

PRESS RELEASE

London, 5 November 2019

Atout France and easyJet have signed a three-year partnership deal on 4 November 2019 at World Travel Market (London's ExCEL Centre) continuing to support France's inbound tourism.

The three-year contract between Atout France, the France Tourism Development Agency, and easyJet, Europe's leading airline, reinforces their long-term partnership and commitment to French tourism economy. The two companies will promote key French destinations to drive traffic from the UK and German markets to France. A joint marketing campaign will be launched and reinforced with intelligence sharing through findings and research.

On 4 November at 14:30, Caroline Leboucher, CEO of Atout France, and Francois Bacchetta, easyJet's Regional General Manager for France and Italy, signed a new three-year contract on the Atout France stand EU300. This will be a continuation of the successful collaboration between Atout France and easyJet established in 2017.

With a record number of more than 90 million international visitors in 2018 (overseas included), France remains the most visited destination in the world. The British are still the primary foreign clientele visiting France, representing 14.6% of the total number of international tourists counting for 13 million visitors in 2018 an increase of 2.4% over 2017. The British market is followed by those from Germany, whose visits increased by more than 4% from 11.8 million to 12.3 million (*source: DGE*).

With the UK and Germany being two inbound primary markets for France, the contract aims to increase France's brand and destination awareness in the respective markets. It aims to promote the accessibility of key destinations in France and thereby generate a positive impact on the local economy. The extended partnership will reflect a joint spend of an estimated 1 million Euros per year.

The partnership will involve marketing campaigns with a common visual language, and collaborative social media and offline/out-of-home activity. It will also prioritise research through the optimisation and sharing of findings, a global analysis of economic and tourism data including visitor traffic from the UK and Germany, year-on-year evaluation and benchmarking.

Previous mutual campaigns between Atout France and easyJet have included Bordeaux and the Nouvelle Aquitaine region, Paris, Nantes and the Pays de la Loire region, Nice-Côte d'Azur, Toulouse and the Occitanie region, and Lyon and the Auvergne-Rhône-Alpes region.

The extended three-year partnership campaign will evolve annually and thereby allow focus on various French destinations.

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easyJet's Regional General Manager, Francois Bacchetta, commented:

"As the first short-haul network in Europe and second airline in France, we are proud and happy to contribute to France's attractiveness across Europe through this partnership with Atout France. For the past 20 years, easyJet has been a key contributor to the French economy, flying passengers across the French regions."

Atout France's CEO, Caroline Leboucher, said: "Atout France is delighted to partner with easyJet for this campaign, and together continue to welcome over 25 million British and German tourists to France."

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About Atout France

Atout France - France Tourism Development Agency, is responsible for promoting the development of the tourism industry, the country's largest economic sector. Atout France's primary mission is to monitor and analyse the supply and demand in the tourist market. Atout France is also committed to promoting destinations and tourism partners in and from France. This is achieved through marketing campaigns, online promotion, PR and working closely with the travel trade sector. Atout France is represented in the UK and Ireland from its office in London.

About easyJet

easyJet is Europe's leading airline offering a unique and winning combination of the best route network connecting Europe's primary airports, with great value fares and friendly service.

easyJet flies on more of Europe's most popular routes than any other airline and carries more than 90 million passengers annually - around 15 million of which are travelling on business. easyJet flies over 319 aircraft on 1102 routes to 161 airports across 35 countries. Over 300 million Europeans live within one hour's drive of an easyJet airport.

easyJet aims to be a good corporate citizen, employing people on local contracts in eight countries across Europe in full compliance with national laws and recognising their trade unions. The airline supports a number of local charities and also has a corporate partnership with UNICEF which has raised over £12m for the most vulnerable children since it was established in 2012.

The airline takes sustainability seriously and invests in the latest technology, operates efficiently and fills most of its seats. This means since 2000 easyJet has reduced the carbon emissions for each kilometre flown by a passenger by over 32% and is on track to meet its target of a 38% reduction by 2022.

Innovation is in easyJet's DNA – from our launch over 20 years ago when we changed the way people fly to the present day where we lead the industry in digital, web, engineering and operational innovations to make travel more easy and affordable for our passengers.