

Innovating to stay competitive

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Calls for expressions of interest



As part of the Destination France Plan, Atout France launched "calls for expressions of interest" in 2022, 2023, and 2024. The program aims to encourage the spread of innovation through real-life experimentation.

The scheme partners a region with a startup, and is currently implemented by 21 local incubators. Demonstrating the success of this initiative, its third edition will support and complete more projects, especially to accelerate the sector's sustainable transition.

Showcasing French Travel Tech innovations and leaders



To support French tourism professionals in continuing to improve their services, Atout France regularly highlights innovations developed by startups and young companies.

The agency organizes trade shows in France that feature “innovation spaces,” enabling exhibitors to pitch their solutions. It also holds thematic monthly webinars showcasing startups and the professionals who have integrated their solutions.

Affichage des Grands évènements en France

False 1 minute

Non Les atouts de la France Non