Strategic guidelines

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Corps de page

2025: Capitalization, legacy and growth

Building on the legacy of the Paris 2024 Olympic and Paralympic Games and the progress of the Destination France plan, this year the Agency is focusing its action around three priorities:

- Capitalization: Pursue and strengthen initiatives undertaken and projects carried out as part of the Destination France plan and the Paris 2024 Games to boost the competitiveness of the tourism offering and the attractiveness of the destination.
- Legacy: Perpetuate our achievements by building on our event expertise and continuing to make French tourism a responsible, inclusive and innovative business.

- Growth: Strengthen investment and performance for France as a destination, in the face of ever-increasing international competition.

A roadmap for 2025 has thus been defined, setting out the year's strategic orientations.

2022-24: Destination France plan

From 2022 to 2024, Atout France played an active role in implementing the Destination France plan, which
enabled the agency to deploy a number of tools and systems to support tourism professionals during the post-Covid recovery period, and also to look to the future by putting in place the conditions for developing tourism that is more in tune with the expectations of today's travelers.

- More about Destination France Plan

Affichage des Grands évènements en France
False 1 minute
Non Les atouts de la France Non