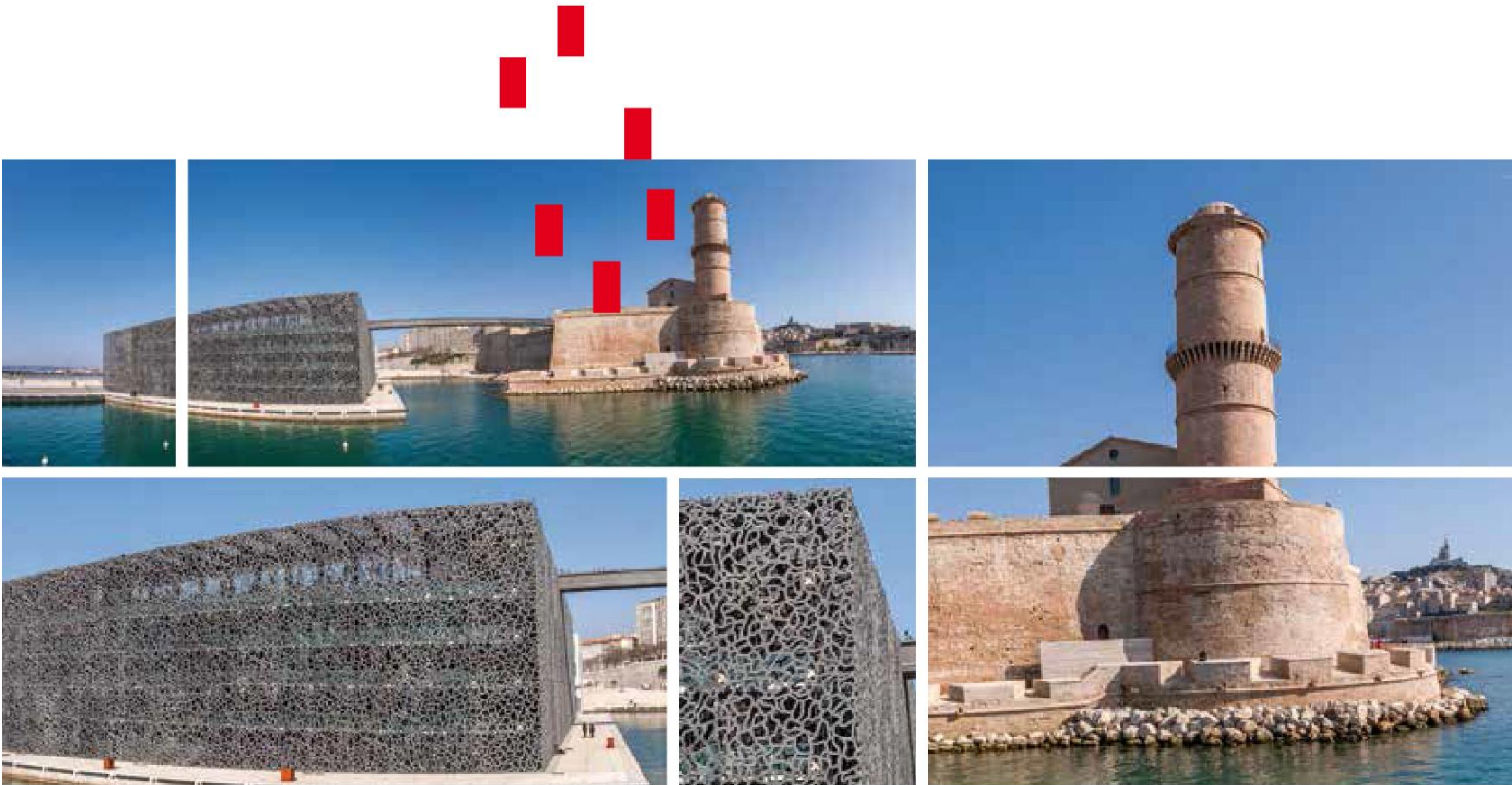


ATOUT FRANCE

FRANCE TOURISM DEVELOPMENT
AGENCY



THE WEIGHT OF TOURISM IN FRANCE

According to the World Tourism Organization (UNWTO), the number of incoming international tourists should have increased by 5.1% in 2013 in turn representing 1,087 billion travellers.

France welcomed up to 84.7 million international tourists in 2013 which ranked the country as the top destination in the world*.

The revenue made represented 42.2 billion euros in 2013 alone**.

The French Tourism industry brings 1.1 million direct jobs and 1 million indirect jobs inclusive of 700,000 seasonal contractors.

Sources: *DGE, ** Banque de France



No.1

economic sector in France

3rd

destination in terms of revenue

nearly

7%

 of the GDP

ATOUT FRANCE 2013 KEY FIGURES

All media and supports included resulted in **670** communication campaigns

Almost **500** professional events organized every year

320 press events organized

3500 professionals and **1800** journalists welcomed to France

A total of **122** investment projects coupled with **863** days of consulting in both France and internationally have been made

14 482 trade publications sold concerning marketing, finance, market observation or regional development marketed to professionals

14 days of training and trade exchanges, seminars organized



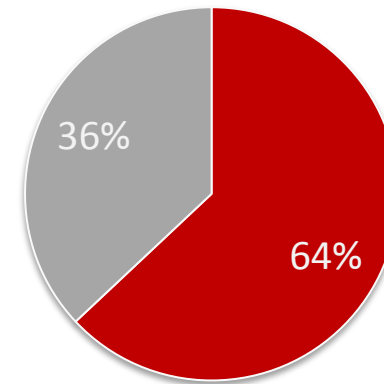
EXTENDED PARTNERSHIP

= 51% of financial products

1 200 ATOUT FRANCE PARTNERS

- 36% of members are institutions
- 64% of members are private businesses (accommodation, restaurants and cafés, transport, travel agencies and tour operators...)

Atout France members



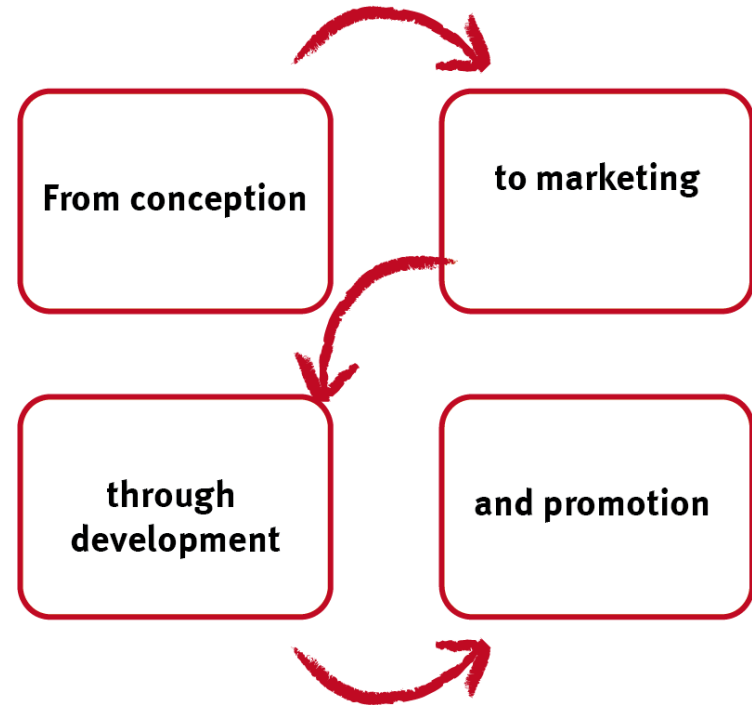
- Institutions
- Private businesses



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



AN AGENCY FOR THE DEVELOPMENT OF TOURISM IN FRANCE

Atout France is responsible for promoting the development of the tourism industry, the country's largest economic sector.

- Promoting and developing the France brand internationally,
- Adapting the French offering to the national and international tourism demand,
- Supporting each of its partners, whether public or private, with a view to increasing their economic competitiveness.

**The “ Rendez-vous in 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.



rendezvousenfrance.com

AN INTERNATIONAL NETWORK

- a global présence with **34 offices** spread over **32 countries**,
- but France has extended its intervention scope to **70 countries** thanks to multiple collaborations with French Embassies worldwide.



France is not 1 destination

France is a collection of destination brands

Showcase all the **destinations** in France and its **umbrella brand**:

« **Rendez vous en France** »



rendezvousenfrance.com

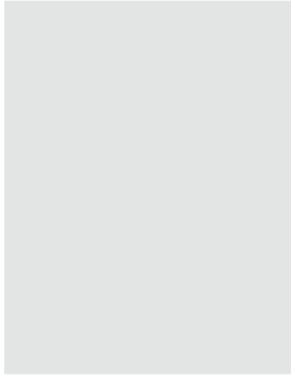




rendezvousenfrance.com



ATOUT
FRANCE



79-81 rue de Clichy
75009 PARIS
Tél. : +33(0)1 42 96 70 00
Fax. : +33(0)1 42 96 70 11