Innovating to stay competitive

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Calls for expressions of interest dedicated to innovation



As part of the Destination France Plan, Atout France launched calls for expressions of interest dedicated to innovation in 2022, 2023, and 2024, to boost innovation in the tourism industry through real life experimentation.
Currently implemented in 21 local incubators, the programme aims to select innovative solutions that pair start-ups with testing grounds to trial their solutions. Building on the success of the first two editions, the third call for expression of interest, launched in 2025, will support a greater number of projects, helping accelerate the tourism industry’s transition toward more sustainable practices.

Showcasing French Travel Tech innovations and leaders



To support and showcase innovation within the tourism sector, Atout France features start?ups and young companies in a dedicated area at its trade shows, offering them the opportunity to present their innovative solutions directly to industry professionals.
Beyond these events, the agency also hosts monthly webinars focused on specific themes, each highlighting several solutions through case studies and testimonials from both start?ups and the professionals who have implemented their technologies.

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