



Salon du tourisme Mahana

40th YEAR

Lyon
7 > 9 FEBRUARY 2020
HALLE TONY GARNIER

An exhibition that represents the whole world and attracts top-level customers

Key figures ⁽¹⁾

25,100 visitors including **678** professionals & students
147 work councils, clubs or organisations **260** exhibitors

Exhibitors ⁽¹⁾



95% satisfied with the show



85% satisfied with the quality of the visitors



92% of exhibitors generated sales after the show

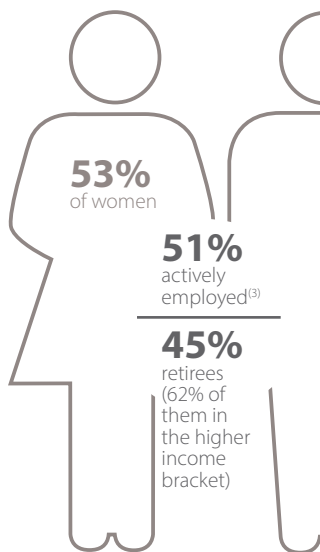
What they said about Mahana Lyon

«Good organization and customer quality» **EMOTIKA TRAYAGES**

«Number of visitors and visitors interest» **CHATEAU DU CLOS LUCE**

«Friendliness between exhibitors, good mood of staff and super service for exhibitors» **SCHWARZWALD TOURISMUS GMBH**

Visitors ⁽¹⁾



57 Average age

89% of visitors are satisfied with their visit

90% of visitors are planning a holiday

30% of visitors booked a holiday at the show or intend to do so within two weeks

Holiday budget per household per year⁽²⁾:

€2,800

Average budget

38%

> €3,000

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!

- Auvergne Rhône Alpes Village
- Cruise area
- the 40th anniversary of the show
- Traveller Services
- Well-being Aisle
- Wine Tourism/Gastronomy

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)

