

PRESS RELEASE

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The Tourism Recovery and Transformation Plan (PRTT) provides export financial assistance for French businesses in the sector

Dare to go international, with a real support program for priority markets!

French Prime Minister Élisabeth Borne announced on November 20, 2021, that she was implementing the Tourism Recovery and Transformation Plan (PRTT) entitled "Destination France". Measure no. 17 of this plan aims to **support the development and influence of tourism startups**, and it is based on a sub-measure intended to strengthen and promote "Travel Tech" in France and internationally.

Since 2020, Business France has been supporting innovative **businesses** in the tourism sector as part of an annual program of collective measures. This annual program is the result of an exchange with firms in the sector, the various partners (network of incubators/accelerators from **France Tourisme Lab, led by the Directorate General for Enterprise**; Village by CA; Atout France) and with experts from the Business France offices abroad, to verify the relevance and business opportunities for each targeted market.

As part of the international component of the "Destination France" plan, Business France and Bpifrance, in close consultation with Atout France and other innovation partners (France Tourisme Lab and its network of incubators), have developed an international plan of action over three years to enable innovative startups, scaleups, SMEs and even mid-size companies in the tourism sector to launch themselves internationally and position themselves now in growing markets (Southern Europe, Rhineland, North America, the Middle East, Asia). The proposed plan was designed and organized as long-term support in sequences of actions over the 2022-2024 period.

An agreement signed between the state and Business France as part of the PRTT enables Business France, thanks to a **subsidy granted to French firms**, to:

- Organize operations bringing together a delegation of French **businesses** at **professional exhibitions abroad** dedicated to the tourism sector (scope: seven exhibitions offered by Business France as part of the PRTT).
- Organize missions with the main aim of **discovering new practices or trends within tourism ecosystems abroad** (scope: one Business Expedition mission offered by Business France as part of the PRTT).
- Organize collective operations taking the form of missions abroad lasting a few days, with a mix of collective events (market presentations, networking, site visits, etc.) and individual meetings (scope: five BtoB missions offered by Business France as part of the PRTT).

- Organize the first edition of the “International Tourism Meetings”, an annual event during which major trends in global tourism will be presented, as well as business opportunities in priority markets.
- Design and implement the “French Tourism Solutions” e-showcase (online promotional tool for French tourism expertise abroad).

The aims set out by the government for Business France in terms of the awarding of the grant are as follows:

- Bolster the influence of the tourism innovation ecosystem.
- Support both the development of startups and the emergence of French unicorns in tourism and events technology.
- Enable innovative startups, scaleups, SMEs and mid-size companies in the tourism sector to develop internationally and position themselves in growing markets outside of France.

For further information, please contact Viviane Silberstein: viviane.silberstein@businessfrance.fr

About Business France

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French **businesses**, as well as promoting and facilitating international investment in France.

It promotes France’s companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has 1,500 personnel, both in France and in 56 countries throughout the world, who work with a network of partners.

Since January 2019, as part of the reform of the state support system for exports, Business France has given private-sector partners responsibility for supporting French SMEs and mid-size companies in the following markets: Belgium, Hungary, Morocco, Norway, the Philippines and Singapore.

For further information, please visit: www.businessfrance.fr @businessfrance

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