

# EUROPEAN RELAUNCH CAMPAIGN 2022

FOLLOWING THE SUCCESS OF THE 2021 CAMPAIGN, ATOUT FRANCE IS REJOINING FORCES WITH FRANCE'S REGIONAL TOURIST BOARDS, ATTRACTIVITY AGENCIES AND PRIVATE PARTNERS TO PROMOTE THE DESTINATION.

UPHOLDING AN UNPRECEDENTED COLLABORATION WITH A COMMON SLOGAN: **#EXPLOREFRANCE**

Explore France™



and

#Explore France



A SHARED BUDGET OF **10 MILLION EUROS** INVESTED ACROSS 10 EUROPEAN MARKETS FOR THE FOLLOWING TARGETS:

## AMOUNT INVESTED PER MARKET

## TARGETS



### MILLENNIALS



### DINKs



### FAMILIES



## RESPONDING TO THE NEW INTERESTS OF EUROPEAN TRAVELLERS



SUSTAINABLE TOURISM



NATURE AND SLOW TOURISM



CULTURE AND HERITAGE



ART DE VIVRE AND GASTRONOMY

## A 360-DEGREE CAMPAIGN

A **flexible** approach, responding to any geopolitical or health-related developments

Over **120 awareness and conversion campaigns**, digital and social media activity, press and influencer trips



AGILITY



FLEXIBILITY



OVER 120 CAMPAIGNS

## LARGE-SCALE VISIBILITY TO THE GENERAL PUBLIC



38 MILLIONS VIDEO VIEWS



140K MENTIONS OF #EXPLOREFRANCE on social media (since April 2022)



1 MILLION SESSIONS across all platforms

## PRESS + INFLUENCER ACTIVITY

ALMOST **44K** PEOPLE REACHED THROUGH:



1 launch event and **9 PRESS EVENTS**, which drew over 160 leisure journalists



**39 EUROPEAN JOURNALIST PRESS TRIPS** AND **42 EUROPEAN INFLUENCER TRIPS**



**75 ARTICLES** articles in the French and European press, reaching an audience of **13 MILLION**

## PRIVATE PARTNER ACTIVITY, SUPPORTED BY SALES



**30 PRIVATE PARTNERS** took part in the campaign



**60 CONVERSION CAMPAIGNS**

## 2023 PERSPECTIVES



Following the success of the campaign's second year, **TOURISM PROFESSIONALS ARE LOOKING TO BUILD ON THEIR COLLABORATION AND MAINTAIN THE MOMENTUM FROM 2021 AND 2022**



**RENEWAL OF THE PACKAGE IS CURRENTLY IN DISCUSSION BETWEEN ALL PARTICIPATING PARTNERS**

Source : campaign figures up to 31 October 2022

