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

**LYON**

**FRANCE**

- Population: 1,351,078 (2014)

**Tourists per year:**
- Arrivals: 6,500,000 (2017)

**Growth of the tourism sector per year:**
- = 20%

*Initiative of the European Union*
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**

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PROMOTIONAL ACTIONS IN EUROPE AND AROUND THE WORLD


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.


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.

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 #LyonEUTour-ismCapital. 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 spokespersons 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

| 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 gastronomy). 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 Europe: European Cities Marketing: 120 cities – Eurocities: 140 cities.

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.