

INTERNATIONAL & FRENCH TRAVEL MARKET

PRESS KIT 2019



LE RENDEZ-VOUS DES PROFESSIONNELS DU TOURISME

wonderful
indonesia
PAYS À L'HONNEUR

1-4 OCT. 2019
PARIS - PORTE DE VERSAILLES - HALL 1

IFTM TOP RESA 2019: REPORT

× LOISIRS

× MICE & EVENTS

× AFFAIRES

× GROUPES

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SOUS LE HAUT PATRONAGE DE :



PARTENAIRES OFFICIELS :



IFTM TOP RESA 2019: AN EDITION OF GROWTH AND FORWARD-THINKING!

France's tourism trade show, IFTM Top Resa, came to a close on Friday 4 October 2019 at Parc des Expositions, Porte de Versailles, Hall 1, Paris. **Over four days, 1,700 brands in the sector came together for this major event that brings together all market professionals.**

The trade show welcomed both exhibitors and visitors for meetings, conference sessions, events, evening festivities, contests and awards.



*Listening to travel industry professionals to facilitate and optimise the experience of our exhibitors and visitors by anticipating their needs is essential. We have observed stable numbers of increasingly qualified visitors, around two thirds of whom are decision-makers (64%), with multiple agreements, certifications and contracts signed right at IFTM across the various industry segments. We wanted this latest edition to provide new services so that market professionals could take full advantage of the opportunities available at our trade show. **With 34,150 visitors** (compared to 34,048 in 2018), we are pleased with overall trade show attendance, especially given the difficult circumstances facing the profession after the disastrous events of September, which impacted the number of visitors to travel agencies and incurred extra costs due to the various instances of force majeure requiring urgent intervention.*

Frédéric LORIN, Director of IFTM Top Resa

Key figures from IFTM Top Resa 2019

- 1,700 brands
- 33,000 m2 of exhibition space
- 34,150 visitors
- Over 150 conference sessions
- 12 villages and 10 zones
- 11 thematic roads (new)
- Around 200 destinations exhibited (France and overseas)
- Over 1,000 journalists and media outlets represented
- Over 1,200 media stories and articles (TV, radio, written and web press)

INFORMATION FOR JOURNALISTS!

The IFTM TOP RESA PressRoom was redesigned for 2019, with the following services available in a single location:

- all IFTM press information, press releases and press kits
- all IFTM exhibitor information, news and press releases.

Check out: <https://press.iftm.fr/>

Pictures: <https://www.flickr.com/photos/iftmmap/albums>

Videos: <https://www.youtube.com/channel/UCqs028KAfxLFIFzbdzLmH5w>

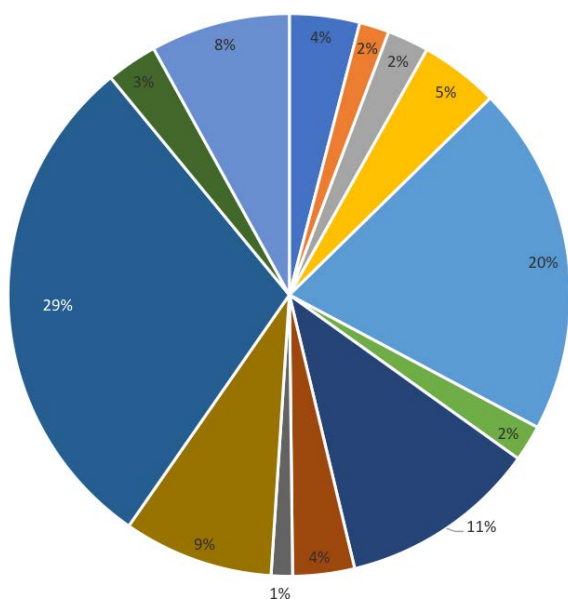
Best Of: <https://www.youtube.com/watch?v=BbS-1H2frjM>



photo © Stéphane Laure

Exhibitors representative of the entire sector (number of exhibitors)

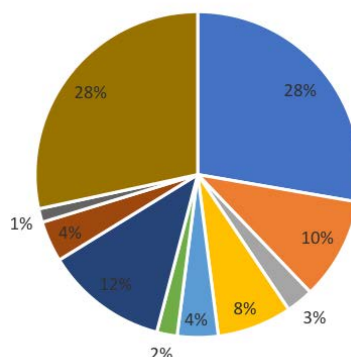
• Technology	66
• Associations, trade unions & federations	28
• Shipping companies and cruise lines	39
• Group operators	74
• Accommodation (hotels, holiday homes)	329
• MICE (TMC, events venues)	34
• Tourism offices (overseas)	186
• Tourism offices (France)	58
• Travel agencies and networks	20
• Miscellaneous tourism services	141
• Tour operators and DMCs (overseas)	480
• Tour operators (France)	48
• Transport (air, rail, vehicle rental)	131



- Technology
- Associations, trade unions & federations
- Shipping companies and cruise lines
- Group operators
- Accommodation (hotels, holiday homes)
- MICE (TMC, events venues)
- Tourism offices (overseas)
- Tourism offices (France)
- Travel agencies and networks
- Miscellaneous tourism services
- Tour operators and destination management companies (overseas)
- Tour operators (France)
- Transport (air, rail, vehicle rental)

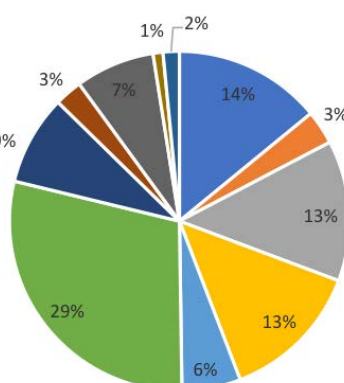
Villages and zones for targeted visits (number of exhibitors)

• Business Club	41
• Cruises Village	15
• Mountains Village	4
• Coach Operators Village	11
• Parks Village	6
• Distribution Networks Village	3
• Tour Operators Village	18
• Digital Village	6
• Medical Tourism Village	2
• Start-Ups Village	42



- Business Club
- Cruises Village
- Mountains Village
- Coach Operators Village
- Parks Village
- Distribution Networks Village
- Tour Operators Village
- Digital Village
- Medical Tourism Village
- Start-Ups Village

• Destination France	209
• Africa Zone	48
• Americas Zone	199
• Asia and Pacific Zone	200
• Caribbean Zone	83
• Europe and Med. Basin Zone	431
• General Operators Zone	127
• Middle East Zone	39
• Indian Ocean Zone	112
• Partners Zone	14
• Tech Zone	23



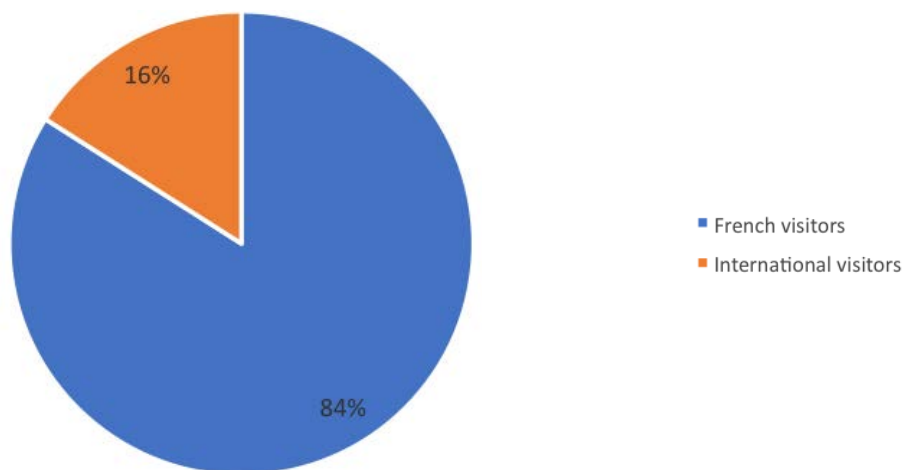
- Destination France
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- Americas Zone
- Asia and Pacific Zone
- Caribbean Zone
- Europe and Mediterranean Basin
- General Operators Zone
- Middle East Zone
- Indian Ocean Zone
- Partners Zone
- Tech Zone



photo © Stéphanie Laure

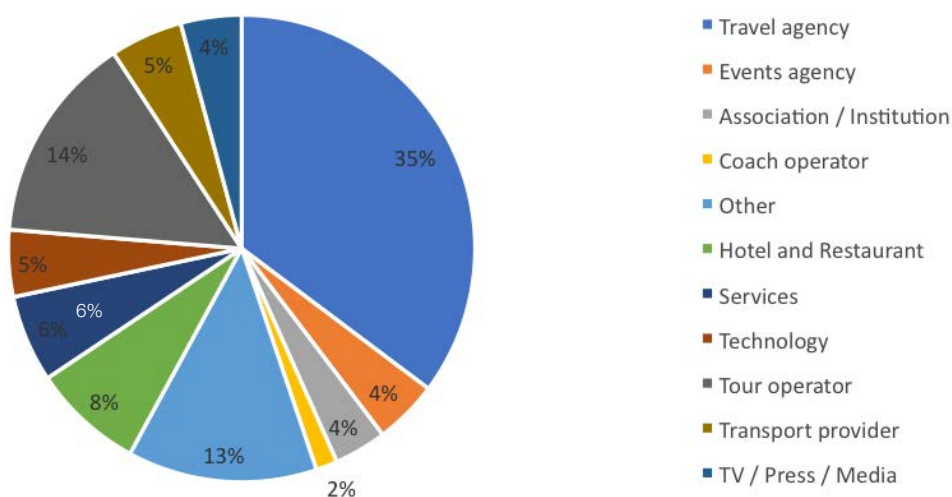
Qualified visitors representing all industry segments

Visitor origin



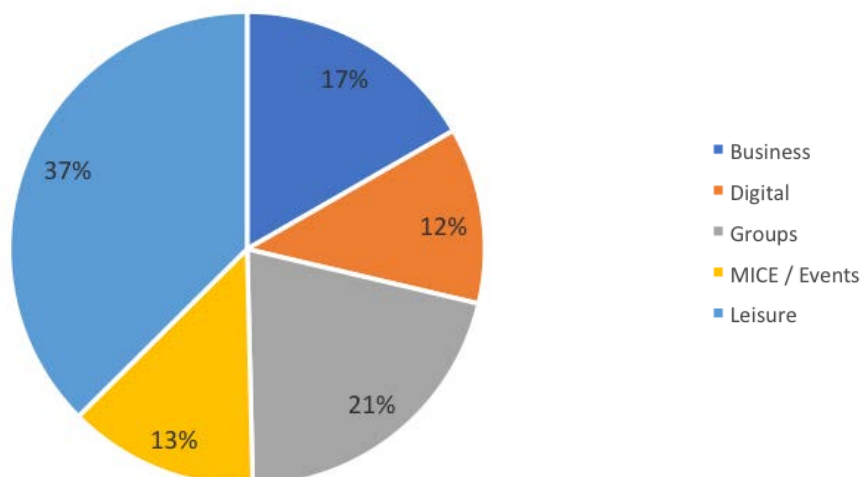
Visitor business sector

Over one third of visitors (35%) work in travel agencies.



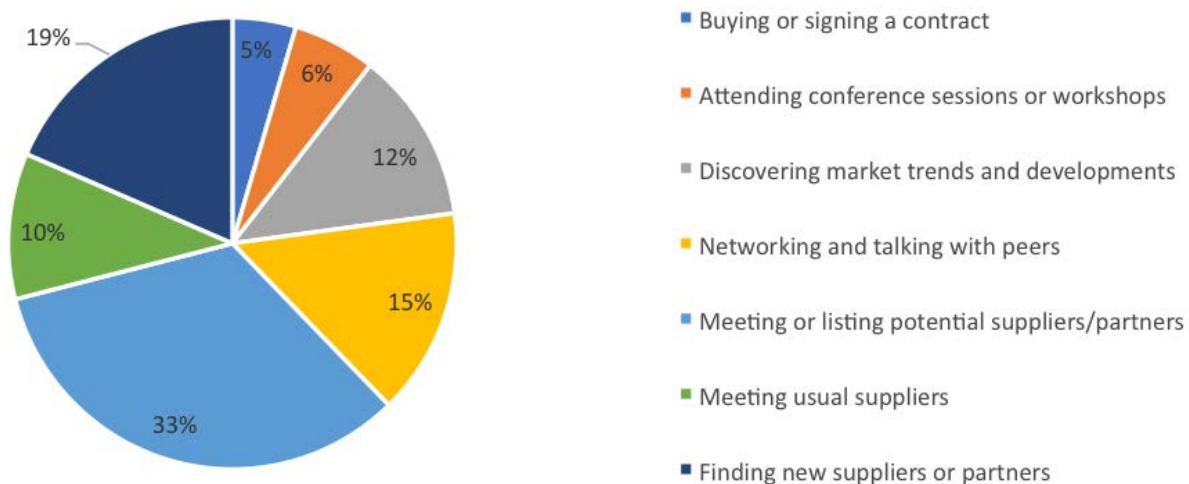
Main interest of visitors

Leisure remains dominant (37%)



Visitor purpose

One third of visitors attend IFTM Top Resa to meet and list potential suppliers and partners.



Visitor numbers by day

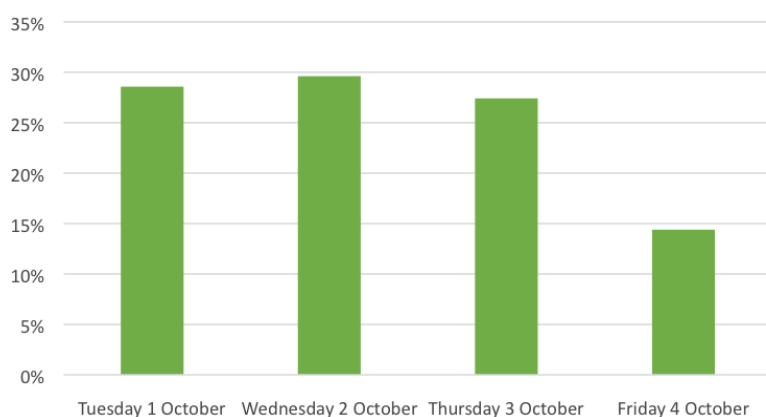


photo © Stéphane Laure

NEW AT IFTM TOP RESA 2019

CES Las Vegas 2020: French tourism can rely on Frédéric LORIN, Director of IFTM TOP RESA:

CES Las Vegas 2020 will include a French delegation of tourism managers. This initiative was launched by Sophie LACOUR (Advanced Tourism) and will be part of the French Village (Village Francophone), headed up by Marc-Lionel GATTO. It will bring together 45 industry managers to attend the next CES Las Vegas, the biggest tech and digital event in the world.

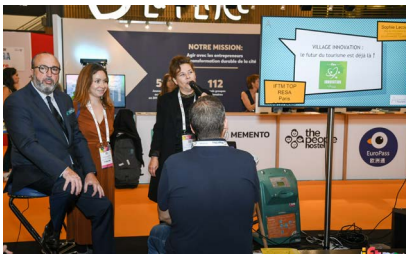
Frédéric LORIN was announced as President of the delegation on 2 October during a press conference at IFTM Top Resa and the tourism mission will ensure that the travel industry gets the recognition it deserves within the technology and innovation landscape.

New in 2019, 11 IFTM Top Resa thematic visitor trails

Each route showcased exhibitors within a specific topic and highlighted their location on the show floor using a specific icon and colour. These routes were designed to help visitors to find their way and explore the show throughout industry themes such as Responsible Tourism, Wellness ans Spa, Business Travel, Luxury Travel, M.I.C.E, Innovation etc.... Each route included exhibitors, experts and influencers to meet and conferences to attend to learn more about these hot industry topics. Detailed information to guide visitors were available in a dedicated printed mini brochure, as well as in the event app.

Emotions at the heart of the Innovation Village

As the travel industry increasingly moves over to digital technologies, innovation has become essential to remain competitive and meet customers and travellers' needs. Over the past 3 years, IFTM Top Resa has been the place to discover how Technology is changing the Travel Industry and went one step further this year by introducing the Innovation Village in partnership with Advanced Tourism. This space focused on inspiring creations, new technologies and digitalisation of the travel industry, in the search for "smart" inspiration. This 100 m² space featured 11 innovative tourism products and solutions hand-picked by Sophie Lacour, CEO of Advanced Tourism and a leading expert on tourism of the future. Activities included reading the minds of visitors, enabling them to fly through the air using virtual reality, igniting their senses, and more.



Coach operators in the spotlight with their own village

The FNTV and IFTM designed this village as a networking space for travel agencies, tour operators, coach operators and group travel professionals in France and Europe within Destination France. The 11 exhibitors had individual 3 m² desks arranged around a central island perfect for organising meetings within a professional, friendly and comfortable setting.

Introduction of medical tourism

IFTM conducted a thorough examination of this industry's clientele and future potential, with very promising results for 2020!

This year, around ten professionals offered services and trips around the following themes: insurance required for these trips, mobility and patient care, and specific medical procedures.

CEO Talks

Every day (Tuesday, Wednesday, Thursday) in the ARENA room, from 12.00 to 12.30 pm, IFTM handed the mic over to a top travel industry business leader: Anne Rigail, CEO of Air France took the stage on Tuesday, Nicolas Brusson, Co-founder and CEO of BlaBlaCar on Wednesday, and Gianni Onorato, CEO of MSC Cruises on Thursday. These talks were highly appreciated!

A new app to put the trade show at your fingertips

With today's mobile culture, interactive solutions were a must! The IFTM app helped attendees to prepare their visit by accessing a range of functions, information and personalised services at the right place, at the right time. The networking and personal assistant functions were highly used enhancing and facilitating the show visitors' experience.

TRADE SHOW HIGHLIGHTS

Start-Up Contest by Amadeus – 5th edition

Tuesday 1 October at 4pm, Arena room by Uber for Business

Every year at IFTM Top Resa, the Start-Up Contest recognises the best innovative solutions from the Start-Up Village. The aim is for all exhibitors in the Start-Up Village to take part and present a project. The entries are shortlisted before the trade show by a panel of experts. During the final, the 10 shortlisted start-ups have to pitch their project before a panel of judges and the audience. They each have 4 minutes to make their case (2-minute presentation and 2-minute Q&A). The three best start-ups are selected by the judges.

The audience votes live for the “Audience Choice Award”.

This year, 19 start-ups entered, 10 of which were shortlisted: TheTreep, TravelAssist.io, Urban Expé, Questo, Tridea, Labsense, EuroPass, Privateaser For Business, Esus and So Rewards.

The winner was EuroPass, a digital solution for foreign tourists travelling in Europe. This start-up was created in 2015 and targets the Chinese private tourist market. It offers social media management and mobile payment solutions to share information on various products and services. EuroPass works with destinations in France (Paris, Nice, Versailles), and Europe (Edinburgh and Barcelona). **The first runner-up was Privateaser for Business**, a B2C and B2B company in the events sector. Their solution helps clients manage and optimise their event expenditure. The start-up has already worked with over 7,000 businesses. **Third place went to Urban Expé** for its digital tools for creating interactive experiences. Finally, **the Audience Choice award was given to Questo**, a start-up developing an app to transform cities and museums into gaming experiences. These four start-ups were supported by the Welcome City Lab incubator in Paris.



Winners of the Start-Up Contest by Amadeus 2019

Winner: EuroPass won a turnkey 9 m2 booth for IFTM Top Resa 2020

1st runner-up: Privateaser won a turnkey 4 m2 booth for IFTM Top Resa 2020

2nd runner-up: Urban Expé won a booth in the Start-Up Village

Audience choice award: Questo won a booth in the Start-Up Village.



EuroPass is honoured to have been selected by the judges at the 2019 IFTM Start-Up Contest from among the 10 competing businesses. We are delighted that our relentless work finding strategies to attract Chinese private tourists won over the contest's panel of industry leader judges. We are convinced that this visibility will strengthen our presence in the domestic and international market.

Thibault Lemierre, Development Manager France & International at EuroPass, along with his team, winners of the 2019 Start-Up Contest



Hackathon by CDS Groupe, a breath of fresh air for business travel!

Wednesday 2 October at 3pm, Arena room by Uber for Business

The IFTM Hackathon came back stronger than ever in 2019, this time focusing on business travel, sponsored by the business hotel marketplace CDS Groupe.

The concept is a 24-hour non-stop web development hackathon during which project leaders design an innovative solution for business travel. Teams of engineers, developers, salespeople, students and professionals put their ingenuity and creativity to work to develop applications, websites, projects and fully thought-through concepts.

The 2019 theme, « Reinventing the French marketplace for Business Travel within the Hotel sector » was the challenge given to 15 teams of challengers during this 24-hour hackathon from 2 pm on 1 October to 2 pm on 2 October. After 24 hours of tireless work, the 6 teams pitched their solutions to the panel of judges and to the audience. The judges awarded a score out of 10 to determine the top 3 most innovative ideas.

Winners of the IFTM Hackathon by CDS Groupe 2019

Winner: IEFT ONLY was awarded a cheque for €5,000

1st runner-up: BTU Protocol was awarded a cheque for €2,500

2nd runner-up: SEKSEK was awarded a cheque for €1,500

Audience choice award: The Treep won a trip for 2 to one of The Originals hotels

Head Judge's Special Award: Belab and The Treep were awarded two free R&D contracts at CDS Groupe for one year.



“With limitless skill, out-of-the-box thinking and outstanding results, the IFTM Hackathon by CDS was a breath of fresh air for business travel. 15 started but only 6 teams finished the hackathon focused on CDS API Hotels, looking at the question: “what will come out of the most exhaustive global hotel base on the market?”

The contest was a nail-biter and every team had an equal chance of winning. The judges deliberated and chose the application of CSR to the business hotel sector, awarded to the women-only team IEFT Only.

The panel of expert judges comprising major French groups, consultants and insurers also awarded “BTU Protocol” for the application of the blockchain to turn business travel into a gaming opportunity.

CDS awarded a prize to two teams: “The Treep” for its precise analysis of the customer’s journey to the hotel and traveller comfort, and “BeLab” for its relevant ideas on hotel group bookings. These two businesses are now partners of CDS Groupe and the technology roadmap has been set for 2020.

The IFTM Hackathon by CDS is, to my knowledge, the only R&D project effectively applied to the needs of businesses and their travellers. I recommend changing the definition of R&D to “Results & Diversion”, bringing in a bit of fun to change and brighten up the business hotel, technology and business travel industry.

Ziad MINKARA, CEO, CDS Groupe, sponsor of the IFTM 2019 Hackathon

...Hackathon by CDS Groupe



Our thoughts as winners of the IFTM Top Resa 2019 Hackathon can be summed up in a single word: gratitude. We are proud to have had the opportunity to take part in a contest within this kind of event. Winning first place is the result of our team's hard work over a 24-hour nonstop marathon. We successfully completed our eco-tourism project thanks to our excellent teamwork. It was a very emotional, stressful and tiring experience that helped us realise not only our potential as individuals but also the potential opportunities within the business travel sector. We are aware that winning an award like this one will open new doors and give us and give us the confidence we need when joining the workforce after finishing our final year of our MBA in Tourism & Hospitality.



Amandine LABBE and the entire IEFT Only team



Marco Polo Grand Prize

Thursday 3 October at 5:30 pm, VIP Club

For its 41st edition, IFTM Top Resa introduced a new event: the Marco Polo Grand Prize, organised with the support of the think tank Marco Polo. This Grand Prize recognises CSR actions carried out by businesses committed within a broad range of activities encompassing environmental and social responsibility, business ethics, fair and sustainable ecosystem and supply chain, as well as accessibility for people with disabilities.

Top priorities recognised by the Marco Polo Grand Prize by IFTM were initiatives fighting Climate Change and improving employees well-being, with a clear intention from IFTM Top Resa to actively support and promote Corporate and Social Responsibility developments and achievements within the travel sector.



Companies willing to participate submitted their application that were then examined by a panel of professionals.

Companies from the following sectors were invited to take part: airlines, car rental companies, hotels, rail companies, and corporate (special out-of-competition award given to a business for its internal actions for its employees for business travel).



Winners of the Marco Polo Grand Prix

Airlines: Air France

Car rental companies: Europcar

Hotels: Hôtel Alteora on the Futuroscope site

Rail companies: SNCF

Judges' corporate award: Michelin

Travel Agents Cup – 7th edition

Thursday 3 October at 4pm, Arena room by Uber for Business

On Monday 27 May, 33 Travel Agents entered in the competition coming from all over the country gathered in Paris to kick off the Travel Agents Cup 2019 with an adrenaline-filled day of meetings, networking and sales pitches!

After a summer of hard work preparing five scenarios, these 33 contestants were invited at the Arena room at IFTM Top Resa on Thursday 3 October to discover the 10 shortlisted contestants who would compete in the grand finale of the Travel Agents Cup.

In front of the Travel Agents Cup judges, led once again by Sophie Jovillard, host of the French TV travel show Échappée Belle on France 5, who has been the Travel Agents Cup ambassador from its early days, the finalists showed all their knowledge, expertise, energy and imagination to convince the judges in only four minutes to become the best travel agent in France.

Florent Sepaniac (Carrefour Voyages in Givors) is this year's "best travel agent in France", taking over from Arnaud Levet (Verdié Voyages) who won last year's award.

Winners 2019 Travel Agents Cup

First prize: Florent SEPANIAC - Carrefour Voyages won a trip for two from MSC Cruises

Second prize: Jean-Charles FRANCHOMME - Kit Voyages won a 9-night trip for two to Bali, staying in Accor Hotels.

Third prize: Estelle KERLIDOU - Carrefour Voyages won a trip for two to Nouvelle Aquitaine.

Audience choice award: Manon LEGER - Visages du Monde won a stay for two in The Originals hotel chain.

Lucky draw: Bérénice GERARD - Martine Roussel Voyages won a stay for two in The Originals hotel chain.

The 33 semi-finalists didn't leave empty handed as they all won a day trip to Mont Saint-Michel from Paris Experience Group.



I'm thrilled. I really didn't expect it given the level of the contestants who had gone before me. It was a lot of work and I prepared alone all summer. This contest also helped me discover new destinations, which was really informative. I would also like to dedicate this victory to all my colleagues who supported me by letting me test out my pitches, and in honour of their kindness and friendship.

Florent SEPANIAC, winner of the Travel Agents Cup and best travel agent in France 2019



Travel Agents Cup Junior – 2nd edition

Friday 4 October at 10:30 am, Arena room by Uber for Business

Over a hundred tourism students answered ten questions in our online quiz to enter IFTM Top Resa's Travel Agents Cup Junior, in partnership with the French Federation of Tourism Technicians and Scientists (FFTST). The list of 10 shortlisted finalists for this second edition was published in July. These students were given 5 travel scenarios to create customised products tailored to one of the destinations exhibiting in the « Destination France » show area, to showcase their professional and technical skills, fully supported and mentored by their teachers!

On Friday 4 October, in a room jammed with excited students, the 10 young hopefuls came face to face after selecting one of the scenarios and presenting their project in a 4-minute live on-stage presentation to the audience and panel of judges, led by Sophie Jovillard, all astonished by the quality of research and information provided by these future professionals. This unique event was filled with emotion, stress, but above all, professionalism, and was a great success with the audience over 200 people voted live on their smartphones to decide which challenger would receive the "Audience Choice Award".

The winner is Sébastien Billard, a BTS Tourism student at IMS Nantes. His trip to Orcières (French Alps) including paragliding, a spa day, mushing and a night in an igloo set the bar very high. He became the "Best up-and-coming salesperson for Destination France 2019", taking over from Léna Martinet, also a student at IMS Nantes, who won in 2018.

Winners of the 2019 Travel Agents Cup Junior

1st Prize: Sébastien BILLARD - BTS Tourism at IMS Nantes, won a trip for 2 from Nice Côte d'Azur.

2nd Prize: Lucas BLANC - BTS Tourism at IEF Lyon

3rd Prize: Xaong PETRA - BTS Tourism at Lycée de Bellevue in Fort-de-France

Audience choice award: Eva CARRY - BTS Tourism at Ozanam school in Mâcon

Lucky draw: Clarisse KERVÉGANT - BTS Tourism at Lycée Toulouse-Lautrec in Albi

These four winners won a trip of their choice from one of the event partners (Carrefour Voyages, Amiens, Orléans, Val de Loir Tourisme and Touraine).

The 2020 European Youth Capital, Amiens, also gave goodies to the ten finalists.



“ The Travel Agents Cup Junior was an amazing experience for me on both a personal and professional level. This victory required a lot of hard work but it was worth it. The contest helped me gain confidence and is also a great achievement as a future reference on my CV. I would like to thank my BTS Tourism class and all the teachers who helped me in this incredible ride.

Sébastien BILLARD, winner of the 2019 Travel Agents Cup Junior and “Best up-and-coming salesperson for Destination France.

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AFTM & IFTM Business Travel Night

Wednesday 2 October, at 7pm, Pavillon d'Armenonville

Valued at around €30 billion* in France in 2019, the business travel sector continues to grow. Every year, the industry meets at IFTM Top Resa, which has become the main marketplace for bringing together industry professionals and discussing industry challenges and developments. This year, to support this growth, IFTM Top Resa launched a special evening event for business travel decision-makers: AFTM & IFTM Business Travel Night for business travel and mobility.

The Business Travel Night was organised during IFTM and International Business Travel Days (JIVA).



776 participants headed to Pavillon d'Armenonville for a sophisticated, festive and relaxed evening - an unmissable business travel event in France. The AFTM/IFTM partnership brought buyers and travel managers together thanks to their strong and lasting relationship.

The evening started with a tribute to Lucien ISNARD, Co-Chair of the think tank Marco Polo and member of the AFTM Executive board, in a speech by Michel DIELEMAN, Chair of AFTM, and Abdelaziz BOUGJA, Co-Chair of Marco Polo.

During his opening speech, Michel DIELEMAN, Chair of AFTM, highlighted the network developed by AFTM, with 6 regional hubs, reaching 6 out of 10 members.



After TO by Resaneo

Thursday 3 October at 7 pm, Concorde Atlantique boat

This highly-anticipated evening event organised by IFTM Top Resa, the Tour Operators Village and Resaneo is THE festive and fun event for travel agents and tour operators from the Tour Operator Village.

For the third consecutive year, After TO was held on the Concorde Atlantique boat on the River Seine in the heart of Paris. This major event features an open bar and buffet, bringing together two essential components in the leisure industry: producers and distributors; on-the-ground knowledge and sales experience!

This inevitably led to a rush for bracelets, the Holy Grail to attend the event, creating meeting opportunities during the first three days of the trade show as more than 900 professionals sought to obtain the bracelet required to attend After TO with partners and producers in the Tour Operators Village.



The evening was once again a roaring success, and a fun time with our clients, partners and friends from the Tour Operators Village.

Yannick FAUCON, CEO of Resaneo



At After TO on Thursday 3, teams from Resaneo and the Tour Operators Village welcomed around 900 travel agents onto the Concorde Atlantique, who were delighted to take part in this festive event on the Seine, with a cocktail dinner, open bar on the upper deck, various events and a dancefloor open until late into the night! Our guests' happy faces at this extraordinary event confirmed once again that travel agents are the trade show's real VIPs!

Guillaume LINTON, Director of ASIA and Mayor of the Tour Operators Village



Testimonials from key travel industry professionals about IFTM TOP RESA 2019:



Photo: Ibu Nia, Indonesian Vice-Minister of Tourism at the IFTM Top Resa opening ceremony on 1 October 2019..

"This second edition of IFTM as a Country of Honour was different to the first. In 2018, visitors came to meet us to discover a destination about which they knew relatively little. Since then, our visibility has improved and the market is more mature. Buyers and sellers are interested in destinations other than Bali, especially those on which our efforts have focused (Lake Toba, Borobudur, Mandalika, Labuan Bajo, Likupang, etc.). More qualified visitors and even more businesses have reinforced our success and helped us meet our objectives!"

Agustini Rahayu, European Marketing Director of Wonderful Indonesia, who was present over the four days, and myself are delighted to have participated in this year's trade show.

Eka MONCARRÉ, Country Manager of the Indonesian Tourism Board in France, IFTM Top Resa Country of Honour

"The energy of the numerous participants in IFTM 2019 proves that our sector is dynamic and capable of overcoming market crisis."

Jean-Pierre MAS, Honorary Chairman of IFTM Top Resa and Chairman of Entreprises du Voyage

"We are very happy to have taken part in the 41st edition of IFTM and are delighted with the results obtained at the trade show. This event brings people together and creates new opportunities. Despite the difficulties currently facing the tourism industry, we were also very happy to see that professionals chose to attend and appreciated everything that we organised for them on the Air France-KLM group's booth."

Sébastien GUYOT, VP Corporates and Agencies Sales, Air France KLM

"IFTM is once again a key event for tourism professionals working in the French market."

It is an important date in MisterFly's schedule as, over the past four years, it has undeniably been the place to meet with professionals, colleagues, partners and clients."

Nicolas BRUMELOT, President of MisterFly

"This year's edition was exceptional. Record numbers took part in the Moroccan delegation. IFTM once again proved its importance and demonstrated its role in launching the tourism year in the French market. It also provided an opportunity to discuss and react to the collapse of Thomas Cook. It remains an unmissable event."

Adel EL FAKIR, CEO, National Moroccan Tourism Office

"IFTM 2019 was a great success. Avis was delighted to take part in this unmissable event where our teams met with our clients and prospects. The cherry on the cake for Avis in 2019 was our outstanding partner event, the AFTM IFTM BUSINESS TRAVEL NIGHT."

This year, Frédéric LORIN has once again proven the following saying to be true: if your dreams don't scare you, they're not big enough!"

Christine GIRAUD, Directrice des Ventes Agences de voyages AVIS

"This year was yet another excellent IFTM! We had record numbers of visitors to the SNCF booth, where we met with our partners, presented our latest projects and formed new business relationships."

We were also delighted to see the 2019 edition showcasing topics to which the SNCF is committed, such as technology and the environment."

Olivier PINNA, Director of the Business, Enterprise and Travel Agencies Market, SNCF

“ IFTM Top Resa 2019 successfully adapted in order to showcase French destinations. The Nouvelle-Aquitaine region and its partner destinations promoted its products and services and met with industry professionals, journalists, strategic influencers and representatives from the Ministry of Tourism and tourism organisations. We will be back in even greater numbers in 2020.

Michel DURRIEU, Director-General of Nouvelle-Aquitaine CRT (regional tourism committee).

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“ Once again, this year's IFTM was by far the benchmark event for the business travel industry. All of the major travel agency networks and trade federations were represented (GBTA, AFTM, etc.) The Business Club was very busy, giving us the opportunity to establish real contacts with prospects and meet with our clients. At the International Business Travel Days (JIVA), we filled the room on several occasions, with our figures communicated in the mainstream and business press. Well done to Frédéric LORIN and his teams... we can't wait for the 2020 edition from 22 to 25 September.

Christophe DREZET, Associate Director, Mobility Hub, EPSA

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“ The Tour Operators Village celebrated its tenth anniversary this year! The concept is a great success and highly appreciated by exhibiting tour operators, who are delighted to be located at the very heart of the trade show where they can attract agencies and network decision-makers to this key venue for all distributors at the event.

The Village bar is a trade show institution and was once again the lively scene of discussions and events, including the SETO, Carrefour Voyages, Selectour and Western Union cocktail parties. There was also excellent attendance at the TO Village's two major partner events, with the highly-anticipated final of TAC and the extremely festive Resaneo After TO party late into the night of 3 October.

Guillaume LINTON, President of ASIA and Mayor of the Tour Operators Village, IFTM TOP RESA

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“ After the dark days of September, October has seen business travel enter into a golden era thanks to IFTM and the exhibitors at the Business Club.

Thanks to important discussions with clients and prospects, and our relationships with our partners, CDS Group was able to become THE marketplace for the French hotel and accommodation sector. IFTM 2019 was, without a doubt, the go-to marketplace for business travel.

Ziad MINKARA, CEO, CDS Groupe, sponsor of the IFTM 2019 Hackathon

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Public tourism aid promoted at IFTM Top Resa

On 2 October, Jean-Baptiste Lemoyne, Secretary of State to the French Minister for Europe and Foreign Affairs, attended IFTM Top Resa, speaking to professionals at over 30 booths.

The Secretary of State's visit follows on from the fourth Interministerial Tourism Committee meeting in Paris, during which investments in French tourism were announced through new forms of government incentives. The third "Tourism and Heritage" programme, launched in May and designed in close partnership with the French Ministry of Culture and Ministry for the Economy and Finance, will promote the implementation of new attractive products and services that combine cultural experiences, accommodation, food and events across various historic sites.

Moreover, the Ministry and Atout France have announced new initiatives to promote France as a destination during the Tour de France race, which will cross some of the country's most spectacular landscapes.

Photo: Jean-Baptiste Lemoyne, Secretary of State to the French Minister for Europe and Foreign Affairs, during his visit to IFTM Top Resa 2019, at the Wonderful Indonesia booth with Ibu Nia, Indonesian Vice-Minister of Tourism, and Frédéric Lorin, Tourism Director, Reed Exhibitions France.

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