

# RAISING THE PROFILE OF GLOBAL FRENCH DESTINATION BRANDS AND SECTORS

Every year, Atout France runs 2400 promotional operations aimed at the general public, the press and professionals in order to promote the country in France and abroad.

## Communication and event campaigns

Atout France provides its technical expertise and mobilises its communication channels to promote the international development of French destinations and sectors.

Numerous poster campaigns, on digital or social networks, are conducted in strategic outbound markets.



Beyond these actions, many other events are held (evenings, exhibitions, event participation, etc.) to promote French tourism destinations and sectors.



In collaboration with the Institut français, Atout France has constructed an augmented reality artistic project promoting French cultural sites. With 35 original photographs brought to life with augmented reality, the travelling exhibition **France eMotion - Le Voyage animé** aims to inspire the curiosity and interest of spectators from around the world to (re)discover all the richness of France's heritage.

## Press & e-influencer actions

A powerful vector for raising awareness among the general public, press actions and collaborations with e-influencers make a significant contribution to the promotion of global French destination brands in the age of digital marketing.

That's why Atout France regularly gives destinations the chance to present their offer to international journalists and bloggers around **workshops and conferences** to help raise their profile.

At the request of the destinations, Atout France also organises **press and e-influencer trips** to help them discover the tourism offers available. This hosting can be multi-market or single-market, depending on the target client group.

## Trade fairs

Each year, Atout France offers a range of professional meetings: general trade fairs, the main one being **Rendez-vous en France**, and theme-based fairs (**Grand Ski, France Meeting Hub, Destination Vignobles**) in partnership with Air France and/or SNCF.

At these events, the exhibitors (French tourism professionals) have the opportunity to present their offers to buyers from around the world and to the international press during 1 or 2 days of a **workshop**. **Networking** continues outside opening hours during evening events and on eductours.

Atout France also participates in **international trade fairs** (IMEX in Frankfurt, ITB in Berlin, WTM in London, IBTM in Barcelona), offering French brands the chance to be represented in a French Pavilion, managed by the Agency.

## Actions with international professionals

Atout France regularly organises activities for its partners to promote their offers to professionals from abroad. The Agency offers **marketing** and customised **training** for travel agents in the 30 countries where it operates.

## MAJOR EVENTS



Major global events taking place in France contribute to the arrival of a significant number of tourists, and they are also ideal opportunities to showcase the **diversity and richness of France's tourism offer**.

The 2024 Olympic and Paralympic Games, 2023 Rugby World Cup, 2019 Women's Football World Cup, 2018 Ryder Cup are major events and of great importance for France because they bring considerable **economic benefits** and **enhance the image and reputation of French destinations**. This is why they receive particular attention from Atout France.

## GRAND SKI

is the annual meeting of mountain tourism professionals, bringing together **450 tour operators and travel agencies** from more than **50 countries** and **240 professionals** from the French mountain tourism sector (resorts, tourist accommodation, restaurants, promotion offices, transport providers, etc.)

## FRANCE MEETING HUB

is a trade fair for international and high-end **business tourism**, for professionals who wish to promote and market their offer internationally.

## DESTINATION

### Vignobles et Découvertes



The "Vignobles et Découvertes" label is awarded for a period of 3 years by Atout France, after recommendation by the Conseil Supérieur de l'Oenotourisme (High Council of Wine Tourism), to a wine-growing tourist destination offering a wide range of complementary tourist services (accommodation, catering, cellar visits and tastings, museums, events, etc.).