

OFFERING TOURISTS NEW ACTIVITIES AND DESTINATIONS TO DISCOVER THE ÎLE DE FRANCE REGION

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UNDERSTANDING OVERTOURISM

Overtourism manifests in several ways in the Île-de-France Region:

- Extreme overcrowding of iconic sites
- Lack of visibility for high-potential destinations in the outer suburbs and rural areas
- Temporal imbalance, with peaks in summer and low attendance during the off-season

This imbalance has consequences for the environment, residents' quality of life, and equitable economic development.



CAUSES AND IMPACTS

There are multiple causes:

- Environmental pressures include issues like erosion in Montmartre
- Social tensions, such as those on 'rue Crémieux', where residents opposed the influx caused by influencers
- Uneven economic benefits concentrated in central Paris
- Amplification through social media can cause certain places to become overwhelmed overnight



SPATIAL REBALANCING

- The **Grand Paris Express** aims to connect cultural and tourist sites while reducing travel time
- Initiatives like SNCF Transilien's **#cpasloinentrain** campaign encourage visitors to explore the entire region
- The growing trend of **slow tourism** prioritizes less polluting transport modes This includes cycling—supported by infrastructure projects such as EUROVELO, a network of long-distance cycle routes and the development of the RER Vélo network in Île-de-France.
- The platform **ExploreParis.com** offers thematic tours in lesser-known areas in Greater Paris: street art in Vitry, Arabic calligraphy in Saint-Denis
- **Balades en train**, a partnership between Île-de-France Mobilités and local tourism offices which promotes train excursions



SEASONAL REBALANING

To figure summer congestion, the region supports events in underused green spaces.

For example:

- **Un été au Parc** offers a summer programme at Parc Georges-Valmont in Saint-Denis
- Sites like the Château de Vincennes organise **candlelight tours** in winter to boost attendance during the off-season



SUSTAINABLE MOBILITY



Sustainable mobility is essential for rebalancing flows.

- **Bike rental services** and new **train and bike itineraries** promote low-carbon travel
- **Eco-friendly shuttles** in the Fontainebleau Forest reduce car use and protect natural spaces while remaining welcoming to visitors
- The main issue is ticketing, which is hard to understand for non-locals. Few buy a Navigo Pass, and even the “Paris Visite” pass is underused (only 7.6% of tourists use it). The **ticketing revolution** implemented by Île-de-France Mobilités aims to improve the situation by introducing only two fare options in 2025.



CULTURAL DIVERSIFICATION

There is also a creative revalorisation of less frequented areas.

- In **Saint-Denis**, young locals offer guided tours of the Basilica and African markets for an authentic cultural experience.
- Towns like **Milly-la-Forêt** are revitalized thanks to the “**Towns and Regions of Art and History**” label, which enhances their visibility and storytelling capacity



VISIT PARIS
REGION

SMART MANAGEMENT TOOLS

Finally, relying on data-driven management is essential.

- **Choose Paris Region** uses real-time tools to monitor visitor flows, adapt messaging and recommend alternative sites when popular ones are saturated.
- Even **geo-targeted social media ads** are used to gently direct tourists to lesser-known but equally rich locations.



RECOMMENDATIONS

What can we take from these practices?

- **Tourism must be fully integrated into climate, mobility and spatial planning policies.**
- **We must work in partnership with local stakeholders, including residents, to design offerings.**
- **We should use real - time tools to anticipate rather than just react.**



**THANK YOU FOR YOUR
ATTENTION**