

## PRESS RELEASE

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# #Explore France

Atout France and its partners reflect upon a particularly satisfying 2022 #EXPLOREFRANCE campaign



Following the success of the first wave of the campaign in 2021, Atout France, the 13 regional tourist boards and 30 tourism sector companies\* joined forces again to encourage European travellers to 'explore France'. It has been a winning formula that has contributed to the return of European customers to France, as observed widely in recent months.

### **Sustainable tourism is at the heart of commitments made by Atout France and its partners**

For the second year, Atout France and its partners have been united to win back European travellers. With this relaunch campaign, entitled '#ExploreFrance' and launched in April across 10 European markets<sup>1</sup>, the objective was to maintain and strengthen the momentum built in 2021. The aim was to **position France as a sustainable destination, capable of responding to the new expectations of European travellers seeking more respectful, local-based tourism.**

To achieve this, the campaign capitalised on the varied assets of France as a destination: preserved natural environments, guaranteed slow tourism, eco-conscious accommodation, local food, character towns and villages. The themes of **nature, culture and art de vivre**, collectively the true **essence of France**, were used to promote new destinations and off-the-beaten-track holiday ideas. European tourists were invited to explore the wealth of French destinations and discover **a surprising, inspiring and innovative way of travelling.**

In order to encourage a **better distribution of tourist influx over time**, investments have sought to encourage visitors to France in the spring and autumn, with respectively 23% et 27% of the total budget invested in these periods, while 13% of the budget was allocated to all-season content (36% being invested in the summer season).

<sup>1</sup> Germany, Belgium, UK, Switzerland, the Netherlands, Spain, Italy, Austria, Sweden and Denmark

## Key figures and performance

The Explore France campaign from April to October 2022:

- **Over 120 awareness and conversion campaigns**
- **815 million impressions issued**
- **39 journalists hosted in France, producing 47 leisure press articles published to date (31 articles online, 12 articles in print and four in both formats), reaching 1.3 million readers and 11 million unique visitors**
- **42 influencers hosted in France, reaching a combined audience of 2.9 million**
- **Over 38 million views across all videos broadcasted to the general public**

The campaign is continuing until the end of the year in order to encourage travel in the final quarter. The next few weeks look very positive and leisure travel intentions for the next six months, across all destinations, are up from 2021, notably for the British (87%, +4 pts), German (82%, +7 pts), Dutch (66%, + 6 pts) and American (90%, + 6 pts) markets.

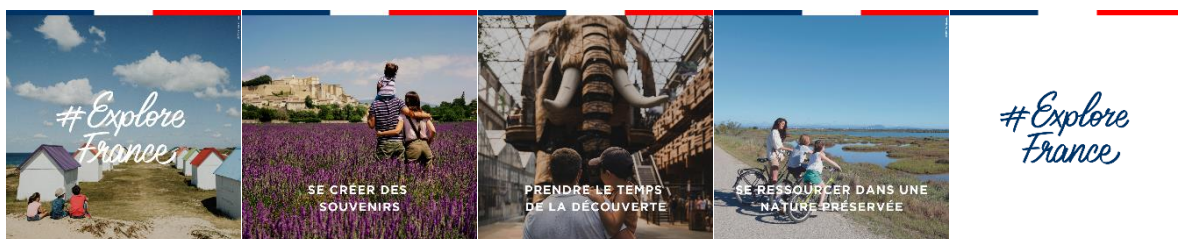
Source: *Barometer of travel intentions of international customers, TCI Research for Atout France, November 2022*

### #ExploreFrance: a high-impact campaign

According to the post-test study<sup>2</sup> carried out across four markets to evaluate the impact of the campaign on their respective populations, the campaign's narrative approach created a sense of closeness and authenticity and generated engagement. It subtly brought target audiences closer to the click and to making tourist purchases. The storytelling was significantly enhanced by an almost entirely digital strategy and skilful use of the codes of the social platforms across which the content was distributed.

The post-test study measured key indicators such as the image of France as a destination and the appreciation of both the campaign and its creative representation. The study revealed a **very positive reception of the campaign**. With an average score of **7.7/10**, the objectives were largely achieved. 83% of respondents who remembered the campaign felt that it positioned France as a sustainable, eco-responsible holiday destination.<sup>3</sup> 19% also had spontaneous memories of the campaign.

The creative angle chosen allowed us to promote the multitude of experiences to be had in France – particularly appealing to the millennials target audience – and played a strong inspirational role by highlighting little-known places and challenging certain clichés.



<sup>2</sup> Quantitative post test, carried out across four markets collectively representing over 70% of the total investment, to measure the impact of the campaign (awareness, recognition, attribution, understanding, incentive to travel, etc) across eight discussion groups each lasting two hours and 30 minutes.

<sup>3</sup> Data from the quantitative post test

A total of approximately 10 million euros will have been invested this year by the State (via Atout France) and the CRTs (regional tourist boards) / economic development agencies / tourism agencies of metropolitan France in equal parts, with French and international companies funding the remainder (up to almost 30%), from April to December 2022.

*“For this second wave of the campaign, we wanted to redefine France's position as a tourist destination, stand out from competing European destinations and create a strong emotional connection with our audiences. European customers' expectations have changed significantly in relation to travel; they have been permanently changed by the health, climate and geopolitical situations experienced in the past two years. It was therefore crucial to tell a more engaging story and represent the travel experience differently, off the beaten track. From this emerged a communication campaign centred around sharing, pleasure, and the real essence of France,”* adds Caroline Leboucher, Atout France's Directrice Générale.

Discussions are already underway with the partners who wish to renew this partnership for a third year in 2023, as the campaign has offered great visibility to France as a destination and positioned it as a leading destination for sustainable tourism.


► To view the general #ExploreFrance 2022 video, click [here](#).



\***Partner companies:** Accor, Air Corsica, Air France, Alpitour, Boscolo, Brittany Ferries, Caldana, Corsica Travel, Corte Ingles, Deutsche Bahn, Disney, EasyJet, Edreams, Expedia, Fédération des autocars, Gîtes de Corse, HolidayPirate, Lastminute, Logitravel, Musement, OBB, Sembo, SNCF Connect, Solfaktor-Kayak, Thalys, Travellink, Tripadvisor, Voyage Privé, Vueling, Webedia.

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