

SHOWCASING FRENCH SAVOIR-FAIRE





© Les Poteries d'Albi

Industrial tourism

French excellence

France is renowned for its savoir-faire in many industries including gastronomy, luxury goods, and handicrafts... Today, our country is further building this reputation by enabling visitors from France and abroad to discover our savoir-faire in action directly in the workshops and the factories.

In 2018, French businesses received 15 million visitors, 10% of which were from abroad.

Industrial tourism is a French specialty. No other country has such a diverse offering with over 2,000 companies across industries and across the country and brought together under the umbrella of a single organisation: **entreprise et découverte**.



© FXE - Le Roy René



© Savonnerie Mainus Fabre/ Agence Caméleon

2,000

COMPANIES OPEN
TO THE GENERAL PUBLIC

15 million

VISITORS IN 2018



© EDF / Patrice Drumès

Industrial tourism

promoting businesses

COMMUNICATE

Company tours create a direct contact between the company and the general public or other audiences. The business demonstrates its savoir-faire and values, thus creating a relationship of trust. The Made in France label becomes much more tangible. **Industrial tourism therefore helps to forge a unique link between a business and its consumers.**



© Perrin / B. Le Hir De Fallois

SELL

Over 85% of companies have a shop at the end of the tour. The visitor becomes a high-worth customer, loyal to the brand. Directly from producer to consumer, **industrial tourism therefore allows businesses to sell in advantageous conditions.**



© La Manufacture Bohin

MANAGE

The tours are usually conducted by company employees. Offering company tours is an opportunity to involve employees in the business strategy and add value to their work. **Industrial tourism is therefore a terrific management tool.**



Company tours meet a growing demand from consumers for transparency, experience and dialogue with staff and artisans. Visitors are not just consumers. When they tour the company, they discover its story and can buy in to its values.



© Art International

Industrial tourism

Promoting the regions

AFFIRM

Industrial tourism allows a region to stand out and affirm its identity. Through its business culture, a region showcases its qualities and strengths: salt in Guérande, the aeronautic industry in Toulouse, perfume in Grasse. **Industrial tourism is therefore a type of tourism that makes sense.**



© Caves d'affinage du Fort Saint-Antoine

ATTRACT

Industrial tourism is an innovative type of tourism that can reinforce a region's attractiveness. As a complement to classical offerings, it meets a demand for an alternative and experiential tourism. **Industrial tourism is therefore a type of tourism that is in high demand.**



© Chantiers de l'Atlantique / V. Bauza

DEVELOP

Once industrial tourism becomes an integral part of a region's offering, it can help to generate new flows, assuring the region's development. **Industrial tourism is therefore a type of tourism that brings benefits.**

**OF ALL BUSINESSES
ESTABLISHED IN
THEIR REGIONS**



34%

are over 50 years old



Entreprise et découverte

entreprise et découverte is a national association for businesses who run tours. The association has spearheaded a set of initiatives which have helped to structure and develop the sector, including a website, monitoring centres, guides and national meetings.

COMMUNICATE

The association:

- manages the reference website www.entrepriseetdecouverte.fr which lists all the company tours available in France,
- publishes the findings of the industrial tourism monitoring centre on a countrywide level and in each region, every other year,
- implements major consumer marketing activity every year (national and regional Guide du Routard de la Visite d'Entreprise industrial tourism guides, selection of 100 industrial tourism sites of excellence, etc),
- manages press relations and the industry's social media activity.

CREATE A NETWORK

As the industry's national organising body, the association stages the **Rencontres Nationales de la Visite d'Entreprise** (national industrial tourism meeting), bringing together the businesses, regions, as well as tourism professionals and bodies.

SUPPORT

Our team has worked with over 250 businesses (and trade federations) in all industries (food, textile, energy, cosmetics, handicrafts, etc.), in around 50 regions (regional tourism committees, tourist offices, economic development agencies, etc.).

In order to:

- create tour itineraries, evaluate and professionalize the offer (advice, audits, studies, assistance with project management),
- train company directors and staff (in its capacity as an official training organisation),
- create customised company tours for a specific target market (young people, the unemployed, influencers), business segment or region (e.g. the Open Days operation).



A network

of proactive partners and members

entreprise et découverte has 450 members: businesses in the industry and regional bodies

The association works in close partnership with French government ministries (economics, foreign affairs and culture), tourism bodies (France Tourist Office, Atout France, Destination Régions, etc.), regional administrations, and a network of businesses and trade organisations who are all highly proactive partners.



TERRE & FILS

