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Our missions

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Bannière

Bannière corpo

Corps de page

- **OBSERVATION:**

Monitoring, observation and forecasting systems enabling French tourism players to anticipate trends and adapt their offer and development strategy;

- **INNOVATION?:**

Support for the deployment of innovative solutions helping to boost the competitiveness of French tourism offerings while promoting a successful customer experience;

- **PROFESSIONNALISATION:**

Training courses, conferences and tools enabling professionals to enhance their knowledge and skills;

- **ENGINEERING:**

Expert support, with the Agency's partners, to bring to fruition projects for the creation of sustainable tourism offerings or conversions/rehabilitation;

- **QUALITY:**

Rating of tourist accommodations, registration of travel operators, quality labels, all schemes designed to optimize traveler satisfaction;

- **PROMOTION:**

Development of marketing strategies with the Agency's partners, targeted communication and influential actions, expert advice and market knowledge to strengthen the influence and marketing of French tourism and its destinations, in France and abroad.

Affichage des Grands évènements en France
False 2 minutes
Non Les atouts de la France Non