases totalling at least €40.

Offer valid from 1 to 28 February 2013

Galeries Lafayette
40, boulevard Haussmann – 75009 Paris
Metro station: Havre-Caumartin, RER: Auber
[www.galerieslafayette.com](http://www.galerieslafayette.com)

**Scents of Southern France**

**L’Occitane en Provence**

L’Occitane en Provence shops are havens of well-being and good living: fragrant soaps, authentic beauty products to pamper the skin and scented candles creating a welcoming atmosphere.

❤️ «Paris romantique» special offer: Complimentary tube of Cerisier Papillon hand cream with purchases totalling at least €20.

Offer valid from 1 to 28 February 2013

[www.loccitane.com](http://www.loccitane.com)

**Original gift ideas**

**Les Parisettes**

Colourful make-up kits, costume jewellery, amusing notebooks, offbeat pocket-sized mirrors, Eiffel Tower souvenirs: Les Parisettes has a selection of charming, practical and trendy objects made by individual designers.

❤️ «Paris romantique» special offer: 10% discount on purchases.

Offer valid from 1 to 28 February 2013

Les Parisettes
95, avenue Émile-Zola – 75015 Paris
Metro station: Charles Michels, La Motte-Picquet
[www.lesparisettes.com](http://www.lesparisettes.com)
**Boutique de la Comédie-Française**

A vintage Feydeau lamp, Sarah Bernhardt’s ring, a Costumes de Scène rubber, DVDs of the main plays in the repertoire: all the objects sold at the Comédie-Française shop are inspired by the heritage of this most famous of Parisian theatres. Each season, the venerable theatre gives an artist carte blanche to create a limited edition series based on whatever plays are currently being performed.

❤️ «Paris romantique» special offer: 10% discount on purchases (excluding limited edition and discounted items).

Offer valid from 1 to 28 February 2013

2, rue de Richelieu – 75001 Paris
Metro station: Palais Royal - Musée du Louvre

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**Pamper yourself with a well-being session**

**Ergotonic**

What could be more delightful and relaxing than a good massage after a hectic day spent exploring or shopping in Paris? Ergotonic’s teams will come your home or hotel to knead your tiredness away. It’s the perfect way to re-energize yourself before a night out on the town!

❤️ Romantic Paris special offer: 15% discount, i.e. €85 instead of €100 per person for a 70-minute session.

Offer valid from 2 to 28 February 2013

Tel: +33 (0)6 62 89 43 75
www.ergotonic.net

© Paris Tourist Office – Photographer: Amélie Dupont
MAGICAL MOMENTS

A plunge into an exotic underwater world

Aquarium de Paris - Cineaqua

One of the largest aquariums in Europe, Cineaqua provides a spectacular display of marine life off the coasts of mainland France and the French overseas territories. This unique attraction in the heart of Paris – in the Jardins du Trocadéro – has multi-screen cinemas and 43 tanks featuring thousands of species of colourful fish. There’s even a touching pool where you can stroke the fish.

✈ «Paris romantique» special offer: 30% discount, i.e. €13.90 instead of €19.90 per person.

Offer valid from 1 to 28 February 2013

5, avenue Albert-de-Mun – 75016 Paris
Tel: +33 (0)1 40 69 23 23
Metro station: Trocadéro
www.cineauqa.com

An evening at the circus

Cirque Gruss

Head for the big top! The famous Cirque Gruss is currently in Paris. Roll up for the show! The famous Alexis Gruss circus is performing in Paris. The equestrian exploits of this renowned circus will delight fans. In its latest show ‘Ellipse’, it pays tribute to cinema

✈ «Paris romantique» special offer: Two complimentary glasses of champagne with the purchase of two ‘Argent’ (Silver) category tickets.

Offer valid from 1 to 28 February 2013

Porte de Passy
Metro station: Porte de Passy
Tel: +3 (0)1 45 01 71 26
www.cirque-gruss.com

At the time of the Impressionists

Château d’Auvers

Just half an hour from Paris, in the village where Vincent Van Gogh lived the last few years of his turbulent existence, the Château d’Auvers-sur-Oise hosts a ‘Journey into the Time of the Impressionists’, a fascinating multimedia tour that takes visitors into the luminous and colourful world of artists such as Monet, Renoir and Pissarro.

✈ «Paris romantique» special offer: 50% discount on the second ticket, i.e. €20 instead of €26 for two people.

Offer valid from 1 to 28 February 2013 (except 4, 11, 18 and 25 February)

Rue de Léry – 95430 Auvers-sur-Oise
Tel: +33 (0)1 34 48 48 48
www.chateau-auvers.fr
A TABLE FOR TWO

Restaurant Bel Canto

At the Bel Canto, all the waiters are opera singers! In a Baroque setting decorated with costumes created by the workshops of the Opéra national de Paris, a singing quartet transforms a refined dinner into a symphony of feeling, with a great aria sung each time a new dish is served.

💔 «Paris romantique» special offer: 25% discount on dinner accompanied by opera arias, i.e. €60-€75 instead of €81 for a menu (appetizer, main course and dessert, drinks excluded).

Offer valid from 1 to 28 February 2013 (except 14 February)

72, quai de l’Hôtel-de-Ville – 75004 Paris
Metro station: Hôtel de Ville
Tel: +33 (0)1 42 78 30 18
www.lebelcanto.com

Brasserie MOLLARD

One of the oldest and most beautiful brasseries in the French capital, this centenary restaurant with superb art nouveau decor is a listed building. Mollard is famous for its seafood platters and fish dishes.

💔 «Paris romantique» special offer: Complimentary glass of champagne and canapés prepared by the chef for each guest.

Offer valid from 1 to 28 February 2012 (except 14 February)

115, rue Saint-Lazare – 75008 Paris
Metro station: Saint-Lazare
Tel: +33 (0)1 43 87 50 22
www.mollard.fr

© Paris Tourist Office – Photographer: Amélie Dupont
The Paris Convention and Visitors Bureau’s principal mission is to promote the city’s eclectic tourism offer to the general public, tourism professionals and the media, in France and abroad. To guarantee the 29 million-odd visitors who come to the city each year a satisfactory stay, it has set up an up-to-the-minute information system via its website parisinfo.com, which gets 1 million hits each month. Backing up this ‘virtual tourist office’ is a network of six welcome centres in Paris. The Bureau provides a range of services both online and in its offices to help visitors organize a Paris stay with the best price-quality ratio. It also provides a veritable platform for dialogue, exchange and collaboration for its members, who are all Paris tourism professionals. As of 2011 there are 2,175 members in this Paris tourism ‘club’. The Bureau encourages them to come up with their own promotional offers for the seasonal image-enhancing events it organizes.

www.parisinfo.com

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Event partners

The City of Paris

The City of Paris is supporting the ‘Paris romantique’ event with a view to making Paris the preferred destination for couples throughout the year, and particularly on and around St Valentine’s Day. The event is a unique opportunity for the City of Paris to highlight Paris’s exceptional heritage and invite visitors to enjoy the delights of the city for lovers in February – for nothing is quite so romantic as strolling hand in hand along the banks of the Seine and through Paris streets and covered passages.

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Atout France, the French tourism development agency, is once again partnering the Paris Convention and Visitors Bureau for the new editions of ‘Christmas Shopping’ in December 2012, ‘Shopping by Paris’ in January 2013 and ‘«Paris romantique»’ in February 2013. Christmastime festivities, shopping and romance are key attractions of Paris, and indeed France as a whole, for international visitors.

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Paris Chamber of Commerce and Industry – Paris delegation

The CCIP’s Paris delegation regularly organizes initiatives to highlight the French capital’s attractiveness, like the ‘Paris Shop & Design’ prize, awarded to the most exemplary design in a shop, hotel or restaurant: a contribution to enhancing the visual appeal of Paris. The CCIP also supports initiatives to enhance the appeal of Paris as a tourist destination, such as the ‘Christmas Shopping’, ‘Shopping by Paris’ and ‘«Paris romantique»’ events.


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