

Salon du TOURISME et des activités nature
TOURISSIMA LILLE
29-31 JANUARY 2027
GRAND PALAIS

PRESS RELEASE

COOLCATIONS, EUROPE, OUTDOOR, EXPLORING CLOSER TO HOME... LILLE'S TOURISM AND OUTDOOR ACTIVITIES SHOW BRINGING TRAVEL TO LIFE

29–31 January 2027 | Lille Grand Palais

Travel is an opportunity to discover new horizons, immerse yourself in different cultures, sample unfamiliar flavours and, above all, enjoy unique experiences. Bringing together more than 200 tourism and outdoor activity professionals, Tourissima Lille is the ideal place to find inspiration for a getaway or outdoor adventure, whether close to home or on the other side of the world. More than 18,000 visitors from the Hauts-de-France region and neighbouring areas are expected to attend, with a wide and varied range of offers to suit every taste and travel aspiration.



"A key event in the Hauts-de-France tourism calendar, Tourissima invites travellers each year to discover new destinations and plan their next getaways. In a lively, festive atmosphere, the show brings together travel professionals, destination representatives and travel enthusiasts, all united by a shared passion: inspiring visitors and turning travel dreams into reality. Expert advice, networking opportunities, new discoveries and a programme of activities will set the pace for this new edition, celebrating the spirit of adventure and the joy of sharing experiences."

Christel MARZULLO, Director of Salons du Tourisme

KEY FIGURES

38
TH EDITION

210
EXHIBITORS

+18 000
EXPECTED VISITORS

COOLCATIONS: THE QUEST FOR COOLER DESTINATIONS

Climate change and the heatwaves experienced in 2026 are prompting travellers to rethink their holidays. Travellers are increasingly considering off-season trips, destinations less affected by extreme heat, early-morning or evening activities, and cooler cultural and leisure attractions. In 2027, Tourissima and its exhibitors will showcase a wide range of options to beat the heat, as well as ideas for travelling outside the peak season.

With its dense forests, waterways and underground experiences, Wallonia invites visitors to enjoy a refreshing getaway, with cooler nights and a change of scenery. Travellers can also explore the cool, shaded forests of France, such as the Loches State Forest (Loches Touraine Châteaux de la Loire Tourist Office) or the National Forest Park, which offers a wide range of educational and fun activities. In Alsace, visitors can wander along forest trails, discover historic memorial sites such as the Four à Chaux fortification on the Maginot Line and Mutzig Fort, or venture underground at former mines such as the Tellure Silver Mine.



Continued: COOLCATIONS, THE QUEST FOR COOLER DESTINATIONS

Travellers can head for the heights of Montgenèvre in the Hautes-Alpes, with Hugo International / Vivreva, for an all-inclusive stay. Holiday villages and campsites will also showcase their offers for travel during milder seasons (including Azureva Vacances, Campilo Camping in the Vendée, Cap France, CGU, an association-run campsite network, Tikayan Group and La Fontinelle.)

EUROPE: A SAFE BET FOR TODAY'S TRAVELLERS

Offering a wealth of opportunities for a change of scenery, Europe boasts an almost endless variety of places to explore, from city breaks, beaches and mountains to cultural and culinary trips, outdoor adventures, heritage sites, and river or sea cruises. Expanding rail and air connections are making these diverse destinations increasingly accessible. At Tourissima, visitors will be able to gather information and advice from Lille Airport, travel agencies, tour operators and tourist offices to plan their next getaway, whether for a short break or a longer holiday.

Departing from Lille Airport, travellers can head to Prague thanks to a new easyJet route. They can explore Iceland aboard a premium coach that feels like a guesthouse on wheels (A plus dans le bus – La Vagabonde), escape to the Algarve and stay at Casa dos Ninos, enjoy a city break in Dublin with Aquatour Voyages, or discover Porto with Carrefour Voyages. They can also enjoy the sea air of the North Sea coast in De Panne, a destination that combines seaside activities, heritage and hiking. For a more leisurely journey, Lernidee Erlebnisreisen invites travellers to explore the route from Seville to Santiago de Compostela aboard the Al Ándalus, a luxury train once used to transport the British royal family.



LONG-HAUL TRAVEL REMAINS APPEALING

Tourissima also celebrates long-haul travel, inviting visitors to explore the world and discover its many treasures. This new edition will give travel agencies and tourist offices the opportunity to showcase their latest travel programmes for 2027.

From tailor-made holidays (My Oceane Voyages, Lyly Travel, Lotus 3T) to all-inclusive packages (Voyages Rive Gauche, TUI France), as well as safaris (Nature Responsible Safari) and sustainable tourism experiences (Andes Voyages, Culture Contact, JEDC Voyages, Seychelles Tourism Board), travellers will be spoilt for choice.

And why not embark on an epic journey to discover Australia and New Zealand with Voyages Rive Gauche, or cruise along the Amazon River with Grands Espaces to meet the communities living along its banks.

2027 EXCLUSIVE: SOLAR ECLIPSE

Like the Northern Lights, solar eclipses are becoming increasingly popular with travellers seeking extraordinary natural phenomena. In 2027, several tour operators will offer the opportunity to experience this rare event during the total solar eclipse on 2 August.

CroisiEurope will organise a cruise departing from Spain and Portugal, while TUI France, through its Nouvelles Frontières brand, will offer travellers the chance to witness the eclipse from the Temple of Hathor in Dendera, as part of a holiday in Egypt..

COMBINE SPORT AND A CHANGE OF SCENERY THROUGH OUTDOOR ACTIVITIES

Whether they are seasoned athletes or occasional sports enthusiasts, Tourissima will bring together outdoor experts ready to offer visitors tailored advice on hiking, cycling, trekking and water sports.

To get in shape before setting off, a "Sporting Kick-start" wellness programme at Thalazur offers a fitness assessment and nutritional advice. Travellers can hike or cycle among the former mining sites of Limburg, Belgium, with Herman & Vandamme, or explore some of the most beautiful landscapes of the Lot region with Capfrance Terrou. They can hit the mountain biking trails of the Châtillonnais region with the Châtillonnais Tourist Office, or discover Nordic walking and Afghan walking with Domaine Lou Capitelle et Spa. Visitors can also meet the Tourmalet – Pic du Midi Tourist Office, recently recognised as a "Destination France à Vélo" (France Cycling Destination).

Some visitors will discover Costa Rica through a wide range of activities, including horse riding, kayaking, snorkelling and rafting (TUI France). Others will venture into the icy landscapes of the Yukon on snowshoeing expeditions or dog-sledding trips (JMB Voyages), or embark on a trek at the foot of the Annapurna mountain range (Travelib). Alongside these travel experiences, Tourissima will bring together specialist retailers and equipment providers to help visitors gear up for their next adventure.



A VILLAGE DEDICATED TO THE HAUTS-DE-FRANCE REGION'S TOURISM OFFER

People in northern France have a strong attachment to their region, as demonstrated once again in summer 2026: 62% explored their local area (+7 percentage points compared with 2025 and +12 points compared with 2022).[1] In 2027, Tourissima will bring together tourist offices, cultural attractions and outdoor activity providers to help visitors rediscover the Hauts-de-France region throughout the year.

Exhibitors already confirmed include: Association Proscitec – Heritage and Memories of Trades; Centre Historique Minier; Nord Department Council; Gesthomalo; Saint-Quentin Tourist Office; Novotel, ibis and Thalassa Le Touquet; SNCF Voyageurs – TER Hauts-de-France Regional Directorate; ValJoly Tourist Resort; Visit Beauvais, and more.

[1] Source: Novamétrie Barometer









GENERAL INFORMATION

29–31 JANUARY 2027
DAILY FROM 10:00 AM TO 6:00 PM

ADMISSION:
€8 ONLINE IN ADVANCE / €10 AT THE DOOR
Free entry for under-18s.

LILLE GRAND PALAIS
1 Boulevard des Cités Unies, 59777 Lille, France

TO STAY UP TO DATE WITH ALL THE HIGHLIGHTS, VISIT: WWW.SALONS-DU-TOURISME.COM/LILLE

ABOUT 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.

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