Making France a leading destination for sustainable tourism

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Bannière

Bannière Corpo Atout France

Corps de page
Atout France is committed to the sustainable development of tourism and the ecological transition of the industry’s activities and practices.

The agency actively optimizes its actions to support professionals and tourist destinations in favor of sustainable tourism with a balance of economic, social and environmental interests.

Concrete tools to support sustainable transition



Atout France has developed various tools to support the sustainable transition of the French tourism industry. Its latest addition, “France Tourisme Durable,” is a platform promoting information, assessment, and commitment.
www.francetourismedurable.gouv.fr is a free digital platform that offers actionable information for industry professionals. France tourisme durable, provides resources on the many facets and challenges of sustainable tourism. It offers establishments methods for self-assessing their existing sustainability

levels and recommends suitable solutions including referrals to local tourism partners.

Supporting projects that promote sustainability in French tourism

With **France Tourisme Ingénierie,** Atout France provides engineering services to stimulate investment in sustainable projects. It has developed three programs :

- Renovating leisure real estate in mountain resorts,
- Supporting tourism development in heritage sites,
- Fostering strategic tourism projects in regional France.

Atout France also implements **innovation initiatives to enhance the competitiveness, attractiveness and sustainability of the tourism industry.** It strives to coordinate the solutions devised by **French Travel Tech startups** with the needs expressed by territories, and to test them in real-life settings. Moreover, Atout France is developing the sustainability criteria required for the classification of commercial tourist accommodations.
Most recently and as part of the national strategy “Plan Destination France”, Atout France manages 13 calls for expressions of interest aimed at promoting and accelerating the sustainable and digital transformation of French tourism. These calls are open to companies, professional or territorial groups and networks, as well as local authorities or their economic development agencies. They may target a specific sector or type of destination.

- Selected projects received technical and financial support to optimize their implementation. 4 calls for expressions of interest were launched during summer 2022 and 67 projects were selected for support in 2023, while 9 new calls were launched in 2023 and 2024.

Asserting France as a sustainable destination



Atout France promotes France as a travel destination, focusing on offers and destinations that spearhead sustainable development to foster better practices.

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