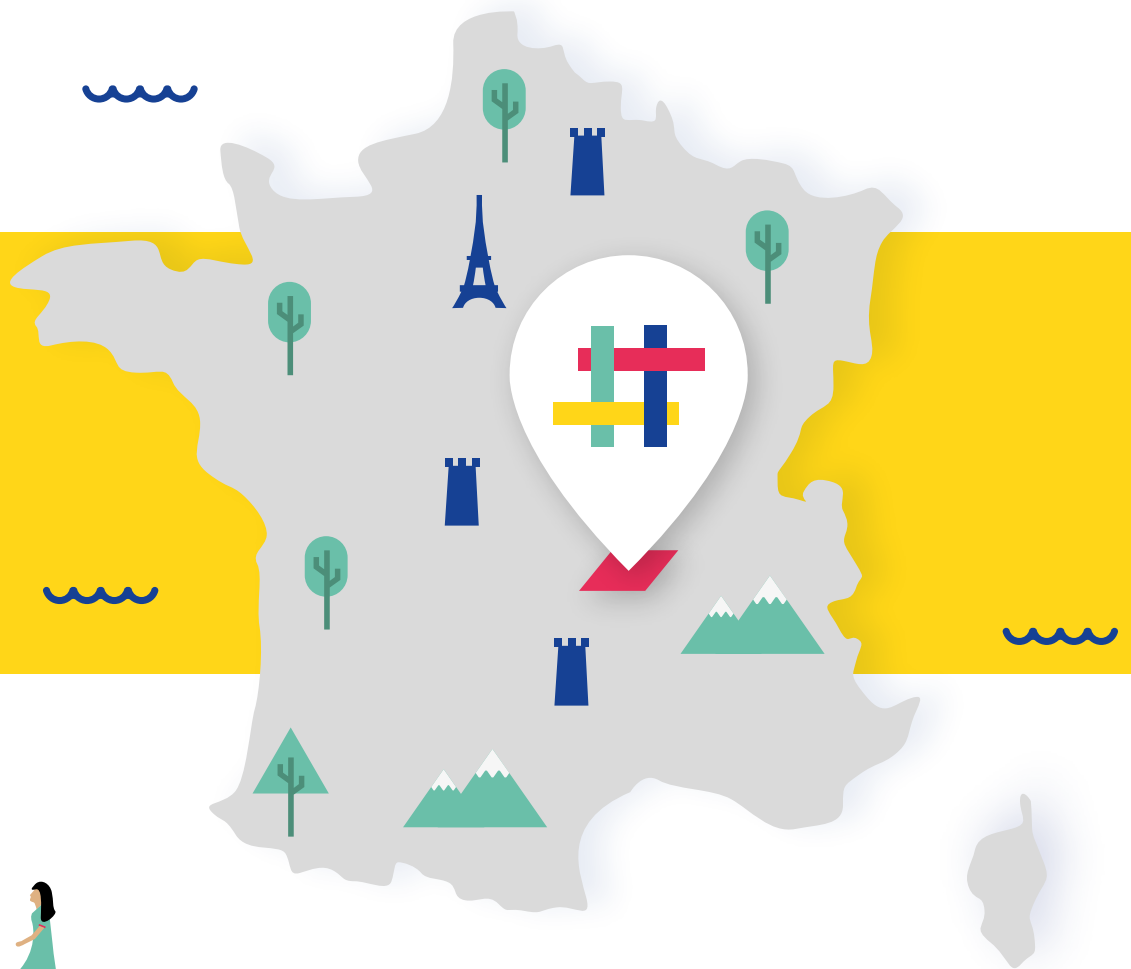



LYON

FRANCE 


— Choose to fully live your lives.
Choose Lyon. Only Lyon.



POPULATION:

1.351.078 (2014) 

TOURISTS PER YEAR:

ARRIVALS: 6.500.000 (2017) 

GROWTH OF THE TOURISM SECTOR PER YEAR:

=20% 

THE OUTLINE OF THE PROGRAMME FOR 2019 THAT THE CITY ENVISIONS TO IMPLEMENT IN CASE OF WINNING THE TITLE OF THE EUROPEAN CAPITAL OF SMART TOURISM; PROVIDED BY THE APPLICANT CITY

Since the growth of Lyon as a tourist destination, which began a decade or so ago, joint-production, joint-construction and participative development have been the cornerstones of an approach intended to be collaborative and agile from the outset. The ONLYLYON brand was born of this collective commitment to rational and progressive tourism. This dynamic is part of our DNA, as is the constant search for balance and mutual respect between tourism players, local residents and visitors. With this approach, which is new in the tourism industry, Lyon has had to introduce many innovative initiatives to move forward. The most ambitious and far-reaching of these, ONLYLYON Experience, will be launched in 2019. The European Capital of Smart Tourism award would come as encouragement to this approach, through which we have built our destination together. Our commitment is based on five main areas.

1. PROMOTE LYON, EUROPEAN CAPITAL OF SMART TOURISM

Following the launch of its destination marketing initiative ONLYLYON in 2007, Lyon has developed a **strong presence on social networks**. For example, its Facebook page has more than **1,600,000 fans**, which is more than I LOVE NEW YORK! The destination's latest promotional film released has been viewed more than **1,000,000 times** in the space of a few weeks. Should we receive the award, we would use the strong potential of **our fans and followers**, along with the support of sponsored campaigns, to promote the hashtag **#LyonEUTourismCapital**. Furthermore, numerous **B-to-B promotion campaigns** in France, Europe and around the world, based on the European Capital of Smart Tourism title, would enable us to attract **new tour operators** and stimulate **demand** for our existing partners.

The video made for this occasion will be placed in the publication diary to kick off a year of "smart communication". Projected audience: 2,4 millions (Audience of the World Travel Award campaign). A specific motto to promote "Lyon, Smart Destination" will be produced and accompany all of the year's campaign images. "Lyon, European Capital of Smart Tourism" and Smart Tourism challenges will be used to introduce each promotional campaign deployed in France, Europe and around the world.

DIGITAL STRATEGY: WEBSITES AND SOCIAL NETWORKS

Fans / Followers	facebook	Twitter	Instagram	www
ONLYLYON	1,626,714	136,000	63,400	3,000,000
Ville de Lyon (City of Lyon)	276,775	135,000	62,600	6,500,000
Métropole de Lyon (Greater Lyon)	93,114	60,100	13,400	1,000,000
Auvergne Rhône-Alpes	344,799	102,000	28,700	2,500,000
TOTAL	2,507,361	433,100	168,100	13,000,00

PROMOTIONAL ACTIONS IN EUROPE AND AROUND THE WORLD

8 Shows France (“Rendez-vous en France”) Stuttgart, Berlin, Frankfurt, Barcelona, Utrecht, Berne, Beijing, **Workshops in 20 cities** Brussels, London, Amsterdam, Sao Paulo, Rio de Janeiro, Whistler, Montréal, Toronto, Vancouver, Suzhou, Seoul, Busan, New York, New Delhi, Tokyo, Osaka, Tel Aviv, Dubai, Moscow, Kiev. **3 Reception events** (seminar and gastronomic dinner) London, Berlin, New York. **8 Communication campaigns** (digital and various media) Germany, France, Netherlands, Australia, Canada, United States, Japan, including an XXL poster campaign in Paris Gare de Lyon (5,6 million people). **2 Major event partnerships** London: Human Race Moscow: Art of Living Festival. **5 Official missions** Organized by Greater Lyon: Dubai, Tokyo, Paris, Londres, Bruxelles. **6 Press meetings** Belgium, Scandinavia, China, United States, India, Japan.

IN TOTAL

- **150 days** of meetings in Europe and around the world
- Exchanges with **350** journalists
- **500** European recommenders and tour operators approached
- **Hundreds of thousands** of participants in the general public informed

WELCOMING THE PRESS

with a smart perspective

- Throughout 2019, organisation of **200 journalist reception events** based on a special #LyonEU-TourismCapital programme, with a presentation of Lyon’s Smart assets and the benefits of the title for our destination.
- New: Launch of the ‘Rencontres Mondiales des Influenceurs Voyages’ (World Meetings of Travel Influencers). The theme for 2019: smart destinations, your choice of tomorrow.

AND THE MICE AUDIENCE!

- In 2019, Lyon will take part in the **Global Sustainability Program**, in order to help the destination’s clients organise sustainable events.
- The Motto will be included in all of Lyon’s bids to host major international meetings, **becoming one of the destination’s key success factors**.
- The cover and special feature of the B-to-B MICE magazine ‘Let’s Meet in Lyon’ next issue, launched on IBTM at the end of November will be devoted to #LyonEU-TourismCapital. **An article will also present the joint-winner of the title.**

2. INVOLVE RESIDENTS AND VISITORS

The ONLYLYON initiative has an active community **of 26,000 ambassadors around the world** who will be active **spokespeople for the award** within their networks. **A local communication campaign** involving posters and social networks will be used to share the award of the title European Capital of Smart Tourism with the city's population, and highlight the **values of respect, accessibility and sharing**. The monumental ONLYLYON sculpture, much loved by the people of Lyon, will see the addition of the title's "hashtag logo" to strengthen the **link between residents and visitors**. A major photography competition, led by organisations in Lyon, will be launched for residents to take selfies with visitors in order to capture these precious exchanges on social networks, with the hashtag **#LyonEUTourismCapital**.

THE PEOPLE OF LYON ARE SMART

Mobilisation of the ONLYLYON ambassador network: supplied communication kit	BtoB: More than 26,000 active ambassadors
Local campaign involving the City of Lyon's entire Decaux poster network	BtoC: 480,000 people in Lyon reached
Creation of a campaign to encourage the spreading of the hashtag, while promoting a 'smart attitude'	BtoC: MET', a local newspaper with 250,000 copies printed

A SMART WELCOME

In 2019, Welcome by ONLYLYON, a scheme to welcome visitors to major events, becomes Smart Welcome by ONLYLYON #EUTourismCapital	22 events hosted via Lyon Welcome Attitude in 2019
Event posters at St Exupéry Airport	More than 10 million passengers per year
Event posters at train stations	150,000 passengers every day
The Olympique Lyonnais (OL) football team, a partner of the destination, will take part by displaying the hashtag, in particular during the Women's European Cup matches	150,000 plus live spectators

EVENTS PROMOTING THE LABEL

Sirha	26 to 30 January	200,000 participants
Festival Nuits Sonores & European Lab	29 May to 2 June 2019	140,000 festival-goers 1,000 congress participants
Lyon Marathon	October 2019	20,000 participants
Contemporary Art Biennial	Autumn 2019	300,000 visitors
Fête des Lumières	December 2019	2 million spectators

PROMOTION THROUGH ARE DOCUMENTATION

- Tools used to attract tourists to the destination and welcome them will also carry the label. Typically, **more than 1 million documents** are published over the course of the year.
- The Motto will become a key feature of each issue's editorial.

3. BOOSTING LOCAL ACTORS' INVOLVEMENT

More than **750 partners**, public organisations and companies (such as restaurants, hotels, event venues, tourism service providers, festivals, museums, etc.) are involved in the promotion of Lyon as associate members of ONLYLYON Tourism & Conventions. These partners will be proud and committed promoters of the title, which will lend dynamism to the shared energy. This will make it possible to give meaning to the participative approach and embody the European title locally by placing the **European Capital of Smart Tourism logo** on all of their communication tools, including each of their 750 shop windows and websites. In order to **lastingly** establish the title in the tourism strategy, a **Smart Tourism Award** will be created to reward an innovative startup. This award will be given at the annual **ONLYLYON Tourism Trophies**, an event that brings together nearly 1,000 professionals each year. Lastly, Trajectoire Tourisme, a training organisation in the Auvergne Rhône-Alpes region will create a new **Smart Tourism Experience Manager** course and qualification in collaboration with Lyon University's Institut d'Administration des Entreprises (Business Administration Institute).

TRAINING

Creation of a '**Smart Destination**' training course provided and promoted by Trajectoires, a tourism training organisation in Auvergne Rhône-Alpes.

RECOGNITION

Creation of **the 'Smart' award** as part of the 2019 'Trophées du Tourisme' (Tourism Trophies). An award will then be given each following year.

SHARING

In order to promote this approach, all members will receive a **kit** including:

- > A 'Smart Destination' guide;
- > A window label to be placed in their establishments.

4. ACT AS A MODEL

With a 2,000-year history and an open outlook on the world, Lyon has always been **a city of networks**, which understands that **meeting and sharing helps us to grow**. And when the networks it needs **do not exist, it creates them** (such as LUCI for lights and DELICE for gas-tronomy). For us, being a smart destination is above all about having a **sharing attitude**. This is why, if we receive the award, we will organise speeches, **along with our joint-winner**, within **all of our networks**, during meetings, general assemblies and conventions. The aim will be to present the **benefits of the title** for our cities and also to **share our experiences and good practices**.

WORKING TO CREATE VALUE

Lyon, along with its joint-winner, proposes writing a keynote speech to illustrate the **benefits of being a European Capital of Smart Tourism**.

This presentation will be planned in all networks Lyon is involved in:

- In France: Top French Cities: 29 cities – Fédération nationale des offices de tourisme (National Federation of Tourist Offices): 2000 towns and cities.
- In Europe: European Cities Mar-keting: 120 cities – Eurocities: 140 cities.
- Around the world: LUCI: 70 cities – UNESCO Cities: 180 cities – Délice network: 24 cities – ICCA: 1,140 cities – International Social Tourism Organisation: 160 cities – UAI: 73 cities – Network of cities twinned with Lyon: 25 cities It will also be presented at the 'Rencontres de la Métropole Intelligente' (Intelligent Metropolis Meetings) in June 2019.

PROMOTING EUROPE

The ONLYLYON tourist office, located in the heart of the city, a tourist information and reception space, reaches more than 500,000 people every year via a giant screen (12 x 3 m). Through this medium, we propose **screening films** of the **five other winning destinations throughout 2019**.

SHARING GOOD PRACTICES

- Following a year's experience, a **white paper on the dos and don'ts of a smart destination** will be written in conjunction with the joint-winner of the title and published online. It could be added to and updated over the course of subsequent editions.
- **Eurocities' working group** City Branding and International Economic Relations, hosted by ONLYLYON, **will be devoted to Smart Tourism**.

5. INNOVATE WITH ONLYLYON EXPERIENCE

Being a smart destination also means **knowing your visitors better to offer a better welcome**. In an age of powerful digital platforms for accommodation, activities and customer reviews, destinations need to regain control of their customer relationships. The ONLYLYON Experience will look to **federate local actors in the public and private sector** in order to pool their databases (in accordance with the GDPR of course), with the aim of **enhancing the customer experience, managing flows on the city's key sites and increasing visitor loyalty** by studying their interests while visiting. The launch of this project in January 2019 perfectly coincides with the award of the European Capital of Smart Tourism title. It will be a major asset for this **unique initiative in Europe** on a city-wide scale.

- Sending of a special '**Smart Tourism**' newsletter announcing the award to our database of more than 1,000,000 contacts;
- Presence of the label on **all direct marketing communications** in 2019: 9 million emails;
- Global joint-branding of the project **ONLYLYON Experience** with the European Capital of Smart Tourism logo (analysis reports, partnership documents, etc.);
- Assistance for ONLYLYON Experience partners in understanding the GDPR.