

EUROPEAN
CAPITAL
OF **SMART**
TOURISM

LYON 2019

DIGITALISE FOR AN EXCELLENT EXPERIENCE

...



À la recherche d'un passage inoubliable à Lyon

ONLY LYON 

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WHAT IS ONLY LYON EXPERIENCE?

A CO-INNOVATIVE PROGRAMME

ONLY LYON 

A unique far-reaching city-wide public/private project

A 'visitor database' shared by the whole destination that will enable us to maintain loyalty, and acquire a better understanding of our visitors in order to monitor and apply optimum smart destination strategies.

A practical and concrete response to future tourism challenges that we foresee as becoming a European benchmark.

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WHY ONLYLYON EXPERIENCE IS IMPORTANT



1

Heightened
competition on the
business and leisure
tourism market



2

A tourism target
shared by the majority
of stakeholders



3

Multiple high-volume
customer files to use
better



4

Local, national
and international
customers



5

A financial challenge:
getting visitors to spend
more and make “more”
of their stay

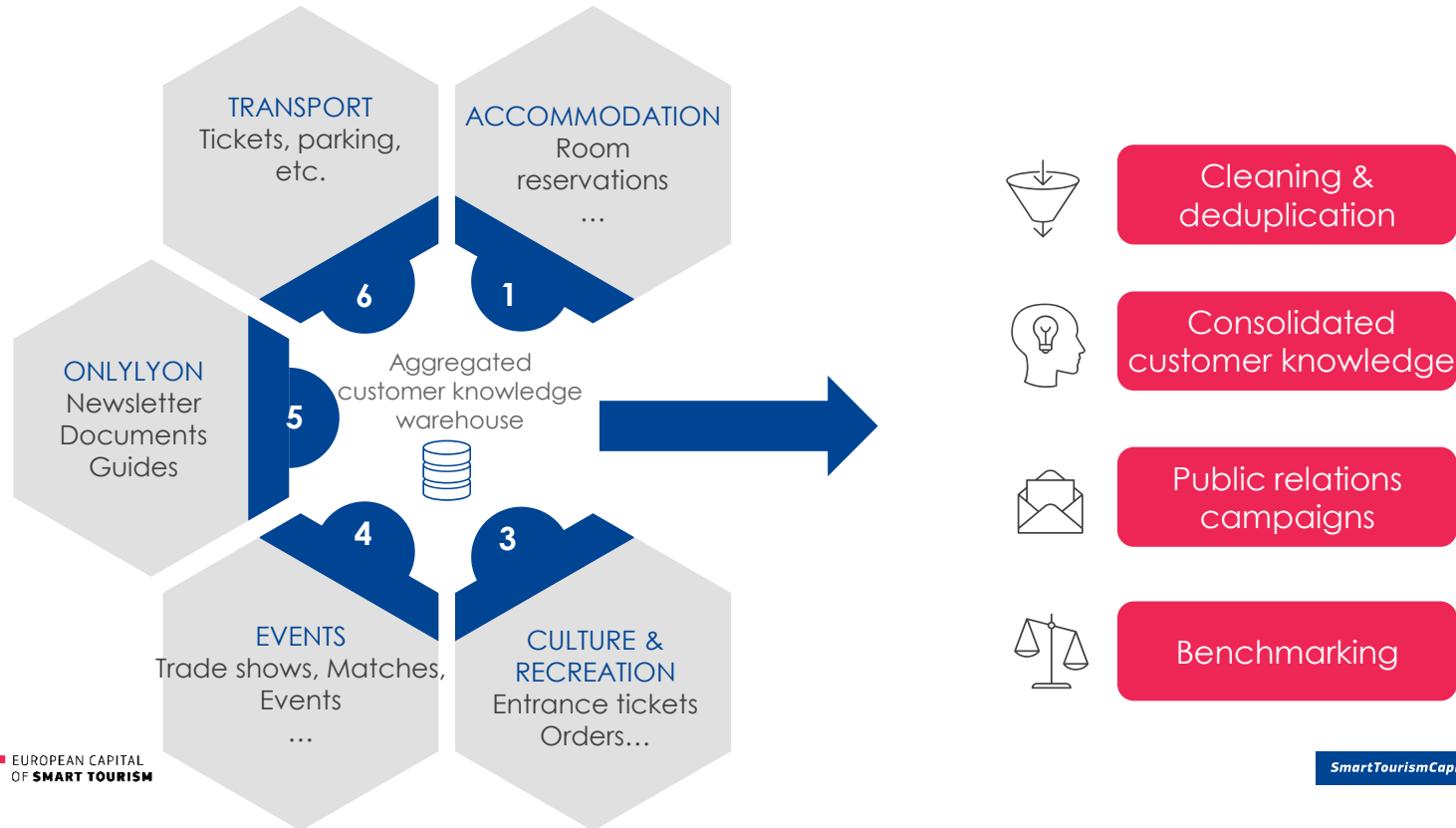


6

The
increasingly-
important issue
of data

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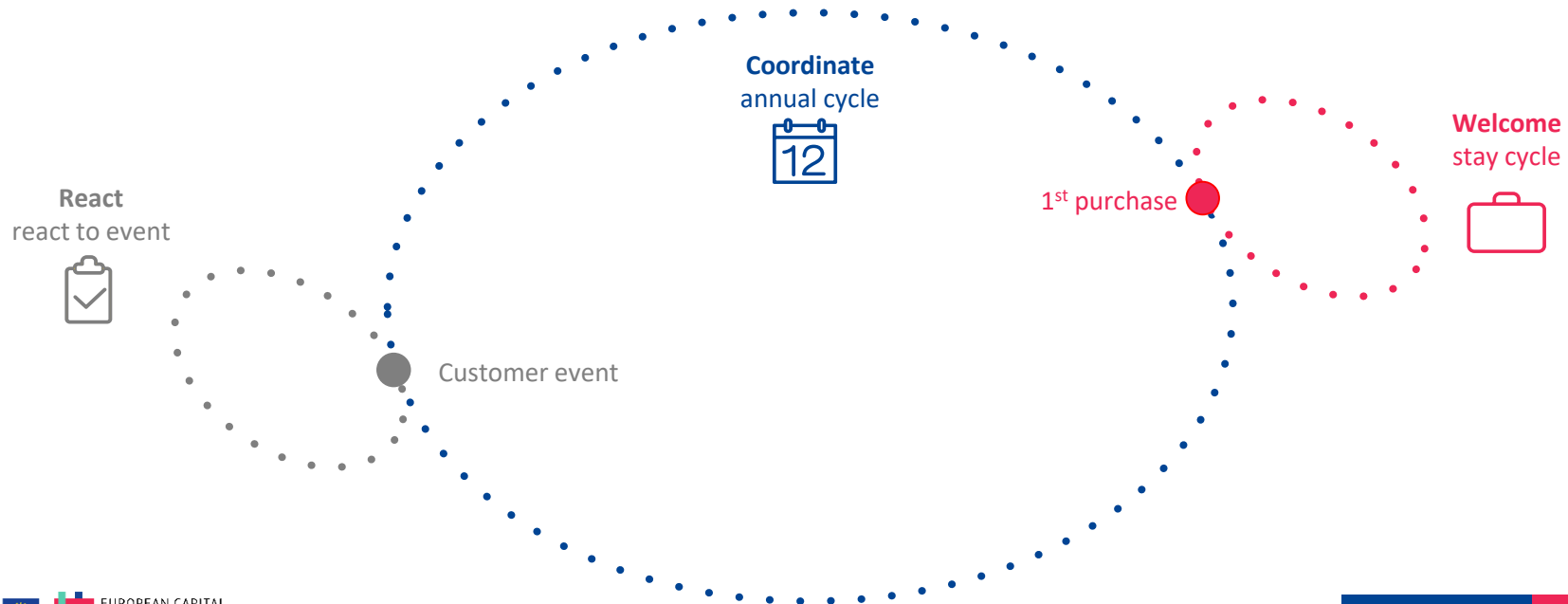
THE IDEA BEHIND ONLYLYON EXPERIENCE



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3 PUBLIC RELATIONS PLANS

Customer prioritised over brand: interruption of annual cycle
Management of marketing pressure




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3 PUBLIC RELATIONS PLANS

ONLYLYON  EXPERIENCE

If the message is not displayed correctly,
[view the online version](#)




X

Thanks *[First name]*
for visiting Lyon!


Did you enjoy your stay in our city?
Please keep in touch on social media and share your best
memories with us with **#onlylyon!**

#ONLYLYON




Express yourself!

Our Lyon City Experts were delighted to
welcome you at the ONLYLYON Tourism
Bureau and can't wait to read your feedback on
Tripadvisor!


 **LET'S TALK ABOUT IT**

Discover Lyon in a
different way


What if you came back during the magical
Festival of Lights?



**PLEASE TAKE ME
BACK TO LYON!**


 Instagram **#onlylyon**


Have a look at other memories from our visitors



Follow us

Need some advice? Inspiration? Let's keep in touch!

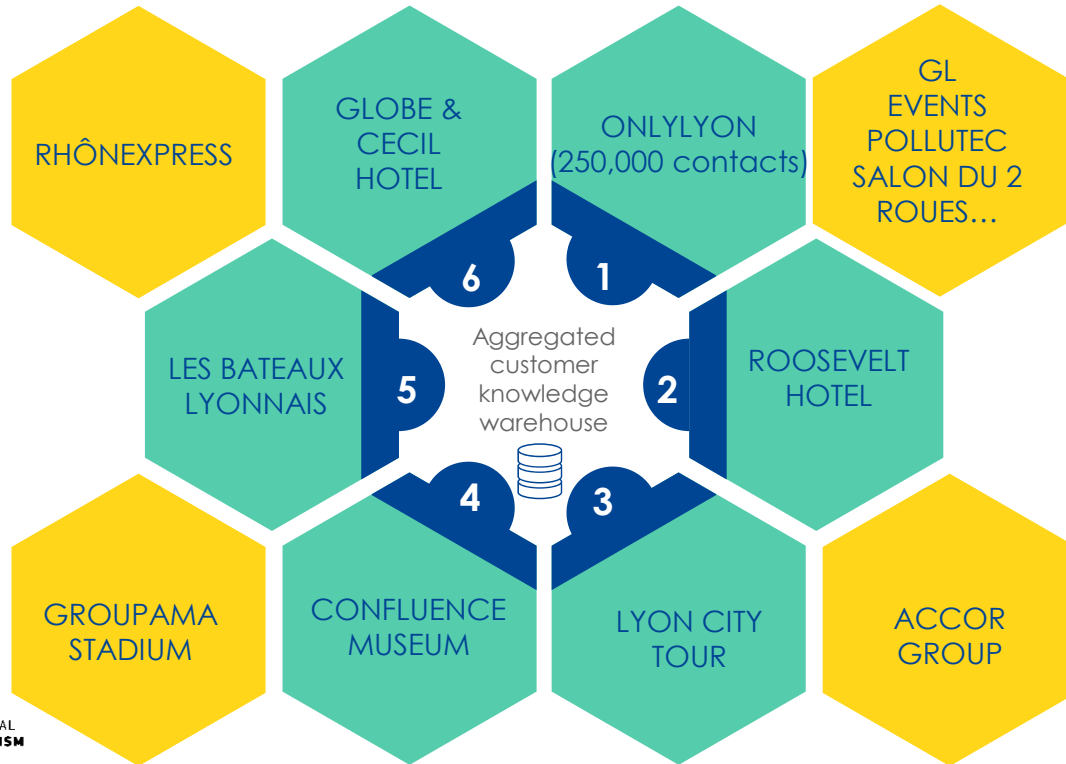


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MY PREFERENCES

EUROPEAN CAPITAL OF SMART TOURISM 2019 CAMPAIGN PARTNERS



THANK YOU!



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www.SmartTourismCapital.eu