



vedettes de paris

CROISIÈRES - CRUISES



TRUE TO ITS REPUTATION FOR INNOVATION, VEDETTES DE PARIS IS BOOSTING ITS APPEAL WITH THE LAUNCH OF THE CONSTRUCTION PHASE FOR TWO NEW PONTOONS AND ONE NEW QUAYSIDE TERRACE.

French firm Vedettes de Paris is forging ahead with its policy to modernise, develop and innovate, taking the initiative of building two new pontoons to cater to the public, one for river cruises and dining, the other for private rentals, at the foot of the Eiffel Tower at the Port de Suffren. With equity from Ouest Croissance, and the support of the Île de France Regional Council, the project has been designed by architects Flahaut Chenet and has been scheduled for completion by Autumn 2019 and Spring 2020.

TWO PONTOONS: A NEW DYNAMIC FOR VEDETTES DE PARIS

Boasting a top quality offer for private tourism with its elegant boats on a human scale, Vedettes de Paris is now enhancing the customer experience in order to cater to emerging tourist behaviour and provide a well-rounded, well-integrated offer. Parallel to this, the main pontoon will have back-up in the form of another pontoon reserved for private rentals, to help boost the Paris Région, making it possible for Vedettes de Paris to position itself as a challenger on the MICE tourist scene. Furthermore, Vedettes de Paris confirms its environmental policy with the introduction of innovative technologies. This comprehensive new project has been drawn up in close collaboration with architects from Bâtiments de France and Port de Paris, to blend seamlessly into the unique, protected site right by the Eiffel Tower and Trocadéro.



A PONTOON FOR RIVER CRUISES AND REFRESHMENTS

RIVER CRUISES

To cater properly to visitors, the main jetty will only be used for ticketing. This area looking out on to the Seine and the boats, with splendid views of the most beautiful avenue in Paris, offers passenger a top-quality, well-rounded offer. The gangways, cash desks and waiting areas will ensure sensible, comfortable customer flow. The customer experience will be further enhanced with the introduction of new services and a sun deck accessible to all via a monumental staircase.

Vedettes de Paris is determined to open up its premises to a broader spectrum of the public in terms of accessibility and nationality, with gangways and ramps for people of reduced mobility to reach the pontoon and boats, loudspeaker announcements, real-time information on screens etc.

REFRESHMENTS

This new pontoon will also house a restaurant open all year round. This two-storey building shall feature a partly covered terrace with breath-taking views of the Eiffel Tower, the Pont d'Iéna and Trocadéro. International and local customers will be able to enjoy a range of affordable, top-quality served in a family-friendly setting.

This pontoon shall also house the firm's head office, designed to improve the employees' working conditions.

Delivery has been scheduled for Spring 2020.

A PONTOON RESERVED FOR PRIVATE RENTALS

With a view to developing private rentals for special events, Vedettes de

Paris will be building a second pontoon exclusively for this purpose. Comprising three areas over three levels, complete with a terrace, this new pontoon will feature three new amazing venues for seminars, meetings, cocktail parties and all kinds of events. Closely connected to the boating business, it will also double up as the boarding point for private cruises.

Delivery has been scheduled for Autumn 2019

THE TERRACE

A new terrace, in full compliance with architectural regulations pertaining to the site, will be built on the quayside for Spring 2020. It will be partly covered to afford protection from the sunshine and inclement weather, looking out directly on to the Seine. Light refreshments will be available, with a bar open all year round. Events can also be organised there.

COMMITMENT TO INNOVATIVE ENVIRONMENTAL ACTIONS

Vedettes de Paris confirms its mindset of corporate social and environmental responsibility with the inclusion of innovative technologies from the outset for its new infrastructure: heating and air-conditioning using an aquathermal heat pump using heat from the river water, thermal inertia thanks to very careful insulation, a fully and infinitely recyclable structure, boasting low energy consumption with the systematic use of energy efficient appliances (LEDs) etc.

The building of these two new infrastructures has been entrusted to Meuse & Sambre (Namur, Belgium).



About Vedettes de Paris

Founded in 1976, Vedettes de Paris has always strived to promote a top-quality offer for tourists to discover Paris, its monuments and the river Seine on traditional, comfortable boats with friendly staff. With a port at the foot of the Tour Eiffel, the company transports nearly 700,000 passengers a year on board its five boats. www.vedettesdeparis.fr

About Ouest Croissance

A private equity firm for three Banques Populaires (BPGO, BPA- CA, BPVF), Ouest Croissance has assisted with the development of over 450 regional SMEs since it was first incorporated. A close-to-home partner for high-performing firms, it provides support for their growth, capital reorganisation and transmission projects, bringing financial expertise, strategic consulting and up to €10 billion equity per investment. Ouest Croissance is currently actively contributing to 100 projects. For over 30 years, it has forged a solid reputation for a trustworthy, human approach, with a commitment to long-term reciprocity with entrepreneurs, a strong regional footing and financial expertise. www.ouest-croissance.com