



*The most beautiful view of Paris*

## Press release

« Paris est tout petit pour ceux qui s'aiment d'un si grand amour »  
*(Paris is tiny for those whose love is so great)*



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## **A word from Mr. Abisseror**

Dear friends,

*I am very pleased to send you our press release.*

*Our company has, in some respects, specialised in high altitude sites. In Paris and Berlin, we offer tourists a moment of pleasure, a moment of escape, the unique experience of discovering a town, its history, its development, its wonders from a single viewpoint.*

*Built over 30 years ago, Montparnasse 56 welcomes millions of visitors and records excellent financial results.*

*In the peace, quiet and good sense of a small family-run firm, for many years we disclosed few details about our company, sites and projects.*

*For a number of reasons - renovation of the 56th floor in 2005, our active role in the development of tourism in Paris, the desire to promote and defend the image of the Tour Montparnasse - we decided to increase our level of communication.*

*Our policy is based on matching the requirements of foreign tourists more closely, offering a site which is unequalled in terms of welcome, sign-posting, hygiene and value for money.*

*A new communication approach, a web site available in 8 languages, events programmed throughout the year, implementation of suitable products, an active sales policy, regular customer satisfaction surveys and a policy of partnerships with the Paris professionals are amongst our priorities.*

*Backed up by solid experience, on a sound financial footing and an outlook to future projects, Montparnasse 56 is now here to introduce itself. I hope that you enjoy reading these few lines, which will help you discover or rediscover our tourist site.*

*Looking forward to welcoming you,*

*Yours sincerely,*

*Patrick ABISSEROR*

## THE COMPANY MONTPARNASSE 56

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Montparnasse 56 is the family firm which has run the 56th floor and the Panoramic Terrace of the Tour Montparnasse for some thirty years, focusing on 2 complementary activities:

- **The Panoramic Visit**, a 1200 m<sup>2</sup> tourist site dedicated to the general public (representing 80 % of the turnover)
- **The Espace 56**, a 350 m<sup>2</sup> area available for hire, to host your events (private or business receptions, dance evenings, weddings, birthdays, incentive functions, etc.)

The Montparnasse 56 site also features a gastronomic restaurant, Le Ciel de Paris, and a panoramic bar, the 360 Café, managed by the Elixir group.

Amongst the 15 most visited monuments in Paris, Montparnasse 56 welcomes 500 000 visitors a year and achieves a turnover of 3.5 million euros.

Montparnasse 56 develops similar activities in Germany through a subsidiary which runs the Berlin Tower "Fernsehturm" (1.1 million visitors in 2005) as well as the Ferme aux Crocodiles in Pierrelatte in the South of France (300 000 visitors in 2007).

It has been managed since 2002 by Patrick Abisseror.

# PANORAMIC VISIT: the most beautiful view of Paris

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## 1. A unique space in the heart of Paris, a magical vision of the capital

In a 1200 m<sup>2</sup> space open to the general public, the Panoramic Visit offers the most spectacular view of the capital. Visitors have a breathtaking view of the finest Paris monuments spread out before their eyes: the Invalides, the Louvre, the Eiffel Tower, the Panthéon, the Ecole Militaire and the Musée d'Orsay...

But the 360° view from Europe's highest skyscraper also unveils what makes Paris so charming: the little narrow streets of the Marais or the broad avenues of the 17th arrondissement, the sober life in the most elegant districts and the hustle and bustle of the more popular districts, the graceful lines of the buildings built by Bofill or the romantic vegetation of the Jardin du Luxembourg...

**Paris like you've never seen it before!**

In clear weather, visitors enjoy an impressive view over a radius of 40 km... A dream come true for lovers of the "Ville Lumière", the City of Light... A timeless and extraordinary romantic stopover.

Recently renovated, the Montparnasse 56 was designed as a continuity of its environment: blue and metallic colours, matching the reflections of the surrounding sky. A voyage between memory and modernity!



## 2. The Panoramic Terrace: Paris in one in 360°!



At the 59th and top floor of the Tour Montparnasse, the Panoramic Terrace, open to the general public, offers a 360° view of Paris all year round. A staircase, fully redesigned in a very “lounge” style, leads up to the terrace. The lighting changes on each landing: blue, yellow, pink...; screens showing photographs of Paris and famous tunes prepare visitors for the view waiting for them just a few metres higher!

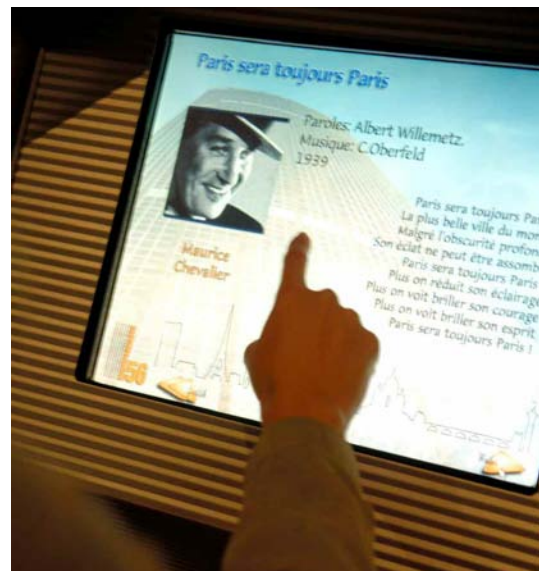
Ideal as soon as the fine weather arrives, the Panoramic Terrace is a favourite sport for visitors who are often highly impressed by the fabulous view from Montparnasse 56.

## 3. An interactive tour

Montparnasse 56 wanted to offer its visitors more than just a superficial discovery of Paris: educational tools are therefore available to understand and discover this surprising and fascinating town. The tools on the 56th floor of the Tour Montparnasse were designed to be educational but also fun and interactive. So that Paris could be discovered in groups, with the family, friends, etc.

Viewpoint tables are available throughout site, so that visitors can easily locate the main Paris monuments. Those who want to know more about the City of Light, interactive terminals, quizzes and video clips are provided to play, discover and learn about Paris.

The more curious visitors can watch a film at Montparnasse 56 retracing the history of tower blocks across the world.



Test your Paris Quotient (PQ) on a Quiz terminal?

Paris in 35 questions, from “Brognard palace is: the Stock Exchange? A library? The Comic Opera?” to “What did Aragon call the covered passages?” Who is going to get a distinction?

#### 4. Restaurant: the 360 Café

A cafe opposite Montmartre, tea for two with the Panthéon, a drink while admiring the lights of the Louvre... for a romantic meeting, a relaxing break with family or friends, or a business meeting Montparnasse 56 has a panoramic bar: the 360 Café.



Like the entire Montparnasse 56 site, the 360 Café - **the highest cafe in Paris** - was entirely renovated in 2005. With its modern, cosy atmosphere combined with a bistro style, this famous Paris spot is the ideal stopping point for visitors.

#### 5. The Gift Shop

The Montparnasse 56 Gift Shop, nestled in the heart of the panoramic visit, was inaugurated in June 2005 and renovated in April 2006 by the architect Mathieu Chazeau. The transparent structure of this 30 m<sup>2</sup> area made entirely of glass and mirrors allows visitors to discover new facets of Paris. Adults and children alike will find something to please them in the gift shop, to take home a souvenir of their break on the 56th floor of the highest



skyscraper in Europe: Montparnasse 56 labelled articles (watches, T-shirts, postcards, DVDs) or “Paris” souvenirs (binoculars, mugs, bags, etc.), as well as products created by Maxim's (chocolates) and Goebel (cat figurines, etc.). Gifts for every budget (from € 1.50) and every taste!

## **6. Practical information**

### **Opening times:**

- Site open every day of the year
- From 1st October to 31st March: 9:30 a.m. to 10:30 p.m. (Friday, Saturday and the day before a bank holiday until 11:00 p.m.)
- From 1st April to 30th September: 9:30 a.m. to 11:30 p.m.
- Last lift 1/2 hour before closing

### **Guided tour in just a few words:**

- In just 38 seconds, Europe's fastest elevator will take you to a height of 196 m
- Panoramic visit to the 56th floor and open-air panoramic terrace on the 59th floor
- Cinema, 35 seats, interactive terminals, quizzes, viewpoint tables, etc.
- Exhibition of over 150 archive photographs of Paris
- Average visiting time: 1 h (guided tours available)

### **2008 rates:**

- Adults: €10
- Students: €7
- Children (ages 7 to 15): € 4.50
- Children (under 7): free entrance
- Group rates (20 people or more): €6.20 possibility of reduced rates for groups

### **Access to Montparnasse 56:**

- Montparnasse-Bienvenüe underground (lines 4, 6, 12 and 13)
- 10 bus lines
- Opposite Gare Montparnasse train station

# ESPACE 56: the highest reception room in Europe

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## 1. Espace 56: for a private reception on the roofs of Paris

The Espace 56, is an outstanding space of 350 m<sup>2</sup> on the south east corner of the 56th floor available for rent. A warm, modern setting for all those special events.

For a whole day or an unforgettable evening, companies or private individuals can offer their guests the Paris sky, looking out over the capital's finest monuments. A breathtaking view: the Eiffel Tower illuminated with a thousand lights, the Louvre like a dome of brightness, the Panthéon, testimonial of French history... The "City of Light" wherever you look!



The decoration of Europe's highest panoramic room, sober, warm and contemporary, was designed as an extension of the view over Paris: subdued lighting, teak parquet floor, blond shades contrasted by deep blues, mirrors, ... A setting which reflects the lights of the capital. A virtually unique nocturnal atmosphere, making the Espace 56 one of the top 10 reception rooms in the capital.

## 2. They have tested the Espace 56

The Espace 56 has been an outstanding success since its creation some twenty years ago. In 2006, it hosted over a hundred events (private individuals and companies), from the most traditional to the most extravagant.

- On 23rd October 2006, Le Repaire de Bacchus, specialist in wines and spirits, chose the Espace 56 for the third time to present its new products. A tasting session high in the sky, the 5 senses on alert, much appreciated by all the guests!
- On 21st September 2005, during the Texworld exhibition, the Austrian company LENZING FIBERS presented its collection and staged the history of its products. A super show animated with dances and fashion parades, produced by Capashow and directed by Interdits de Nuit, delighted the guests. More than 150 Asian buyers accepted this invitation around a gastronomic dinner served by the caterer Honoré James.

- On 6th April 2006, the agency Radiomap organised an evening party for Siemp. The 200 guests enjoyed the dinner prepared by Honoré James, to the sound of an orchestra which played until midnight.
- On 4th April 2006, during the exhibition of the privateer Le Renard, brought especially from St Malo up to the square of Montparnasse station to promote the new Paris-St Malo TGV (high speed train) line, the owner of the Domaine des Ormes, Arnaud de la Chesnais, invited all the St Malo participants to a cocktail at the top of the Tour Montparnasse.
- On 28th September 2006, Adobe presented its new software during a training day at the Espace 56.

Other companies: Accor, RATP, Société Générale, Laboratoires Klorane, Philips, Crédit Lyonnais, UCANSSS, Vivendi Universal, Kodak, SNCF, Cap Gemini, MTV, etc.

And family events throughout the year: Bar Mitsva, weddings, birthday parties with DJ until 5 o'clock in the morning, New Year's Eve, Christmas Eve... with a 360° view of Paris!



### **3. Practical information**

#### **Types of event organised:**

- Business tourism: Seminars, product launches, show room, conferences, meetings, etc.
- Events: TV and radio shows, press events, theme evenings, etc.
- Private individuals: Cocktails, Dance evenings, rallies, etc.

#### **Characteristics of the Espace 56**

- Area: 350 m<sup>2</sup>,
- Capacity: up to 170 people for dinner functions, up to 300 people for cocktails / dance evenings,
- Room with panoramic view: excellent acoustics for musical evenings; the room layout can be modified to suit all types of event,
- Possibility of parties up to 5 o'clock in the morning,
- Catering service upon request,
- Access to the Tour Montparnasse terrace with a full view over Paris (during the Panoramic Visit opening hours).

## Caterers

6 caterers are referenced with the Espace 56, enabling customers to choose according to their tastes and budgets: Grand Chemin, Honoré James, Kaspia, Le Concurrent Gourmand, Potel & Chabot, Riem Becker..



## Customised packages:

Several packages to suit every budget:

- Corporate Packages with lunch in the gastronomic restaurant on the 56th floor, for seminar days or conferences,
- Evening packages in partnership with the caterer Honoré James (cocktails, seated dinners).

## 4. Espace 56 rental rates – Year 2008

	excl. tax	VAT	incl. tax
<b>Receptions, cocktails, conferences, seminars, product launches, etc.</b>			
Half day, 4 hours	€ 2 194.82	€ 430.18	€ 2 625.00
Full day, 9 a.m. to 6 p.m.	€ 3 093.65	€ 606.35	€ 3 700.00
Full day, 9 a.m. to 8 p.m.	€ 4 306.02	€ 843.98	€ 5 150.00
Per extra hour	€ 380.44	€ 74.56	€ 455.00
<b>Dinners and evening cocktails</b>			
7 p.m. to midnight	€ 3 678.93	€ 721.07	€ 4 400.00
Per extra hour	€ 380.44	€ 74.56	€ 455.00
<b>Receptions, from 10 p.m. to 5 a.m.</b>			
Up to 300 people	€ 3 812.71	€ 747.29	€ 4 560.00

# MONTPARNASSE 56

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Montparnasse 56 is a French SA with a board of trustees and a board of directors, founded in 1975 by the hotel group Jacques Borel following the construction of the Tour Montparnasse, to operate the 56th floor and the Panoramic Visit of the 59th floor.

It was taken over in 1980 by its current shareholders, the families Bernard, Ferroud and Tossan. The company was then heavily in debt, despite a satisfactory number of visitors; it took 2 years to return to break even.

In 1993, Montparnasse 56 SA acquired TV Turm GmbH, the company operating the panoramic visit and the rotating restaurants of the Berlin Television Tower.

In 2002, Patrick Abisseror joined the Montparnasse 56 Board of Directors, to boost the site activity and launch a policy of external growth. As part of this policy, the entire site was restructured and renovated from 2005.

Montparnasse 56 currently achieves a turnover of 3.5 million euros. Representing 80% of the Montparnasse 56 turnover, the Panoramic Visit is the main vector of the development objectives.

The Espace 56, the Montparnasse 56 reception room, organises about a hundred events every year, mostly evening parties for private individuals or company events.

## **1. The Montparnasse 56 development strategy**

To cope with the increasing number of tourists, Montparnasse 56 had to redesign its site and boost its sales policy.

The sales development objectives were initiated in 2002 with the launch of a market study carried out by the firm Protourisme. This repositioning led to the implementation of the entire site modernisation policy: scenography (agency Logivision) and architectural development (C2A) between 2003 and 2005.

To promote its reputation, in 2004 Montparnasse 56 decided to launch a communication campaign with the agency Venise and create a web site with the agency Trimaran. Main objectives for 2006/2007:

- Increase the number of visitors on the Panoramic Visit by about 100 000 per year,
- Develop the activity of the Espace 56, targeting in particular companies and the tourist sector (incentive),
- Analyse customer motivations and expectations.

## **2. Communication and marketing actions**

Targeting the general public: Montparnasse 56 set up an advertising campaign and press relations with the agency Hémisphère Sud.



The communication campaign started in 2005 with posters displayed in the Paris underground on the theme “Tout Paris à 360°” (Paris in one in 360°) a simple and striking slogan to promote the panoramic site and attract Parisians and tourists. In 2007, Montparnasse 56 is launching a new campaign at Easter, Ascension weekend and throughout the summer. The posters show tourists admiring the Paris monuments which can be seen during the panoramic visit at various times of day: at dawn, during the day, at sunset, during the night...

Montparnasse 56 also relies on its web site: [www.tourmontparnasse56.com](http://www.tourmontparnasse56.com). Launched in 2004, it lists all the actions set up on the site. The number of visitors has increased continuously since its creation: 240 000 visitors in 2005 and 330 000 in 2006. A new Web site is planned for end 2007.

### **Targeting tourism professionals:**

Montparnasse 56 carries numerous actions intended for tourism professionals to increase the site’s reputation: participation in international trade shows such as the London WTM, the Madrid FITUR, the Milan BIT, the Paris MITT International and the Berlin ITB, Internet campaigns in partnership with Maison de la France (newsletter, pop-up, etc.), ...

Montparnasse 56 has also created a twice-yearly newsletter and a brochure, distributed to all tourism professionals so that they can identify the product and become ambassadors of Montparnasse 56 with their customers.

## Events

To boost the number of visits to the panoramic site, since 2006 Montparnasse 56 has organised special events or packaged products scheduled to take place throughout the year:

### FÊTE DE LA MUSIQUE (Music Festival)

In 2007, Montparnasse 56 invited three rock groups to celebrate the 25th anniversary of the Fête de la Musique. A magical alliance between the most beautiful view of Paris and the new French rock scene. For 2008, the accent is on jazz and swing for the highest concert in Paris!

### OPERATION "SAINT-VALENTINE'S DAY"



On February 14th, Saint Valentine's Day, lovers can offer the Paris sky to their "better half" at the Montparnasse 56. The site welcomes all the couples with a free glass of champagne. A jazz concert creates a romantic background for this special moment. Launched in 2006, the operation "take your lover to 7th heaven on Saint Valentine's day!" was extremely successful in 2007, with no less than 200 lovers.

### OPERATION RIVER BOAT

Montparnasse 56, in partnership with the Compagnie des Bateaux-Mouches, offers visitors a view of Paris "from every angle" through a tourist package combining a river boat cruise on the Seine, a miniature train ride through Paris and a bird's eye view over the "City of Light" from Montparnasse 56. The operation was held from mid-October until 5th November 2006. An association between these two Paris tourism sites for three unforgettable hours in the heart of Paris between sky and Seine.

**Rates:** € 15 for adults / free for children under 7

## Children's events

### LA TÊTE DANS LES NUAGES (Head in the Clouds)

"Tête dans les nuages" is an event allowing children from 6 to 11 years old to take part in a treasure hunt in the Paris sky to solve puzzles hidden on the Montparnasse 56 site. Supervised by two organisers, the children must discover the treasure using the viewpoint tables and the clues given, in a magical and playful setting! The children can take part in a make-up workshop and will be amazed by the appearance of a clown from outer space on the panoramic terrace and a demonstration of magic tricks.



Inaugurated for the All Saints' Day holidays in 2006, this operation was renewed in February 2007 and in view of its success will probably be extended to 2007.

**Rates:** Free

**Access to the site:** € 9.50 for adults, € 4 for children of 7 or more, free for children under 7.

### **LA TETE DANS LES ETOILES (Head in the Stars)**

From 4th to 7th January 2007

To make the children's eyes twinkle with stars, just before Christmas Montparnasse 56 proposes a musical show entitled, "Les douze voyages du piano magique" (The twelve voyages of the magic piano). During these 4 days, the actor Thierry Merle from the theatre company Temps Forts recounts the twelve months of the year in song. A fun, tender and cheerful encounter for an unusual musical initiation.

**Rates:** Free

**Access to the site:** € 9.50 for adults, € 4 for children of 7 or more, free for children under 7.

On 29th December 2006, from 6.30 p.m. to 7.30 p.m., Christmas continues with a Gospel concert. A touch of magic with your head in the stars!

### **TRAVEL TO THE MOON**

From 10th to 13th April 2007

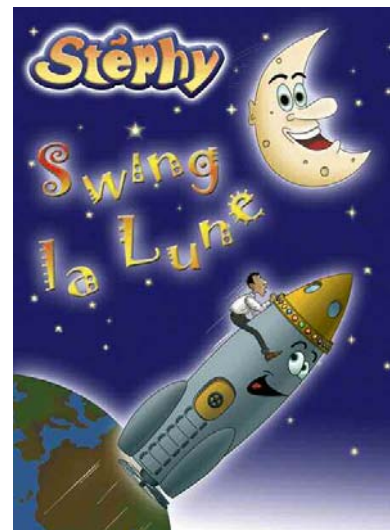
Fasten your seat belts, Swing La Lune is an extraordinary musical tale. Its shows, based on the encounter between the world of children, their expressions, their imagination and the world of adults, has proved to be an outstanding success in France and in the overseas territories. You are bound to be carried away by the fantastic and poetic world of Swing La Lune!

To close the adventure, the 360 Café, the panoramic bar on the 56th floor, prepares a special Easter treat for all the children!

Take off to the moon and discover the most beautiful view of Paris, a unique and enchanting moment for all ages ...

**Rates:** Free

**Access to the site:** € 9.50 for adults, € 4 for children of 7 or more, free for children under 7.



### 3. Tourist statistics observatory

Montparnasse 56 has set up a Tourist Statistics Observatory to obtain a quantitative and qualitative analysis of its visits every month (nationalities, ages, etc.). Since the panoramic site of the Tour Montparnasse is amongst the top 15 most visited Paris monuments, this Observatory represents a valuable barometer of the capital's most popular attractions.

#### **2006 results:**

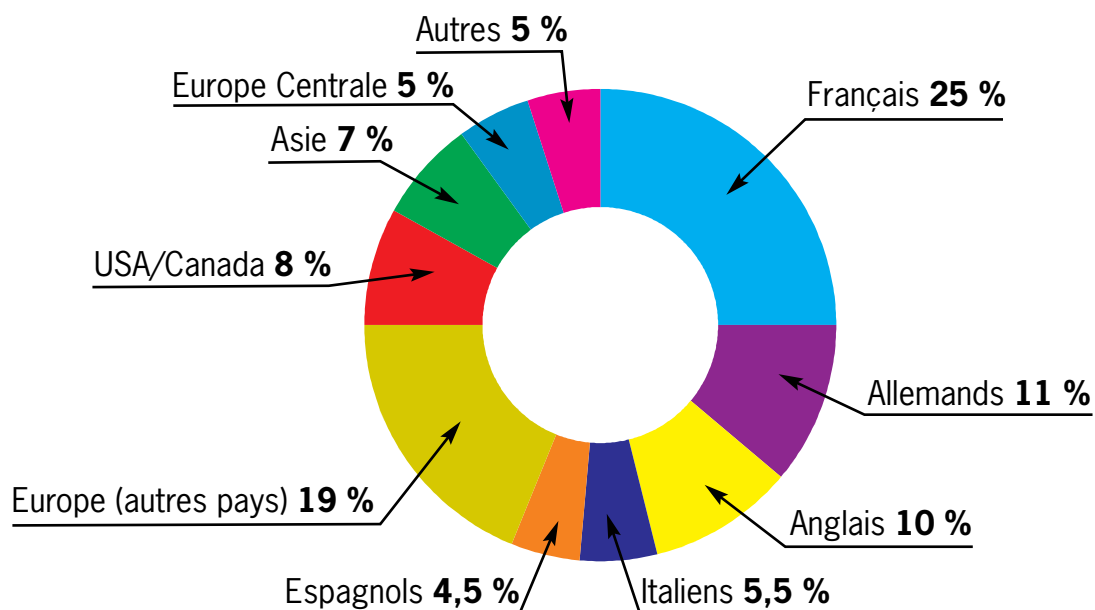
Montparnasse 56 records extremely positive results with a 6 % increase in the number of visits in 2006 (i.e. 1.5 points more than the Eiffel Tower). Last year therefore, including all activities, Montparnasse 56 welcomed 493 000 visitors: a varied clientele, both in ages and nationalities.

- 68 % of the visitors are foreigners: including 73 % European
- Strong presence of Asian customers and return of North American and Russian visitors
- 70 % individual visits and 30 % group visits

In 2006, 68 % of Montparnasse 56 visitors were foreigners (stable compared with 2005). Major fluctuations were observed over the months however.

The number of foreign visitors, down during the first quarter of 2006 (effect of the CPE employment contract and unrest in the suburbs) rose sharply in spring and summer. In contrast, the last quarter of 2006 saw a large increase in the number of French tourists (+13 % compared with 2005).

As in 2005, foreign customers consisted mainly of Europeans with respectively Germany, Great Britain (despite a steady drop throughout the year), Italy, Spain and the Netherlands. The North Americans are back in force with a 32 % increase. The sharpest rise was observed with Russian visitors, up 48 % compared with 2005.



## **4. Montparnasse 56 in figures**

### **Key dates**

- 1975** Completion of the Tour Montparnasse and creation of Montparnasse 56 SA by the hotel group Jacques Borel.
- 1975-79** Satisfactory number of visitors, but strong deficit.
- 1980** Montparnasse 56 SA taken over by the current shareholder.
- 1982** Return to breakeven despite the size of the lease to purchase the 56th floor.
- 1993** Purchase of TV Turm GmbH, the company operating the panoramic visit and the rotating restaurant of the Berlin Television Tower.
- 1994** End of the lease for the 56th floor.
- 2003** Arrival of Mr. Patrick Abisseror on the Montparnasse 56 Board of Directors, with the mission of boosting the activities and looking for external development opportunities.
- 2005** Redesign and renovation of the Tour Montparnasse 56th floor.
- 2006** Participation in the invitation to tender for the management of Vulcania.
- 2007** Acquisition of La Ferme aux Crocodiles (Pierrelatte, Drôme, France)

### **Key figures**

Visits	550 000 visitors
Turnover	€ 3 500 000
Staff	25 full-time employees
Opening	365 days/year
Operating result	€ 650 000
Profit	€ 1 100 000

## Appendix 1: Patrick Abisseror

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### Patrick ABISSEROR, Montparnasse 56 Managing Director

Patrick Abisseror started his career in the social sector (Foyer de Jeunes Travailleurs/Young Workers Hostel) then in tourism for young people (UCRIF, Union des Centres de Rencontres Internationales de France) at the start of the 1980's.

In 1990, he became manager of the association FIAPAD (international welcome and international exchanges) at La Défense. Following the financial changes and the partnership developed with the major Social Finance players, he converted this centre into a 3-star hotel with 140 rooms.

Former president of the Club Français du Tourisme des Jeunes (Maison de la France) from 1994 to 2000, he is currently a Board member of the Châteaux-Musées-Monuments Club (Maison de la France).

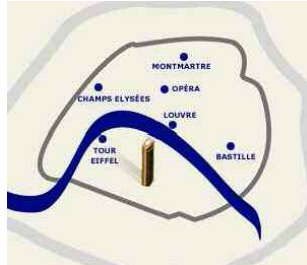
Member of the French Association of Tourism Experts and of the National Tourism Board, in 2002 he was appointed Managing Director and board member of the company Montparnasse 56.

Patrick Abisseror immediately ordered a major work program aimed at modernising and boosting Montparnasse 56. After revitalising the activity of Montparnasse 56, he has now launched the group in a process of external growth.

## Appendix 2: The Tour Montparnasse

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### A strategic situation in the heart of Paris



The Tour Montparnasse is a 59-storey tower block typical of the 1970's, located in the 15th arrondissement of Paris, just a few minutes from Montparnasse station.

### A little background

Its history and construction are closely linked to those of the Montparnasse station. In 1934, the SNCF (French state railway) decided to modernise the station and, with Raoul Dautry, launched a large-scale urbanism project, which was to be finally adopted in 1958.

Reconstruction of the Montparnasse station was one of the most extensive urban redevelopment operations undertaken in the second half of the 20th century, releasing 8 hectares of land. The biggest worksite in the Paris region started on 10th July 1969 and was completed in 1972. The Collins Tuttle Company, project developer, worked with four architects Eugène Beaudouin, Urbain Cassan, Louis de Hoÿn de Marien and Jean Saubot.

The Tour Montparnasse represents an outstanding technical achievement in terms of construction. Erected above several Métro lines, in a "difficult" subsoil consisting of limestone, clay and chalk, it grew 210 metres up into the Paris sky.

The 56th and 59th floors of the Tower are open to the public, the other floors being occupied mainly by companies.

### The Montparnasse Tower in a few figures:

- 210 m high (on the panoramic terrace)
- Weight: 120 000 metric tons
- 30 000 m<sup>2</sup> shop space and 100 000 m<sup>2</sup> office space (12 to 13 000 offices, the largest tower block in Europe)
- 58 floors + a panoramic terrace (offering a view of up to 40 km in clear weather)
- 25 elevators including the fastest in Europe, reserved for the panoramic visit (6 m/s, 38 seconds to reach an altitude of 196 m)

## Appendix 3: Contacts

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Sales Director        Jean-Marc Champrobert

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