



French National Tourist office, New York City; Place de l'Etoile, Paris.



Philippe de Croisset

Agent General French National Tourist Office, North America

Tourist Renaissance **FRANCE**

Once again France has become the favorite foreign vacation land of American and European travelers. During 1948 more than 125,000 Americans visited France and fanned out from the ports of entry into Paris, Normandy, Brittany, Alsace, the Basque country, and the Riviera.

Joining the Americans in the first mass tourist invasion of France since 1938 were large numbers of Belgians, Swiss, Dutch, and British, travelers from Scandinavia, and even a few from Turkey and Egypt. The total of foreign travelers of all nationalities in France during 1948 approximated 1,800,000.

The varied appeal of France in every season plus the best of everything in the way of food, accommodations, transportation, and reasonable prices, was directly responsible for the tourist renaissance.

As a means of further increasing American interest in France, the French government operates the French National Tourist offices in North America as a part of its Ministry of Public Works, Transportation, and Tourism. Prime function of the organization is to keep the general public, travel agents, press and radio, industry, and schools abreast of travel conditions in France.

The French National Tourist Office also issues news of latest travel developments and distributes poster, pamphlets, and other promotional material free of charge. Soon the organization hopes to have several good travel films available for circulation among schools, colleges, women's clubs, and civic organizations.

In La Maison Francaise, Rockefeller Center, New York, the French National Tourist Office maintains an information center for the public and the travel industry. Visitors can always consult the expert personnel in attendance on specific tourist problems. Also they can take a look at the specialized library of travel data on France.

The same expert attention and facts are also available at French National Tourist branches in Chicago, San Francisco, Los Angeles, and Montreal.

Since it is an official government agency solely responsible for the dissemination of tourist information on France, the French National Tourist Office does not under any circumstances arrange tours or make hotel, ship, or train reservations, but it is always ready to give guidance on where to go, what to see, and how to travel through France comfortably and within the traveler's budget.

DISTRIBUTION OF THE \$12 BILLION SPENT ON TRAVEL* IN THE U. S. A. DURING 1948

*Interstate only; intra-state value would at least double this figure.

