



CHÂTEAU DE VERSAILLES

Versailles, June 2nd 2015

PRESS RELEASE

THE PALACE OF VERSAILLES ON THE 1ST CHINESE SOCIAL MEDIA : WECHAT



IN ORDER TO IMPROVE THE DIALOGUE WITH ITS EVER MORE ABUNDANT CHINESE VISITORS, THE PALACE OF VERSAILLES LAUNCHES ON JUNE 2 ITS ACCOUNT ON THE 1ST CHINESE SOCIAL MEDIA: WECHAT.

ALREADY ACTIVE AND INNOVATIVE ON SEVERAL SOCIAL MEDIA (Facebook, Twitter, Instagram, Google+), the palace of Versailles now wants to assert its presence in the Chinese digital ecosystem by reaching millions of Chinese mobile users. The launch of a dedicated account on WeChat on June 2 will enable it to speak directly to the Chinese-speaking audience and to become one of the first French museums present on this media counting 500 million active users. This action is also implemented by other great Parisian museums.

Follow the account of the Palace of Versailles by scanning the code in WeChat :



BY NAVIGATING THROUGH THE 3 MENUS OF THE MINI-WEBSITE OF THE PALACE in WeChat ("at the moment", "discover the Estate", "services"), the connected tourists will find all the information they need to prepare their visit : cultural events, useful advice, keys to understand the Estate... They will be able to follow the Palace's news through a weekly newsletter and after their visit, discover more about the Palace and share their feelings about it. This platform will also enable the users to talk directly with the teams of the palace of Versailles.

THE PALACE OF VERSAILLES AND ITS CHINESE VISITORS

THE PALACE OF VERSAILLES has been developing mediation and information tools in Chinese for some time (audio guide and paper map), especially digital ones by offering a Chinese version of its website since 2010 and an app to discover the Estate "The Gardens of Versailles" also in Chinese.

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MOREOVER, 2014 HAS STRENGTHENED THE TIES BETWEEN CHINA AND THE PALACE OF VERSAILLES: in March, the Chinese President Xi Jinping has been welcomed in Versailles by the French President François Hollande, during his State visit to France. From May to October, the exhibition called "China in Versailles, art and diplomacy in the Eighteenth Century" was displayed as part of the year of China in France.

SINCE 2010, the number of Chinese tourists in the palace of Versailles has grown significantly. In 2015 they represent 11% of total visitors, and are therefore the first foreign nationality at the same level as the Americans (in 2014, they were 9%).