

## ATOUT FRANCE, FRANCE TOURISM DEVELOPMENT AGENCY

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Welcoming a record number of 87 million international visitors in 2017, France retained its place as the most visited destination in the world. These results are in line with the objectives set by the government, aiming to welcome 100 million visitors to France in 2020, with a projected revenue of 60 billion euros.

This ambition was reemphasised by the Prime Minister at the Interministerial Council of Tourism on 19<sup>th</sup> January, when he also underpinned the role of Atout France in its missions:

- Renew the offer and monitor its quality through studies and surveys, as well as by financing structural tourism projects across the various territories;
- Encourage the development and the promotion of destination brands (and that of individual companies) on an international level.

### SUPPORT THE RENEWAL OF THE OFFER AND MONITOR ITS QUALITY

Atout France supports the various territories in their development strategies and contributes to the establishment of investment projects in order to stimulate the tourism offer and raise its standards.

During the Interministerial Tourism Committee of 19<sup>th</sup> January, the Agency was also designated as the sole gateway for territories looking to invest in new projects. Furthermore, it will support the establishment of around ten structural projects every year with the full support of the Caisse des Dépôts and the future National Territories Agency.

In addition to this assistance, every year Atout France publishes around ten reports for travel trade professionals. The aim of these is to boost knowledge of the markets and sectors so that the professionals can refine their strategies for development (e.g.: *how to welcome Indian tourists ? Connectivity and air travel to France, Tourism investment trends*, etc.). Atout France also offers training, most notably via online platforms (MOOC Accueil France).

The Agency is also tasked with monitoring the quality of the offer through a variety of mechanisms: classification of tourist accommodation, Palace distinction attributed to 24 exceptional establishments, registration of travel operators and the promotion of labels ("Vignobles & Découvertes" for wine tourism...).

### ENCOURAGING THE DEVELOPMENT OF DESTINATIONS AND COMPANIES AT INTERNATIONAL LEVEL

Thanks to its 33 offices across the world and a close collaboration with the Embassies, the Agency boasts an in-depth knowledge of the different tourist markets and their various distributors.

This expertise allows it to provide its 1,300 trade partners with tools on demand to help them better understand the industry (analysis by country and by sector as well as market reports) and to carry out marketing and promotional operations based around destination brands.

More than 2,800 promotional operations are arranged in this way every year across the globe, targeting travel trade professionals (international travel operators, press and influencers) as well as the general public.

At the heart of this apparatus lies a powerful media tool, [France.fr](http://France.fr), available in 16 languages across 31 versions, with which browsers from all over the world can explore the art de vivre of France's varied destinations.

**To find out more:**  
[atout-france.fr](http://atout-france.fr) or [france.fr](http://france.fr)

