

# Understanding and anticipating trends

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Bannière

Understanding and anticipating trends

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The Agency provides them with a number of observation tools:

- Monthly economic reports on the tourism sector;
- Half-yearly reviews of tourism activity;
- An International and Industry Watch newsletter
- Regular surveys on the travel intentions of domestic and international customers,  
Thematic studies (e.g.: *Satisfaction of tourist clientele in France*, *How the French feel about tourism in their country*, *Tourist investment in France*);

## France Tourisme Observation



In 2020, Atout France began creating "France Tourisme Observation", the data hub for the tourism industry.

The aim of this tourism observation and monitoring platform is to provide tourism stakeholders with a current, structural and forward-looking view of tourism in France.

France tourisme Observation promotes the pooling of data, simplifies access to information and enables changes to be viewed live on dedicated applications

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