


MONDIAL DU TOURISME
11-14 MARCH 2027
PARIS EXPO PORTE DE VERSAILLES

PRESS RELEASE

October 2026

# NEW FOR 2027:
# The Mondial du Tourisme is launching the Travel Business Hub, its dedicated space for industry professionals

The Travel Business Hub will take place on Thursday 11 and Friday 12 March 2027
- Paris Expo Porte de Versailles - Hall 7.1 -

**For its 50th edition, the Mondial du Tourisme is launching the Travel Business Hub, a new space where industry professionals can meet, exchange ideas and identify new business opportunities. The Travel Business Hub will be open for two days (11 and 12 March), whilst the World Tourism Fair will run for four days as usual (from 11 to 14 March).**

For fifty editions now, the Mondial du Tourisme has been a key event for tourism stakeholders, enabling them to showcase their destinations and the latest additions to their programmes to the general public. Attracting an average of nearly 1,300 professionals at each edition, the Mondial du Tourisme aimed to offer them an event complementing the industry's major highlights, enabling them to finalise their end-of-year offerings, develop new partnerships and plan for the coming year. Destinations, tourist boards and organisations, tour operators, travel agencies, distributors, accommodation providers, transport operators, institutional representatives and influencers are all expected to attend.

« With the Travel Business Hub, Mondial du Tourisme is introducing a new business event midway through the year. Workshops and networking opportunities will enable tourism industry professionals to develop new collaborations and gain a better understanding of the sector's latest developments. A new B2B dimension that complements the fair's public-facing experience»
Christel Marzullo, Christel Marzullo, Director of Mondial du Tourisme



Taking place over two days, on **Thursday 11 and Friday 12 March 2027**, the Travel Business Hub will feature three dedicated areas:

- **Travel Business Meetings**, where professionals – whether from the private sector or public bodies – can organise meetings with future partners or the media. fully equipped *Travel Meeting Suites* will be available to book for two days.
- **Travel Business Workshops**, featuring a programme of talks covering market trends, developments in the sector and the key challenges facing the tourism industry.
- **The Travel Business Lounge**, a welcoming space for informal get-togethers and networking amongst professionals.
-

## B2B and B2C visibility

Taking part in the World Tourism Fair can also be combined with a presence on the Travel Business Hub to maximise the impact of your participation by developing your B2B sales activities on the one hand, and gaining visibility amongst captive travellers seeking inspiration on the other (over 73,300 visitors in 2026).

## Travel Business Hub Partners

Adonet, Les Entreprises du Voyage, the Tourisme & Handicaps association, the French Federation of Tourism Technicians and Scientists (F.F.T.S.T) and TourMaG are already partners of the Travel Business Hub.

TRAVEL BUSINESS HUB

More information:
https://www.salons-du-tourisme.com/fr-FR/paris/travel-business-hub

Contact details for professionals:
commercialtourisme@comexposium.com

## General information

**DATES**

11–14 March 2027
Every day from 10.00 am to 7.00 pm
Sunday: closes at 6.00 pm

**ENTRANCE FEES**

€10 for advance tickets
€12 at the door
Free for under-18s
The admission ticket also grants access to the Destinations Nature exhibition

**VENUE**

Paris Expo Porte de Versailles
Pavilion 7.1
1 Place de la Porte de Versailles
75015 Paris, France

**Follow us on social media so you don't miss any of the highlights.**

## Mondial du Tourisme is co-organised by:

COMEXPOSIUM

Comexposium is one of the world's leading organisers of professional and consumer events, hosting 400 trade shows each year, exhibitions, conferences and one-to-one meetings in 80 cities across 27 countries. The Group operates leading brands across dynamic industry sectors, including SIAL, the world's largest network of food industry events (SIAL Paris, SIAL China, Food & Drinks Malaysia by SIAL, etc.); Vinexposium, the world's leading network of business events dedicated to wines and spirits (Wine Paris, Vinexpo Asia, Vinexpo Americas, etc.); Milipol (security); NRF Retail's Big Show Europe and One to One Retail E-commerce (retail); IMCAS (healthcare); Les Assises de la cybersécurité (cybersecurity); Foire de Paris (leisure); as well as Rétromobile, GIIAS and Top Transport (Transport & Mobility).
Having implemented a responsible engagement strategy recognized with the Positive Company® CSR label in 2025, the Group is headquartered in Courbevoie, near Paris, and employs 1,200 people across its various subsidiaries.
The Comexposium Group is jointly owned by SIPAC, a subsidiary of the Paris Île-de-France Chamber of Commerce and Industry, and Crédit Agricole Assurances.
https://www.comexposium.com/

ASMT

Founded in 1973, the ASMT – Association pour le Salon Mondial du Tourisme, which created the Semaine Mondiale du Tourisme, later renamed Mondial du Tourisme – MAP, aims to promote, by all means and in all forms, Mondial du Tourisme and other events relating to holidays, culture, business and conferences, as well as leisure and tourism activities.

The founding members are Adonet, FFTST and Les Entreprises du Voyage, with the following partners: Air France, APST, SETO, SYNHORCAT, SNET, SNCF and UNAT.

## PRESS CONTACTS

ab3c
Stéphane Barthélémi
01 53 30 74 04 / stephane@ab3c.com

Fabienne Frédal
01 53 30 74 07 / fabienne@ab3c.com