Explore France

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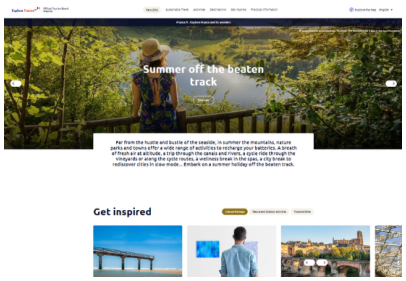
The Explore France brand

Atout France promotes France abroad through Explore France, an umbrella brand that encompasses all the promotional operations of French tourism stakeholders targeting the general public.

Unveiled by the Prime Minister on August 28th 2019, the French tourism brand “Explore France” asserts a new, modern, vibrant image, promoting both the must-see sites favoured by first-time visitors as well as lesser-known points of interest.

Explore France is part of the France parent brand, like Choose France and Taste France.

The Explore France digital ecosystem



The Explore France brand is supported by a comprehensive digital ecosystem which includes the **France.fr** website and dedicated social media accounts (**Instagram, X, TikTok, Facebook, Youtube**). Atout France overhauled France.fr in May 2024 to address the questions of international travelers during the Paris 2024 Games. The aim was to promote sustainable experiences in France while optimizing the user experience.

France.fr now features a new design and innovative artificial intelligence functionalities for a more intuitive, immersive interface. It is available in 15 languages, making it accessible to all!

The Explore France campaign



The large-scale Explore France communication campaign began in 2021, in the wake of the Covid crisis, as Atout France resolved to bring international travelers back to France.

For the very first time, Atout France brought together the 13 regional tourist boards in mainland France with some 30 private companies to run a collective campaign under the Explore France banner. This first edition was launched in May 2021 on 10 European markets as part of the Destination France plan. The teams of the Atout France network worked to reassure consumers about travel conditions, provide information about establishments that were reopening, and inspire visitors with fresh ways to enjoy more responsible, sustainable tourism in France.

Building on the success of this initiative, the Explore France campaign was reiterated in 2022 and 2023. For the latter campaign, two new markets – the United States and Canada – were added to the 10 European markets where the campaign was broadcast.

In 2024, the campaign has been extended to even more markets, inviting travelers to "dream big, live slow" when visiting France.

In addition to the Explore France campaign, Atout France supports the development of specific multi-partner, regional, national, multi-market or thematic campaigns.
Dream big, live slow

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