



# Salon du tourisme et des activités nature **Tourissima**

33<sup>RD</sup> YEAR

25>27  
FEBRUARY 2022  
GRAND PALAIS  
LILLE

*A dynamic trade exhibition that generates sales*

## Key figures <sup>(1)</sup>

**19,500** visitors including **306** professionals, **30** journalists, **125** students and teachers in the tourism sector, **279** work councils, clubs or organisations  
**240** exhibitors

## Exhibitors <sup>(1)</sup>



**93%**  
satisfied with the show



**85%** satisfied with the quality of the visitors

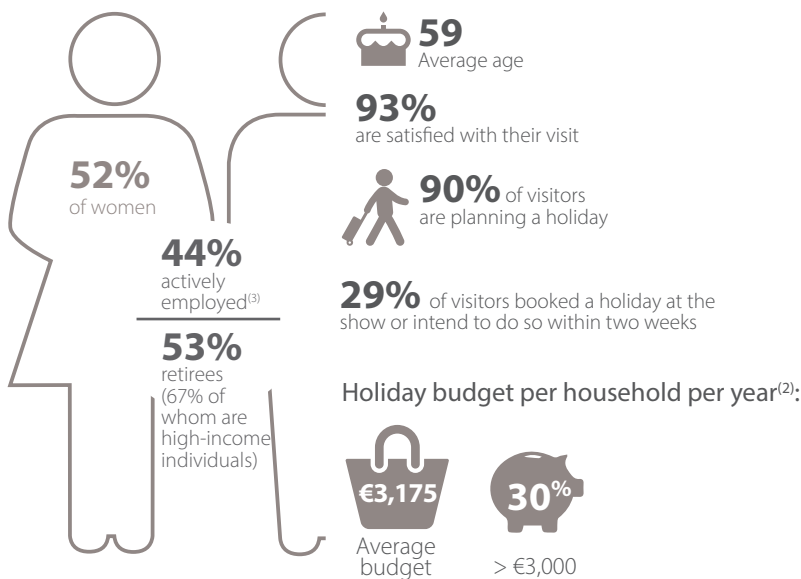


**94%** of exhibitors generated sales after the show

## What they said about **Tourissima Lille**

«Important attendance on our stand during the 3 days and real knowledge and interest in our destination. Location of the ideal lounge, close to the city centre, easy access, with many hotels around» **CHATEAU ROYAL DE BLOIS**  
«Good attendance and constant distribution over the Show. Pleasant and interested public» **EUROPA PARK GMBH & CO MACK KG**  
«A lot of people, with a real interest in our destination, people non-stop during the 3 day» **MAISON DU TOURISME HAUTE-ARDENNE**

## Visitors <sup>(1)</sup>



### For more information

[www.salons-du-tourisme.com](http://www.salons-du-tourisme.com) / section: Become an exhibitor  
commercialtourisme@comexposium.com  
Tel.: +33 (0)4 42 18 01 70 #Salonsdutourisme #Tourissima

## Themes

Highlight your products and services by locating your stand in one of the show's themed areas and benefit from communications developed especially for each section: targeted communications plan, themed events, etc. to attract the attention of our visitors!

### 2022 themes

Camping • Belgian Village • Hauts de France Village • Equipment and Sports Gear • Traveller Services • Cruises

## Boost your visibility at the show

In addition to your stand, why not promote your destinations, brands and products by taking part in events at the show?

- Spotlight your destination at the show *Quote available on request*
- Highlight your Great Deals *free*
- Become a partner of the Children's area *free*
- Be part of the "Grande Scène" *free*

Please feel free to ask our sales team for more information on these various options.

## Achieve your targets



Increase your sales



Recruit new customers



Raise your profile



Present your new offerings

Official partners for 2020: (to be confirmed for 2022)

