

# The Destination France plan

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Bannière

Plan Destination France, plan de reconquête et de transformation du tourisme

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## **Destination France, a plan to win back and transform tourism**

In June 2021, the President of the Republic announced his intention to equip France with a recovery plan to revitalise French tourism as it emerges from the crisis, and to support the revival and transformation of the sector. While the crisis has been a major shock for tourism, it has also accentuated and highlighted the structural challenges it faces, while accelerating certain trends.

With the Destination France plan, backed by a budget of €1.9 billion, presented by the Prime Minister in November 2021 and steered by the Minister for Tourism, the Government intends to set a genuine course for the development and transformation of the tourism sector over the next 10 years.

The aim is to consolidate France's position as the world's No. 1 tourist destination and to become the No. 1 destination for sustainable tourism, by making French tourism a sector that generates excellence, growth and jobs, based on a more qualitative, sustainable and resilient model, in line with the new expectations of French and international customers.

## **5 strategic priorities**

Destination France's ambitions are based on 20 measures in 5 strategic areas:

- Win and regain talent
- Strengthen the resilience of the sector and support the quality of the offer
- Promoting and developing France's tourism assets
- Meet the challenges of transforming the sector
- Promote France as a destination and consolidate its market share

## Atout France's roadmap

Atout France is heavily involved in the Destination France plan and will be leading various initiatives. 8 of the 20 measures directly concern the Agency.

These measures are integrated into Atout France's 2022-2024 roadmap to enhance the competitiveness and attractiveness of France as a destination.

Affichage des Grands évènements en France

False 2 minutes

Non Les atouts de la France Non