

ATOUT FRANCE



France Tourism Development Agency



THE IMPORTANCE OF TOURISM IN FRANCE

France welcomed about 90 million international visitors in 2018 (mainland France): No. 1 tourist destination by volume.

The revenue generated by international tourism in France amounted to **53.7 billion euros*** in 2017.

- ⇒ **Largest economic sector in France**
- ⇒ **7.16 % of GDP**
- ⇒ **1 million direct jobs, 1 million indirect jobs, including 1.3 million salaried employees**



Source: *Banque de France

A NATIONAL AND INTERNATIONAL NETWORK

- ✓ A presence on all 5 continents with **32 offices** in 29 countries
- ✓ An activity in more than **70 markets** due to a strong and close collaboration with French Embassies



OUR OFFICES AROUND THE WORLD

AMERICAS CANADA Montreal, USA New York City, Los Angeles, MEXICO Mexico City, BRAZIL Sao Paulo, COLOMBIA Bogota, **AFRICA**, **MIDDLE-EAST** SOUTH AFRICA Johannesburg, ISRAEL Tel Aviv, MIDDLE EAST Dubai, **EUROPE** BELGIUM Brussels, UNITED KINGDOM London, NETHERLANDS Amsterdam, RUSSIA Moscow, SCANDINAVIA Copenhagen, Oslo, Stockholm, GERMANY Frankfurt, AUSTRIA Vienna, CZECK REPUBLIC Prague, SPAIN Madrid, Barcelona, ITALY Milano, SWITZERLAND Zurich **ASIA** CHINA Beijing, Shanghai, Hong Kong TAIWAN, JAPAN Tokyo, SOUTH KOREA Seoul, INDONESIA Jakarta, SINGAPOUR, INDIA Mumbai, AUSTRALIA Sydney

To find out more: atout-france.fr

A partnership approach

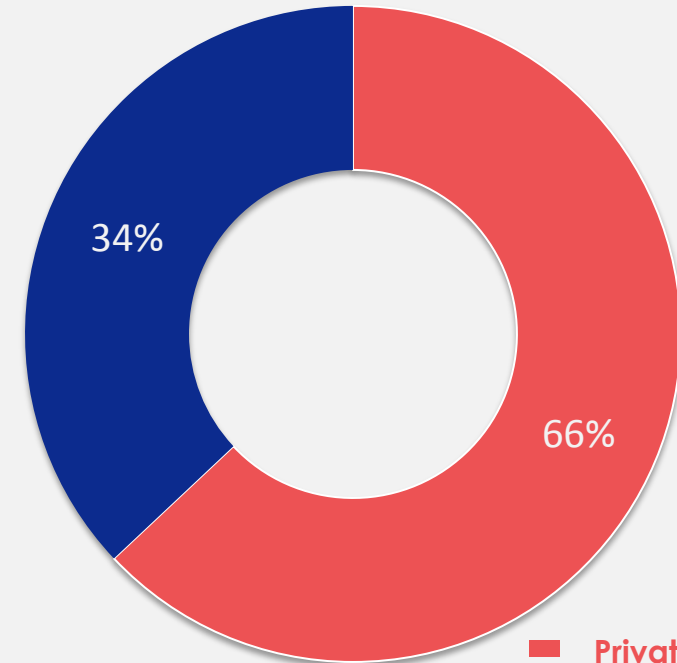
More than **1,300** Atout France **partners**

Atout France has developed a unique and original partnership model, with all the stakeholders in the tourism industry (institutions, charities, and private companies).

The Agency is committed to promoting the development of their national and international clients.



Profile of professional partners



■ Private stakeholders

■ Institutional stakeholders

NATIONAL TOURISM STRATEGY

INVESTMENT:

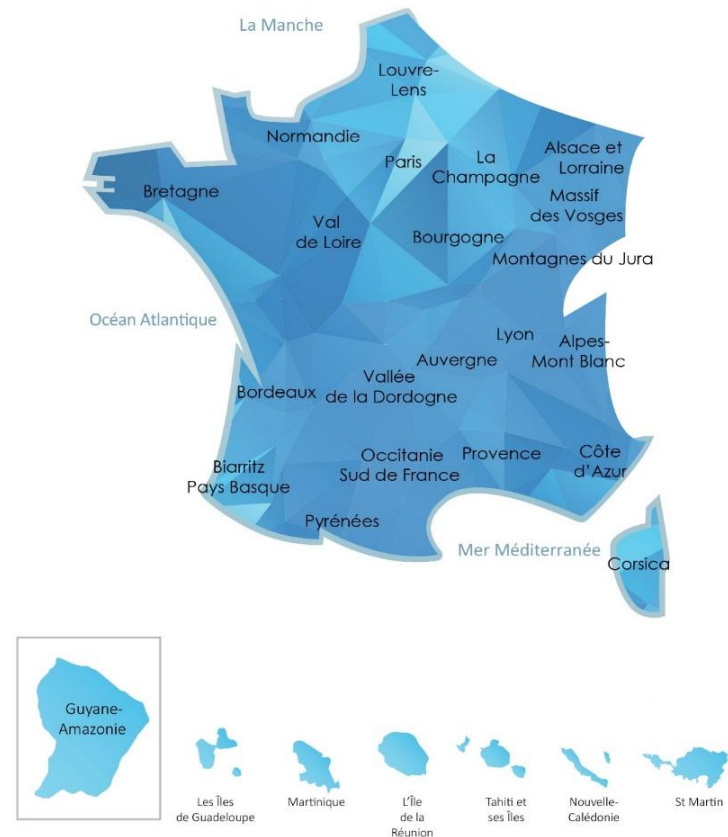
The Government supports the regions in their development strategy and in setting up their investment projects via the nationwide "**France Tourisme Ingénierie**" scheme managed by Atout France.

PROMOTION:

To promote the diversity of its tourism offer, France has built its promotional strategy around **15 global destination brands**.

The Government also encourages the emergence of new destinations through the deployment of **Destination Contracts**, with the support of Atout France.

Global brands and Destination Contracts

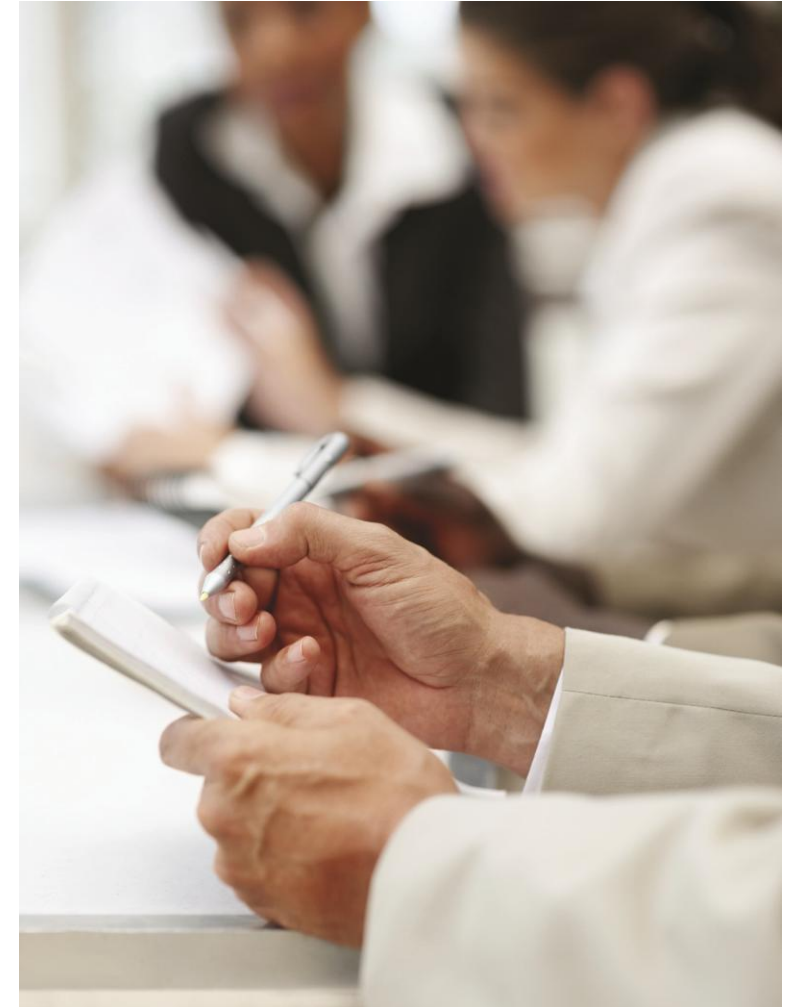


ATOOUT FRANCE

NATIONAL TOURISM OPERATOR

⇒ Atout France's mission:

- Promoting France and its destinations internationally in order to increase visitor numbers,
- Championing global French destination brands as a point of entry into France's regions, to encourage a broader distribution of visitor flows,
- Supporting the development of the regions by facilitating the implementation of investment projects,
- Developing a business intelligence platform providing useful information for supply and demand stakeholders,
- Contributing to the quality and upgrade of the offer, in particular through the management of ratings, and labels for high-potential sectors.



Facilitating project setup and supporting destination development



⇒ **Exporting tourism expertise abroad**

Atout France exports French tourism expertise to countries that request it with the support of private tourism infrastructure providers.



FRANCE.FR: REFERENCE MEDIA FOR OUR DESTINATIONS

A veritable travel promoter, France.fr is an attractive high-end information source revealing a multi-faceted destination.

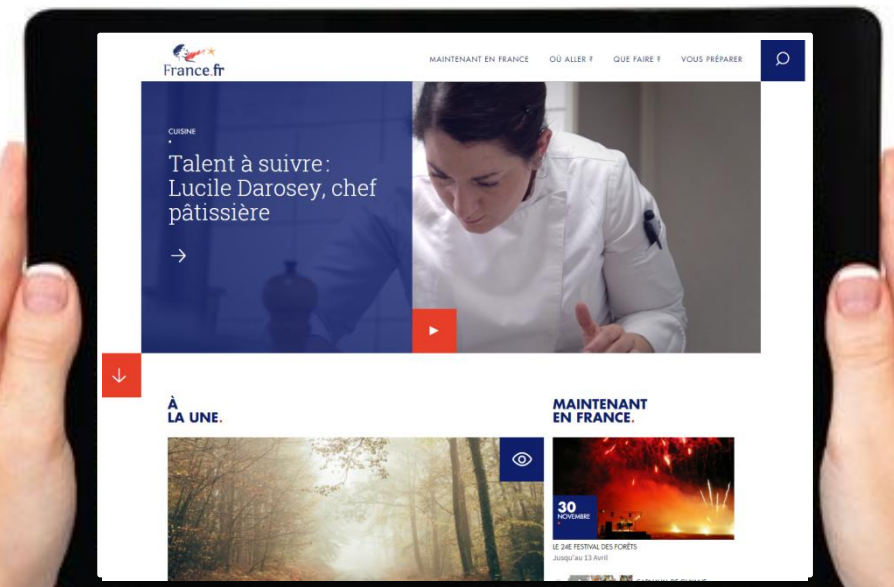
Valuing global destination brands and Destination Contracts, the portal keeps up-to-date with current news, continuously announcing events, unique achievements and new places that bring destinations to life by inviting you to discover them more often.

Designed to inspire and make you want to experience France and travel immediately, it invites you to discover the diversity of a country constantly changing through culture and innovation.

Customised versions for 26 countries

14 languages

2.4 million page views/month



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