

Press release

## Tootbus Paris celebrates the Games with the roll-out of immersive experiences for every traveller profile!



©Pauline de Courreges

**Paris, 3 April 2024 - Tootbus Paris, an RATP Dev subsidiary, is proud to announce the launch of its special edition Paris Games-themed experiences. The first environmentally-friendly sightseeing bus company is set to take international visitors on a journey to discover the iconic treasures across the French capital, through Games-inspired immersive experiences.**

As of April 2024, in the lead-up to the Paris Games 2024, Tootbus will customise its range of exclusive experiences, by offering visitors the opportunity to discover iconic sites across the capital, as they revel in the ambient festive and sporting mood. Passengers will be able to hop on and hop off sightseeing buses whenever they wish to do so, and they can make their experience all the more unique by activating commentary dedicated to the Games.

From the beginning of June, the flagship *Découverte de Paris* (Paris Discovery) service will temporarily become ***Découverte de Paris, Capitale des Jeux*** (Paris Discovery, Games Capital). The new itinerary, with stops at Arc de Triomphe, the Louvre Museum and Opéra Garnier, will also include tours of **four new must-visit sites**: Place de la Bastille, Place de la République, the Sacré-Cœur cathedral and the Moulin Rouge. Buses have scheduled stops at train stations Gare de l'Est and Gare du Nord. In addition, passengers can tune in to **exclusive Games-related audio content in 10 languages** on board buses that will be specially decked out to feature Olympic and Paralympic athletes. Passengers can also

choose from **seven Tootwalks**, which are supplementary audio guided walking tours that can be accessed for free from the Tootbus app. **Two Tootwalks cater specifically to the event.** These routes include tours focusing on competition venues and exciting themes such as *Emily in Paris*, by taking passengers to the locations that served as the backdrop in the successful romantic comedy series.

Likewise, the standard Night Tour will be given a twist to become ***Paris la Nuit, Autour des Jeux*** (Paris by night, Games edition), which offers night owls a magical experience by giving them a new way to admire the capital's beauty after nightfall through the electric atmosphere of the Paris Games. Night Tour visitors will also be given access to Games-related audio content and seven Tootwalks that provide a more personalised and immersive itinerary. They will be guided on foot through Paris' photogenic streets, where they can discover Parisian architectural styles, while learning about the city's history and culture. To round off the tour, visitors will be offered a taste of Maison Ladurée's special edition Olympic Games macaron, and receive a memory card game with depictions of various sports competitions and their venues across the city.

### Immersive concepts for every traveller profile, discovering Paris through the Olympic and Paralympic Games

**Sophie Ak Gazeau, Director, Tootbus Marketing and Digital Division, affirmed:** *"The launch of our new immersive content will offer visitors an exclusive experience. Our special edition experiences have been designed for travellers of all ages, so that they can explore Paris while learning about the Olympic Games. It will be an exceptional occasion for them to have fun, create unique memories and discover the City of Light through a new lens, on board low-carbon sightseeing buses and during our guided walking tours."*

The ***Kids Tour*** experience, which caters to children, will temporarily become ***Kids Tour des Athlètes*** (Athletes' Kids Tour), a perfect combination of culture and entertainment. The adventure will feature a captivating **treasure hunt** through the streets of Paris that intertwines sports, art and history in a scenario inspired by the Paris 1924 Games and the legendary athletes of that era.

Tootbus will soon launch the ***Essentiel de Paris*** (Paris Essentials) service, a route offering a comprehensive experience through Paris that comprises a **standard itinerary with the added excitement of a cruise down the Seine.**

### **Useful information on the special edition Paris Olympics Tootbus experiences:**

- ***Découverte de Paris, Capitale des Jeux***, every day from 3 June to 8 September 2024, from 9:30 a.m. to 6:30 p.m.
- ***Paris la Nuit, Autour des Jeux***, every day from 3 June to 8 September 2024, leaving from Place du Louvre Carrousel at 9:00 p.m.
- ***Kids Tour des Athlètes***, from 30 March to 31 December 2024, every Saturday at 2:30 p.m., leaving from 11 rue Auber, Paris' 9<sup>th</sup> *arrondissement* (Tootbus stop no. 1).
- ***Special Games edition Tootwalks.***
- ***L'Essentiel de Paris***, (standard bus itinerary and Seine River cruise), from 14 to 29 July 2024, and from 2 to 10 August 2024.



## **RATP Dev media relations**

**Maria Mellouli**

[Maria.mellouli@ratpdev.com](mailto:Maria.mellouli@ratpdev.com)

+33689732547

### **About RATP Dev**

RATP Dev is a subsidiary of RATP Group, the third-largest global operator of urban transport. Every day around the world, we oversee the design, operation and maintenance of networks that range from automated metros to buses, trams and other modes of public transport.

Backed by 70 years of expertise gained from operating the ultra-dense Paris network, as well as the diverse experience acquired in various regions and cultures worldwide, we offer our clients and their passengers custom-fit mobility solutions that cater to individual cities' inherently unique challenges.

Our 24,000 employees, located in 15 countries and working in over 100 subsidiaries, are passionate, determined, ambitious and transparent in their commitment to carry passengers on their commute, connect communities, promote well thought-out, meaningful innovation and contribute responsibly to economic and social development.

As public transport is the right way forward for the environment, communities, regions and everyday life, we commit every day to better city living.

[www.ratpdev.com](http://www.ratpdev.com)

### **About Tootbus**

Tootbus is the RATP Dev subsidiary specialising in sightseeing tours, and operates bus tours in Bath and London (the United Kingdom), Paris (France) and Brussels (Belgium). Tootbus is the leading low-emission sightseeing bus fleet, which provides international clients with city tours that create lasting and meaningful memories of the cities they visit.

Being at the forefront of sustainable development in the sightseeing bus sector, we are continuously in search of innovative solutions that make it possible to save energy, conserve natural resources and combat climate change. We strive to enhance our environmental efficiency and reduce our carbon footprint.

No matter what travel experience you crave – vibrant London, romantic Paris, intriguing Brussels or enchanting Bath – Tootbus has blended into the local scene. In addition to conventional tours, we offer unique local theme-based tours, such as the highly popular London Bar Bus.

Besides guided tours, Tootbus also offers Tootwalks, which are free walking tours that have been curated by local specialists. Tootwalks enable customers to explore the city's pedestrian-only areas. Tootbuses are fully accessible to passengers with mobility issues, and offer on-board commentary on tourist attractions in 10 languages.

Hop on and let the city amaze you!

<https://www.tootbus.com/>