

Bloom Consulting

Countries Regions and Cities

Paris and Madrid

May 30th 2023

Bloom Consulting opens office in Paris

Bloom Consulting, a leading global Nation Branding and Place Branding consulting firm, is excited to announce its merger with the French destination consultancy Attract and the opening of a new office in Paris, France. The new outpost will add to the company's existing network of offices in London, Madrid, Lisbon and São Paulo, and will enhance our global knowledge and expertise.

The Bloom Consulting Paris office will be led by Philippe Mugnier-Été, who will serve as Managing Partner and Global Director of Tourism Development. Phillippe has had a rich and varied career in developing tourism strategies across five continents. With his extensive knowledge and experience, he is an asset to the tourism industry and continues to make a significant impact in the field. The office will specialize in Tourism Development, and Bloom Consulting will utilize this expertise to provide our clients around the globe with the best possible service and support.

"We see a strong demand in the French market and will focus on supporting metropolitan and overseas regions, departments and cities of France to compete more effectively." – Jose Filipe Torres, CEO of Bloom Consulting.

The Paris office will offer the same comprehensive range of services as all other Bloom Consulting outposts. The new office in Paris is a strategic move for Bloom Consulting as it expands our global reach and strengthens our core services – Nation and Place Branding, Place Analytics, Placemaking, and now – Tourism Development.

"The original methodology and cutting-edge tools developed by Bloom Consulting will help French destinations, which are facing fierce competition, to further improve their performance." – Philippe Mugnier-Été, Managing Partner and Global Director of Tourism Development.

For your address book: Philippe Mugnier-Été's new email is pmugnier@bloom-consulting.com. Bloom Consulting's Paris premises are located a few steps away from the iconic and historical Place de la Bastille, overlooking the skyline of the city.

We look forward to continuing to work together in the future under the Bloom Consulting name.

Bloom Consulting is a global consulting firm specializing in Nation and City Branding and Placemaking, working for countries, regions, and cities across six continents since 2003. Bloom Consulting works for government leaders, mayors, directors of tourism bureaus, trade and investment agencies. This specialization makes Bloom Consulting one of the most advanced and globally renowned companies in the sector. In addition, Bloom Consulting is an official data partner of the World Economic Forum, and the World Bank and the European Travel Commission use Bloom Consulting data for measurement purposes.

Attract is a destination consultancy specialized in travel, hospitality and entertainment industries. It had a clear mission to build and implement for its clients the best strategies and consequently attract more and better visitors, talents, investments, clients and public opinion sympathy by growing competitive identity in tourism, culture, business and governance. Attract served iconic or emerging destinations and destination marketing organizations from Europe, the Caribbean, Asia, Africa and the Middle East.