



45<sup>TH</sup> YEAR

# Salon Mondial du tourisme

Paris

PORTE DE VERSAILLES

12 > 15  
MARCH 2020

## A leading exhibition for trends in the sector


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

**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.

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

 **96%** satisfied with the show

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

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



 **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<sup>(2)</sup>:

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

### For more information

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

[www.salons-du-tourisme.com](http://www.salons-du-tourisme.com): 223,024 unique visitors in February / March 2019

COMEXPOSIUM  14,618 fans  3,874 followers

### > 2020 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!

**Cruises • Language learning holidays • Professional Associations Village • Remembrance Tourism • Sustainable Tourism • The 45th anniversary of the show • Tourism and Disability • Toutourisme area • Traveller Services • Unusual accommodations • Wine Tourism and Gastronomy • 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

**A day for focus on your company: A different destination every day** 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.

### 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.

salon destinations  
**Nature**  
 12>15 MARCH 2020  
 PARIS EXPO PORTE DE VERSAILLES

The Salon Mondial du Tourisme show is being held alongside:

Official partners for 2019: (to be confirmed for 2020)



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