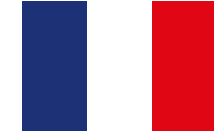


EUROPEAN RELAUNCH CAMPAIGN 2022

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

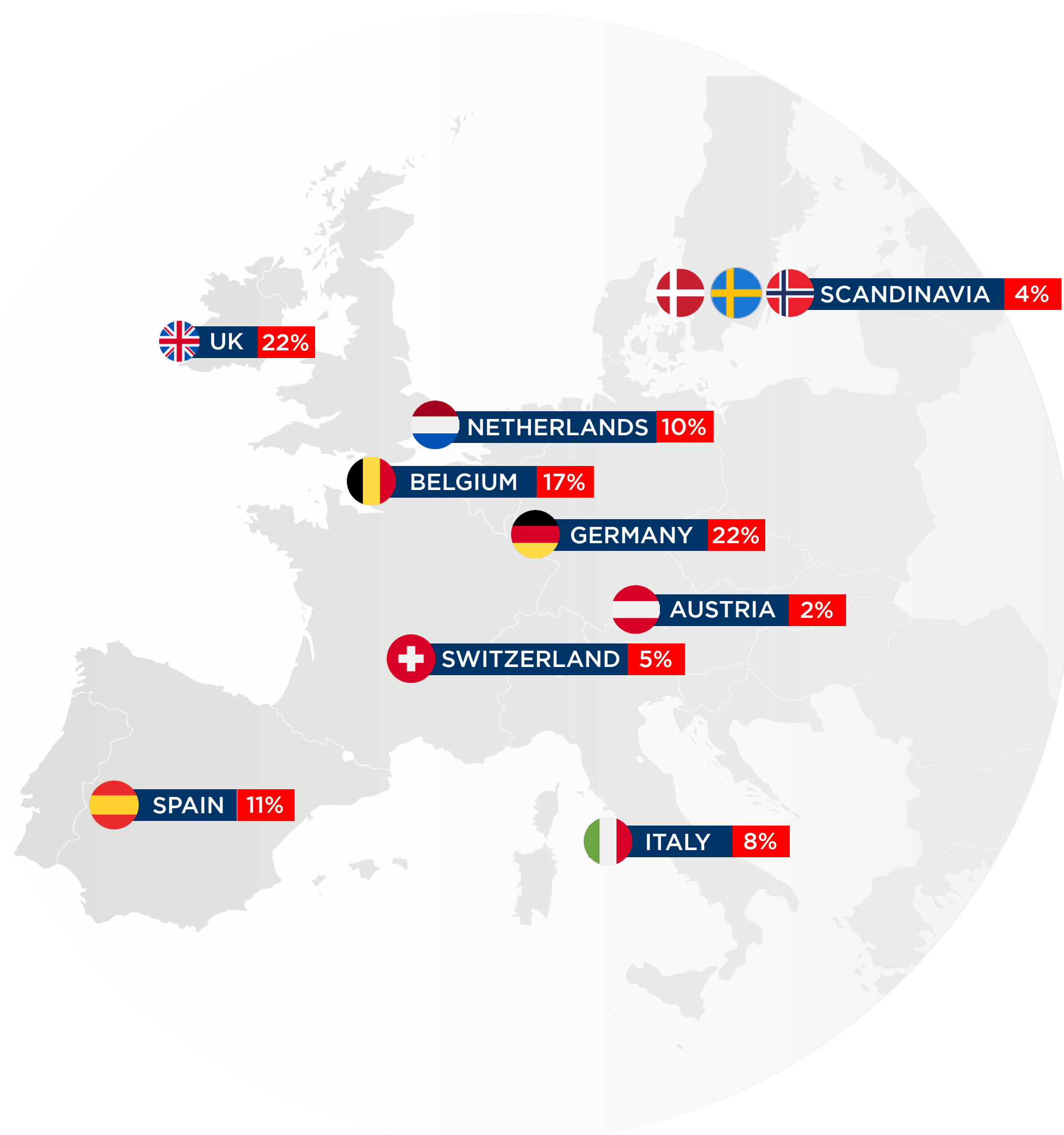
#Explore France



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

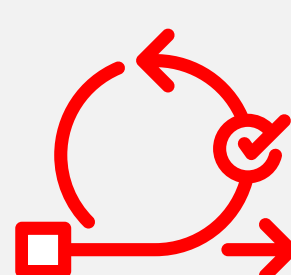


ART DE VIVRE AND
GASTRONOMY

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

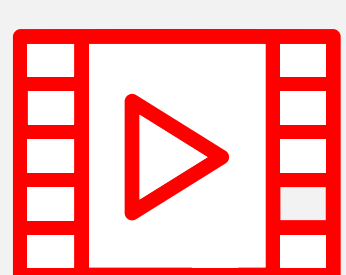


FLEXIBILITY

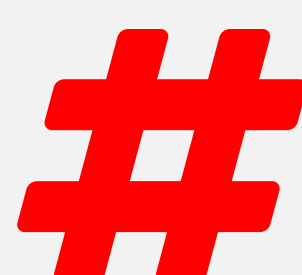


OVER 120 CAMPAIGNS

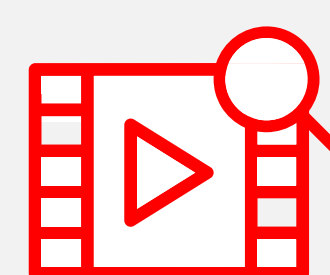
LARGE-SCALE VISIBILITY TO THE GENERAL PUBLIC



38 MILLIONS
VIDEO VIEWS



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



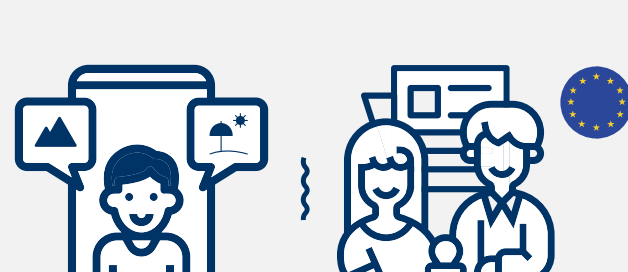
1 MILLION SESSIONS
across all platforms

PRESS + INFLUENCER ACTIVITY

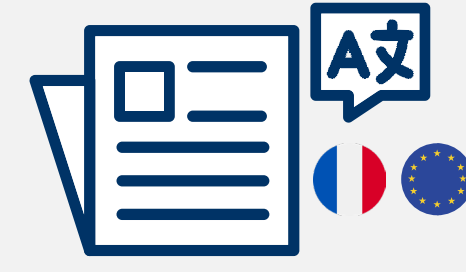
ALMOST **44K** PEOPLE REACHED THROUGH:



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

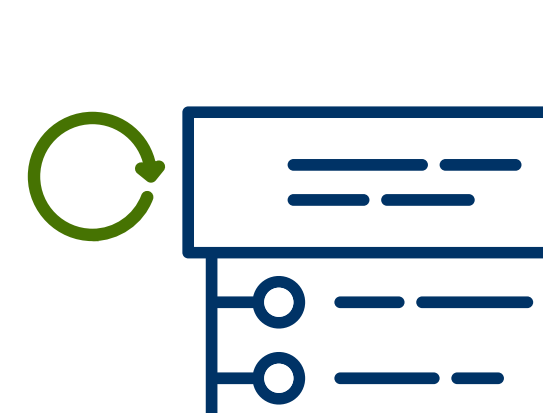


60 CONVERSION CAMPAIGNS

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

**ATOUT
FRANCE**
Agence de développement
touristique de la France



Auvergne
Rhône-Alpes
Tourisme

Designed by
Bourgogne

Tourisme
BRETAGNE

CORSICA

EXPLORE
GRAND
EST

Generous by nature

Hauts-de-France
Tourisme

**PARIS
REGION**
TOURIST BOARD

solutions&co
L'agence de développement économique

**REGION
SUD**
COMITÉ
REGIONAL
DE TOURISME

Montagnes du Jura
TOUT UN MONDE DEHORS

NORMANDIE
TOURISME

Nouvelle
Aquitaine
Tourisme

Destination
Occitanie
Comité Régional du Tourisme et des Loisirs

val de loire
FRANCE