

A night-time photograph of the Eiffel Tower in Paris, France. The tower is illuminated and stands prominently against a dark blue sky. In the foreground, a large reflecting pool captures the tower's reflection. The surrounding city is lit up with streetlights and building lights, creating a vibrant urban scene.

City image and city brand : How can a city improve its image through branding?

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Qingdao, Friday, September 07th 2018

Cities are the new beaches

- Boom of Mass tourism: from 700 millions tourists in 2000 to 1,3 bn today
- New ways of travelling: the tremendous growth of city breakers
- Strong development of MICE tourism
- **Cities are more appealing than ever, entering in a fierce competition where branding is the key of singularity**



...But no need to have a beach

- Urban tourism is not only about offer, services or facilities :
- It's a matter of **Way of Life, Living like a local, fanciness, symbols & perceptions**
- For traditional tourism cities : branding helps them to rejuvenate their image to fit these expectations
- For emergent city destinations : branding is key to develop image and fame

Branding is not having a nice-looking logo and a tagline that rhymes

Why classical approach of commercial branding is irrelevant

- It's mainly simplistic when a city is complex
- A city has too many advocates to make all comm's in the same frame
- There is not one touristic market but 100.

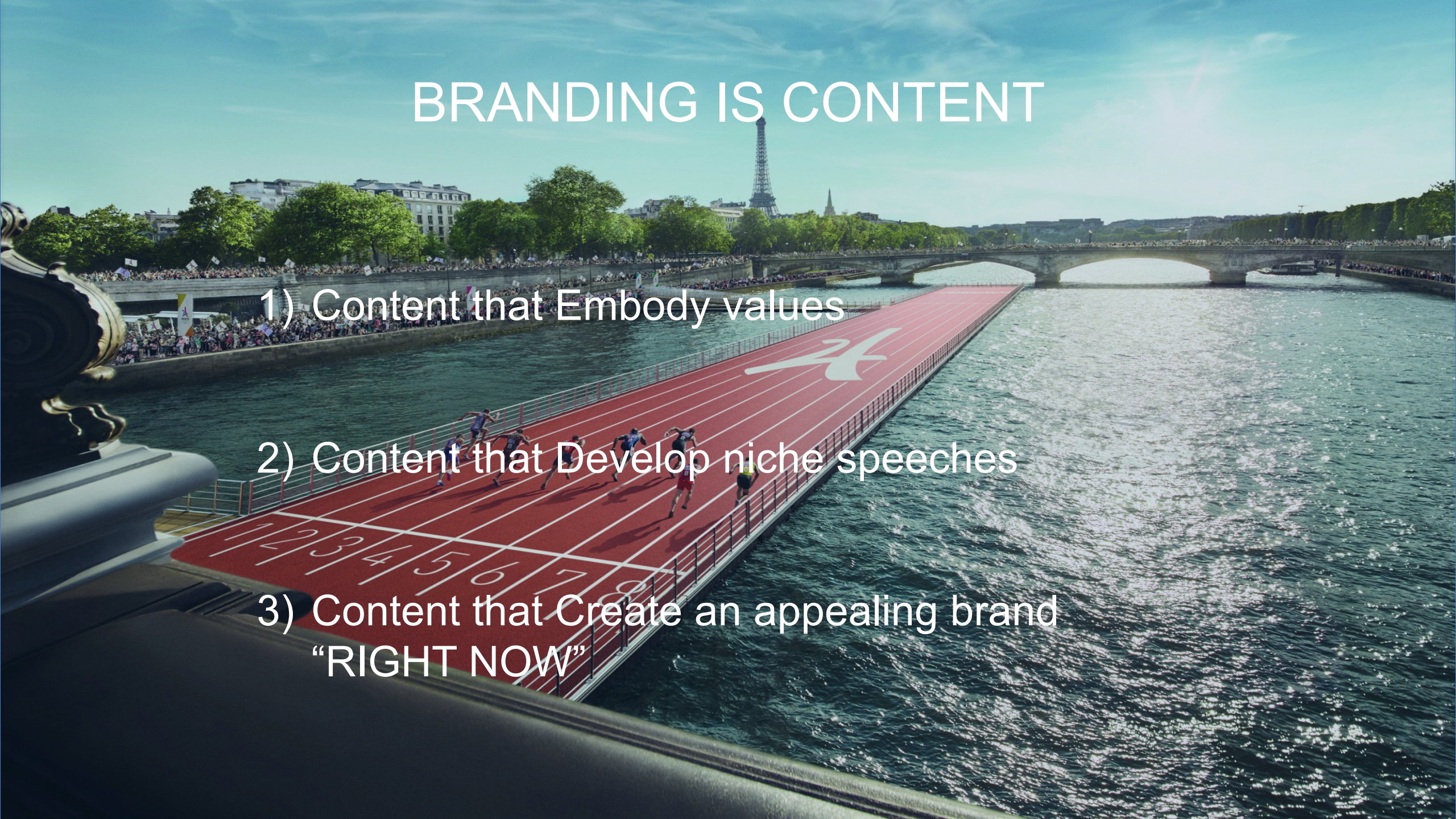


BRANDING IS CONTENT

1) Content that Embody values

2) Content that Develop niche speeches

3) Content that Create an appealing brand
“RIGHT NOW”



A photograph of three people (two men and one woman) taking a selfie on a rooftop. They are holding a selfie stick with a smartphone attached. The background shows a cityscape and mountains under a hazy sky. The image has a blue tint.

1) Embody values

- In the 'selfie era' : **“Where I travel, is who I am”**
- City brands may contribute to social positioning of individuals
- Whether you want inspire creativity, freedom, love, counter culture, luxury, ecology... embody it through major events & statements.

2) Develop niche speeches City could be multibrands

Be relevant for each of the 100 touristic markets you can fit in : green tourism, night tourism, memorial tourism, sport tourism, gay& lesbian or family tourism...

It will be easier to reach your audience, even with a tiny budget :

- By creating specific content on specific media
- By creation subbrand (neighbourg ones, thematic ones..)



3) A appealing destination RIGHT NOW the 'FOMO' imperative

To Install an urgent desire to visit the city,
Cities must have always something new to visit

- “seasonality” cultural program,
- short lived exhibitions
- special events in the field of culture, music and sport, anniversary, ...

=> Repeaters, more PR friendly, reason to
promote your brand in a new way...



A full-page background image of the Eiffel Tower in Paris at dusk. The tower is illuminated and stands prominently against a sky transitioning from deep blue to a soft orange glow near the horizon. The base of the tower and the surrounding Champ de Mars area are visible, with city lights and the reflection of the tower in the water of the Trocadero Gardens in the foreground.

Thank you

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