

## The Eiffel Tower launches its official guided tours

### Monument tour guides reveal all the secrets of the Tower



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Since June 1, 2023, visitors to the Eiffel Tower can explore the monument and expand their knowledge with an official tour guide. Provided by a team of specially trained tour guides – true Eiffel Tower ambassadors – these 90-minute tours reveal the Iron Lady's many secrets. Discover the key steps in its construction and the intricate mechanics of its elevators. Savor its architectural details and revel in little anecdotes about the day-to-day running of the great Parisian landmark.

### Guided tours of the Eiffel Tower: much more than a regular visit

The guided tours are given by monument staff, some of whom have worked at the Tower for many years. They know all its nooks and crannies and every secret it harbors. These members of staff were given special training to become official Eiffel Tower tour guides.

Lasting almost 90 minutes, the tour takes small groups of up to 12 people wearing audio devices to the top or second floor of the Tower. The guides, with their intricate and passionate knowledge of the Tower, cover the key events in its history, how it operates, its architecture, etc.

#### Guided tour itinerary

After an introduction on the esplanade, visitors discover **the Eiffel Tower's iconic and historic elevators**, taking a closer look at their cabins and the mechanics behind their hydraulic accumulators. Next comes a sensational **climb to the top or the second floor**, depending on the time of day. During the climb, the guide recounts all the incidental and monumental narratives of the Tower, from its role as a historical monument to its business context, from yesterday to today. The tour also takes in **the staircase from the second floor down to the first floor, to discover a different perspective inside the iron structure**. The tour ends on the first floor, where visitors can continue to enjoy their Eiffel Tower experience with a break on the terrace, a meal at Madame Brasserie restaurant or a browse in the monument's largest gift shop. Guided tour visitors enjoy exceptional reductions on items in the Eiffel Tower brand's exclusive range.

## Customized tours: a bespoke experience with family or friends

For those who prefer an exclusive tour of the monument, “*Grand Tour*” **customized guided tours** are the perfect opportunity to visit in a small group of up to six people.

This premium bespoke service offers a **customized tour itinerary** with, of particular note, **an exceptional opportunity to visit the underground machinery of the Eiffel Tower’s historic elevator**, which is usually closed to the public. Customized tours also provide the added comfort of **priority access** throughout the entire experience, from the ground right up to the third floor. The group is also offered an **exclusive break** with a glass of champagne at the top or on the first-floor terrace. At the end of the tour, each participant takes home a selection of gifts from the Eiffel Tower brand’s exclusive range of products, all made in France.

There are other ways to prolong the Eiffel Tower experience: a taste of **Pierre Hermé** Macarons on the second floor or priority bookings at one of the monument’s restaurants: **Madame Brasserie** located on the first floor and run by head chef Thierry Marx, or **Le Jules Verne**, directed by chef Frédéric Anton and located on the second floor (subject to availability).

## Practical information

### **Guided tours**

Online sales, exclusively on the website: <https://www.tou Eiffel.paris/fr/tarifs-horaires>

Groups of up to 12 people.

From Monday to Friday (July – August 2023): up to 6 slots a day.

Two guided tour itineraries

- Tour to the top: lasts approx. 90 minutes (depending on operating conditions)  
Price: €20 (+ elevator ticket)
- Tour to the second floor: lasts 90 minutes  
Price: €20 (+ elevator ticket)

Available in French and English.

### **Exclusive bespoke tours**

Online sales on the website: <https://www.tou Eiffel.paris/fr/tarifs-offres/visite-personnalisee>

Groups of up to 6 people.

Price: ask for a quote for the number of people and itinerary required (maximum 2 hours)

Available in several languages, on request.

**Information and bookings: <https://www.tou Eiffel.paris/fr/tarifs-horaires>**

## About Société d’Exploitation de la Tour Eiffel (SETE)

On November 1, 2017, the City of Paris chose SETE to run the Eiffel Tower’s operations and management as part of a 13-year public service delegation contract. SETE is a local public company, with 99% of its capital owned by the City of Paris and 1% by the Métropole du Grand Paris. Its board of directors is chaired by Jean-François Martins, Councillor of the City of Paris, and it employs approximately 360 people. SETE is managed by Patrick Branco Ruivo and had a turnover of €106 million in 2022.

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