



MINISTÈRE  
DE L'EUROPE ET DES  
AFFAIRES ÉTRANGÈRES



# France.fr

**The reference media  
for French destinations**

Press contact:

# France.fr, the reference media for French destinations

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 1<sup>st</sup> 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.

# France.fr and its ecosystem

## 31 VERSIONS OF THE FRANCE.FR SITE, INCLUDING :

- **2 INTERNATIONAL SITES in French and English...**

targeting, most notably, emerging source markets (francophone Africa, South Africa, South-East Asia, etc.)

**The international francophone site will be deployed at the start of 2018 in Belgium, Switzerland and Canada** with adapted content that focuses on the specific needs of each of these markets. **The same approach will be employed for the international anglophone site in Great Britain/Ireland, United States, Canada, Australia and India.**

- **DEPLOYED IN 14 ADDITIONAL LANGUAGES ACROSS 21 LOCAL SITES**

During the 1<sup>st</sup> quarter 2018.

German (Germany, Austria, Switzerland), Arabic (Middle East), simplified Chinese (Mainland China), traditional Chinese (Hong Kong, Taiwan), Korean, Danish, Spanish (Spain, Mexico, Latin America), Italian, Japanese, Dutch (Netherlands, Belgium), Norwegian, Portuguese (Portugal, Brazil), Russian, Swedish.

**MORE THAN 1 THOUSAND EDITORIAL CONTENTS** on the international francophone version, showcasing the destinations, tourist sites, events, talents of the destination...

## MORE THAN 2.4M PAGE VIEWS PER MONTH / NEARLY 1.5M MONTHLY VISITS

## 8 SOCIAL MEDIA SITES @FRANCE.FR

- **4 preferred networks for the international markets:**

-  **FACEBOOK** : the hub of the community, the day-to-day link to everything that is happening in France right now  
[@interfr.france.fr](#) – 1.5M fans (27 market pages)
-  **INSTAGRAM** : a window on everything there is to experience in France, a space where influencers can express themselves  
[@France.fr](#) – 50,000 subscribers (new global account since Dec. 2017)
-  **YOUTUBE** : the hub for vidéo content and a source of inspiration  
[France.fr](#) – 1,675 subscribers, 2.5M views (channel created in Oct. 2015)
-  **TWITTER** : the real-time news feed aimed at media and influencers  
[France.fr](#) : 160,000 subscribers

- **4 preferred networks in 2 specific markets:**

- China :  **WECHAT** (37,900 subscribers) and  **WEIBO** (1,560,000 subscribers)
- Russia :  **OK** (24,750 subscribers) and  **VK** (4,400 subscribers)

## A CRM WITH QUALIFIED CONTACTS

5.5M contacts on the Atout France database (general public and international travel trade professionals)

# Fluid and instinctive navigation

## Optimise the user experience

The construction of the site was designed with the aim of optimising its performance. Particular care was taken in the structure of each page and the weight of integrated media.

The content of France.fr is also stocked on a dedicated tool, separate from the site itself, in order to guarantee more fluid navigation, which is effective regardless of the country in which the connection is being made.

The deployment of this content is carried out from a management platform (CMS).

Finally, the content of the site has been optimised in order to ensure its effective organic referencing (SEO). This is a key factor in retaining gains and developing the audience of France.fr.

## The design and ergonomics of a media site

Because 56% of web users connect to the Internet via their mobile terminals (smart phones and tablets) France.fr was originally designed to respond to this type of use, before being adapted for computer screens.

This media orientated functionality was therefore favoured: the content is the vector for navigation throughout the site:

- Tags that link content according to common themes,
- The positioning of information alongside the content generates serendipity,
- The most recent and relevant content is always accessible.

## An integrated search engine and site mapping

Since December 2016, Atout France has been involved in a collaborative agreement with European search engine Qwant, a tool that originated in France and has always made protecting the web user's data part of its DNA. Integrated across all versions of France.fr, Qwant technology supplies web users with the most appropriate results.

Atout France also approached IGN and sealed a partnership agreement in December. This French web mapping specialist supplies all the technology and content required for mapping France.fr. All the touristic sites listed are, therefore, easily geolocated.

### A production that is 100% made in France



Search engine



Web mapping



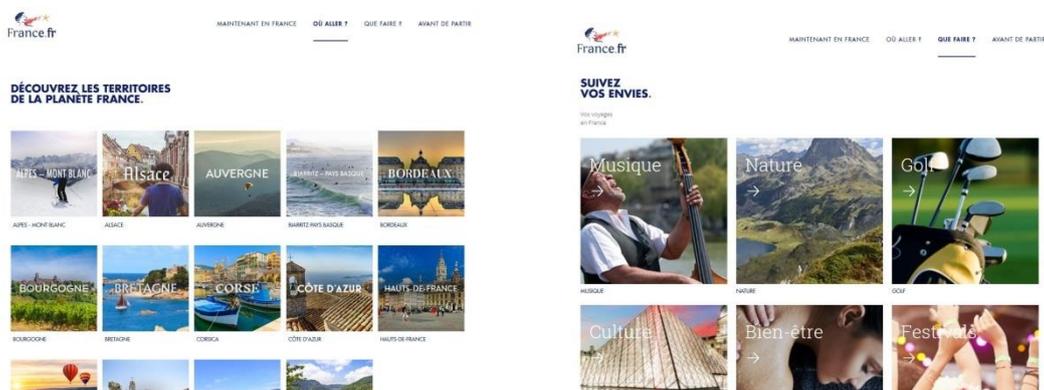
# An editorial line that is designed to inspire

France.fr boasts a new graphic identity that is elegant and sleek.

## Headings

Content is at the very heart of the France.fr tool. This can be accessed thanks to a simple and clear system of headings that allow users to enter into France's touristic offer via globally recognised destination brands (« where to go ? ») or themes for breaks (« what to do ? »).

Events that should not be missed in France are also easily accessible (the « Now in France » heading). Finally, practical information is offered to visitors so that they can plan their trip to France more effectively (« before you go »).



## News lies at the heart of the editorial line

As with all art de vivre based media, the information provided is constantly updated. News on the destinations, the cultural effervescence of France, openings of new venues, restaurants and museums, the great diversity of events that bring the destination to life are all presented as opportunities to come and discover the country.

Everything suggests that France and its destinations have a lot more to offer than you might imagine. It is only by visiting that this will truly be revealed to you.

A wide range of formats are deployed in order to serve this editorial line: beautiful images, videos, lists of essentials, reports, etc.

Finally, because the human touch is also central to France.fr, a significant number of interviews provide a platform to the personalities and young talents that make up France and these features punctuate the site.

The France.fr editorial committee is made up of figures drawn from the worlds of culture, gastronomy, sport... regularly convening in order to keep abreast of the very latest news.

## Content that can be adapted according to the specificities and affinities of each source market

During the 1<sup>st</sup> quarter 2018, 29 versions of France.fr will be deployed in 16 languages (see annexe).

Much more than a simple translation of the international version, this will involve offering every source market the touristic offer that is most likely to be of interest. This process of adapting and prioritising content is undertaken by the teams of the Atout France network, who have been based in their relevant countries for many years and know perfectly well the requirements and affinities of their different clientèles.

## ⇒ INSPIRE: beautiful images, videos, mood boards

France.fr

INVESTISSEMENT EN FRANCE | COUVERTURE | LES TENDANCES | MONDE DE NOTRE

### Surfer en hiver sur la Côte basque, mais oui c'est possible !

Si Manon du blog Allons Rider a bien une passion, c'est le surf, même en hiver. Et quel meilleur décor que le Pays basque et ses célèbres plages pour profiter des vagues ?

« Jusqu'à la nuit ». C'est ce qu'il y a de plus agréable à ce moment-là, ce n'est pas plus que l'océan, cette lumière orange pour nous réchauffer et ce sentiment d'être seuls au bord du monde.

Qui dit hiver, dit grosses vagues et mauvais temps. Malgré ces conditions, l'hiver offre aussi de nombreux avantages, comme le fait de surfer sur des plages moins fréquentées.

Elles surfont cela tout être manger sans pour se sentir en forme, d'autant plus l'hiver quand les conditions sont idéales.

Quand on surfe l'hiver, il y a un avantage que les afficionados particulièrement : on est sûr de ne pas se baigner dans une piscine ou de se baigner dans l'océan.

Elles sont très chères, humides et sales en les faisant circuler, les pieds sur son plateau, après chaque session. La nuit semble à l'accompagner dans le défilé.

## ⇒ CREATE DESIRE : top tips, lists of essentials and reports

France.fr MAINTENANT EN FRANCE OÙ ALLER ? QUE FAIRE ? AVANT DE PARTIR

### 5 minutes pour tout savoir sur les châteaux de la Loire

Par Lise Asselin, le 6 NOVEMBRE 2017, dernière mise à jour le 1 DÉCEMBRE 2017



© Zambelli / iStockphoto - Château de Chambord

Grandeurs et décadences, prouesses architecturales, histoires de cœur et de cour, secrets d'alcôves... Encore plus fort que les contes des Mille et Une Nuits, les châteaux de la Loire ! Vous avez 5 minutes ?

France.fr MAINTENANT EN FRANCE OÙ ALLER ? QUE FAIRE ? AVANT DE PARTIR

### 8 journées au fil de l'eau en Bourgogne

Par Emilie Guillouen, le 14 NOVEMBRE 2017, dernière mise à jour le 6 DÉCEMBRE 2017



© Laurent / iStockphoto - Site de médiation Bourgogne - Semons les fruits

Les arbres défilent de part et d'autre. Les nuages et les ponts vous passent au-dessus de la tête. Et vous êtes bercé par le doux clapotis de l'eau contre la coque de votre bateau. Des rives de la Saône au canal du Nivernais, on pourrait faire le tour de Bourgogne sans quitter l'eau des yeux.

## ⇒ SHOWCASE THE TALENT AND PERSONALITIES THAT BRING THEIR DESTINATION TO LIFE : portraits, interviews and carte blanche given to influencers

France.fr MAINTENANT EN FRANCE OÙ ALLER ? QUE FAIRE ? VOUS PRÉPARER

### Talent à suivre : Anaïs Bouilly, bijoutière.

le 23 novembre 2017, dernière mise à jour le 4 décembre 2017



© iStock - Talent à suivre : Anaïs Bouilly, bijoutière à côté de Rennes en Bretagne

Anaïs vit en Bretagne, près de Rennes, en pleine nature. Elle est revenue là où elle est née pour commencer une nouvelle vie de créatrice de bijoux. Mais pour cela, elle a choisi une approche d'une exigence rare : la joaillerie équitable. Suivons-la.

- Elle s'appelle Anaïs Bouilly
- Elle est bijoutière
- Elle est inspirée par le végétal et la nature qui l'entoure
- On la suit parce que ses alliances donnent des envies de (re)mariage, et parce qu'elle fait partie des très rares créateurs de bijoux qui travaillent exclusivement de l'or certifié équitable.
- Signe particulier : à ses heures perdues, elle cultive aussi des plantes médicinales...
- Dernière nouvelles : elle doit ouvrir sa toute première boutique à Rennes au printemps 2018.

Pour la suivre : [www.passage-joaillerie.com](http://www.passage-joaillerie.com) (Lise Asselin)

#### ÉVÈNEMENTS.

- LE FESTIVAL DE CONCOMRES À SAUMUR  
du 19 au 20 Décembre
- FESTIVAL INCOCO LA GAZELLE EN BRETAGNE  
du 19 au 20 Décembre
- MÉTIÈRE - DES ÉMOTIONS INFINIMENTES  
du 19 au 20 Décembre
- FESTIVAL LA GAZELLE INCOCO 2018  
du 19 au 20 Décembre
- FESTIVAL INTERNATIONAL DE GAZELLE EN BRETAGNE  
du 19 au 20 Décembre

DESTINATIONS

### Découvrez la Bretagne

→

# Annex

## France.fr - 16 languages / 31 versions

	languages	relevant markets	local sites with content adapted for the market
1	FRENCH		
	1 international francophone site	Francophone Africa	
	Sites in French adapted for the markets		3 Belgium 4 Switzerland 5 Canada
2	ENGLISH		
	2 international anglophone site	South-East Asia Central Europe Finland, Baltic States South Africa Israel	
	Sites in English adapted for the markets		6 Great Britain/Ireland 7 United States 8 Canada 9 Australia 10 India
3	GERMAN		11 Germany 12 Austria 13 Switzerland
4	ARABIC		14 Middle East
5	SIMPLIFIED CHINESE		15 Mainland China
6	TRADITIONAL CHINESE		16 Hong Kong
			17 Taiwan
7	KOREAN		18 Korea
8	DANISH		19 Denmark
9	SPANISH		20 Spain
			21 Mexico
			22 Latin America
10	ITALIAN		23 Italy
11	JAPANESE		24 Japan
12	DUTCH		25 Netherlands
			26 Belgium
13	NORWEGIAN		27 Norway
14	PORTUGUESE		28 Portugal
			29 Brazil
15	RUSSIA		30 Russia
16	SWEDISH		31 Sweden