

FRENCH REGIONS CAMPAIGNING TO BOOST TOURISM



monuments.

French regions are multiplying their initiatives to relaunch the summer season. With its communication campaign, the tourist development agency Atout France has spread the word: the summer season will be mainly French, with support for the sector by promoting the country's cultural sites, castles and other

A total of 86% of French people - compared to 75% in 2019 - have decided to stay in their country this summer, according to a survey of 2,000 people per the 13 metropolitan regions.

The French regions and departments have launched numerous initiatives to increase the attractiveness of their territories to visitors and to boost tourism. Economic plans, advertising campaigns, attractive offers... **Everything is already planned to lure the customers.**

This is particularly the case in the Landes. The Departmental Council, in conjunction with the Departmental Tourism Committee, has drawn up a major €1 million support plan to assist departmental players in tourism and balneology, two very important sectors for the Landes economy, with 23.3 million overnight stays recorded in 2019. In addition, there is also the aid for tourists: 3 000 holiday vouchers worth €150 will be offered to holidaymakers staying in the department.

An offer on which Provence is also betting, with the announcement of a €50 voucher for activities offered for the reservation of 3 nights in the Bouches-du-Rhône. Discounts, again, on the Normandy side, with the launch of the Pass Ambassador, which offers discounts in around forty tourist sites in the region. Available on request, this pass is one of the measures included in a plan initiated by the Normandy Regional Council to support the Normandy tourist industry in its rebound.

Passes and Gift Vouchers

The Jura has also implemented a communication action plan to win over new customers. Purchase of advertising space in the regional print media, poster campaign, radio advertising, etc. Everything is planned to enhance the department's assets and boost tourism. With, once again, the creation of a Pass'Malin Solidarity Pass for the summer period, comprising 65 offers, valid from 4 July to 4 September 2020, to encourage tourists to discover and consume cultural and leisure activities or catering services.

In its recovery plan for the summer of 2020, the Côte d'Azur is aiming even further on European travelers from neighboring countries. Azur France has therefore announced that it is working with Atout France and Expedia to launch an additional large-scale campaign in the nearby European markets that are accessible by car, namely Germany, Switzerland and Italy. In terms of assistance for tourists, the CRT plans to offer 1,000 Children's Passes to customers who have purchased a minimum of 3 nights directly from hotels and tourist residences in the Alpes-Maritimes, including Gîtes de France and the Accor Group.

Many other French regions and departments are also counting on attracting customers with offers that are attractive to say the least, such as Anjou, which has rolled out a scheme to

help tourism professionals via a prize draw, with 1,000 leisure and holiday vouchers to be won, or the two Charentes (Charente and Charente-Maritime), which are also offering €100 for a holiday stay.

*** facebook video ***

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