



SOCIETE  
D'EXPLOITATION  
DE LA  
TOUR EIFFEL

**PRESS RELEASE**

December 2018

## **Eiffel Tower Winter Terrace: Winter Sports Backdrop (Virtual) on First Floor**



© SETE - Franck Dunouau

**From December 22, 2018 to January 27, 2019, the first floor terrace of the Eiffel tower will be submerged into an atmosphere inspired by winter sports, where virtual reality holds pride of place. Thrills guaranteed!**

### **A space dedicated to virtual and immersive experiences**

Thanks to the installation of two **Xtreme machines VR™** on the first floor platform, virtual winter sports will reveal (almost) all their secrets to Eiffel tower visitors. These visitors are invited to wear a virtual reality headset and are placed at the center of a motion-simulating platform that reacts to their body's position. Participants can therefore simulate to their hearts' content ski runs and jumps, slaloms, and even hang gliding over the mountains!

An integrated fan reproduces the effects of speed and a screen is also positioned so that the surrounding audience can watch the show.

There's something for the kids too, as **kidkarting™** rounds out the activities offered. This is a virtual race animation allowing the youngest of children to navigate their go-karts (inflatable), while watching their exploits on the screen at the same time.

**Housed within a dome of more than 430.556 ft<sup>2</sup> (40 m<sup>2</sup>),** these activities are offered during the last two weeks of the school holidays, from **December 22, 2018 to January 6, 2019**. From January 7-27, tables and chairs will replace the machines inside the hull, thereby creating a resting place in a setting lined by fir trees. Admire the breathtaking view of Paris, comfortably seated 187 feet (57 meters) high!

## Cookies and cocooning

To climb down from your adrenaline high, come have a drink and relax in four-seat cable cars and two-seat chairlifts painted in blue, white and red.

Gourmet delicacies are also on offer, since the first floor bar will also be transformed into a **Cookie Factory** for the occasion. These delicious little round cookies are crafted and cooked on site, right in front of the visitors. Apple pie, lemon meringue, gingerbread, etc. A total of 17 different cookies appear on the menu. We bet gourmets won't be able to resist the aromas of chocolate and melted butter. Lastly, note that a wide selection of drinks (teas, hot chocolate, Viennese chocolate, etc.) is also offered

### PRACTICAL INFORMATION

*The Eiffel Tower is open every day from 9:30am to 23:45pm*

#### Prices:

*Stairs ticket (valid to the 2nd floor): adults €10 - youths 12/24 years €5 - children 4/11 years €2.50 Lift ticket (up to the 2nd floor): adults €16 - youths 12/24 years €8 - children 4/11 years €4 Summit ticket: adults €25 - youths 12/24 years €12.50 - children 4/11 years €6.30*

#### **Good idea - on sale only onsite:**

*Combination ticket: adults €19 - youths 12/24 years €9.50 - children 4/11 years €4.80.  
Children under 4 years are guests at the Tower.*

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

On November 1, 2017, the City of Paris entrusted the operation and management of the Eiffel Tower to SETE for the next 15 years, as part of a delegation of public service for a period of 15 years. SETE is a local public company, of which 60% of the capital is held by the City of Paris and 40% by the Department of Paris. Its Board of Directors is chaired by Bernard Gaudillère, Paris Counsellor. SETE, which has around 340 employees and achieved a turnover of 83.3 million euros in 2018, is directed by Patrick Branco Ruivo.

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