

COMUNICADO DE PRENSA

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Atout France Strengthens Its International Organization and Confirms the Continuity of Its Operations in Mexico

As part of the evolution of its global action model, Atout France announces a new phase in its international organization, aligned with the strategic vision for French tourism looking ahead to 2030.

This transformation responds to a constantly evolving tourism landscape, shaped by new economic dynamics, changing traveler behaviors, and the growing importance of innovation, data, and digital tools. In this context, Atout France is modernizing its structure with the aim of strengthening its efficiency, enhancing its operational capacity, and increasing the impact of its initiatives in priority markets.

As part of this evolution, the Mexican market remains strategic for promoting France as a destination. The office in Mexico will continue its operations in an optimized format, ensuring close relationships with local industry professionals and the continuity of promotional activities.

In this context, Patricia Torres will continue to lead operations in Mexico, overseeing ongoing projects and the development of new initiatives in close coordination with Atout France's international network, as well as in alignment with the regional North America team based in the United States.

In recent years, Mexico has demonstrated strong potential for tourism to France, standing out for the dynamism of its industry, the quality of its partners, and the growing interest in high-value experiences. Atout France therefore reaffirms its commitment to supporting this growth and to further strengthening tourism ties between France and Mexico through key initiatives such as the France workshop scheduled for November.

This new organization will enhance international synergies, optimize resources, and continue to provide industry professionals with tools, content, and experiences aligned with market trends and travelers' expectations.

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