DIPLOMACY, TOURISM AND DESTINATIONS

France’s strategy on Mountain Tourism

Michel DURRIEU
Director of Tourism, MFAID
Tourism a gouvernemannetal priority

- Goal: 100 millions of tourists for 2020

- *Tourism department*: international promotion of France, improving tourism facilities, digital, training, investments, statistics, tutorship of « Atout France », organization of events, representation (UNWTO, 5+5 etc.), support to our companies for their export, candidatures to international events ...

- Atout France: operator in charge of international promotion and tourism engineering
French mountains: Key for our attractiveness:

- French mountains: 25% of our territory and 26% of our accommodations offers;
- French mountains: 19% of the tourists arrivals;
- Global overnight stays: 75 millions (26% of foreigners);
- Each year 5 billions euros of investments;
- International market: 40% of overnight stays during winter time / 52% of overnight stays during summer time.
Winter season

- 357 Ski resorts;
- 55 millions of skiing journeys;
- France is one the leader as skiing destination in the world;
- With 8 000 km of ski slopes, France represents 30% of the entire ski slopes on the planet;
- Overnights stays in resorts: 76% 
  - 32% of the tourists are foreigners;
  - 3,1 billions of benefits.
Summer season

- Overnights stays in resorts: 38\%;
  - 26\% of tourists are foreigners
- Overnights stays in camping: 18,2 millions
  - 35\% from the international market (6 millions.)
- Main activities: thermal activities, biking, hiking.
Customers trends

- 90% of the international clients are Europeans;
- Growth of short term trips, out of the high season;
- Trend to open resorts all over the year, with new activities;
- Development of a new demand out of the beaten tracks: heritage tourism, slowtourism, biking tourism.
French government support

- FDT : 1 billion euros
- PIA III : an envelope of 5.5 billions euros available for tourism territories wishing to develop an innovative model

Leverage effect
New version of UTN (New tourist units):
- Quickening of legislatives procedures for mountain tourism projects.
- UTN ease implementation of mountain tourism projects. Through this procedure, the government improves our level of tourist’s accommodation, especially in the middle and small mountains.
5 national “destination brands” dedicated to mountains: Pyrénées, Alpes, Jura, Massif des Vosges, Mont Blanc.

These brands are a promotional vector for France. Each destination match with some special activities.
Transformations of French diplomacy to support the economic growth of France and help its companies in their international development ("Economic diplomacy")

Development of a strategy to support our exportations in priority sectors (sustainable city, renewable energies etc. And tourism): global demand and know-how of excellence

Appointment of federators from private sector to help our companies to better export, with coherent offers. Hunt in Pack
Gather and organize tourism companies wishing to export their know-how relying on companies already present in the world stage (Accor, Club Med, Michelin, Air France, Blablacar, Compagnie des Alpes etc.)

Accompany the international development of SMEs and ETI able to set up abroad

Identify opportunities and needs of countries
Actions

- 300 SME / ETI managers contacted
- More than 40 companies regularly participating in French Travel activities
- Exportation of our expertise in our sectors of excellence: development of mountain territories, parks, thermalism, marinas and water activities etc.
- Missions organized internationally with mountain companies in the presence of our ministers: Monténégro, Chine, Iran etc.
- Links with the actions of the « Cluster Montagne »