

ATOUT FRANCE, FRANCE TOURISM DEVELOPMENT AGENCY

With more than 90 million international visitors welcomed in 2018, overseas territories included, France broke a new record in terms of international tourist flows (+3% compared to 2017) and remains the world's leading tourism destination.

At the inter-ministerial meeting on tourism in January 2018, the Prime Minister reiterated the government's objectives (100 million visitors to France in 2020 and revenue of €50 billion) and confirmed Atout France's role in its missions:

- To renew what's on offer for tourists and maintain its quality, through engineering and the funding for major tourism projects in the French regions;
- To encourage the development and promotion of destination brands (and their businesses) on international markets.

PROVIDE SUPPORT AND GUIDANCE FOR RENEWING WHAT'S ON OFFER FOR TOURISTS AND MAINTAINING ITS QUALITY

Atout France guides and supports the French territories with their development strategy and helps set up investment projects in order to boost what's on offer for tourists and boost its quality.

France Tourisme Ingénierie, a partnership-based tool managed by Atout France with the support of the *Caisse des dépôts et consignations* (CDC) and, for the French Government, the *Commissariat Général à l'Égalité des Territoires* (CGET), aims at increasing annual tourism investment rate. It currently unites three programmes: the implementation of three structured tourist projects in each region, experimentation with housing renovation works in 13 coastal and mountain resorts, and the promotion of heritage sites to tourists.

In addition to this assistance, every year Atout France publishes around 10 studies for industry professionals. These studies are designed to expand their knowledge of the markets and industry sectors, and hone their development strategies (e.g. How to cater for tourists from India; air connections to France; dashboard of tourism investments). Atout France also runs training courses, including online courses (MOOC on receiving visitors to France).

The Agency is also responsible for maintaining the quality of the offering through a number of schemes: a rating system for tourist accommodation, a luxury hotel distinction awarded to 25 outstanding establishments, tour operator registration, and the promotion of quality labels (e.g. "Vignobles & Découvertes" for wine tourism).

ENCOURAGING THE DEVELOPMENT OF DESTINATIONS AND BUSINESSES ON INTERNATIONAL MARKETS

Through its 32 offices around the world and close collaboration with the diplomatic network, the Agency has an in-depth knowledge of the various tourism markets and the distribution stakeholders.

It leverages this expertise to offer its 1,300 professional partners tools for understanding the demand (current situation for each country and sector, or market research) and undertaking marketing and promotional initiatives focused on destination brands.

Over 2,800 promotional operations are held each year around the world, targeting both professionals (international tour operators, the press and influencers) and the general public.

At the centre of this system is an effective website, France.fr, which encourages online users from all over the world (in 15 languages and 28 versions) to come and discover, or rediscover, the way of life in the French destinations.

To find out more:

atout-france.fr or france.fr

