



INTERMINISTERIAL COUNCIL for Tourism



26 July 2017

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Introduction

With **83 million international tourists received in 2016**, France is the world's top tourist destination. The Government aims to consolidate this leading position and bring **the number of international tourist arrivals up to 100 million by 2020, along with an increase in the average length of stays in the country in order to increase tourism revenues**, with the Government setting itself the ambitious objective of **50 billion euros in 2020** (as against the present 40 billion euros).

Achieving this dual objective would enable creation of 300,000 more jobs across Metropolitan and Overseas France. As a reminder, the tourism sector as a whole accounts for close to 8% of the GDP along with 2 million direct and indirect jobs.

Initial results for 2017 are highly encouraging. **Over the first five months of the year¹, arrivals in Paris increased by +8% with +2% in the regions, making a total of around +7% for the territory as a whole excluding Overseas France.** Unless something out of the ordinary happens, France should receive the 88 to 89 million foreign tourists expected by the end of 2017, making an increase of over 5 million in comparison with 2016.

France's attractiveness is based on the diversity of its offer in all fields, its tangible and intangible heritage and culture in particular, the vitality of its artistic creation and its cultural and creative industries, its language and its art of living.

The Government is determined to reinforce such attractiveness by taking and supporting concrete measures in six priority fields:

1. **Quality of reception at and security of sites**, essential factors in ensuring tourist satisfaction and loyalty;
2. **Structuring the tourist offer**, so attracting growing numbers of international tourists;
3. **State support for investments**, a fundamental component of the Government's strategy;
4. **Training and employment**, both key to ensuring the quality of the service offer;
5. **Support for information sharing and digitisation in order** to improve the sector's competitiveness;
6. **Access to holidays** for as many people as possible.

In order to give fresh impetus to the measures planned for the tourism sector, the Prime Minister has put together an Interministerial Council for Tourism, including Ministers concerned, elected officials and sector professionals, in order to present the Government's roadmap for tourism and the first concrete measures to be taken.

Such measures will be implemented in the context of a Tourism Steering Committee chaired by the Minister for Europe and Foreign Affairs, in dialogue with advisory fora of tourism professionals and local authorities, including those in Overseas France.

1 - Source Atout France.



Composition of the Interministerial Council for Tourism

The Interministerial Council for Tourism is chaired by the Prime Minister and composed of:

Ministers:

- **Gérard COLLOMB**, *Ministre d'État*, Minister of the Interior;
- **Nicolas HULOT**, *Ministre d'État*, Minister for the Ecological and Inclusive Transition;
- **Jean-Yves LE DRIAN**, Minister for Europe and Foreign Affairs ;
- **Jacques MÉZARD**, Minister of Territorial Cohesion;
- **Bruno LE MAIRE**, Minister of Economy and Finance;
- **Françoise NYSSSEN**, Minister of Culture;
- **Muriel PÉNICAUD**, Minister of Labour;
- **Jean-Michel BLANQUER**, Minister of National Education;
- **Stéphane TRAVERT**, Minister of Agriculture and Food;
- **Gérald DARMANIN**, Minister of Public Action and Accounts;
- **Annick GIRARDIN**, Minister for Overseas France;
- **Jacqueline GOURAULT**, Minister attached to the *Ministre d'État*, Minister of the Interior;
- **Élisabeth BORNE**, Minister for Transport, attached to the *Ministre d'État*, Minister for the Ecological and Inclusive Transition;
- **Sophie CLUZEL**, Minister of State, attached to the Prime minister, responsible for Disabled People;
- **Mounir MAHJOUBI**, Minister of State, attached to the Prime minister, responsible for the Digital Sector;
- **Jean-Baptiste LEMOYNE**, Minister of State, attached to the Minister for Europe and Foreign Affairs;
- **Benjamin GRIVEAUX**, Minister of State, attached to the Minister of Economy and Finance.

Elected officials:

- **Philippe AUGIER**, Mayor of Deauville;
- **Dominique BUSSEREAU**, President of the *Assemblée des départements de France*;
- **Anne HIDALGO**, Mayor of Paris;
- **David LISNARD**, Mayor of Cannes;
- **Philippe RICHERT**, President of *Association des régions de France*;
- **President** of the *Assemblée des communautés de France*.

Sector professionals:

- **Sébastien BAZIN**, Chairman and CEO of AccorHotels;
- **Didier CHENET**, President of Synhorcat;
- **Bruno DE MONTE**, Director of the Ferrandi Institute;
- **Augustin DE ROMANET**, CEO of ADP;
- **Timothée DE ROUX**, President of UNPLV;
- **Michel DESSOLAIN**, Managing Director of VIPARIS, Director of Strategy at Unibail;
- **Alain DUCASSE**, Plaza Athénée, Paris;
- **Philippe FAURE**, President of Atout France;
- **Guylhem FERAUD**, National Federation of Outdoor Hotels (campsites);
- **Isabelle GIORDANO**, Unifrance Films;
- **Roland HEGUY**, President of UMIH;
- **Philippe HOUZE**, CEO of Galeries Lafayette;
- **Jean-Marc JANAILLAC**, CEO of Air France-KLM;
- **Frédéric JOUËT**, President of the French Union of Events Professionals;
- **Stéphanie LE QUELLEC**, La Scène, Prince de Galles, Paris;
- **Pierre-René LEMAS**, Managing Director of the Caisse des Dépôts et Consignations;
- **Christian MANTEI**, Managing Director of Atout France;
- **Catherine PEGARD**, President of the Public Establishment of the Palace of Versailles;
- **Jean-François RIAL**, CEO of Voyageurs du Monde;
- **Alexandre RICARD**, CEO of the Pernod-Ricard Group;
- **Gillian TANS**, President of Booking Monde;
- **Anne YANNIC**, Director of the Société de la Tour Eiffel.



The Government's roadmap for tourism

- 26 July 2017 - Interministerial Council for Tourism*: Presentation of the Government's roadmap and initial concrete measures**
- 10 October 2017 - Tourism Steering Committee**: Reception, connectivity, funding site promotion and security** (service quality in major infrastructures such as railway stations and airports, quality and reliability of transport infrastructures, issuance of visas, site security, promotion of France abroad, destination contracts).
- December 2017 - Annual Tourism Conference: Implementation of the Government roadmap** in the presence of 200 professionals.
- 19 January 2018 - Interministerial Council for Tourism: Investments and simplification** (plan for overall renovation of seaside and mountain tourist resorts, seeking a link with the €50 billion investment plan, deployment of the "France Développement Tourisme" consolidated fund).
- April 2018 - Tourism Steering Committee: International promotion and territorial governance** (interaction with Regions for international promotion).
- July 2018 - Interministerial Council for Tourism: Competitiveness and digital development of the tourism industry** (entrepreneurship, open data, regulation of stakeholders, digitisation of the French offer -brand France, France.fr-).
- November 2018 - Tourism Steering Committee: Structuring of the offer** (renewal of various plans: night tourism, cultural tourism, slow tourism, shopping tourism, business tourism, oenotourism, knowhow tourism, mountains in summer, senior-citizen tourism, cruise tourism, reception of foreign patients, tourism and disability).
- December 2018 - Annual Tourism Conference: Assessment of implementation of the Government's roadmap** in the presence of 200 professionals.
- January 2019 - Interministerial Council for Tourism: Training, employment and social tourism** (wider opening of apprenticeship contracts in consultation with sector professionals, work conditions for seasonal workers, increase in numbers of apprentices, holiday vouchers, etc.)
- April 2019 - Tourism Steering Committee: innovation and fresh examination of the Site Security section.**
- July 2019 - Interministerial Council for Tourism: Fresh examination of the sections on Reception Quality** (service quality in major infrastructures such as railway stations and airports, quality and reliability of transport infrastructures, issuance of visas) and **International Promotion and Territorial Governance** (interaction with Regions for international promotion).

* Chaired by the Prime Minister.

** Chaired by the Minister for Europe and Foreign Affairs.



Initial measures to reinforce France's tourism attractiveness

1. Issuance of visas in 48 hours in 10 new countries by 1 November 2017 (8 countries) and 30 June 2018 (2 countries).

Our action with regard to visas has been serving our attractiveness policy since 2014, as is evidenced these days by the issuance of visas within 48 hours in China (with issuance in 24 hours since 1 January 2016), Singapore, South Africa, Qatar, Kuwait, Bahrain, Oman and Turkey. Our attractiveness is also reinforced by current deployment of mobile biometric fingerprint collection stations in most of these countries (China, India, Turkey, South Africa, Kuwait and Qatar), as such facilities enable close contact with applicants (with biometry collection at travel agency head offices, for example).

With a view to further reinforcing our attractiveness policy, we shall be extending the 48-hour visa issuance service to 10 new countries as from the start of the new academic year, in compliance with the EU's common rules and in sequential fashion: 1/ Russia, one of the main sources of tourists to France; 2/ the five ASEAN countries not currently included in the 48-hour system and whose nationals require short-stay visas, i.e. Thailand, the Philippines, Cambodia, Laos and Burma, along with Indonesia and India, where the system should meet the growing demand on the part of tourists – making 8 countries in all by 1 November 2017. In 2018, 48-hour issuance could be extended to Saudi Arabia and Vietnam in the event of our Schengen partners doing away with compulsory prior consultation.

2. Commitment to a maximum waiting time of 30 minutes at border police in airports for European nationals, and 45 minutes for non-Europeans, as from 1 January 2018.

3. Maintenance Plan for motorways between Île-de-France airports and Paris via a Public-Private Partnership for cleaning, litter collection, and regular mowing and pruning of green spaces.

4. Preparation of an investment plan for seaside and mountain resorts.

In order to combat devitalisation of tourist resorts due to inadequate or obsolete service offers and accommodation, an incentive scheme will be created enabling co-owners to renovate their properties and fostering the upgrading required for tourist accommodation to remain competitive with the international tourism offer. Condos that fail to take advantage of the opportunity and take the necessary action could be subject to refurbishment operations under declarations of public interest enabling renovation to be undertaken at the request of the Mayors of municipalities concerned. An experiment is set to be launched this year with possible extension in 2018.

Initial measures to reinforce France's tourism attractiveness

5. Increase in the number of apprenticeship contracts in the sector, in consultation with professionals.

The apprenticeship system must be put on a new footing in order to develop companies' offer with regard to under 25 y/o and combat youth unemployment effectively. Examination of a bill is set for spring 2018, introducing reforms that will come into force progressively over the next two years. With this in view, consultations will be taking place this autumn seeking to develop such contracts, above all in the tourism sector.

6. Signature in 2018 of an EDEC (commitment to developing jobs and skills) agreement.

The commitment will be signed with representatives of the sector (employers' organisations and unions) with the aim of implementing an action plan meeting sectoral needs in terms of jobs and skills. Its priorities will include the impact of digital technology. The State's financial commitment will be determined during negotiations with social partners. At this stage, a budget of between €600,000 and €800,000 is envisaged.

7. Mobilisation of public expertise to the benefit of territories.

Support of tourism projects in rural areas with the AIDER scheme: mobilisation of senior officials from inspectorates and ministerial general councils (General Council for the Environment and Sustainable Development [CGEDD], General Council for Food, Agriculture and Rural Areas [CGAAER] and the Economic and Financial Inspectorate [CGEFI]) to accompany local authorities in drafting territorial projects, bringing ATOUT France's expertise into play.

8. Facilitating tax-refund operations, at airports in particular

In order to reduce queues prejudicial to destination France's brand image, by the taking the following steps: 1) Harmonising and simplifying tax-refund forms by 30 June 2018, 2) Launching a common customs/airports plan to provide the extra computer capacity required to process forms, 3) Reinforcing the public-private partnership: raising awareness among traders and joint communication to travellers.

9. Launch of the "DATAtourisme" platform in autumn 2017

The platform aims to collect, standardise and disseminate information produced by local stakeholders in tourism in the form of open data. An "Investment for the Future Programme" (PIA) winner, the project is promoted by the Ministry of Economy and Finance, in partnership with the "Tourism and Territories" network. Complementary public- and private-sector data will be added to it over time with a view to enabling better observation of tourism phenomena and entrepreneurs' needs, and facilitating development of innovative services contributing to the French tourism sector's competitiveness and attractiveness.

10. Signature of an interministerial framework agreement aiming to support and promote the cultural tourism sector in France, set for the last quarter of 2017.

The agreement sets out the objectives and methods of cooperation between the Ministry of Culture, Ministries responsible for tourism (Europe and Foreign Affairs; Economy and Finance) and operators. It will be structured around development of tourism in the territories via best use of their cultural resources; synergies between stakeholders in the realms of culture and tourism, by stepping up professionalisation actions in the cultural tourism sector; accessibility, reception and mediation quality for all visitors to cultural sites; and finally, development of digital services for cultural tourism. Particular attention will be paid to tourists with special needs and areas traditionally far removed from the tourism offer.

Initial measures to reinforce France's tourism attractiveness

11. Organisation of the second National Overseas France Tourism Meetings

The meetings will be held alongside TOP Résa (the tourist industry's leading trade fair) on 25 September 2017. The event will see setup of a Council for Tourism in Overseas France, which will bring together the policy decision-makers, professionals and government bodies concerned, including Atout France, to facilitate reflection on the Government's roadmap for tourism in Overseas France.

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