



Salon du tourisme
et des activités nature
Tourissima

32ST YEAR

Lille

17 > 19 JANUARY 2020

GRAND PALAIS

A dynamic trade exhibition that generates sales

Key figures ⁽¹⁾

18,300 visitors including **401** professionals & journalists
253 work councils, clubs or organisations (127% up on 2017) **266** exhibitors

Exhibitors ⁽¹⁾



93% satisfied with the show



91% satisfied with the quality of the visitors



88% of exhibitors generated sales after the show

What they said about **Tourissima Lille**

The organization was perfect. All our requests at the exhibitor welcome desk were taken account and attendance was there, which means that upstream advertising of the event was well done»

DIFFUSION TOURISME - VACANCES BLEUES

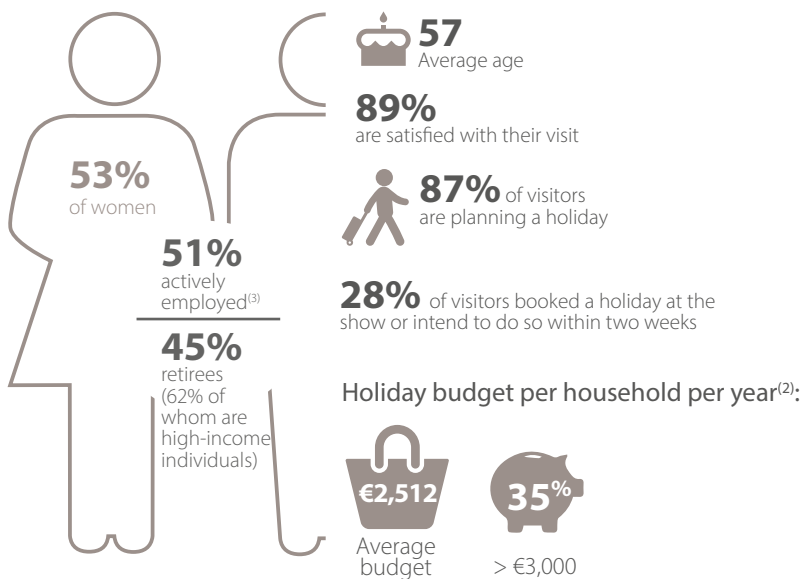
"Kindness and professionalism of the team"

GROUPE GB - CIELA VILLAGE

«Large show - good attendance over all 3 days»

FEDERATION FR. DES VILLAGES ETAPES

Visitors ⁽¹⁾



For more information

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!

2020 themes

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

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**
- A day for focus on you: One day, One destination **Quote available on request**
- Highlight your Great Deals **free**
- Become a partner of the Children's area **free**
- Be part of the Events Forum **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 2019: (to be confirmed for 2020)



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