Meeting media and professionnals

Published on the Mon 21/10/2024 - 14:31
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Bannière

Explore France Pays nordiques

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Promoting business with international tourism players

Atout France organizes various events to enable French tourism professionals to meet with distributors in their targeted markets.



- **The Explore France Pavilion at international trade shows**

The Agency invites professionals to gather under an Explore France Pavilion to represent France as a destination at various trade shows such as : IMEX America, WTM London, IBTM Barcelona...



- **Workshops and prospecting**

Applying its in-depth knowledge of the distribution industry in each market, Atout France regularly holds events bringing French tourism professionals into contact with international tour operators.

To name but a few: France 360° for American, Canadian, Brazilian and Mexican tour operators; French Rendez-vous, in Vienna, for Austrian and Central European tour operators; Marhaba for Middle Eastern tour operators; and French days, in Seoul, for Korean tour operators.

Gain visibility through international media



- **International media tours and press conferences**

Atout France coordinates events in a range of formats to put French tourism professionals in contact with journalists and influencers in their target markets.

The encounters range from press conferences to one-to-one meetings, and may be held in one or several cities as part of media tours.



- **Hosting journalists and influencers in France**

Atout France also partners with French destinations in welcoming journalists and influencers to discover their experiences.
It is available to hold multi-market events at the request of a destination, as well as before or during major events in France. For example, it coordinated a press trip to Normandy and Ile-de-France for the 150th anniversary of Impressionism.
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