

GLOBAL TOURISM ECONOMY FORUM

Déplacement de Matthias Fekl

15–16 octobre 2016 – Macao



EDITO



Matthias Fekl, Minister of State for Foreign Trade, the Promotion of Tourism and French Nationals Abroad, attached to the Minister of Foreign Affairs and International Development

The Macao Global Tourism Economy Forum is a major event for professionals working in the tourism sector and public officials from all over China where they can exchange ideas and discover new opportunities in the tourism industry.

For both France and China, tourism is a crucial sector of our economies. French President François Hollande has made it a priority for France announcing that it was a “major national cause”. Today our goal is to be able to welcome 100 million visitors to France by 2020.

France will be the guest of honour of the 2016 Global Tourism Economy Forum and it is an honour for me to represent my country at this time.

During these two days of sessions and discussions, and cultural exhibitions and events, I will be truly pleased to speak with my Chinese counterparts about the challenges and possibilities for global tourism today.

It will also give me the opportunity to reaffirm the commitments France is making to welcome our Chinese visitors in the best security conditions and ensure that they have an optimal stay in France.

The French Government and tourism professionals are fully mobilized to this end.

This can be seen in the efforts of France’s representations in China, including our Embassy and the Tourism Development Agency, Atout France, to establish at the Forum a large panel of representatives from the most popular destinations in France, cultural institutions, tourism professionals, but also digital start-ups and investors.

The wide range of dynamic tourism professionals has provided the strength it took for us to maintain our position as the number one tourist destination in the world, with 85 million visitors to France, including 2.2 million Chinese people.

With our collective implication (our commitment) in the Forum, we will be able to launch actions, of this I am certain, to develop our tourist exchanges with China but also to better identify future challenges in a sector undergoing major changes.

Biography

Matthias Fekl has been Secretary of State for Foreign Trade, the Promotion of Tourism and French Nationals Abroad, attached to the Minister of Foreign Affairs and International Development since 4 September 2014.

He also sits on the Aquitaine Regional Council.

He was elected as National Assembly Deputy for the Lot-et-Garonne Department (2nd constituency) in 2012.

He was Deputy Mayor of Marmande in charge of finance from 2008 to 2012, and Vice-President of the Aquitaine Region in charge of economic development, employment and businesses from 2010 to 2012.

Profession

Administrative judge (2005-2010).

Director of the Private Office of Jean-Pierre Bel, President of the Socialist group in the Senate (2010-2011).

Adviser to Jean-Pierre Bel, President of the Senate (2011-2012).

Education

Graduate of the *Ecole normale supérieure* in Literature and Humanities

Graduate of the Paris Institute of Political Science (Sciences Po)

Alumnus of the National School of Administration (ENA) (Romain Gary Year).

Personal informations

Born on 4 October 1977 in Frankfurt am Main, Germany.



GLOBAL TOURISM ECONOMY FORUM
DÉPLACEMENT DE MATTHIAS FEKL
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The Global Tourism Economy Forum will take place in Macao on 15 and 16 October 2016. The objective is to bring together tourism professionals and public officials from all over China and elsewhere to talk about new opportunities in the tourism industry.

Members of the French delegation participating in the Global Tourism Economy Forum

- Aerophille: Matthieu Gobi, Managing Director
- Amazing France, Fabien Roiron - General Manager
- ANVPAH & VSSP, Patrick Géroutet - Vice-President
- Atout France, Catherine Oden - Director Greater China
- Bouygues Immobilier, Véronique Guilloton - Director Representative-Asia
- Centre des Monuments Nationaux, Bénédicte Lefeuvre - Managing Director
- Christie's Asia Pacific (Hong Kong), François Curiel – Chairman
- City of Lyon, Alain Galliano - Vice President
- City of Paris, Jean-François Martins - Deputy Mayor in charge of Tourism
- City of Nice, Rudy Salles - Deputy Mayor
- Club Med, Henri Giscard d'Estaing - Chairman and CEO
- CRT Centre Val de Loire, Pierre-Alain Roiron, Président
- CRT Hauts de France, Frédéric Leturque – Président
- Côte d'azur tourisme, David Lisnard – President
- Domaine national de Chambord, Jean d'Haussonville – General Manager
- Europass: Guillaume de Roquefeuil, Managing Director
- Grands sites de France, Jean-Marie Petit – Expert
- International Trade Center Paris Roissy, Joao de Nagy - Entrepreneur and Real Estate investor
- Maison de la Chine, Patricia Tartour - General Manager
- Michelin: Antoine Sautenet, Public Affairs Directorate
- Musée du Louvre, Ina Giscard d'Estaing - Special Event Director
- Paris Aéroport, Laure Baume – Executive Vice President, Chief Customer Officer
- Paris Helpline, Laure de Boerio – Founder
- Paris Inn, Grégory Pourrin – CEO
- Ville de Lyon, Alain Galliano - Vice-President
- Ville de Nice, Rudy Salles - Deputy Mayor
- Polynésie Voyages/ Paul Gauguin cruises: Xia LIN Director China
- Puy du fou: Guillaume Allaire, Managing Director
- Wild at Heart, Lug Giroud - Co-Founder
- Paris Helpline, Laure de Boerio – Founder
- Michael Issenberg, Asia Pacific CEO, ACCOR Hotels (France)
- Martin Malvy, President, ANVPAH (Association Nationale Villes et Pays d'Art et d'Histoire)
- Dominique Marcel or Agnès Pannier-Runacher, Director or Deputy Director The Alps Company

Tourism in France

With 85 million international tourists visiting in 2015, France is the number one destination in the world in terms of volume and number four in terms of international revenues (€41 billion in 2015).

The French Minister of Foreign Affairs and International Development, Jean-Marc Ayrault, confirmed specific goals in this area: welcome 100 million visitors by 2020 and become the leading European destination in terms of tourist revenues.

France has diverse nature, which covers 80% of the country, 5,500 km of disparate coastlines, five mountain ranges, a presence in all the oceans, cities shaped by their history, 42 groups of UNESCO World Heritage sites, 4,500 historical monuments, 8,000 museums, prestigious vineyards, international sporting events and festivals, gastronomic traditions and an art of living and outreach that seduces people well beyond our borders.

Facing increasingly tough competition from around the world, these strong points explain why France has been the world's leading tourist destination in terms of numbers of visitors since 1980.

I - 16 world-renowned brands

France is a multi-faceted country, which is why tourists find it so attractive. Paris and two or three other destinations currently attract the lion's share of international tourists.

In order to have a more effective distribution of tourists throughout France, French tourism needs to better capitalize on destinations that have a strong image internationally.

With this in mind, 16 global brands have been identified due to the renown they enjoy internationally. They are now being promoted and their regions as a whole are benefiting as a result: Paris; Provence; Bordeaux; Champagne; Normandy; Brittany; Burgundy; Alpes-Mont Blanc; Côte d'Azur; Corsica; Val de Loire; Alsace; Lyon; Biarritz Pays Basque; Toulouse- Pyrénées; Languedoc-Méditerranée.

II - Industries promoting France's image

Tourists who would like to visit France each have different expectations. Tourist activities and industries likely to attract them must therefore be specifically promoted.

They include wine tourism, art professions and expertise, mountain activities, green tourism (sustainable tourism and slow travel) and night tours.

Demand from foreign tourists wanting to visit France is growing in these areas.

III - France.fr for information online about France

France.fr is the Internet portal for France and its destinations.

As a genuine showcase for French tourism, visitors from all over the world can find useful information to help them prepare their visits to France.

The following are being promoted in particular:

- Global destination brands;
- Discovery themes (culture, gastronomy, shopping, spas, etc.)
- Major events that will benefit the place where they are being held;
- Practical information on how to visit France in the best conditions.

France.fr has been designed by France's tourism development agency, Atout France, and provides information in 17 languages in 31 markets thanks to the agency's international network.

Messages are communicated on social media around the world, and especially in China on Wechat and Weibo.

IV - Tourism in France: an internationally acclaimed flagship of national expertise

Thanks to its position as the world's leading tourism destination, France has gained highly esteemed experience in areas such as tourism engineering, construction and management of infrastructures and provision of services at a time when the environment of the market is being redefined by digital technology.

Four industries are particularly well known abroad:

- Mountain activities, with 10 million tourists visiting our winter sport resorts every year;
- Amusement parks, with a total of 70 million tickets sold annually throughout France and five French parks ranking among the top 20 European parks;
- Marinas, nautical activities and cruises, because France has 366 marinas and more than 250,000 slips for boats to park. It is also ranked fourth in the world among motor boat manufacturers;
- The wellness sector offering a wide range of products and services: spas (with a network of 89 spas in France with a total of 55,000 spa goers every year), thalassotherapy, urban spas, etc.

V - Measures taken to attract more Asian tourists to France

The French Ministry of Foreign Affairs and International Development and Atout France are fully mobilized to maintain and strengthen France's appeal in Asian markets.

➤ **Actions to increase the promotion of France as a destination in the Chinese market**

In order to reach a more connected public, a campaign to revitalize French tourism is being conducted on social media in partnership with the Paris Office of Tourism and the city of Nice. This global campaign, Made in France, or Made in 法兰西 in China, focuses on unique experiences that tourists can have in France.

This year, Atout France sent more than 150 Chinese travel agents to France, an exceptional effort to promote the many attractive points of French regions.

Atout France is also getting ready for a visit at the end of the year of some thirty professionals from all over France to Hainan to attend business meetings with Chinese tour operators.

➤ **A great deal of efforts have been made to better accommodate Asian visitors**

Many initiatives have been implemented including:

The issuance of visas for Asian tourists in particular has been accelerated (48-hour visa) since 2014. This measure was strengthened in early 2016 with the passing of a 24-hour visa for groups of Chinese tourists coming to France.

In addition, since Schengen States started using biometrics, France has been one of the countries best equipped in visa application centres (15 centres, some of which are open on Saturday). This access to biometrics remains a crucial issue for planning stays in Europe from France, since travel agencies must apply for visas from the country where the visitor is spending the most nights.

At the instigation of the Ministry of Foreign Affairs and International Development and Atout France, professionals wanting to work with Chinese tourists are encouraged to learn how to do so by following a practical guide and an online training programme (1,400 participants since its launch).

Some 21 international tourism zones in Paris and in provinces have also been created to facilitate shopping seven days a week.

New partnerships are developing, like the one between Paris Aéroport, the Paris Ile-de-France Regional Tourism Committee and the Chinese platform, Qyer, to distribute information to tourists in a paper or digital guide upon their arrival to Paris.

➤ **The security of Chinese tourists in France:**

Several tools were established by the Ministry of Foreign Affairs and International Development, Atout France and the Paris Ile-de-France Prefecture de Police, in close connection with the Ministry of the Interior, to secure tourist venues and inform professionals and future Asian visitors about the many measures taken to ensure people's security in France including:

- The dissemination of frequently asked questions about the strengthening of security measures in France following the terrorist attacks in Paris, Nice and Saint-Etienne-du-Rouvray;
- Practical recommendations upon arrival in the Paris airports (prevention film shown in queues and in airplanes by some airline companies, a free "Guide to Staying Safe in Paris" is distributed to travellers in eight languages in airports and in tourist areas);
- Increasing the number of law enforcement officers around major tourist sites, in public transport and around places where tourists are staying (more than 30,000 officers are working in Paris, more patrols during peak times from 10:00 to 22:00, and on the streets most used by tourists);
- Improving conditions for dealing with foreign victims with the software application S.A.V.E. where complaints can be lodged in 16 languages and training of multi-lingual staff;
- Tougher controls, arrests and judicial measures for pickpockets;