

Welcoming visitors for major events

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Bannière

Bienvenue en France

01 September 2023 31 August 2024

Marchés d'intervention

France

Public attendu

Professionnels français

Format de rendez-vous

Virtuel

Type de rendez-vous

Formations

The videos provide tourism professionals, and more broadly anyone in a hospitality situation, with the information they need to better understand and welcome international clientele.

The first part, dedicated to the **Rugby World Cup 2023**, is available for the following markets:

Argentina, Australia, Ireland, Italy, Japan, New Zealand, Portugal, South Africa, United Kingdom and United States.

For each country, the videos cover different themes:

- Learn about the main characteristics of the visitor's country;
- The profile of sports travelers coming to France for the World Cup
- Their specific interests and expectations;
- Reception expectations and do's and don'ts for different nationalities;
- As a bonus, a video dedicated to the main welcome expressions in different languages.

For the Paris 2024 Olympic and Paralympic Games, the program will be adapted and extended to 7 additional markets: Belgium, Canada, China, Germany, Netherlands, Spain and Switzerland.

If you are interested just reply back as "Send Counts and Cost".

Winning tips for welcoming the world : [Watch the videos](#)



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