

The Eiffel Tower celebrates the Chinese New Year



© Association Française de Danse du Dragon et du Lion Chinois

To ring in the year of the metal Rat, the Eiffel Tower invites visitors to attend a parade **led by 16 dancers from the French Association of the Chinese Dragon and Lion Dance** on Saturday, 25 January, from 11:00 am to 12:00 pm, with the notable presence of two world champions in the discipline.

The program includes traditional dances created especially for the monument, each lasting 7 to 8 minutes and performed to the sounds of cymbals and traditional drums. Demonstrations of spins and acrobatics are also planned.

In addition, we want to remind you that the Tower is developing numerous initiatives to improve its visitor services, particularly for Chinese clients, including signposts in Chinese since late 2019, an online showcase page on Wechat since last year, **a mobile app in Chinese to be released in February 2020**, and more payment options like **WeChat and AliPay** coming in spring 2020 for online ticketing.

About the Société d'Exploitation de la Tour Eiffel (SETE)

On November 1st, 2017, The City of Paris entrusted the operation and management of the Eiffel Tower to SETE within the framework of a delegation of public services for 13 years. SETE is a local public company whose capital is 99% owned by the City of Paris and 1% by the Greater Paris Metropolitan Area. Bernard Gaudillère, a Parisian Council Member, chairs its Board of Directors. SETE has a staff of nearly 340 employees, led by Patrick Branco Ruivo, and generated 99.8 million euros in revenue in 2018.

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