

**PARIS  
REGION  
PASS**

**PayinTech**

Paris Region Pass  
2018

**PARIS  
REGION**  
COMITE REGIONAL  
DU TOURISME

**île de France**

The Paris Region Pass  
The all-in-one tourist, cultural and transportation pass  
to discover Île-de-France region

**PARIS  
MUSEUM  
PASS**



vedettes de paris

**BIG  
BUS**  
PARIS

**BATEAUX  
MOUCHES**

**LOpenTour**

The Paris Region Pass is a unique tourist and cultural pass in Europe, launched in Septembre 2018 at the heart of the French capital: this Pass (showing date and time, valid from 1 to 5 days) enables tourists to both travel everywhere in the region and access all emblematic cultural and tourist attractions of the Region Île-de-France. It is one of the major components of the tourist stimulus plan initiated by Valérie Pécresse, President of the Region, that puts the emphasis on the improvement of tourists' experience by providing innovating, digital services. This solution is rolled-out in collaboration with the Regional Committee for Tourism of Île-de-France and Île-de-France Mobilités, the transportation management entity of Île-de-France.

## A multipurpose transportation Pass

This transportation Pass, showing date and time and equipped with an NFC chip, enables tourists to access 100% of the public transportation network of Paris and its region as well as a number of tourist and cultural activities: the vacationers access museums, tour buses and cruise boats on the river Seine.

The Paris Region Pass is a revolution in the destination tourism consumption, and strengthens the destination as one of the most innovative in the world.

## The highlighting of the destination's players

The Paris Region Pass is accepted by the tourist key players of the Region Île-de-France. The first partners of this initiative are Open Tour, Big Bus, les Bateaux mouches, les Vedettes de Paris as well as les Bateaux Parisiens to propose vacationers an abundant offering; gradually, this offering will be supplemented by other services and partners, in order to provide a tourist experience ever richer and more integrated.

## A deep technological knowledge

To achieve this result, PayinTech, member of the association ADCET, adapted its technology in order to use the Calypso standard and respect the CMA (civic multiservices application) norm, that allows several technological service providers to work on one unique transportation Pass in a secure way and in accordance with the GDPR (General Data Protection Regulation).



## A souvenir card

In addition to being a multipurpose transportation Pass, the Paris Region Pass is a collector item that vacationers can keep after their stay in Paris. They are identified as visitors of the Parisian destination and participate to its promotion and influence.

