

INTERNATIONAL & FRENCH TRAVEL MARKET

PRESS PACK 2021



CORSICA
REGION OF HONOUR

5-8 OCT. 2021
PARIS - PORTE DE VERSAILLES - HALL 1

IFTM TOP RESA 2021: REPORT

× LEISURE

× MICE & EVENTS

× BUSINESS

× GROUPS

Press Contact: Caroline MELIN : +33 (0)6 61 14 63 64 - presse@iftm.fr

UNDER THE PATRONAGE OF:



OFFICIAL PARTNERS:



@iftmparis

iftm.fr

ABOUT THE ORGANISERS



RX exists to promote the development of companies, local governments and individuals. We combine the power of face-to-face events with data and digital products that enable our clients to understand markets, search for products and perform transactions, with over 400 events in 22 countries and 43 business sectors.

RX France, the French subsidiary of RX, organises leading face-to-face, digital and hybrid events in around 20 different markets. High-profile RX France trade shows with leading national and international positioning include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo, Maison&Objet* and many others. Our events take place in France, China, India, Italy, Mexico, Russia and the United States.

RX aims to have a positive impact on society and to create an inclusive work environment for all our employees.

RX is part of RELX, global provider of analysis and decision-making tools based on information and data for professional clients.

* organised by SAFI, a subsidiary of RX France and Ateliers d'Art de France

www.rxglobal.com



IFTM Top Resa is the only B2B trade show that brings together all professionals from the French tourism industry (Leisure, Business, Events and Groups) every year in Paris, Porte de Versailles. Over 4 days, the trade show welcomes more than 34,000 visitors, French and international buyers, travel agents, tourism distribution and production professionals, journalists and media representatives, influencers, students, and French and international officials, who all come to see the show's 200 destinations and 1,700 exhibitors (tourism boards, airlines, hotel groups, tour operators, technology companies, start-ups, etc.). The many events, conference sessions and evening receptions organised throughout the trade show allow the whole profession to discover the latest trends, gain expertise on pressing topics, talk about the challenges and future of the tourism industry, and have fun together.

www.iftm.fr



IFTM TOP RESA 2021: ALL ABOUT RECOVERY!

France's tourism trade show, IFTM Top Resa, came to a close on Friday 8 October 2021 at Parc des Expositions, Porte de Versailles, Hall 1.

For four days, over **800 brands in the sector came together for this essential 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. They were delighted to get back to in-person events after the disruption of the pandemic, and especially to the incredible marketplace offered by IFTM TOP Resa.



“Listening to travel industry professionals to facilitate and optimise the experience of our exhibitors and visitors by anticipating their needs is essential.

This last quarter of 2021 is key to the recovery that our industry needs in order to relaunch. The return to in-person events was vital for all the components of the profession, which not only co-exist but build together: destinations, activities, production, distribution, and, of course, the technologies that this ecosystem requires.

IFTM Top Resa brought together over 800 brands in this marketplace in 2021, clearly focused on reunions and marked by an even stronger desire to invest in the future. Even with the new services deployed in this very unusual year, such as hybrid in-person and virtual meetings, so that all market professionals can make the most of the opportunities afforded by our trade show, we observed a

real need for in-person connections. After all, travel professionals are “social” beings, and the idea of relaunch involves real encounters.

With 23,905 visitors (compared with 34,150 in 2019 and 34,048 in 2018), we are happy with the overall visitor numbers for the 2021 trade show, in particular considering the difficult circumstances for the profession, and the ongoing closure of some borders, meaning that some exhibitors were not able to be physically present in Paris, France or Europe.”

Frédéric LORIN, Director of IFTM Top Resa

INFORMATION FOR JOURNALISTS!

The IFTM Top Resa PressRoom brings together in one place

- all IFTM press information, releases, packs and media.
- all IFTM exhibitor press information, news, releases and activities.

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



The three 2021 IFTM Top Resa press packs can be found in the PressRoom: <https://press.iftm.fr>

- ECONOMIC MAP OF TOURISM IN THE WORLD: IFTM TOP RESA IN ITS CONTEXT
- FIND OUT MORE ABOUT IFTM TOP RESA AND ITS EXHIBITORS: WHAT'S NEW, VILLAGES, ZONES, EVENTS, CONFERENCE SESSIONS, PEOPLE & EVENTS
- IFTM TOP RESA 2021: REPORT

IFTM Top Resa, key figures from the 2021 trade show

- **Leading B2B trade show** for the Tourism industry in France,
- Hall 1, Porte de Versailles,
- 20,000 sqm,
- **23,905 visitors,**
- Over **800 brands** and more than **300 stands,**
- Over 120 **exhibiting destinations** (France and overseas),
- **11 Visitor itineraries,**
- **11 Villages and 9 Zones**
- Several hundred journalists, media outlets,
- Over **100 conference sessions,**
- **5 themes** highlighted grouped by thematic conference sessions:
 - Digital Day,
 - “Envies de France” Day,
 - International Business Travel – JIVA Days,
 - CEO Talks
 - Sustainable Tourism Days.
- **4 key events:**
 - Start-Up Contest (the best innovative solutions in travel),
 - Hackathon by CDS Groupe (a 24-hour race during which teams have to design a brand-new business travel & hotel solution),
 - Travel Agents Cup (vote for the best travel agents in France),
 - Travel Agents Cup Junior (vote for the best students and up-and-coming salespersons for Destination France).

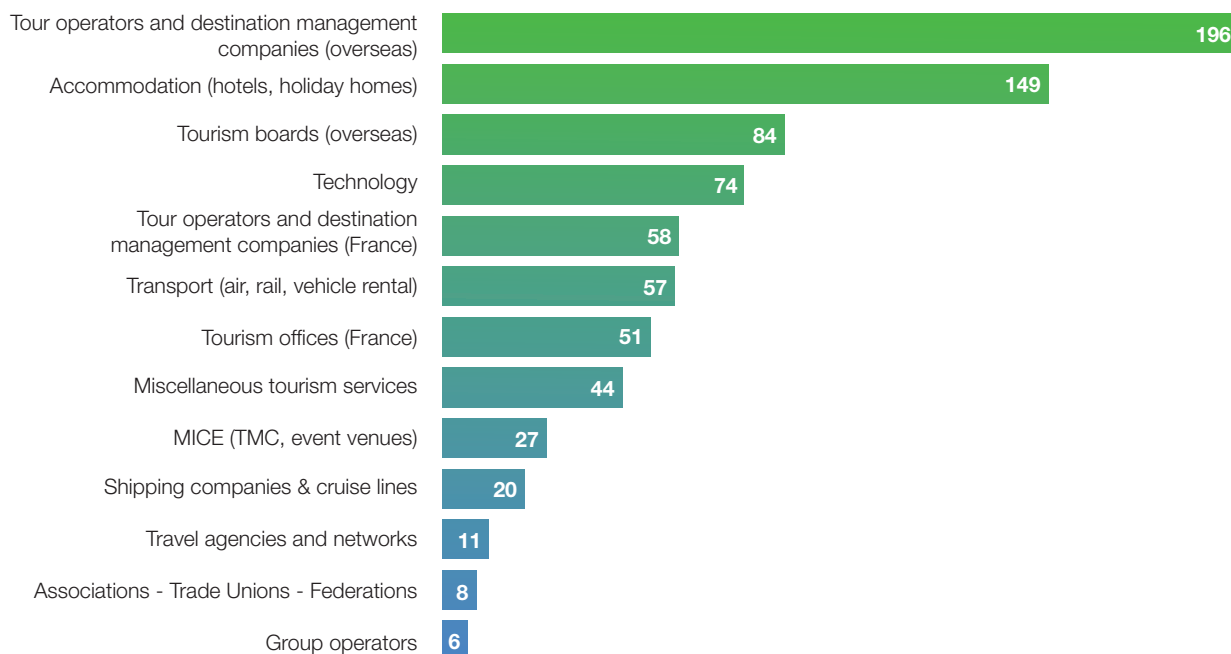
IFTM Top Resa, key figures from the 2019 trade show

- **Leading B2B trade show** for the Tourism industry in France,
- Hall 1, Porte de Versailles,
- 33,000 sqm,
- **34,150 visitors,**
- **1,700 brands** and more than **500 stands,**
- **170 destinations exhibited** (France and overseas),
- **11 Visitor itineraries,**
- **12 Villages and 10 Zones,**
- Several hundred journalists, media,
- Over **150 conference sessions,**
- **3 themes** highlighted grouped by thematic conference sessions:
 - Digital Day,
 - International Business Travel – JIVA Days,
 - CEO Talks
- **4 key events:**
 - Start-Up Contest (the best innovative solutions in travel),
 - Hackathon by CDS Groupe (a 24-hour race during which teams have to design a brand-new business travel & hotel solution),
 - Travel Agents Cup (vote for the best travel agents in France),
 - Travel Agents Cup Junior (vote for the best students and up-and-coming salespersons for Destination France).

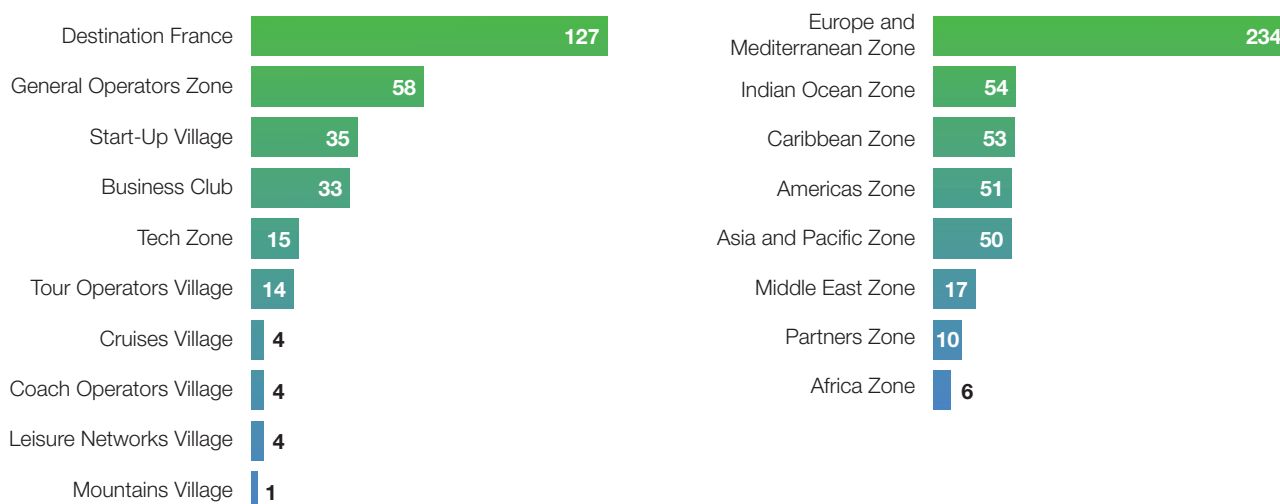


IFTM TOP RESA 2021: REPORT

Exhibitors representative of the entire sector (number of exhibitors)

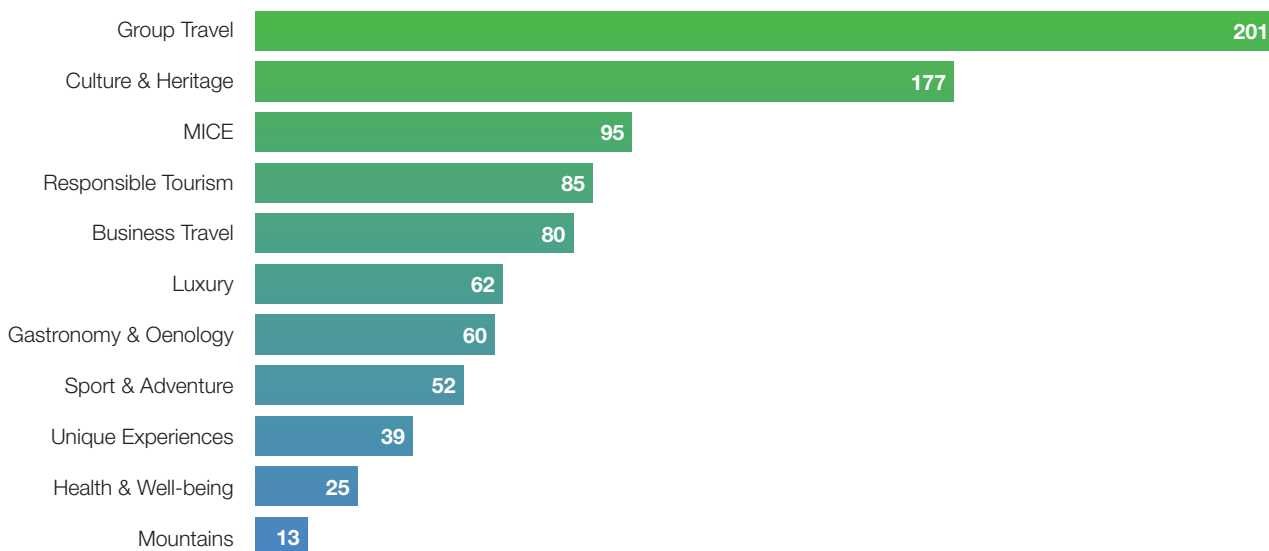


Villages and zones for targeted visits (number of exhibitors)



Thematic Visitor Itineraries

These itineraries correspond to the main themes of the tourism market to simplify meetings between exhibitors and visitors.



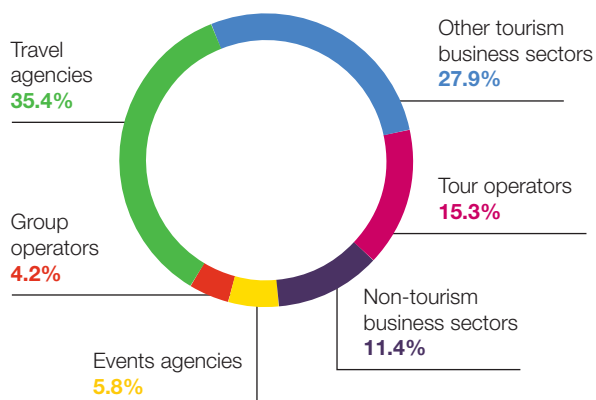
Qualified visitors representing all industry segments

Visitor origin



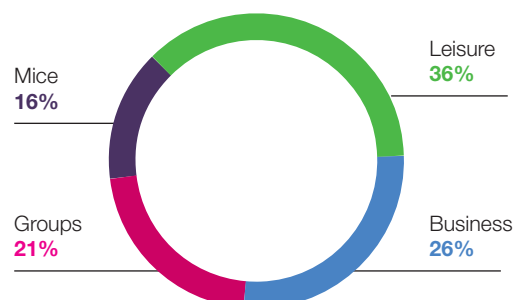
Visitor business sector

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



Main interest of visitors

Leisure remains dominant (36%).

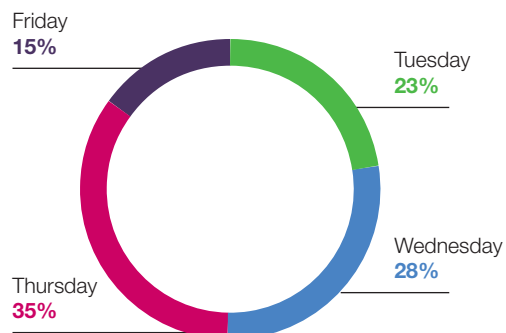


Visitor purpose

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



Visitor numbers by day



WHAT'S NEW AT IFTM TOP RESA 2021

► Everywhere, the IFTM digital platform, in-person and virtual combined

2021 is the kick-off for IFTM Top Resa as a hybrid event, with the launch of Everywhere, the IFTM digital platform. In combination with the physical trade show from 5 to 8 October in Paris, it brings together exhibitors' promotional content, conference sessions, scheduling of physical and virtual meetings, and training.

This new digital interface is accessible on the Internet, mobiles and via a specific App. A total of nearly 300 brands have created their showroom on Everywhere, scheduled (physical or virtual) meetings, and thereby enhanced their physical presence!

The in-person conference sessions of 5 to 8 October were also streamed.

► Two new series of IFTM Top Resa conference sessions in 2021: "Sustainable Tourism Days" and "Envies de France" Day

Each year, conference themes are gathered under the same title and thereby frame specific days at the IFTM Top Resa trade show.

Two new conference session themes were launched in 2021, following Digital Day: International Business Travel Days (JIVA) and CEO Talks.

- **Sustainable Tourism Days**, two days of discussion and consideration for building the tourism of tomorrow and the future of the sector, jointly organised by ATD and IFTM Top Resa. Reflect, write, question the future of tourism... these two days were an invitation to participate in discussions on more responsible, inclusive and eco-friendly travel, which respects people, to engage in socially-responsible tourism with meaning. ATD positions itself as the French representative of sustainable tourism operators.

Through creating synergies and encouraging good practices, ATD is the first national B2B network aiming to transition the whole sector towards the sustainable development of tourism.



- **The "Envies de France" Day**, the first day of conference sessions dedicated to tourism in France. Jointly organised by Eventiz Media Group and IFTM Top Resa to support French tourism operators. Influential leaders spoke on themes such as tourism, the environment, new consumer requirements, innovation etc.



► Honouring Travel Agents

Travel agents turn the dreams and needs of their clients into reality. IFTM and its partners wanted to highlight the sales force, the keystone of the travel industry, through some installations.

The Travel Agents Lounge by MSC Croisières, a new space entirely reserved for travel agents, a haven of peace for taking a break, getting together and working.

A brand new set of training courses and certifications, sessions delivered during the trade show, providing skills training for specific needs:

- Sale of specific products & Customer relations,
- Marketing & Communication,
- Legal regulations,
- Technology & Digital,
- Sustainable Tourism.

Travel Agents... welcomed like kings, with fast track access to the trade show, travel to Paris and accommodation paid, shuttle service for travel between the hotel, trade show and the "Tour Operators After Party by Visit California".

And of course, the final of the Travel Agents Cup hosted by Sophie Jovillard, a unique opportunity to show off expertise and professionalism... Winners in 2021: Estelle Kerlidou (Carrefour Voyages) voted **best travel agent in France**, Stéphanie Schmitt (La Boutique du Voyage) in second place, and former winner (TAC 2019) Florent Sepaniac (Carrefour Voyages) in third place.

And the **unmissable "Tour Operators After Party by Visit California"**, incontestably THE festive and fun event of the show, a major event combining production and distribution - know-how and know-how-to-sell - in the kind of atmosphere that only tourism professionals can create!

► A special day for tourism Students at IFTM TOP RESA!

IFTM Top Resa and the French Federation of Tourism Technicians and Scientists (FFTST) wanted to put a special emphasis on sustainable and responsible tourism via conferences, "Job Dating", advice and tips for getting recruited, training, the New Explorer Challenge, the Don't Look Away competition, and, of course, the unmissable final of the Travel Agents Cup - TAC Junior, hosted by Sophie Jovillard! This edition focused exclusively on mountains in 2021, and was open to all students in (metropolitan and overseas) France aiming to work in tourism (BTS, Masters, Bachelors, MBA, DU and three-year vocational diplomas). 2021 finalists: Aurélia Raymond, won first prize in the TAC JR, with Rachel Lasternas, runner up.

The student day was a real success, marked by the enthusiasm and enjoyment of these young people who are the future of the profession.



► Corsica, Region of Honour at IFTM Top Resa

“Region of Honour” is a new project launched in 2021 by IFTM Top Resa.

The concept based on Country of Honour invited Corsica to light up the mainland!

The Island of Beauty delegation punctuated its four days at the trade show with a series of highlights:

- A breakfast for travel agents in the AGV Lounge.
- A press conference in the Press Area presided by Angèle Bastiani, member of the Corsica Executive Council and President of the Corsican Tourism Agency.
- A cocktail reception with Corsican songs, snacks, and networking in the Tour Operators Village and a lunch cocktail reception in the Influencers Village.
- Corsica-specific training for travel agents every day at 11:30.
- A speech by Pascal Acquaviva from the Corsican Tourism Agency on the roundtable subject “French destinations under pressure” as part of the “Envies de France” Day, alongside Christian Mantei from Atout France, Jean Pinard from CRTL Occitanie and Sophie Ollier from CRT Bourgogne.



TRADE SHOW HIGHLIGHTS

► START-UP CONTEST, 7th edition

**Final Tuesday 5 October at 5:30pm,
Agora conference room**

Every year at IFTM Top Resa, the Start-Up Contest recognises the best innovative solutions from the Start-Up Village.

Each exhibitor in the Start-Up Village can take part and present a project. During the final, the 10 shortlisted start-ups 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 prizes are free stands to exhibit at the following trade show.

- **First prize:** free 9 m² fully-equipped stand at IFTM Top Resa 2022
- **First runner up:** free 4 m² fully-equipped stand at IFTM Top Resa 2022
- **Second runner up:** free stand in the Start-Up Village at IFTM Top Resa 2022.



For this edition, IFTM Top Resa is supported by three educational institutions (IEFT, Epitech, EFHT), alongside incubators including Welcome city lab, Angers tourisme lab, Open tourisme lab, Provence tourisme lab and France tourisme lab.

The 2021 panel of judges is made up of: Evantia Giumba - Amadeus, Fabrice Langlais - Epitech, Julien Brillat - IEFT, Kévin Giraudeau - EFHT, Philippe Lefebvre - France Inter, member of France's Association of Tourism Journalists (AJT), and Rocio Couvreur - IFTM Top Resa Sales Manager.

This year, a large number of start-ups entered, 10 of which were shortlisted: Meet Halfway, buddibags, ShareGroops, escapadd, Visamundi, Visitmoov, Ezus, Workpackers, Caravel and We Go GreenR.

Start-up Contest Winners 2021:

- **We Go GreenR**, won the contest, taking the 2021 first prize.
- **Workpackers**, was in second place.
- **Visamundi** took third place.

Further information about IFTM Top Resa 2021 start-ups:

https://www.iftm.fr/fr-fr/le-salon/exposants_2021.html
search for "Start Up Village" (35 hits).



► The IFTM Hackathon by CDS is back for the Autumn season 2021, you don't change a winning team!

Tuesday 5 and Wednesday 6 October 2021

Final Wednesday 6 October at 3pm, Agora conference room

For the second year in a row, business hotel marketplace CDS Groupe and IFTM Top Resa are collaborating to challenge the world of business travel and the travel of today and tomorrow, via a Hackathon.

For 24 hours non-stop, participants develop their projects related to business hotel marketplace CDS Groupe, working to help create the **ultimate hotel database for Business Travel**.

The concept is a 24-hour non-stop web development hackathon during which project leaders design an innovative solution for business travel.

- Computer programming & collaborative work
- Innovative ideas & solutions
- Dozens of developers and travel geeks together.

This year, IFTM Top Resa and CDS Groupe have divided the participants into teams based on their profile and educational institution, to make the groups more uniform and balanced. Salespeople, designers and developers have been mixed up so that there are some in each team.

Those from IEFT, ESCAET, WebAcademie and Epitech have been mixed up to make it more challenging for them, forcing them to reinvent their work habits for this project.

This Hackathon inspired a large number of teams of challengers for this marathon 24-hour event from 2pm Tuesday to 2pm Wednesday.

During the final, the teams who worked tirelessly for 24 hours straight, presented their solutions to the panel of judges and 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 2021:

- **First place winning team 2021:** "BreizhGeek", with a prize of €3000 for these students from Epitech, IEFT and WebAcademie.
- "The Treep" won the **Judges Award:** a one-year development contract from CDS Groupe.
- "Les Bubble Tech" won the **Audience's Award** with a solution called "CDS Shareplace".



► Travel Agents Cup – 8th edition

For the eighth year in a row, the Travel Agents Cup recognises the best travel agents in France, making it the leading contest for the profession.

Key points: 5 trips offered by IFTM partners and 5 prizes including the title of Best Travel Agent in France.

One after another, the ten shortlisted finalists present a travel scenario, picked at random, on the ARENA Main Stage.

The panel of judges, made up of sector professionals and presided over by Sophie Jovillard picks 3 winners.

The audience votes to elect their “Audience Favourite” and one “Random draw” prize is awarded to one of the non-winning finalists.

The contest has been reinvented this year to take into account the extraordinary context of 2021, where the semi-final was not able to be held in-person in the Spring as usual:

- Tuesday 22 June 2021: registrations open!!!
- Tuesday 7 September 2021: last date for registration
- Friday 10 September 2021: 10 finalists announced and scenarios sent
- Thursday 7 October 2021: final at the IFTM Top Resa trade show.



Winners of the 2021 Travel Agents Cup... Carrefour Voyages in the spotlight again!

- **First prize:** Estelle Kerlidou of Carrefour Voyages voted Best Travel Agent in France
- **Second prize:** Stéphanie Schmitt of La Boutique du Voyage
- **Third place** for the 2021 trophy was taken by former winner (TAC 2019), Florent Sepaniac of Carrefour Voyages.



► Travel Agents Cup Junior, 3rd edition

Alongside the Travel Agents Cup, IFTM Top Resa has opened up its contest to students: the Travel Agents Cup Junior is awarded to the “Best up-and-coming salesperson for Destination France”.

Organised in partnership with the French Federation of Tourism Technicians and Scientists (FFTST), the contest is open to all students in (metropolitan and overseas) France aiming to work in tourism, all levels of study combined.

There is a dual purpose: reward the talents of the tourism of future by electing the “Best up-and-coming salesperson” and highlight Destination France (both metropolitan and overseas).

The 10 shortlisted candidates were selected through an online questionnaire, and have 4 minutes to present, in an original manner and based on a randomly assigned scenario, one of the “Destination France” exhibitors or a French overseas region.

This year, the TAC Junior final was dedicated to French mountains, a fun way of promoting this exceptional territory to the younger generation and highlighting its multifaceted potential.

Competition was particularly tough this year, with the return of the event. The various presentations of the tourism students were to the point and impressed the audience, in particular Sophie Jovillard, who rightly stressed that TAC Junior 2021 offered “*worthy competition to the classic TAC*”.

Step 1: Monday 25 January 2021, noon: Online registration opened for students

Step 2: Monday 31 May 2021, noon: Registration closed

Step 3: Monday 5 June 2021: Announcement of the 10 shortlisted finalists

Step 4: September 2021: Scripts sent to finalists

Step 5: Friday 8 October 2021: Final at the trade show ... with 5 awards up for grabs!

Five trips for two people worth €1200 to be won:

- The judges pick the 3 “best ambassadors for Destination France”.
- One prize awarded for “Audience Favourite”.
- One lucky draw among the remaining finalists.

The winners of TAC Junior 2021:

- **First prize:** Aurélia Raymond of Lycée Bellevue, Fort de France
- **First runner up:** Rachel Lasternas of MBA Vatel Tourism and Business School, Bordeaux
- **Second runner up:** Magalie Fasel of IFTM, Lyon.



USEFUL LINKS

Press releases and press packs

The IFTM TOP RESA PressRoom brings together in one place:

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

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

Photos

Also in the PressRoom, the tab *PressRoom IFTM Top Resa* offers a media library: Direct link here: <https://www.flickr.com/photos/iftmmap/albums>

Videos

Check out the IFTM YouTube channel: <https://www.youtube.com/channel/UCqs028KAfxLFIFzbdzLmH5w>

The “Best Of IFTM 2021” video can be found here: https://www.youtube.com/watch?v=gbvs_xzPXyU

IFTM TOP RESA 2021 THANKS ITS LOYAL PARTNERS



UNDER THE PATRONAGE OF



REGION IN THE LIMELIGHT



OFFICIAL PARTNERS



• THE MEETING PLACE FOR TRAVEL PROFESSIONALS •



SAVE THE DATE

20-23 SEPT 2022

HALL 1 - PARIS PORTE DE VERSAILLES

Built by



In the business of
building businesses



#IFTM

iftm.fr