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French expertise in tourism engineering

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Bannière

Bannière French engineering

- Professionnels internationaux

Corps de page

Destination development strategy

For over fifteen years, Atout France has carried out international cooperation and tourism engineering missions across the globe, working closely with public institutions, tourism operators and international partners. These interventions are designed as sustainable partnerships, both public-public and public-private, tailored to local contexts and addressing economic and territorial development challenges.

Our areas of expertise

Atout France’s international activity is underpinned by our Paris-based headquarters and our global network of offices, which jointly address domestic and international audiences through a wide range of BtoB and BtoC campaigns. The agency operates a unique partnership model, bringing together more than 1,200 French public and private tourism stakeholders.

Atout France supports destinations and their partners throughout the full project development process, combining strategic advice, operational expertise and capacity building. Our areas of intervention include:

- Observation and data analysis (data hubs, tourism intelligence...)
- Tourism engineering (master planning, project development, marketing strategies...),
- Professionalization (custom training and e-learning programs...),
- Innovation,
- Quality (analysis of standardisation procedures, classification systems, labels...),
- Promotion (digital)

For 2025-2030, Atout France aims to strengthen and structure its international engagement by developing targeted partnerships and promoting French expertise in support of a sustainable, innovative and competitive tourism industry.

Atout France's fields of knowledge and intervention

Discover our fields of knowledge and intervention below

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