

Secret Paris

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The luxury hotel Lutecia Palace in Paris launched a blog recently which bears the same name as the author: The Discret. He is an imaginary character who shares the best secret spots on the left bank of the Seine for hotel guests to discover.

Why it matters

This is a good way to discover the real Paris, far from the main tourist attractions. The type of suggestions are catered to the tastes of the customer base that stays at the hotel.

Could you make more use of social media platforms to propose new ways to discover a city?

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