KEY FIGURES

Highlights from the 2026 edition in pictures!

SALON MONDIAL DU TOURISME



over **73K** *VISITORS*

over **200** *EXHIBITORS*

8,500 m²

77% *OF EXHIBITORS ARE HAPPY*

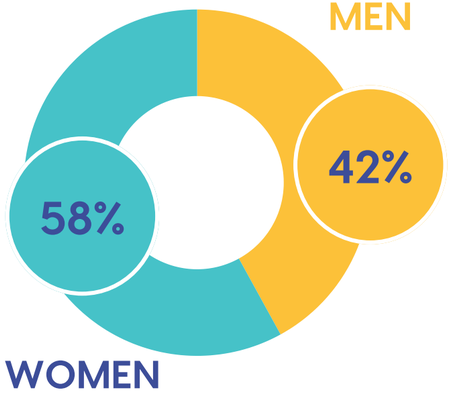
78% *GENERATE POST-SHOW SALES*

79% *OF EXHIBITORS ARE HAPPY WITH THE QUALITY OF VISITORS*

The Salon Mondial du Tourisme takes place alongside Destinations Nature. Same venue, same dates, two complementary trade shows creating optimal synergy.

VISITOR PROFILE





57
AVERAGE AGE

61%
OF UPPER SOCIO-ECONOMIC GROUPS



€3,312
Average budget

★★★★★

80%
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

- Train travel
- Cruises
- Europa
- Africa
- Asia
- The Americas
- Oceania
- The Polar Regions



EXPERIENCES

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

2026 PARTNERS