



AÉROPORTS DE PARIS
The world is our guest

21 July 2015

Press Release

Aéroports de Paris and Atout France undertake to strengthen the attractiveness of Paris and France as destinations

Tuesday 21 July: In the presence of **Matthias Fekl**, Minister of State for foreign trade, tourism, and French nationals abroad, **Augustin de Romanet**, Chairman and CEO of Aéroports de Paris, and **Christian Mantei**, CEO of Atout France, signed a partnership agreement to enhance their collaboration and to develop the strengths of the Paris airports in the welcoming of tourists.

Through this agreement, Aéroports de Paris and Atout France will develop new synergies in the following areas:

- **The pooling of expertise in passenger** and tourism flows at Paris-Charles de Gaulle and Paris-Orly in order to better serve France;
- Stronger promotion on the different markets of the **shopping and service offering, as well as improving the accessibility and attractiveness** of Paris-Charles de Gaulle and Paris-Orly airports, given that a traveller's last impression will have a decisive influence on their overall experience of the trip;
- The creation of a **connectivity observatory** to better observe and address the competitiveness of Paris and France vis-à-vis competing destinations;
- A dedicated and personalised **reception** for French and international opinion leaders and decision makers at Paris-Charles de Gaulle and Paris-Orly airports,
- To raise the awareness and improve the professionalism of personnel with regard to the challenges of customer care and the tourism industry, through training sessions.

This new stage in the collaboration between Aéroports de Paris and Atout France is in line with the collective momentum called for by the *Conseil de promotion du tourisme* (French Council for the Promotion of Tourism). It now makes it possible to aggregate the entire tourism value chain: from studies to promotion through training, observation, engineering, and customer care, all in the service of French destinations accessible via the Paris airports.

This commitment makes even more sense given the objective of welcoming 100 million international tourists per year to France by 2020, a goal that requires growth in the attractiveness and connectivity of airports.

The Paris airports, with more than 92.7 million passengers welcomed in 2014, a 2.6% increase from 2013, and Atout France, with a network of 32 international offices in the countries that send the most tourists to France, will thus play a crucial role in receiving both French and international tourists.



AÉROPORTS DE PARIS

The world is our guest

Matthias Fekl, Minister of State for foreign trade, tourism and French nationals abroad said, *"Tourism is regarded, since 2012, to be a key sector of the economy. The partnership that Aéroports de Paris and Atout France have entered into today attests to this and is rooted in this active and concrete collective momentum of all the players, in order to make France ever more attractive as a destination."*

Augustin de Romanet, Chairman and CEO of Aéroports de Paris, said, *"This partnership with Atout France is proof of the determination of Aéroports de Paris to better capture growth in global tourism in order to achieve the greatest value and fully benefit the Paris region as a destination, and more generally, France."*

For **Christian Mantei, CEO of Atout France**, *"This partnership is strategic for this destination since the promotional aspect, which is crucial, will be backed up by important measures for customer care and by cooperation in observation which will allow us to better address and anticipate the behaviour and expectations of our visitors."*

www.aeroportsdeparis.fr – www.atout-france.fr

Press Contact :

Elise Hermant, responsable du Pôle Opinion +33 1 43 35 70 70 – relationpresse@adp.fr
Stéphanie Cadet, Atout France +33 1 42 96 70 75 – stephanie.cadet@atout-france.fr

Aéroports de Paris builds, develops and manages airports, including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. In 2014, Aéroports de Paris handled around 93 million passengers and 2.2 million metric tonnes of freight and mail at Paris-Charles de Gaulle and Paris-Orly, and more than 41 million passengers in airports abroad. Boasting an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernising its terminal facilities and upgrading quality of services; the Group also intends to develop its retail and real estate businesses. In 2014, Group revenue stood at €2,791 million and net income at €402 million.

Registered office: 291, boulevard Raspail, 75014 Paris, France. A public limited company (Société Anonyme) with share capital of €296,881,806. Registered in the Paris Trade and Company Register under no. 552 016 628 RCS Paris.