KEY FIGURES

SALON DU TOURISME & DES ACTIVITÉS NATURE - LILLE



over **18K** *VISITORS*

over **250** *EXHIBITORS*

6,000 m²

84% *OF EXHIBITORS ARE HAPPY*

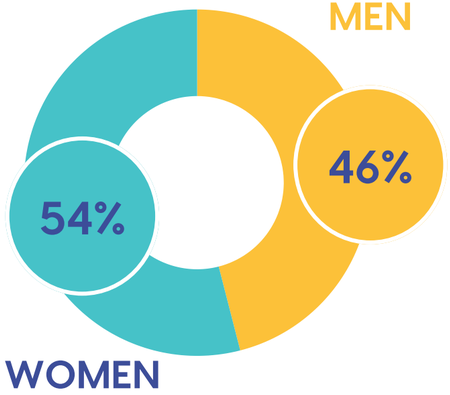
82% *GENERATE POST-SHOW SALES*

85% *OF EXHIBITORS ARE HAPPY WITH THE QUALITY OF VISITORS*

Highlights from the 2026 edition in pictures!

VISITOR PROFILE





60
AVERAGE AGE

52%
OF UPPER SOCIO-ECONOMIC GROUPS



€3,930
Average budget

★★★★★

75%
ARE SATISFIED WITH THEIR VISIT

88%
HAVE A TRAVEL PROJECT PLANNED



1 OUT OF 2 VISITORS BOOKS A TRIP ON-SITE OR WITHIN 15 DAYS



Source: 2026 visitor & exhibitor satisfaction survey



THEMES – EXPERIENCES – PARTNERS



THEMES

- Europe
- Road Trips & Vanlife
- Cycling, Hiking & Outdoor Activities
- Local Travel & Staycations



EXPERIENCES

- Folk entertainment
- Conference hosting
- Musical welcome at the fair
- Promotion of your special offers
- Tastings, contests, games…
- Sponsorship of an area

2026 PARTNERS

LA VOIX DU NORD
BFM GRAND LILLE
monafm
wéo
RFM
LE MEILLEUR DE LA MUSIQUE
ZOOM SUR LILLE
SNCF VOYAGEURS TER HAUTS-DE-FRANCE
ilévia
Région Hauts-de-France
LA VOIX DES SPORTS
SORTIR HAUTS DE FRANCE
FFRandonnée Nord
les cachotteries lille
LILLE addict
petit futé
travel with a mission .ORG
LE SOIR