

Climatlantic Seminar

10/01/2014, Ourense

Mobility and tourism, the case of Tourist Offices in France

Romain Le Pemp

Project Manager quality and sustainable tourism at French federation of tourist offices



Offices de
Tourisme
de France

FÉDÉRATION NATIONALE

climatlantic
local and regional actions
for carbon footprint reduction

tourisme.fr



Tourism : a considerable weight in French economy



- 1st world tourist destination with 83 million foreign tourists a year
- 3rd world tourist destination by the turnover
- The major sector in French economy
- 7,3 % of the gross domestic product whose 4,8 % by french tourists
- 7 % of total employee in France
- 1 million direct jobs and as many indirect
- several thousands of tourist sites and events

Public tourism organization in France



National level

Tourism Ministry

- Regulation
- Law
- Control

Atout France

- International promotion
- Regulation
- National Tourism Observatory

Regional level

Regional tourism committee

- Regional development strategy
- International and french promotion
- Regional Tourism Observatory
- Development of the tourism offer

County level

County tourism committee

- County Tourism Observatory
- French promotion
- Development of the tourism offer

Local level

Tourist Offices (TO)

- Implementation of the development policy of the local tourism
- Reception and tourist information
- Promotion of the destination
- coordinating local tourism partners

What's Offices de Tourisme de France ?



The Network name of tourist offices in France

1 National Federation

100 territorial relay

2400 Tourist Offices (85% of all Tourist Offices)

Many types of Tourist Offices located through the national territory : Seaboard / Mountain / Urban / Countryside

What's Offices de Tourisme de France ?



French Atlantic Arc : 685 TO

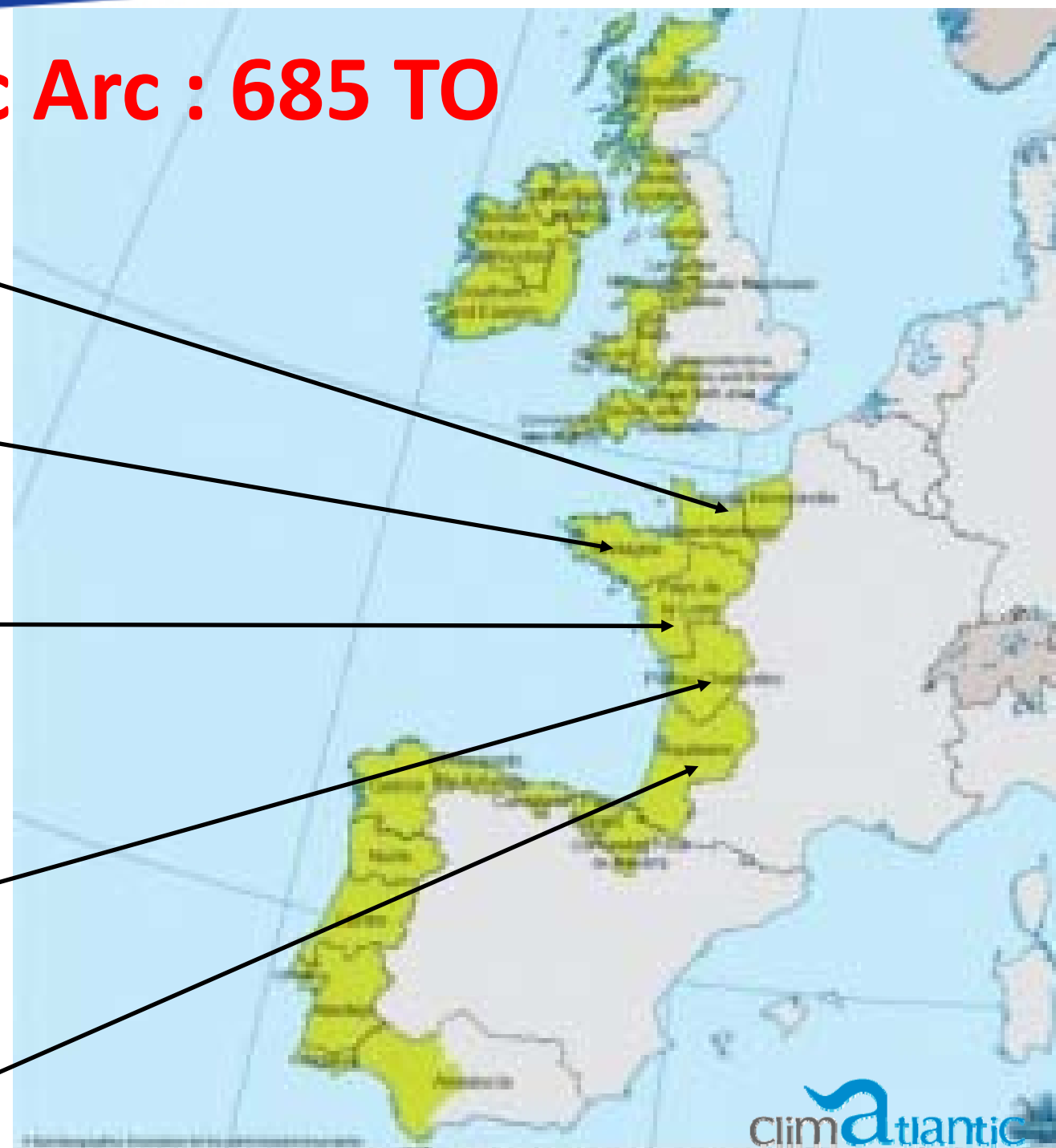
Normandy 145 TO

Brittany 130 TO

Pays de la Loire 133 TO

Poitou-Charentes 103 TO

Aquitaine 174 TO



What's Offices de Tourisme de France ?



The influence of Tourist Offices in France

€ 500 Million (cumulative budget dedicated to the touristic development territories)

12 000 employees

Missions of the National Federation



- **Represent the network** to all public and private institutions.
- **Represent and defend the interests** of the national network with governments and partners.
- Serve as **union employers**
- **Advise** : legal and social service
- **Federate** : conferences, seminars, technical meetings;
- **Professionalize** : support classification, quality improvement, training;
- **Animate** : implementation and monitoring of national systems;
- **Forward-looking dimension**, commissions, conferences of tourism etc...

Link between tourism and climate



1 / Tourism will be impacted by climate change, it must adapt

2 / Globally, tourism (transport, accommodation, tourism activities) generates 5% of global CO2 emissions (1.3 billion tonnes)¹

Tourist transport is responsible for 75% of emissions from tourism, it should help reduce these emissions.

→ in France; tourist transport contributes by 8% of national greenhouse gas emissions ²

¹ UNWTO 2008

² Directorate General for Energy and Climate / Climate Service and Energy Efficiency 2010

Responsible destination Project



Stage 1 : 10/2013 → 10/2014

- General diagnosis about sustainable Tourism in the Tourist Offices Network
- Framework document creation : manifest for Responsible destination
- Gaps and needs survey (in partnership with EIGSI on mobility issues)

Stage 2 : Start 11/2014

- Implementation of tools to support Tourist Offices 'actions
- Work on mobility issues and especially intermodality is one of those tools

Focus on tourist transport



(Data from the general diagnosis)

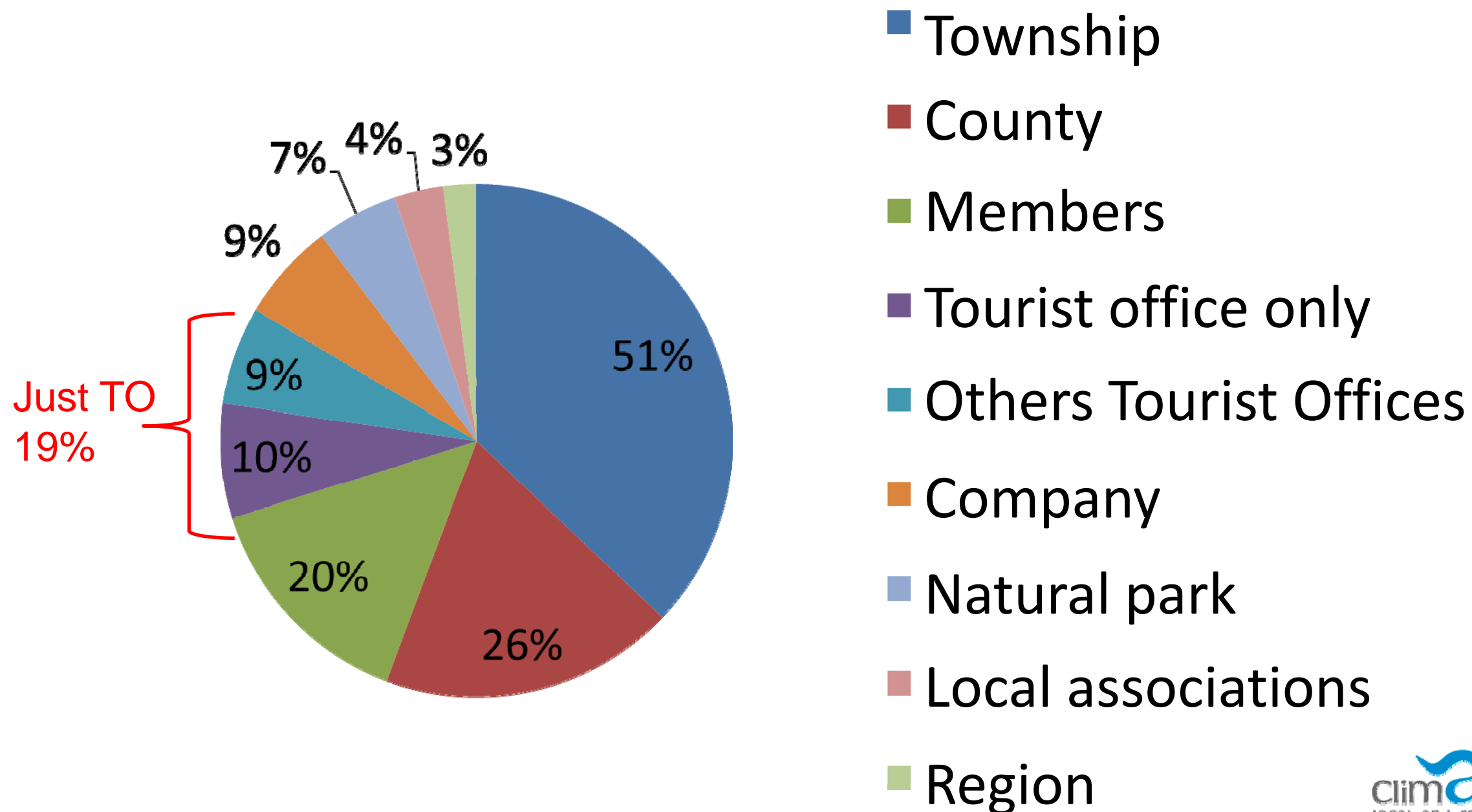
Actions implemented by only Tourist Offices : - -

Actions implemented by the Tourist Offices and their partners : + +

Focus on tourist transport



Partners Tourist Offices



Focus on partnerships with township



Communities and Local Tourist Offices work together on tourism offerings and development of soft mobility.

Focus on partnerships with township



- Promotion of public transport on the destination (pass, free)
- Development of tourist transport on the destination;
- Development of soft mobility

Rochefort Ocean's example



Rochefort Ocean Pass : which requires the purchase of a public transport (bus or boat) or a bike rental to access discounts and privileges on tours, leisure activities and restaurants

Integration of a transit bus offered for all purchases of gift boxes of Tourist Office

Needs of Tourist Offices



(Generally on sustainable tourism)

- Outreach and engagement of townships
- Human and financial resources
- Involvement of the local tourist professionals

Needs of Tourist Offices



(On mobility)

- Facilities to develop intermodality
- More actions for the development of soft mobility
- Development of the public transport



Offices de
Tourisme
de France
FÉDÉRATION NATIONALE

Thank you for your attention

romain.lepemp@offices-de-tourisme-de-france.org