



Salon Mondial du tourisme

17 > 20
MARCH 2022
PORTE DE VERSAILLES
PARIS

45TH YEAR

A leading exhibition for trends in the sector


Key figures ⁽¹⁾

101,000 visitors including **2,868** professionals
553 work councils, clubs or associations **1,010** students and teachers* **619** journalists*
335 exhibitors

* Registration for both the Salon Mondial du Tourisme show and the Destinations Nature show. 2019 figures, as the 2020 edition could not be held.

Exhibitors ⁽¹⁾

 **96%** satisfied with the show

 **88%** of exhibitors generated sales after the show

Visitors ⁽¹⁾



 **61** Average age

87% are satisfied with their visit

 **95%** go on holiday at least once a year

21% booked a holiday at the show or intend to do so within two weeks

Holiday budget per household per year⁽²⁾:

 **€3,080** Average budget  **49%** > €3,000

For more information

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

www.salons-du-tourisme.com: 220,000 unique visitors in February / March

COMEXPOSIUM  16 000 fans  3 940 followers  1 670

> 2022 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!

Gastronomy and Wine Tourism • Industrial tourism • Outings and cultural leisures in the "Ile-de-France" region • Remembrance Tourism • Sustainable Tourism • Tourism and Disability • Traveller Services • Unusual accommodations • World deserts

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.

What they said about the Salon Mondial du Tourisme show

«The Salon Mondial du Tourisme is an event not to be missed»
 ACTIS VOYAGES

"Kindness and availability of organizers"

PRESSE - EDITION

"Attendance and sales which ensued"

HURTIGRUTEN SAS

Same venue, same dates, two shows to optimise visitor synergy.

The Salon Mondial du Tourisme show is being held alongside:

salon destinations
Nature
 MARCH 17-20, 2022
 PARIS EXPO - PORTE DE VERSAILLES

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



(1) 2019 exhibitor and visitor surveys. (2) Compared with €2,227, the average budget of those in France able to afford a holiday (PSOS 2018 Barometer). (3) Mainly private & public sector employees and managers.