

## Atout France

**Atout France, France's tourism development agency, is helping to boost the appeal and competitiveness of France as a destination, and is working to make it a global benchmark for sustainable tourism by 2030.**

Thanks to its unique partnership approach, which brings together nearly 1,200 public and private tourism stakeholders, and the commitment of its teams in France and in 26 countries around the world, Atout France is mobilizing a collective around an ambitious roadmap for the sector: to fast track the transformation of French tourism towards more qualitative, sustainable, innovative and inclusive models, in order to offer visitors from all over the world unforgettable stays in France.

The Agency is thus putting its various fields of expertise at the service of French professionals and travellers alike:

- ▶ **Observation:** Monitoring, observation and forecasting systems enabling French tourism players to anticipate trends and adapt their offer and development strategy.
- ▶ **Innovation:** Support for the deployment of innovative solutions helping to boost the competitiveness of French tourism offerings while promoting a successful customer experience.
- ▶ **Professionalisation:** Training courses, conferences and tools enabling professionals to enhance their knowledge and skills.
- ▶ **Engineering:** Expert support, with the Agency's partners, to bring to fruition projects for the creation of sustainable tourism offerings or conversions/rehabilitation.
- ▶ **Quality:** Rating of tourist accommodations, registration of travel operators, quality labels, all schemes designed to optimize traveler satisfaction.
- ▶ **Promotion:** Development of marketing strategies with the Agency's partners, targeted communication and influential actions, expert advice and market knowledge to strengthen the influence and marketing of French tourism and its destinations, in France and abroad.

**For more information:** [atout-france.fr](https://atout-france.fr)