Our strategic orientations

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2025 : Capitalizing on heritage to grow

Building on the legacy of the Paris 2024 Olympic and Paralympic Games and the progress made by the Destination France plan, the Agency is focusing its efforts this year on three priorities:

- **To continue and strengthen initiatives** and projects undertaken as part of the Destination France plan and the Paris 2024 Olympic Games to enhance the competitiveness of tourism offerings and the attractiveness of the destination.
- **To build on achievements** by leveraging our event expertise and continuing to promote French tourism in a responsible, inclusive and innovative manner.
- **To strengthen investment and performance** in France, in the face of extremely fierce international competition.

A roadmap for 2025 has been defined, setting out the strategic directions for the year.

2022 – 2024:

From 2022 to 2024, Atout France actively participated in implementing the Destination France Plan, which enabled the agency to adopt an array of tools and measures to support tourism professionals during the post-Covid recovery period. It also enabled the agency to think forward by creating and enabling conditions that will foster the development of tourism more in tune with travelers' current expectations.

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