

Les Salons du

TOURISME

BUSINESS GENERATORS & BRAND AWARENESS ACTIVATORS

LILLE - SALON DU TOURISME & DES ACTIVITÉS NATURE

LILLE – TRAVEL & OUTDOOR ACTIVITIES SHOW

ANNUAL EVENT
JANUARY 29–31, 2027

over **18K** *VISITORS*

over **250** *EXHIBITORS*

6,000 m²

over **60** *ACTIVITIES & ACTIVATIONS*



Salon du TOURISME et des activités nature
TOURISSIMA LILLE

RELIVE THE HIGHLIGHTS OF LILLE



PARIS - MONDIAL DU TOURISME

PARIS – WORLD TRAVEL SHOW

ANNUAL EVENT
MARCH 11–14, 2027

PORTE DE VERSAILLES - HALL 7.1

VISITORS — over **73k**

over **200** *EXHIBITORS*

SPACE — **8,500 m²**

over **200** *ACTIVATIONS*



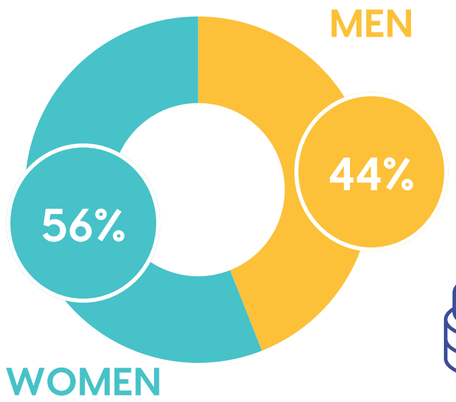
The Mondial du Tourisme takes place alongside Destinations Nature, the show for outdoor enthusiasts. Same venue, same dates. Two complementary events for optimal synergy.

RELIVE THE HIGHLIGHTS OF THE MONDIAL



VISITOR PROFILE





58
Average age

37%
UPPER SOCIO-ECONOMIC GROUPS



€3,621
Average budget

1 IN 2 VISITORS BOOK A TRIP ON-SITE OR WITHIN A FORTNIGHT.



88%
HAVE A TRAVEL PLAN



★ ★ ★ ★ ★

85% ARE HAPPY WITH THEIR VISIT

Source: visitor and exhibitor satisfaction survey 2026



Les Salons du TOURISME

WHAT EXHIBITORS THINK

HAPPY **80%**

HAPPY WITH THE QUALITY OF VISITORS **82%**

NEW EXHIBITORS IN 2026 **37%**

SECTORS

DESTINATIONS

- National and regional tourism boards
- Incoming travel agencies

TRAVEL & STAYS

- Travel agencies & tour operators
- Cruise lines
- Accommodation providers
- Wellness & spa resorts

LEISURE & EXPERIENCES

- Outdoor leisure activities
- Museums and cultural sites

SALES & INSPIRATION

- Arts and crafts & world gastronomy
- Travel services & equipment
- Press & publishing houses



Source: 2026 visitor & exhibitor satisfaction survey

HAPPY CLIENTS

THEY SAY IT BETTER THAN WE DO

Feedback on their experience !

"We were delighted to take part in this fair for the first time. (...) We will definitely come back next year."

WANDERWISE

"The fair was an opportunity to engage with travel enthusiasts, discuss concrete projects, and witness the growing interest in this destination."

NewTour
Voyages en Chine et en Asie

"Great encounters, new partnerships, and many enriching exchanges (...) and promoting the beauty of our destination."

Turquie Mice Travel
Wisdom
TRAVEL
www.turquiemice.com



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REASONS TO EXHIBIT

1# BOOST YOUR TURNOVER

88%

of visitors have a travel project

80%

of exhibitors say their participation will lead to sales after the show

€3,621

Average budget

65% of visitors are seniors: a high purchasing-power audience, spending 30% more than average, with a strong preference for comfort and premium experiences.



STAND OUT WITH OUR “SPECIAL SHOW OFFERS” PROGRAM !

DRIVE TRAFFIC & ADDITIONAL VISIBILITY!

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Source: 2026 visitor & exhibitor satisfaction survey

REASONS TO EXHIBIT

2# GENERATE LEADS

76%

of exhibitors looking to generate leads are happy.

63%

of exhibitors generated new contacts.



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Source: 2026 visitor & exhibitor satisfaction survey

REASONS TO EXHIBIT

3# INCREASE YOUR BRAND AWARENESS

91,000 VISITORS

in attendance... thanks to a traffic-generating media plan

170+ ADVERTISING DISPLAYS



470+ MEDIA MENTIONS, ARTICLES ...



200 RADIO ADS

45+ MEDIA PARTNERS

SORTIRAPARIS.COM · Le Parisien · l'Etudiant · Paris Friendly · La Voix du Nord · BFM Grand Lille

RMC Découverte · RFM Le meilleur de la musique · Le Figaro Magazine · Néo · AR Magazine Voyageur

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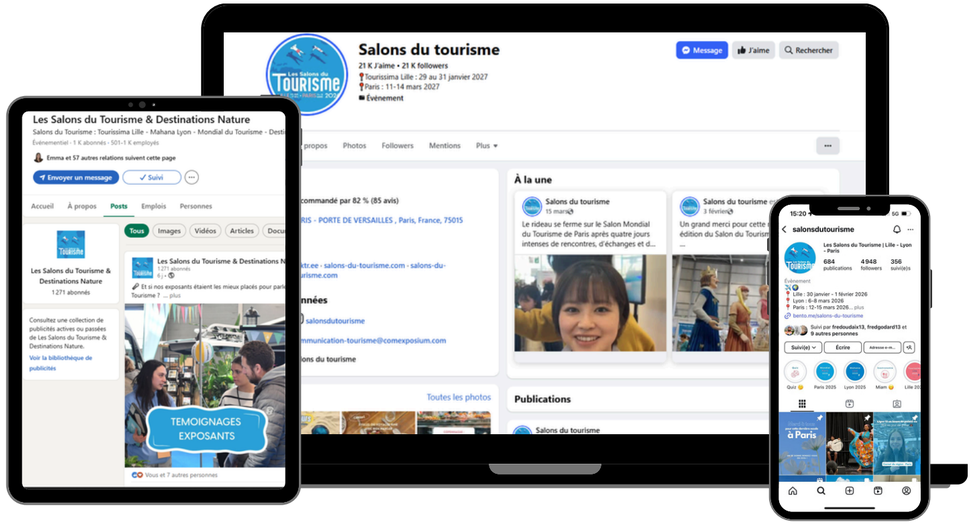
A HIGH-PERFORMANCE MULTICHANNEL COMMUNICATION PLAN

FINE-TUNED TARGETING, DELIVERING CONTENT ADAPTED TO THE NEEDS OF EACH TRAVELER SEGMENT



A website generating over

350,000 VISITS

All year round social media activity

with increased posting one month before and during the fairs, to engage our community of over

30,000 INDIVIDUALS.



Database of
110,000 CONTACTS
-
40 newsletters per event



A powerful communication campaign across Google, Facebook, and Instagram, reaching a wide audience of travel enthusiasts

THE INFLUENCER HUB

A space designed to inform and inspire visitors, while increasing the event's reach.

30 CREATORS

+1 MILLION COMBINED REACH

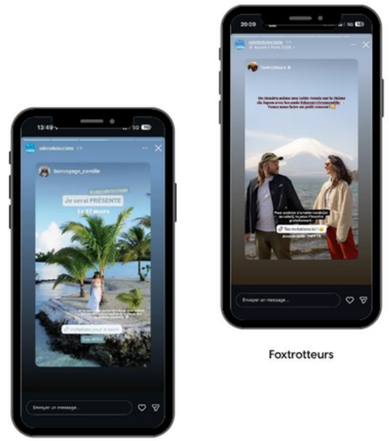
+400,000 COMBINED VIEWS

Content creators, influencers, and passionate travelers share their experiences and engage with the public through their travel stories and tips.

2026 CONTENT CREATOR EXAMPLES

@bonvoyage_camille (144k followers)
@decouvrirensemble (163k followers)
@foxtrotteurs (103k followers)
@laventurenomade (204k followers)
@familleduvoyage (19.7k followers)
@elephant_voyageur (10.2k followers)
@merveillesdunord (84.2k followers)
@lesattrapesmonde (17.3k followers)
@couguinette (9k followers)
@alcornejo (21.5k followers)
@charlotte_and_co_21 (16.9k followers)
@unefamilleauxstates (19k followers)
@judithvoyage (39.6k followers)
@etiennexpress (7k followers)
@levoyageurenfrance (45.9k followers)
@monsieur.coq (17.7k followers)
@jux.travel (7k followers)





Bon Voyage Camille

Foxtrotteurs

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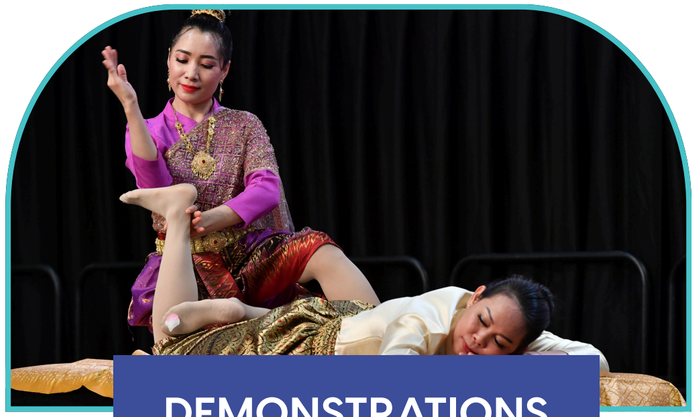
EXPERIENCE IS AT THE HEART OF THE VISIT

DRIVE TRAFFIC TO YOUR STAND



TASTINGS



DEMONSTRATIONS



WORKSHOPS

OFFER VISITORS A TRUE IMMERSIVE EXPERIENCE !

TASTINGS, WORKSHOPS, AND DEMONSTRATIONS
TO BRING YOUR WORLD TO LIFE AND CREATE A MEMORABLE EXPERIENCE

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EXPERIENCE IS AT THE HEART OF THE VISIT

WORLD DANCES & MUSIC FESTIVAL

A DEDICATED COMMUNICATION PLAN INCLUDING DIGITAL CAMPAIGNS (SMA, SEA...)



TAKE PART IN THE SHOW'S FLAGSHIP ANIMATION & MAKE YOUR DESTINATION SHINE BY HOSTING A MUSICAL PERFORMANCE OR VIBRANT FOLK DANCES.

91% OF VISITORS PLAN TO ATTEND THE FESTIVAL

A FULL-FLEDGED EVENT WITHIN THE SHOW, 4 DAYS OF FOLKLORE FROM AROUND THE WORLD

GIVE A NEW DIMENSION TO YOUR VISIBILITY: BECOME A FESTIVAL SPONSOR !

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EXPERIENCE IS AT THE HEART OF THE VISIT

CONFERENCE & PANEL PROGRAM



**INSPIRING SPEECHES,
TESTIMONIALS AND EXPERIENCE SHARING**

**80% OF VISITORS PLAN TO ATTEND THE CONFERENCES
50 PEOPLE ON AVERAGE PER CONFERENCE**

TAKING PART IN THE CONFERENCES MEANS INCREASING YOUR VISIBILITY WHILE SHOWCASING YOUR DESTINATION TO A QUALIFIED AUDIENCE.

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PRICING

STANDS

RAW SPACE

For total creative control.
Build your own stand from the ground up and design something unique reflecting your brand's personality.

Paris: €472 excl. VAT/m² –
Lille: €306 excl. VAT/m²

STANDARD PACKAGE

Enjoy a ready-to-go framework, with walls, nameboard, carpet and desk*. Perfect for first-time exhibitors or anyone looking for efficiency.

6 m² module (W. 3 m x D. 2 m)
Paris: €3,105 excl. VAT – Lille: €2,430 excl. VAT

OPTIMUM PACKAGE

High-impact, low-effort. Enjoy an equipped* stand customized* in your brand colors. You supply the artwork, we handle the rest.

9 m² module (W. 3 m x D. 3 m)
Paris: €7,565 excl. VAT – Lille: €5,036 excl. VAT

DESIGN PACKAGE

Reserved for institutional exhibitors

9 m² module
Paris: €4,722 excl. VAT – Lille: €3,305 excl. VAT

Custom stand (on request)
Create a unique space that reflects your brand identity, tailored to your specifications.







Starting from – pricing adapted to your needs and visibility requirements

Les Salons du TOURISME

PERSONALIZED SUPPORT

A TAILOR-MADE OFFER
(STAND TYPE, SURFACE AREA, VISIBILITY OPTIONS)
BASED ON YOUR GOALS
& BUDGET

COMMUNICATION TOOLS INCLUDED AND PROVIDED WITH YOUR REGISTRATION

EVENT-ISING YOUR PRESENCE:
OFFER ACTIVITIES OR HOST A CONFERENCE

ADDITIONAL COMMUNICATION TOOLS AVAILABLE TO HELP YOU STAND OUT



I ESTIMATE MY PARTICIPATION

commercialtourisme@comexposium.com

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