

# ATOUT FRANCE, NATIONAL TOURISM OPERATOR

The Inter-ministerial Council Meeting on Tourism of January 2018 reaffirmed the Government's determination to make tourism a priority sector for France and consolidated Atout France in its role of supporting investment and promoting destinations, in the service of global brands.

## The goals of Atout France

Atout France, the national operator in the field of tourism, contributes to strengthening the appeal of France as a destination and the competitiveness of its companies, sectors and destinations through various additional actions:

- promoting France and its destinations internationally in order to increase visitor numbers,
- championing global French destination brands as a point of entry into France's regions, to encourage a broader distribution of visitor flows,
- supporting the development of the regions by facilitating the implementation of investment projects,
- developing a business intelligence platform providing useful information to stakeholders on demand and supply,
- contributing to the quality and offer upgrade, in particular through the management of ratings, registration and labels for high-potential sectors.

## A national and international network

### The national network

With strong links to the regions, Atout France has delegations in Marseille, Chambéry and French Guiana, to facilitate relationships with partners and operators, support the development of local projects and expand consulting and expertise in key regions.

### The international network

Atout France is present on all 5 continents, with 32 offices in 29 countries that apply the guidelines of the headquarters locally and operate in all domains: from tourism promotion (public information, press relations, sales promotion, etc.) to strategic monitoring (market research to better understand the habits and expectations of customers according to country of origin, for targeted and effective marketing activities). They are part of a framework of project support and tourism infrastructure.



## ⇒ KEY FIGURES FOR THE ACTIONS CARRIED OUT IN 2018

**504** communication campaigns, of which **65%** were digital campaigns

**1,500** bloggers and journalists welcomed to France

**240** press events and **945** professional events organised internationally

**190** consulting and research support

**8** technical publications and **3** International Monitoring Letters

**4,327** learners at the courses (e-

Atout France is also active in more than 70 markets, particularly due to its **strong and close collaboration with embassies**. Indeed, the tourism competence shown by the Ministry of Europe and Foreign Affairs since 2014 has brought a new dynamic to this relationship, supporting French influence abroad. In particular, the Ambassadors have been involved in the gastronomy promotion operation "Goût de France / Good France" or in trade fairs such as the ITB in Berlin or events related to the Frankfurt Book Fair.

## A partnership approach

Atout France has developed a unique and original partnership model, with all the stakeholders in the tourism industry (institutions, charities, and private companies). Today, the Agency collaborates with almost **1300 companies and institutions**. They are representative and involved in all levels of decision-making.

The Agency is committed to fostering the development of the national and international client groups of its partners. A whole range of services is provided for them, which are listed in the *Service Booklet*.

To join the Atout France partner network, please contact: [catherine.chabrier@atout-france.fr](mailto:catherine.chabrier@atout-france.fr)

## Partnership Days

*The Partnership Days are a unique event for Atout France members. This 3-day workshop allows them to meet the teams from the headquarters and representatives of the Agency's 32 international offices at pre-arranged meeting times. They can develop their international promotion action plans, become familiar with various development and observation tools, and improve their knowledge of international markets.*

## Rendez-vous en France

Dedicated to the international marketing of French tourism, Rendez-vous en France is the most important trade fair in France. Organised by Atout France each year, it brings together around 750 French companies and almost a thousand international tour operators. One of the specific features of Rendez-vous en France is its itinerant principle, which allows international subscribers to discover the diverse global brands of French destinations.



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### KEY FIGURES

**2 days** of professional meetings

**25,000 appointments**

**70 countries** represented

**Nearly 400 foreign tour operators** on eductours the weekend before the exhibiti

**750 exhibitors** from France

**Almost 950 buyers**

**40 international journalists**

