

# The Destination France plan

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Bannière

Plan Destination France, plan de reconquête et de transformation du tourisme

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## **Destination France, a plan to reclaim market shares and transition the tourism industry**

In June 2021, the President of the Republic announced a recovery plan to revitalize French tourism after the crisis and to support its renewal and ecological transition. While the COVID crisis had a major impact on tourism, it also brought an opportunity to highlight its structural challenges and ramp up certain trends.

The Prime Minister presented the Destination France plan in November 2021, backed by a budget of €1.9 billion and steered by the Minister of Tourism. This 10-year roadmap sets the course for the development and transition of the tourism sector.

The aim is to consolidate France's position as the world's leading tourist destination and to make it the foremost destination for sustainable tourism. French tourism is on a path to generating excellence, growth and jobs based on a more sustainable, resilient, qualitative model corresponding with the expectations of today's consumers in France and all over the world.

## **5 strategic priorities**

The Destination France ambitions focus on 20 measures in five strategic areas:

- Attracting and recovering talent
- Strengthening the resilience of the sector and supporting the quality of the offer
- Promoting and developing tourism assets in France

- Meeting the challenges of ecological transition
- Promoting France as a destination and consolidating its market share

## The Atout France roadmap

Atout France is a key part of the Destination France plan and will be leading various initiatives. Eight of the 20 measures directly concern the agency, and they are part of the Atout France 2022-2024 roadmap, aiming to enhance the competitiveness and attractiveness of France as a destination.

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