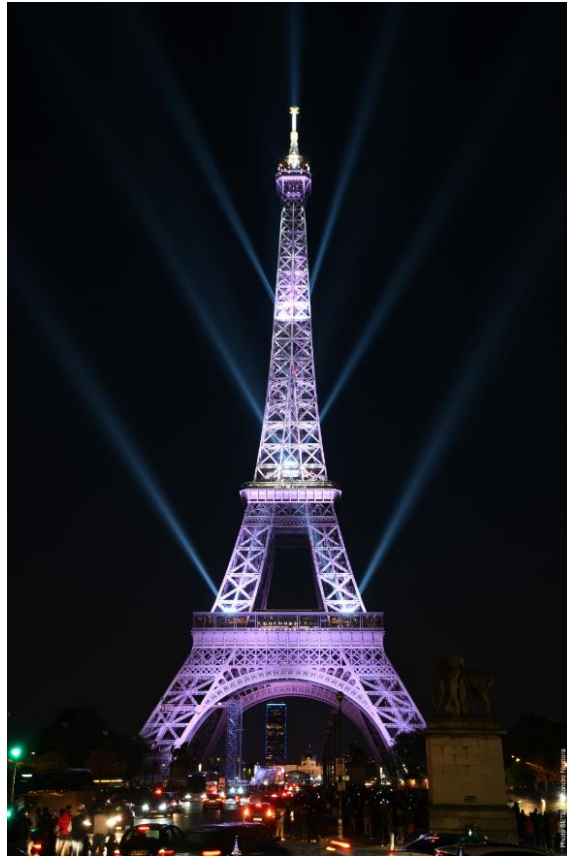


THE NEW EIFFEL TOWER



© SETE – Alexandre Nestora – Bruno Seillier Créations

The Eiffel Tower just celebrated its 130th anniversary. It is the showcase of Paris and symbol of France built by Gustave Eiffel on the occasion of the 1889 World's Fair, which commemorated the 100th anniversary of the French Revolution.

A must-see when visiting Paris, it welcomes over 6 million visitors every year and is one of the world's most visited monuments. Throughout the decades, the Eiffel Tower has been the backdrop for amazing feats, extraordinary illuminations and fireworks shows, international events, and much more. It welcomes prestigious visitors every year.

Over the last 2 years, both its facilities and the discovery tour have undergone profound changes, a makeover worthy of its reputation and that satisfies a double objective to glorify the monument while at the same time bringing its tourist facilities up to international standards.

The coming Olympic and Paralympic Games, the grand site project for remodeling of the Tower's surroundings, its overall digitization and evolutions in visitor services... In 2020, the Tower will pursue its transformation to be ready for major global events and to continuously improve its visitors' experience.

1. An embellished and safer visitor access



views of the monument. A palisade in extra-clear glass was also installed to guarantee that visitors can discover the monument in complete safety.

Since 2018, visitors have reached the **ticket booths in the pillars** through security gates installed along the bridge paths on the East-West axis. The new visitor access that leads to the esplanade - which remains open and free to visit - offers an agreeable stroll through **historic gardens registered as a Protected Wooded Areas (EBC Espaces Boisés Classés)**, in the midst of hundred-year-old trees and shrubs, perennial plants. Thanks to a complete renovation, this area has regained its splendor of earlier times and offers new

2. A panoply of new discoveries on every floor!

Visiting the Eiffel Tower provokes an incredible wave of emotion. **Arriving on the esplanade**, you enjoy a spectacular view of the Iron Lady. The Tower dominates Paris from a height of 324 meters.

On the first floor, at 57m, you can step out onto a glass surface and experience the unique sensation of walking over the void! On this level, visitors will discover a **piece of the historic staircase** that in the early days, linked the second floor to the summit. Along the exterior walkway, screens, touchscreens, displays, digital albums, and reprographic reproduction of objects reveal and explain often unknown aspects of the Tower through **museographic displays**. One-time and seasonal events are also regularly organized on the 1st floor, among them are themed terrace events in warm weather, athletic demonstrations, exhibitions, DJ sets...

The view over Paris from the 2nd floor (the Louvre, the Grand Palais, the meanders of the Seine, Montmartre, les Invalides, Notre-Dame, etc.) is a pure delight for the eyes.

And then, final destination: the summit at 276 meters above the city! On the two levels, (one sheltered and one open air), you can wander around and enjoy the view while sipping a flute of champagne. The third floor also carries you back into the monument's history as evidenced by the **reconstruction of Gustave Eiffel's office**.

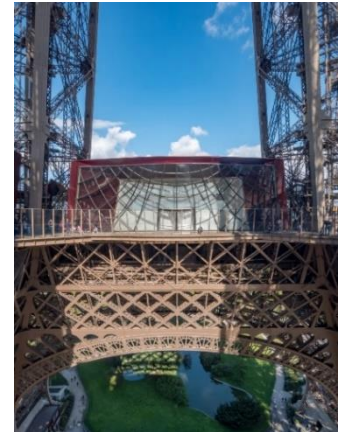
The orientation panels at the summit let you gauge where you are and visualize the distances and directions to the world's other great cities by showing silhouettes of the great, iconic monuments in these cities. For each city, the geographic location (country flag, name of the city) and the height of the buildings are given.

A price for every budget:

To enable everyone to enjoy it, especially young people and families, there are prices for every budget. The **elevator ride to the summit** costs €25.90 for adults, and only €13 for youth and €6.50 for children. Taking the **stairs to the 2nd floor** is easy and allows you to wonder at the structures in the heart of the Tower. This costs only €10.40 for adults, €5.20 for youth, and €2.60 for children.

3. The Gustave Eiffel lounge, a modular space with a spectacular view of the City of Lights

Offering a stunning panorama of Paris, the Gustave Eiffel Lounge on the 1st floor is dedicated to professional events and can accommodate up to 300 people. Reimagined by the Moatti & Rivière architecture studio, its contours softly hug the Tower's curves, and its transparency offers visitors a bird's eye view of Paris' sites (Arc de Triomphe, the orthodox cathedral of Saint Trinity, Montmartre, the quays of the Seine, Grand Palais, the dome of the Invalides, etc.).



© SETE – E. Livinec

4. A savory destination you don't want to miss

As the standard bearer for an extraordinary know-how, the Eiffel Tower also represents French-style excellence. Because the catering offering is an integral part of the visitor's experience, the tastes and flavors must be up to par.



© Charles Gerber
Thierry Marx, starred chef at the Brasserie (left)
& Frédéric Anton, starred chef at the Jules Verne

The Jules Verne, at the height of French elegance

Created by Frédéric Anton, the menu features great French classics revisited in the chef's particular style. The menu is regularly updated to promote seasonal products. For the architectural side, Frédéric Anton worked with Aline Asmar d'Amman, the talented architect who most notably was at the helm of the Hotel de Crillon renovations. Together they have made the Jules Verne the epitome of French chic.

The Jules Verne, second floor: business card

Starred chef Frédéric Anton

Lunch: gourmet, three-course menu - 105€

Dinner: Tasting menu with five or seven creations – Between €190 and €230

Valet service

Tel.: +(33)1 72 76 16 61 - www.restaurants-toureiffel.com/fr/restaurant-jules-verne

A real French brasserie with an incomparable view of Paris

The Brasserie is currently closed for renovation. It will reopen in autumn 2020.

Thierry Marx is planning an offering of Parisian bistro cuisine whose ambition is to exalt simple products. The architectural concept will focus on transparency and access to amazing views of Paris to all clients. The Brasserie's two floors will be completely reorganized to offer various dining options according to the time of day.

The Brasserie, first floor: business card

Starred chef Thierry Marx

Serving breakfast, lunch, tea, and dinner.

Local cuisine, contemporary and festive, inspired by the chef's travels.

Lunch starting at €30 and dinner from €95

Takeaway buffets, a Parisian culinary experience

From the esplanade to the tower's summit, visitors will find gourmet food stands. Sweet and savory snacks are sold on the esplanade and the different floors, with products created by chef Thierry Marx: a macaron bar on the second floor, ice cream bar in summer, etc., and the famous champagne bar at the summit. Note that the **"Bistro" on the first floor has just reopened its doors following a complete renovation.** In addition, thanks to the label created this year, the "Eiffel Tower Artisans" offer their best products in an **environmentally responsible process**, guaranteeing **Parisian culinary excellence** to our visitors. The **"zero disposable cups, zero lids" commitment** has resulted in the introduction of reusable cups, a cup either becomes a souvenirs or is washed and reused.

5. An attractive and high-quality selection of boutiques

The boutiques are also an integral part of the visitor experience. So SETE has developed a brand strategy and its own tie-in merchandise.

An entirely redesigned physical and digital client experience

Five new boutiques will be inaugurated at the end of 2020 in the Eiffel Tower. From "Giga Selfie" on the esplanade to photos of the ascent, from Paris-made souvenirs to exceptional products made by prestigious French design houses, from tour essentials to temporary events, we've thought of everything, so that each person can leave with an iconic product that reminds them of an unforgettable visit to the monument.



© LxA

Technology will also be an essential part of the upgrade project: multilingual screens, smartphone payment, counterless checkout, click and collect or delivery ... all of these will help us meet our essential goals of service excellence and visitor support.

Exclusive tie-in merchandise that represents French know-how

SETE is gradually developing a range of original and diverse tie-in merchandise. These commemorative objects are inspired by the Eiffel Tower universe and developed by designers, artists and craftspeople. They will be distributed in the monument's boutiques.



Eiffel Tower Rivets: A limited edition exceptional object

Following the “Diamond Lights” collection offered in 2016 and 2017, the Eiffel Tower has teamed up with Arteum to create a **new collector’s item to celebrate the monument’s 130th anniversary**. We’re offering a rivet **weighing 285 grams, reconstituted using original iron from the Tower**.

These historic rivets are being sold in a **limited edition**, in an elegant wooden display box with a certificate of authenticity. Each rivet will be sold for €525 (all taxes and shipping included in France and internationally) on the **Eiffel Tower’s official shop webpage**: <https://shop.toureffel.paris/en/>.

These rivets are a testament to an exceptional architectural heritage

They are an exact replica of the 2,500,000 rivets that hold the Tower together. A symbol of alliance and a key element in the Tower’s construction, **the rivets bear witness to its exceptional architectural heritage**. In fact, at the time of construction, these rivets were heat-mounted by a team of four riveters: one to heat the rivet, a second to hold it in place, a third to form the head, and the last to lock it in place with a sledge hammer. This was the oldest technique used to assemble metal pieces.



6. New visitor services for 2020

In 2020, SETE will begin offering personalized guided tours so visitors can learn everything about the monument’s history. On the digital scene, the main pages of the website will also be translated into Russian.

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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