

Meeting media and professionnels

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Bannière

Explore France Pays nordiques

Corps de page

Promoting business with international tourism players

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

France 360

- 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...

Workshop French Rendez-vous 2024

- **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

Conférence Green France Italie 2023

- **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.

Accueil presse Impressionniste 2024

- **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.

Affichage des Grands évènements en France

False 2 minutes

Non Les atouts de la France Non