

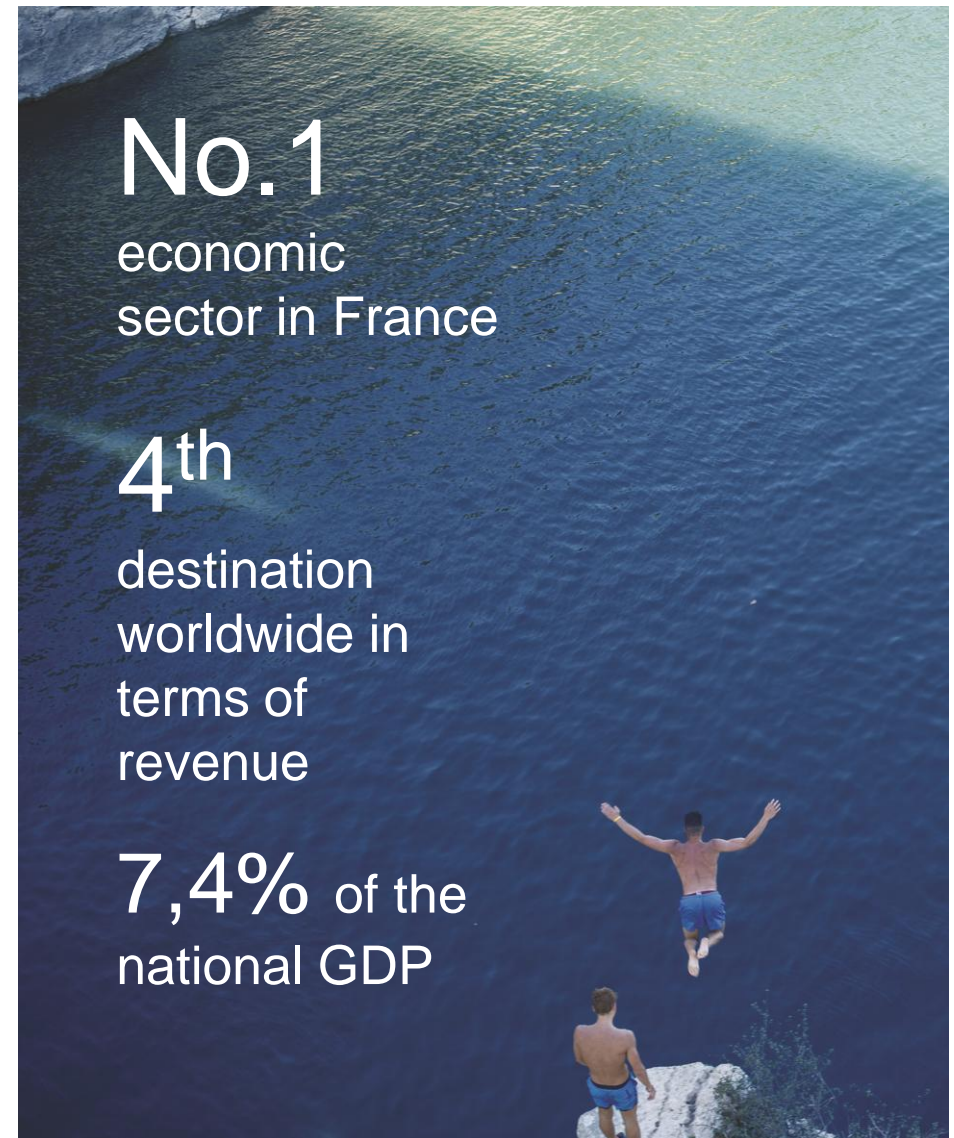
ATOUT FRANCE

FRANCE TOURISM
DEVELOPMENT AGENCY



THE IMPORTANCE OF TOURISM IN FRANCE

- **International tourism** has once again proven itself to be a resilient sector, and remains one of the key economic influencers.
- **France welcomed 84.5 million international tourists in 2015 (Metropolitan France and Overseas Territories combined), making it the World's number one tourism destination.**
- On a global scale, 2015 worldwide international tourist numbers reached record heights (1.2 billion arrivals), an increase of 4%.
- Last year was also marked by a spectacular increase in the numbers of certain international clienteles, and most notably from Asian markets (2.2 million Chinese tourist arrivals).
- **Their spend represented 41.4 million Euros in 2015.**
- Tourism in France generates over 1 million direct jobs, and as many indirect ones, in fact there were 1.3 million tourism jobs in 2014.



Sources : *DGE, ** Banque de France



ATOUT FRANCE 2015 KEY FIGURES

500 Marketing and Communication campaigns, 350 of which were digital campaigns

260 Press events not including press trips (compared to 223 in 2014)

1,800 Journalists and bloggers were welcomed on press trips (not including the large trade shows “Grand Ski” and “Rendez-vous en France”)

Over **600** professional events internationally (compared with 531 in 2014)

14 technical guides (including the Tourism Investment Breakdown) and **13** training workshops for **662** participants

1,700 email marketing campaigns and **3** million social media followers

168 regional/territorial diagnostics performed, supporting the creation of new projects and market studies



ONE AGENCY FOR THE DEVELOPMENT OF FRENCH TOURISM

Atout France is responsible for contributing to the development of the tourism industry, the leading economic sector in France.

→ OBSERVE AND ANALYSE THE TOURIST MARKETS

→ REINFORCE AND COMMERCIALISE THE FRENCH TOURISM OFFER

→ OPTIMISE THE QUALITY OF THE PRODUCTS AND SERVICES PROVIDED

→ INTERVENE AT LOCAL, NATIONAL AND INTERNATIONAL LEVEL

The “ France” brand

A unique signature for destination France

→ Increasing the prestige of the destination

→ Strengthening the visibility of tourist destinations

→ Partners benefit from the Brand on all their communication materials.

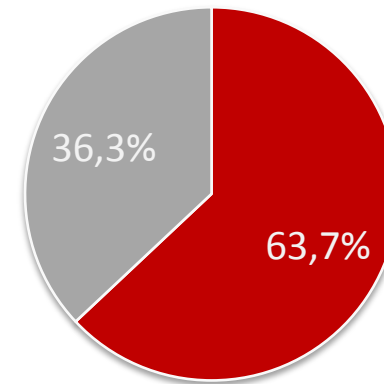


1200 ATOUT FRANCE PARTNERS

→ **36,3% of members are institutions**

→ **63,7% of members are private businesses**
(accommodation, restaurants and cafés, transport, travel agencies and tour operators...)

Atout France members



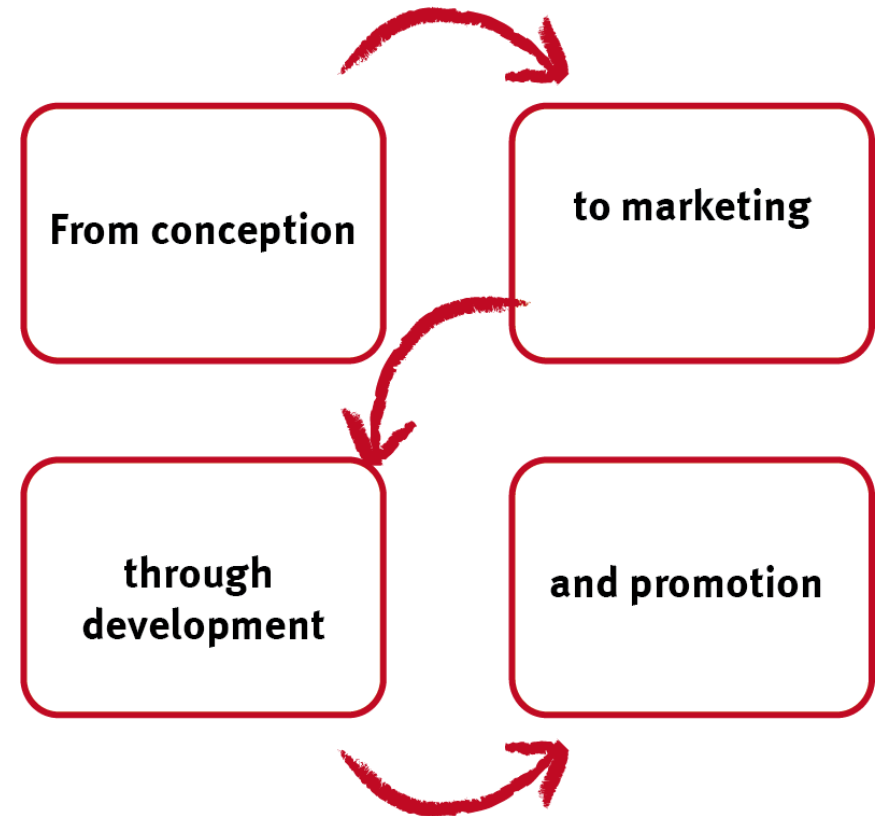
- Institutions
- Private businesses



ATOUT FRANCE'S MISSIONS

The task of Atout France consists in:

- strengthening France's position as an international tourist destination
- providing its partners with customised support and tailor-made services at every stage of their project



ATOUT FRANCE'S MISSIONS

→ **Observation and knowledge of the markets**

Atout France's primary mission is to maintain a detailed and permanent system for monitoring and analysing the international tourist market: customers and distribution networks.

This double-sided expertise concerning supply and demand enables the agency to interpret the development of the markets and optimise investment choices regarding communication, promotion or the structure of partnerships with distribution networks.



ATOUT FRANCE'S MISSIONS

→ Development assistance

Atout France brings its expertise to bear with the aim of making businesses more competitive and destinations more attractive (French and international).

→ Help with marketing

The agency also helps its customers with their marketing activities and with promoting tourism in France and around the world, with more than **2,800 activities every year** (communication campaigns, trade fairs and workshops, info-tours, press conferences, etc.).



ATOUT FRANCE'S MISSIONS

→ A "Quality" mission

Atout France runs some specific projects that aim to improve the quality of tourist offerings

This involves rating tourist accommodation, managing the registration of travel operators but also monitoring and promoting labels like "Vignobles & Découvertes" for wine tourism.



PALACE

AN INTERNATIONAL NETWORK

- a global présence with **33 offices** spread over **30 countries**,
- but France has extended its intervention scope to **70 countries** thanks to multiple collaborations with French Embassies worldwide.



AMÉRIQUES CANADA MONTRÉAL ÉTATS-UNIS NEW-YORK / LOS ANGELES MEXIQUE MEXICO BRÉSIL SAO PAULO COLOMBIE BOGOTA VENEZUELA CARACAS **AFRIQUE, PROCHE ET MOYEN-ORIENT** AFRIQUE DU SUD JOHANNESBURG ISRAËL TEL AVIV PROCHE & MOYEN-ORIENT DUBAI **EUROPE** BELGIQUE BRUXELLES GRANDE-BRETAGNE LONDRES PAYS-BAS AMSTERDAM RUSSIE MOSCOU SCANDINAVIE COPENHAGUE / OSLO / STOCKHOLM ALLEMAGNE FRANCFORT POLOGNE VARSOVIE AUTRICHE VIENNE RÉP. TCHÈQUE PRAGUE ESPAGNE MADRID ITALIE MILAN SUISSE ZURICH **ASIE** GRANDE CHINE PÉKIN / SHANGAI / HONG KONG / TAIWAN JAPON TOKYO CORÉE DU SUD SÉOUL ASIE DU SUD EST JAKARTA INDE MUMBAI AUSTRALIE SIDNEY

A NUMERIC STRATEGY FOR THE FRENCH TOURISM INDUSTRY

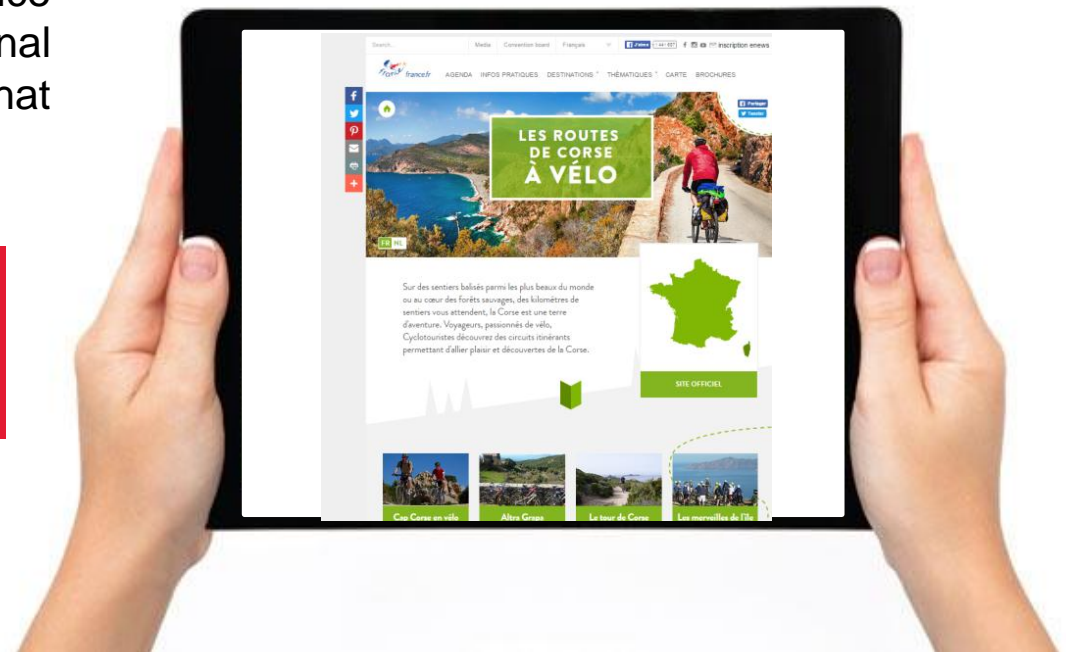
Atout France provides the industry with several tools allowing tourism professionals to present the top French destinations to the international public:

→ **The general public website :**
www.france.fr

This website consists of all essential information regarding the French Tourism Industry practices. Its main purpose being a reference point in terms of what France offers as a destination at an international level consisting of locations and themes that come under the French brand.

→ In addition, the 22 local Atout France offices develop their own website which is transmitted in the local native language

Atout France's partners can create their own multilingual page and organise their communication by addressing directly general public.

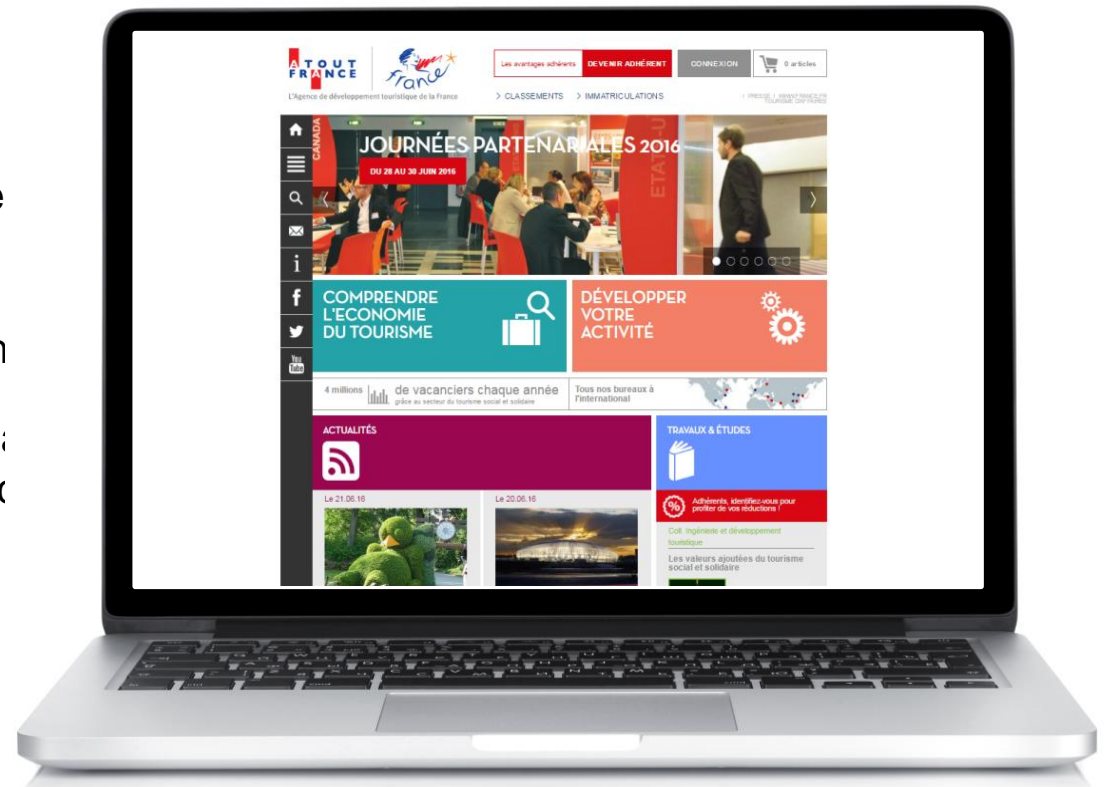


FOR MORE INFORMATION:

→ The corporate website :

www.atout-france.fr

- Dedicated to professionals, the website brings together all the agency's work in terms of market observation, training, development technology and promotion
- More than 250 documents and studies : available online and can be downloaded



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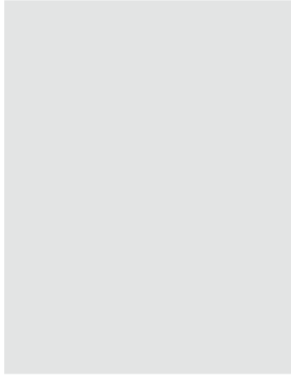




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FRANCE



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