

## HISTORIC ATTENDANCE AT THE EIFFEL TOWER IN 2014

With a total of 7,097,302 visitors at the end of 2014, which is an increase of 5.3% in relation to 2013, the Eiffel Tower noted the best visit score of its history.

### Varied visitor profiles

The visitors are 84% foreign and 16% French.

The top 10 nationalities represented are the following: France 15.8% (which is 2.5% more than the year before), United States 11.9%, United Kingdom 7.5%, Italy 6.8%, Spain 6.7%, Germany 4.9%, Brazil 3.3%, Russia 2.8%, Netherlands 2.3% and India 2.2%

Regarding foreign visitors, we can see:

- the same level in visitors from North America and other countries in Western Europe
- a distinct return in Spanish visitors
- a slight drop in Brazilian visitors
- an increase in Indian clientèle.

### 2014 was also punctuated by memorable events

- Opened on 6th October last year by the Mayor of Paris, Anne Hidalgo, and the President of the SETE (Eiffel Tower Operating Company) Bernard Gaudillère, after two years of work, **the new first floor** of the Eiffel Tower now offers visitors a spectacular glass floor 57m from the ground, a enriched and interactive museum trail, reinforced accessibility for all people with reduced mobility.
- Since October 2014, the new Gustave Eiffel room has hosted a **talk show presented by Alessandra Sublet, "Un soir à la tour Eiffel"**, broadcast live every Wednesday evening on France 2.
- The Tower has also been revived with big events such as the suspension of a **gigantic ball** during the **French Open**, the big peace-themed **firework show** on Bastille Day, **pink illuminations to support the fight against breast cancer** in October, and a **new ice rink on the first floor**, open until 15th February. The Tower was also one of the ambassadors who adopted **.paris** in June, the new top-level domain for websites launched by the Mairie de Paris.

Following the tragic attacks in the capital in early January 2015, SETE has done its utmost, in connection with the police, to implement all measures to offer its visitors the greatest security. The attendance levels have not seen a drop to date.

The Tower is open every day of the year from 9.30am-11.45pm (9am-12.45am in summer)

#### *\* About the Société d'Exploitation de la Tour Eiffel (Eiffel Tower Operating Company)*

*On 1st January 2006, the City of Paris entrusted the operation and management of the Eiffel Tower to SETE, as part of a delegation of public service for ten years. SETE is a public-private joint venture, of which the capital is held at 60% by the City of Paris. It is presided over by Bernard Gaudillère, Councillor of Paris, and managed by Eric Spitz. SETE employs 300 people. Its turnover for 2013 rose to 73 million euros.*

#### PRESS CONTACT

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