

# FRANCE TOURISME INGENIERIE, INVESTMENT AND DESTINATION DEVELOPMENT

## France Tourisme Ingénierie: an objective of 20 billion euros of annual investments

Decided by the Prime Minister during Inter-ministerial Council Meeting on Tourism of January 2018, France Tourisme Ingénierie is a national scheme led by Atout France and implemented in partnership with the Banque des Territoires, the Government and the regional authorities.

By providing technical consulting to project leaders as well as conducting national experimentations linked to structural challenges for the tourism development of the country, France Tourisme Ingénierie aims at reinforcing the tourism investments across France.

The national scheme currently focuses on 2 operational thematic action programmes:

- **A national experimentation aiming at speeding up the renovation works of leisure housing infrastructure and the energy transition of the mountain and seaside resorts.**

This 18-month programme aims at building, alongside a pilot sample of 13 stations (10 in the mountains and 3 on the coastline), the steps to follow in the future in terms of support to the renovation of leisure infrastructure.

- **A programme dedicated to the implementation of structuring investment projects in every region.**

This 3-year programme aims at facilitating the realization of around ten tourism investment projects in every region. The selected projects benefit from the expertise of the engineering teams of Atout France as well as a potential fund to co-finance additional studies.

### The 13 pilot stations

- . Alpe d'Huez (Isère)
- . La Plagne (Savoie)
- . Les Deux Alpes (Isère)
- . Ax-les-Thermes (Ariège)
- . Le Lioran (Cantal)
- . Les Orres (Hautes-Alpes)
- . Saint-Gervais (Haute-Savoie)
- . Saint-Lary-Soulan (Hautes-Pyrénées)
- . Valfréjus (Savoie)
- . Villard-de-Lans (Isère)
- . La Baule (Loire-Atlantique)
- . La communauté de communes Océan-Marais de Monts (Vendée)
- . La Grande-Motte (Hérault)



Signing of the convention France Tourisme Ingénierie with the South Region on February 18th 2019.

A third programme is in its launch phase:

- **A programme dedicated to the tourism valorisation of heritage sites**

This program, launched in May 2019, aims at encouraging the creation of new attractive activities combining culture, housing and catering in historical sites.

France Tourisme Ingénierie, national investment and innovation accelerator, integrated in the territories, is managed by Atout France in partnership with the regions, the Banque des Territoires and the Commissariat Général à l'Égalité des Territoires (CGET), representing the French State.

## Supporting the development of destinations and facilitating project implementations

Every year, Atout France takes part in the elaboration of territorial tourism development strategies and carries out assessments of tourism potentials of sites, lodging facilities or equipment. The team also assists project promoters in their search for investors and operators.

Our experts rely on the numerous studies and publications produced by Atout France every year in order to better understand the expectations of the customers, evaluate the target markets and optimise the development processes.

3 top priorities are pursued: to adapt the existing offers to increase their growth potential and internationalisation, to reinforce the innovation processes and lastly to contribute to the valorisation of products through, amongst other things, the management of classifications or specific training actions.

## Investment and air connectivity

Each year, Atout France analyses the amount of investment in tourism detailed by region and by sector. With approximately 12.5 billion euros, the annual tourism investment is still insufficient in relation to its weight in the national GDP. The goal is to reach 20 billion euros of annual investment by 2020.

Another strategic factor regarding internationalisation is the air connectivity. Air connectivity is the subject of an annual observatory while 1/3 of the international visitors come to France by plane.

## Exporting tourism expertise abroad

Atout France exports French tourism expertise to countries that request it with the support of private tourism infrastructure providers.

Recently, Atout France led support projects in Benin and in Senegal.



### Atout France in Benin

Atout France and the Agence Nationale de Promotion des Patrimoines et du Développement du Tourisme (National Agency for Heritage Promotion and Tourism Development) have been involved in the enhancement of Benin's rich natural and cultural heritage.

The Agency has provided its expertise through:

- the preparation of a master plan for tourism development
- the spatial organisation of the sites and activities related to the country's cultural facilities projects
- future training needs.

Other subjects are being investigated, particularly in the field of accommodation rating. Finally, Atout France has contributed to raising Benin's profile among culture and history enthusiasts through a strategy of influence.

## KEY FIGURES

**190** consulting and research support

**850** days of support and advice in France and abroad

**140** partners involved in infrastructure and development work

