



Press Release

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petit futé The Origin

Le Petit Futé is a French company specialized in the edition of tourist and travel guides. The publishing house, founded in 1976 by Jean-Paul Labourdette and Dominique Auzias, two HEC alumni, is positioned as a reference for travelers wishing to discover destinations with practical information and local advice.

Whether through paper guides, digital or social networks, Le Petit Futé accompanies the traveler in all stages of a trip: from inspiration to sharing through research, planning and booking.

Today, Louis Auzias, the son of Dominique Auzias, has been in charge of the Petit Futé since 2023

Jean-Paul Labourdette



“

The strength of Le Petit Futé is that we rely on a network of authors, correspondents and investigators. We have in France and abroad, more than 600 locally based people who investigate, investigate, write articles based on what they have seen, experienced, visited, and tested. This is what differentiates us from sources of free information.

Dominique Auzias



Thanks to the customizable guide we thought to offer the user a document that lists only the desired content. (...)

The consequent investment of five years of technological development resulted in the mypetitfute.com platform, fully responsive, adapting to any device. It allows the user to define his own route and select his content that he feeds through our database covering the world (more than 800 destinations across 187 countries).

”

key figures



305 K



375 K



40 K



6,5 K



6,2 K



6 K



70 Million visits
to the website



192
Countries



5 million Points
of Interest



1000
Collaborators



+ de 850
guides



No. 1 of French
travel media

 **petit futé** **Timeline**

The beginnings of the Petit Futé - **1976**

The City-guides of the Petit Futé stand out as leaders in the French market- **1982**

Le Petit Futé establishes itself in Belgium- **1989**

Le Petit Futé establishes itself in Canada, Russia and China - **1995**

website creation - **2000**

Le Petit Futé establishes itself in Poland - **2006**

Le Petit Futé conquers the eBooks market - **2014**

40 years of the Petit Futé - **2016**

Mypetitfute, a tailor-made guide! A world first in the world of the travel guide- **2016**

Creation of a board game Petit Futé -**2021**

Launch of a marketplace on the website: Le Marché Futé- **2022**

Launch of the France Durable & Responsable collection - **2023**

Management takeover by Louis Auzias - **2023**





The collections



City Book

It combines the spirit of the consumption and leisure guide with magazine content. More photos, a smart selection, expert opinions, meetings with those who live the city, etc.

Always keeping the DNA of the Petit Futé, namely: find good deals and highlight the new establishments of the city and those that stand out.

Public price : 6,95€ à 7,95€



Country Guides

An essential reference in the travel guide sector, the Petit Futé Country Guides are increasingly dynamic, interactive and focused on the local experience of authors through a unique content rich in experiences. Country guides (more than 250 titles) continue to invest new horizons and still offer destinations on which no guide exists (more than 100 exclusive destinations)!

Public price : 6,95€ à 19,95€



France Tourisme

This collection invites its readers to discover France's terroirs with an editorial line focused on local green tourism. An original way to discover France off the beaten track with many sections reviewed and corrected every year such as: points of interest, unmissable, history, children of the country, geography, nature, unusual, gourmet addresses, accommodation, tips, etc.

Public price : 6,95€ à 11,95€



City Guide Monde

Practical and urban, the City Guide Monde collection is also written by local authors who have found all the right addresses for a weekend or a successful holiday. Guides rich in cultural information and discoveries to make the most of the city's must-sees while getting off the beaten track.

Public price : 9,90€ à 17,95€



The collections



City Trips

Most of the major cities of the world invite the traveler to live like a local during a stay. In each guide discover the 12 must-see places and the best experiences restaurants, shopping, outings... The most? A map of the city, a map of each district and a map of transport! More than 200 addresses selected and tested by our authors. Not to mention interviews of locals with their favorite tips and addresses, all in pocket format.

Public price : 6,95€ ou 7,95 €



Thématiques

Following the changes in tourist habits of the French, the Petit Futé does not cease to anticipate in order to adapt to the new requests always more targeted on stays with themes, short stays, the return to nature, the new profiles of tourists, etc. Also, the Petit Futé offers each year to its readers new themes such as unusual stays, train tours, France in camper, etc.

Public price : 4,95€ à 15,95€



Petit Futé Mag

With the Petit Futé Mag, the Petit Futé confirms its wish to always be as close as possible to its public of travelers who follow it for more than 14 years. Since then, the Petit Futé Mag offers a graphic charter now more lively and ethical, especially with a 100% ecological paper. Le Petit Futé Mag always offers more topics, advice, and practical information.

Public price: 4,90€ à 6,90€



Carnet de Voyage

Initially intended for tourism professionals, the Travel Notebooks are for a few years, intended for all travelers who are looking for a guide primarily informative but nevertheless complete and at the best price, Les Carnets de Voyage are guides that above all offer cultural and discovery information. We find all the good addresses and all the smart tips to optimize your stay.

Public price : 3,95 à 6,95€

The collections



Tourisme Durable & Responsable

2023 will be marked by the arrival of a new collection of guides: the sustainable and responsible collection. Inspired by slow lifestyle but also by a widespread awareness of the need to live and consume more responsibly. Le Petit Futé has set itself the goal, through this collection, to make discover different regions of France through their actors and actions committed while becoming, be an eco-traveler.

Public price : 18,95 €



Guide Numérique

All guides are available in digital format and are available in hard copy. This travel companion can be very useful when a traveler needs information or to find his way without internet connection.

Public price : 1,99€ à 12,99€



Guides sur Mesure

Thanks to its unique documentary background and its know-how, Le Petit Futé offers institutions, companies or even individuals to make tailor-made guides with fully customizable content. Thus, from terroirs to specialized topics through associations and other institutions the Petit Futé participates in the creation of informative/ promotional personalized materials that can be integrated or not into the traditional distribution and sales networks.

Public price : 5,95€ à 10,95€



My Petit Futé

Mypetitfute.fr, allows to get in a few clicks a personalized digital guide or to print. It contains only the places and categories that interest the traveler, according to his interests. There is also a wide choice among a range of themed stay ideas designed by the Petit Futé travel writers

Public price : 2,99€

*CONTACT US FOR ANY
PARTNERSHIP OR
MEDIA CONTENT
REQUEST*



*EXCLUSIVE
INTERVIEW*

Meet our passionate leaders and authors for exclusive insights!



*WRITTEN, AUDIO
AND VISUAL
CONTENT*

Receive our articles, thematic dossiers and practical advice written by our teams.

Discover our latest editions of guides to enrich your chronicles.

Receive audios and spots for your shows or podcasts.



