



**PRESS RELEASE**

**NETFLIX**



**ATOUT  
FRANCE**

France Tourism Development Agency

***Join Forces***  
*to Highlight France's*  
*Cultural and Tourist*  
*Appeal*





## Netflix and Atout France join forces To Highlight France's cultural and tourist appeal

Netflix regularly puts France in the spotlight with its French and international productions shot in France. A new study conducted by the Basis Research Institute, reveals that the *broadcast* of these films and series reinforces France's cultural and touristic appeal. Given these elements, Netflix and Atout France have signed a letter of commitment to promote France. To mark the occasion, they are unveiling an **advertising campaign** entitled "**On n'a pas fini d'imaginer la France**" ("**There's Always more to Imagine about France**"), as well as a brand-new collection of **tourist guides** to discover France in a new light, in the footsteps of Netflix heroes Emily, Lupin... and many others!

### Films and series that make you want to visit France

Who hasn't felt the urge to travel while watching a film or a TV series from the comfort of their sofa? *Lupin*, *Balle Perdue*, *Murder Mystery*, *Miraculous*, *La Vie Scolaire*... it's not just *Emily in Paris* that makes you want to discover France. According to a Basis study of American, Japanese, and German audiences, viewers who watched French programs on Netflix are **3 times more likely to name France as their #1 travel destination**.

What's more, Netflix subscribers who have watched these films and series will generally be more inclined to explore French culture by continuing the experience in their own way:

- 63% want to visit cultural sites and monuments
- 61% want to learn about culinary specialties
- 58% want to explore French cities portrayed on screen

Interest in French culture also extends to language: **viewers who have watched French-language productions are 3.5 times more likely to want to learn to speak French** than viewers who have not been exposed to these programs (32% vs. 9% of those surveyed).

By reaching audiences who wouldn't necessarily have had access to French productions, Netflix enables people to discover France differently. Beyond the desire to travel, **nearly one in two people who have watched a French film or series on Netflix say they have a more positive image of the country**.





**Netflix and Atout France team up for a campaign and tourism guide**

Based on the findings of this study, Netflix and Atout France have signed a letter of commitment to boost France's attractiveness. To mark the occasion, they are unveiling an **advertising campaign "There's Always More to Imagine about France"** as well as a **digital travel guide** to help viewers discover France through Netflix films and series.



**CAROLINE LÉBOUCHER,**  
**General Manager of Atout France explains:**

"Thanks to the diversity of its landscapes, the richness of its cultural heritage, and its art of living, France offers the most beautiful settings for film and series productions. The partnership we are formalizing today with Netflix will enable us to further develop the appeal of France generated by films and series. Thanks to a new travel guide and interactive map, visitors will discover the French sites and locations highlighted in Netflix films and series, including lesser-known places *along with* the iconic sites and destinations."



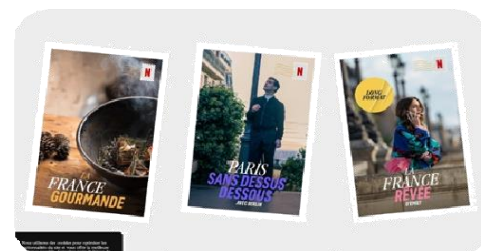
**MARIE-LAURE DARIDAN,**  
**Director of Institutional Relations, Netflix France:**

"With over 20 original French productions a year, we're proud to showcase France in over 190 countries worldwide. By teaming up with Atout France, we aim to help you discover or rediscover France and its treasures on screen."

This initiative is also part of the "France Brand" campaign, embodied by the slogan "MAKE IT ICONIC. Choose France". Launched last October by President Emmanuel Macron, it is supported by the Ministry of Europe and Foreign Affairs and operated by the Government Information Service. The France brand aims to promote France, its culture, its talent, its economy, and appeal on an international scale and highlights "l'Audace à la Française", ("French audacity").

The **online guide** available on [netflix-en-france.fr/en](https://netflix-en-france.fr/en) offers a dozen themed itineraries, a personalized guide generator, and a selection of over 70 locations linked to iconic films and series, with the help of an interactive map.

How about a romantic evening following in the footsteps of Emily in Paris? A weekend in Marseille with friends? A gastronomic getaway? The guide offers a blend of information about the location and behind-the-scenes anecdotes about the filming, from iconic landmarks to





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## About Netflix:

With over 260 million subscribers enjoying series, movies, and games in a multitude of genres and languages in over 190 countries, Netflix is one of the world's leading entertainment companies. Subscribers have the freedom to watch, pause, and resume playback at their convenience. Additionally, they have the flexibility to switch their subscription plan at any time.

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## About Atout France:

Atout France, France's tourism development agency, promotes the appeal and competitiveness of France as a destination and is working to make it a global benchmark for sustainable tourism by 2030. Thanks to its unique partnership model that brings together nearly 1,200 public and private tourism stakeholders, and the commitment of its teams in France and abroad, Atout France is spearheading a collective effort around an ambitious roadmap for the sector: to accelerate the transformation of French tourism towards more qualitative, sustainable, innovative and inclusive models, to offer visitors from all over the world unforgettable stays in France.

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## About the Government Information Service:

Under the authority of the Prime Minister, the Government Information Service (GIS) is committed to transforming its communications to provide enhanced information to citizens and to ensure and improve the state's overall efficiency. To this goal, the GIS carries out its missions in three main areas:

- Analyzing trends in public opinion and media coverage of government actions
- Providing the public with information about the actions of the Prime Minister and the Government.
- Managing and coordinating inter-ministerial communications at the government level

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