



The reference media for French destinations

Press release

Today, 21st December, Jean-Baptiste Lemoyne, Secretary of State at the Ministry for Europe and Foreign Affairs, presented a new version of France.fr, the on-line portal for destination France, and unveiled its new logo.

The goal of welcoming 100 million tourists to France in 2020 involves bolstering the vitality of destination France and showcasing its globally renowned destination brands.

The decision taken by the State in October 2015 to give the on-line portal for destination France the domain name France.fr represented a decisive step in reinforcing, very specifically, the visibility of the French tourism offer.

Today, the Ministry for Europe and Foreign Affairs and Atout France wanted to go even further with a major overhaul of the site, which is set to become a veritable reference point and influencing tool across the world. A global budget of 2 million Euros was dedicated to the transformation of the digital ecosystem of France.fr. This work, carried out since 2015, was greatly enhanced in 2017 thanks to the support of communications agency BETC Digital.

Devised in order to inspire the visitor and create the immediate desire to travel and enjoy experiences, France.fr currently represents a showcase of the very best of art de vivre across our territories. It illustrates at once the creativity, conviviality and vitality of a France that is innovative, contemporary and cultural, constantly renewing that which it has to offer.

This is a media that continually highlights events, original happenings that bring the destination to life, inviting visitors to keep discovering.

The site places an accent on French creativity in the major sectors of touristic development, as well as on tourism knowledge hubs (Eco-tourism, mountains in summer, savoir-faire, nightlife tourism, wine tourism). The 16 globally renowned destination brands defined according to instructions from the Government are highlighted in particular.

The quality and diversity of the suggested content respond to a major challenge: reinvigorating the image of the French territories by shining a light on their identities, their surprising and vital character.

Today, the international version of the France.fr web site has been available in French and in English. During the 1st quarter of 2018 the content appearing on this version will be translated into 14 other languages and adapted to meet the needs of our international visitors so that it can be delayed across 29 local sites.

Press Contacts:

Atout France : Christine Aby – christine.abby@atout-france.fr