# **EUROPEAN RELAUNCH CAMPAIGN 2021**

ATOUT FRANCE, THE 13 REGIONAL TOURIST BOARDS AND AGENCIES, AND PRIVATE PARTNERS ARE ALL INVOLVED IN THE NEW TOURISM PUSH FOR DESTINATION FRANCE

### TOURISM IN FRANCE BEFORE COVID-19



#### TRAVEL AGAIN: FRANCE, THE PERFECT DESTINATION FOR EUROPEANS

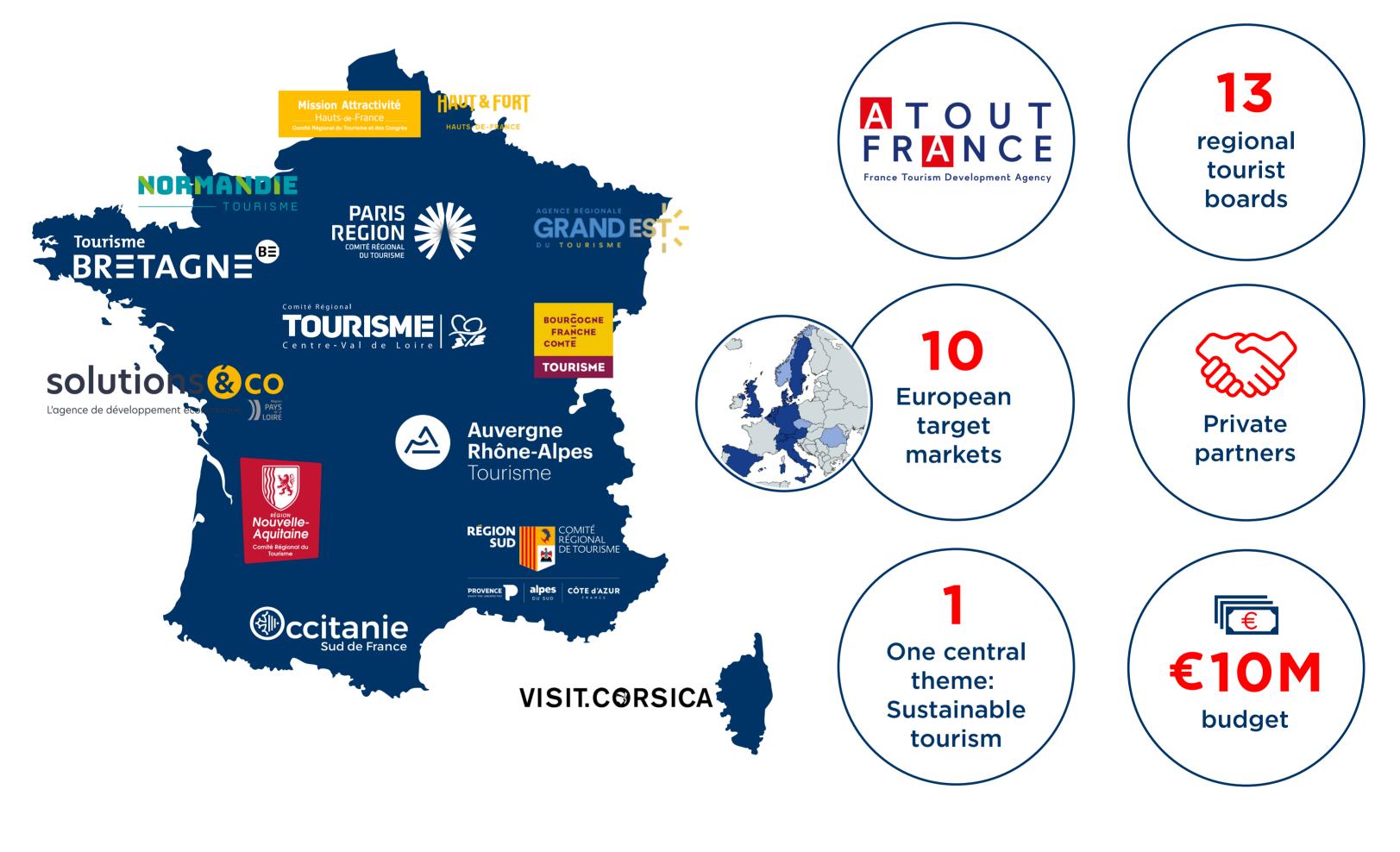


#### A NEW TOURISM PUSH ACROSS EUROPE BASED ON SHARED AMBITIONS AND VALUES



FOR THE FIRST TIME





# GOALS







## SATISFYING EUROPEAN HOLIDAY MAKERS' ASPIRATIONS









# A CAMPAIGN ADAPTED TO TIE IN WITH THE **CURRENT HEALTH CRISIS**









