

# IDENTIFYING DEVELOPMENT POTENTIAL

## SHORT-TERM AND LONG-TERM ANALYSIS

### Strategic monitoring

In order to have detailed knowledge of the international tourism environment and to implement effective actions for French tourism, Atout France carries out strategic monitoring and an ongoing comparison of competing destinations, thus providing two tools for the Agency's partners:

The **International Monitoring Letter** (4 issues per year) contains key information on developments in international tourism and the related issues.

The **Country Monitoring Letters** provide structural and short-term information on outbound markets or look at specific topics.



### Short-term observation

Short-term observation includes an ongoing monitoring of visits to France, by both French and international visitors. These surveys allow to detect the latest trends in terms of visitor numbers, customer typology or demand for specific tourism offers.

The observation is carried out using 2 devices:

- A **winter observation device**, recording visits to mountain resorts. Several short-term summaries are produced, covering the outlook for the Christmas holidays, the highlights of the winter school holidays and the end-of-season review.
- A **summer observation device** for national tourism based on a survey of approximately 3,500 participants, using 3 different sequences. The results are then made available by type of tourist space and by department.

### Improving flight connections



Created in 2016 on the initiative of Atout France and the ADP Group, the *Observatoire de la connectivité aérienne* (Flight Connection Observatory) publishes annual analyses of air travel conditions. They provide a detailed overview of long-haul flights, confirming the major role played by international air travel. It represents a strategic tool to enable France to host more international tourists each year.

The Flight Connection Observatory aims to encourage all stakeholders, from the transport and tourism sectors and local authorities, to act together to realise their full potential.

## SHARING BEST PRACTICES

### Assessing potential markets and promoting promising sectors

Atout France carries out and publishes **several strategic studies each year** that offer detailed analysis of a sector, an international market with potential or the regional development strategies.

The business intelligence platform currently has **150 publications** grouped into 3 collections:

- **Tourism marketing** (e.g. *Indian tourists: how to host them well; The tourist potential of Mexican and Colombian travellers*),
- **Infrastructure and development** (e.g. *From parks to leisure sites, Tourism and contemporary creation*)
- **Tourism observation** (e.g. *Dashboard of tourism investment, summer tourism in mountain destinations*).



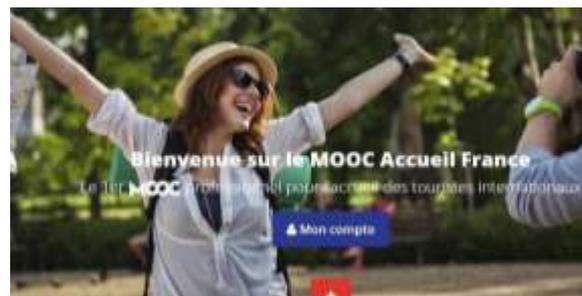
The publications are operational tools for publicising good practices and enhancing the quality of the services and measures proposed.

Complete list available at: [www.atout-france.fr/publications](http://www.atout-france.fr/publications)

### Online training

Atout France has made the **Accueil France MOOC** available to French professionals. This new training course helps them to better understand the expectations of international customers, so they can adapt their offer and enhance their service quality. Produced in partnership with *Tourism Academy*, the MOOC offers exclusive and operational content to help you learn everything about customers in 8 markets: German, Belgian, Dutch, British, Spanish, Italian, Chinese and Indian. A specific MOOC about catering is also available.

To find out more: [www.mooc-accueil.fr](http://www.mooc-accueil.fr)



In addition, the **e-learning programmes** available on the website <http://elearning.atout-france.fr> offer theme-based training initiated with partners (e. g. *La France touristique* (Tourist France), *Loisirs sportifs en montagne* (Mountain Sports) and tutorials: *œnotourisme* (wine tourism) and *Slow tourism*).

### Conferences and meetings by sector

Conferences present the latest news and strategic direction of the Agency, in particular recent research on infrastructure, business intelligence and market knowledge. They are offered to Atout France's partners at major professional events (Grand Ski, Rendez-vous en France, etc.).