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Atout France launches new campaign to boost Paris as tourist gateway to France.

Atout France and its partners launched a major new internet and social media campaign on December 15. The main aim is to bolster the appeal of Paris after last month's terrorist attacks.

The events that shook Paris and Ile-de-France region on November 13 have touched not only France and its people, but also people across the world. Tourism has also been affected and this new campaign is designed to reassure visitors and bolster the appeal of Paris to Parisians themselves as well as to the rest of France and international tourists.

Key to the campaign is the hashtag #ParisWeLoveYou with a simple message, 'PARIS WILL ALWAYS BE PARIS'. A dedicated website – Parisweloveyou.fr – will invite people to share photos that illustrate their own feelings for Paris and, thanks to social networking, thus create a collective momentum to promote the city. Many of these photos will then be used to cover a giant object in a symbolic corner of Paris.

Atout France will be a powerful player in the campaign, promoting it on their internet sites as well as on social networks in France and across the world. In the words of Christian Mantej, Director-General of Atout France: 'We are delighted to lend our support by offering the powerful international reach of our social networking activities. It's also a wonderful way to thank all those people across the world who have been sending messages of solidarity to us over the last month.'

France hopes to attract 100 million tourists by 2020 and this campaign will remind travellers that Paris is still a city that is proud to welcome visitors from all over the world.

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