



**LAURENT QUEIGE**

CEO Welcome City Lab

[Conference : Major Tourism trends today & tomorrow](#)

Laurent Queige, 51 years old, is a professional in tourism, innovation and marketing.

After studying at Sup' de Co. Montpellier and obtaining a master's degree in international tourism, he worked as a group tour guide, then as a travel agent at Via Voyages. He then became a press officer at Maison de la France (Italy), then a marketing and development consultant at the Setel France consulting firm. After that, he became the person in charge of the 2000 /2010 Regional Tourism Plan at the Ile-de-France Regional Tourism Committee.

He directed tourism for the City of Paris from 2001 to 2013. He accompanied the management of the tourism attractiveness strategy for Paris: engineering, quality charters, marketing, digital tourism, business intelligence and planning, communication, international relations. His main achievements were: Paris Capital of Creative Design, the Paris Quality Bed & Breakfasts Charter, the Paris Nightlife promotional campaign, the Paris Nightlife festival, the Creative Paris initiative.

Since 2014, within Paris&Co, the Paris innovation agency, he has been Director of the Welcome City Lab, the world's first tourism incubator, whose objective is to position Paris as a leading destination for tourism innovation. He accompanies about thirty startups every year, in order to accelerate their growth and help them to succeed at an international level. He manages a team of 4 people and leads a management committee composed of 15 public and private partners. His goal is to develop an international network of incubators for tourism innovation in the foreseeable future. To date, the results of this initiative are: 150 startups supported, with a success rate of 85%, 1,400 jobs created in Paris, more than €200 million of fundraising.

He is also President of the "Digital and Innovation" commission of the "Comité de Filière Tourisme", a member of the board of directors of the Réunion des Musées Nationaux, of the editorial board of the magazine "Espaces", of the Tourism & Technologies Club and the "Collectif Action Nuit".