

'City Book' Paris Guide

The third city guide to be featured on Booking.com's 'City Book' app – a product designed to seamlessly combine inspiration, planning, navigation and experience so that users can discover a destination in the best possible way.

It combines machine learning models to drive contextually-based recommendations with rich, snappy and relevant content that's all actionable, i.e. everything you see can be saved to your personal bucket-list or reserved, paid for and managed all in one place.

The idea is to make planning an upcoming trip easy, fun and inspiring so that during a stay, users can spend more time enjoying themselves and less time figuring out what to do next or how to get there.

The content strategy was very simple: produce engaging descriptions with a warm and friendly tone of voice, plus a simple call to action to help users curate their own content, build a travel itinerary or pay for experiences.

The Paris guide features over 700 places, collections and video collections, all available to browse or book through the app.

Here are ten examples of content I personally wrote for the Paris guide:



Tower

Eiffel Tower



Impossible to ignore and, let's face it, why would anyone want to? The Eiffel Tower is a national symbol that features on every visitor's itinerary. Pre-book or arrive early to avoid lengthy queues at the base – from there you can take the stairs to the second floor or two lifts straight to the top.

Make a reservation

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Opera house

Palais Garnier



Gold-gilded floors, a white Italian marble staircase, fresco-covered ceilings and giant bronze chandeliers – it's no wonder Palais Garnier is considered an architectural masterpiece. Step inside to catch a dramatic opera show or join a guided tour to hear the theatre's enthralling story.



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Museum

Museum of Outdoor Sculpture



Stroll along the west bank of the Seine and at some point a series of weird and wonderful sculptures will appear. This open-air collection is the work of both French and international artists. It makes for a lovely interlude between Pont de Sully and the Pont d'Austerlitz.



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Square

Place du Commerce



This green square is found along the Rue du Commerce, providing a scenic spot for a breather among the dozens of surrounding boutiques. Bring a book to read and maybe treat yourself to a fresh pastry from the bakery across the road.



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Zoo

La Menagerie



Set in a former royal garden, the Ménagerie is one of the world's oldest zoos and home to around 200 species, including red pandas, snow leopards, orangutans and Aldabra giant tortoises. Take a guided tour or attend a daily event to learn more about threats to biodiversity and captive breeding.

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Neighbourhood

Montmartre



Every bistro, bar and café has its own story to tell in Montmartre. Just ask any local sipping their morning coffee at La Maison Rose or passing by the steps of the whitewashed Sacre-Coeur. Chances are it's provided inspiration for at least one Belle Époque artist, movie director or the like.

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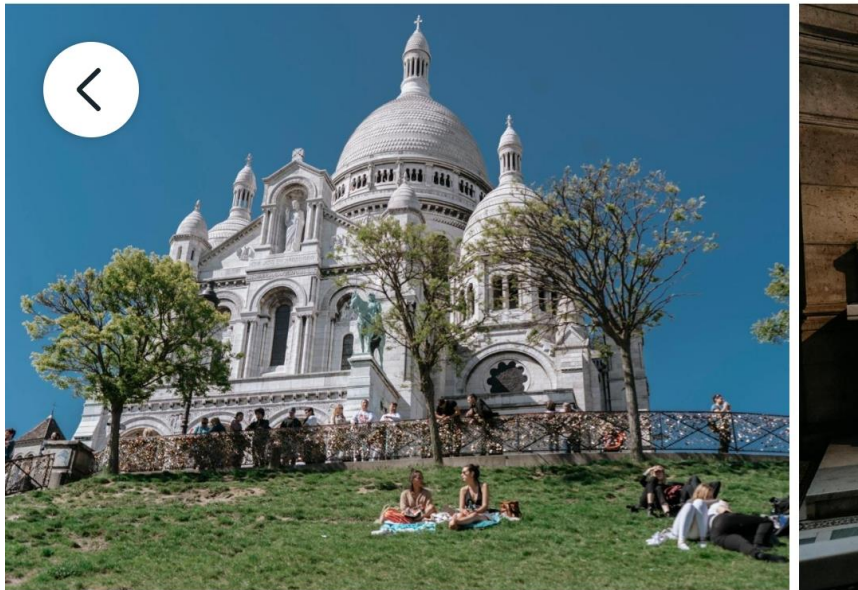
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Church

Sacre-Coeur Basilica



Looking for some of the best views over Paris? Montematre's brilliant white basilica atop the 'mount of martyrs' is your answer. Beyond it's beautiful, other-worldly exterior are stunning stained glass windows and an awe-inspiring fresco within.

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Coffee shop

Ob-La-Di



Instagrammers love the purple haze burgers served on actual purple buns at this stylish Marais cafe. Forego your usual latte for horchata iced coffee made with almond milk and maple syrup. Headphones are unnecessary as the playlist here will have your toes tapping.



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Food store

Le Bonbon au Palais



This vintage-inspired sweet shop will make any candy connoisseur's mouth water. Lining the shelves are over 50 apothecary jars, each containing artisanal sweets from all over France. From nougaty bonbons and confit clementines, to peanut-dusted pralines and even candied chilli peppers – the curious offering ought to be fully explored before any decisions are made.

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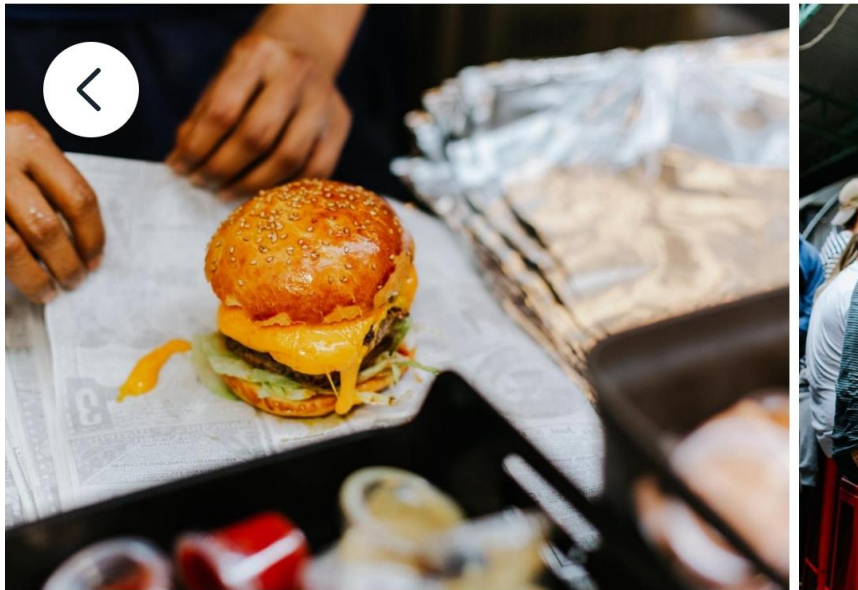
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Burger bar

Le burger fermier



At Le Burger Fermier, you compose your own mouth-watering creation by first choosing your burger patty, then your cheese (from melty bries to crumbly bleus) and finally any extras like bacon or fries. If there are free seats at the bar, grab them quick.



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