

## Customer experience serving RATP's tourists

### Presentation abstract

France is in a highly favourable position on the tourism market as the world's most visited country with over 80 million visitors per year. Paris and the Île-de-France region welcome more than half of them, 40% of whom come from abroad.

RATP is a tourism stakeholder in its own right and has developed a specific strategy for this target audience. From the available digital tools to the RATP staff located in our stations, all the human and digital means help to support, reassure and provide all the necessary information for understanding and using the network, metro, bus, tram, etc. throughout a passenger's journey.

RATP is attuned to trends as a partner of the tourism start-up Welcome City Lab, and offers visitors a range of innovative services useful for travel, to improve their journey and help them discover new places.

RATP makes an effort to meet the travel needs of all its tourists, including passengers with reduced mobility, meaning seniors as well as those with disabilities.

Tourists who are customers of public transport in Paris, and who in their majority use the Metro, also use the main bus lines in Paris, which is a pleasant and comfortable way to discover the city. The main reasons for choosing public transport are because it is easy to use, reasonably priced and the duration of the journey, all of which enable customers to optimise the organisation of their visits in the city.

The welcome tourists using our public transport network receive is key to our image and reputation, as well as making the Paris experience a memorable one.

**Lead speaker :** Patricia DELON

**Organisation :** RATP

**City (Country) :** PARIS(FRANCE)

**Biography :** Patricia Delon is Director of Customer Experience at RATP

**2nd speaker :**

**Organisation :**

**City (Country) :** ( )

**Biography :**