

EUROPEAN RELAUNCH CAMPAIGN 2021

ATOUT FRANCE, THE 13 REGIONAL TOURIST BOARDS AND AGENCIES, AND PRIVATE PARTNERS ARE ALL INVOLVED IN THE NEW TOURISM PUSH FOR DESTINATION FRANCE

TOURISM IN FRANCE BEFORE COVID-19



TRAVEL AGAIN: FRANCE, THE PERFECT DESTINATION FOR EUROPEANS



A NEW TOURISM PUSH ACROSS EUROPE BASED ON SHARED AMBITIONS AND VALUES

Explore France™



and

*What really Matters**

* «Ce qui compte vraiment», translated into seven languages

FOR THE FIRST TIME



ATOUT FRANCE
France Tourism Development Agency

13 regional tourist boards



10 European target markets

Private partners

1 One central theme: Sustainable tourism

€10M budget

GOALS



1. **INFORM AND REASSURE**



2. **INSPIRE**



3. **ENCOURAGE PEOPLE TO BOOK**

SATISFYING EUROPEAN HOLIDAY MAKERS' ASPIRATIONS



SUSTAINABILITY



NATURE & SLOW TOURISME



LIFESTYLE & CUISINE



CULTURE & HERITAGE

A CAMPAIGN ADAPTED TO TIE IN WITH THE CURRENT HEALTH CRISIS



AGILITY



FLEXIBILITY



MONITORING



ANALYSIS