

Press release

October 2015



IFTM Top Resa Map Pro firmly established as an international trade show with high-value content.

The show's dynamic 37th edition completely filled Hall 1 at Porte de Versailles with **31,763 trade professionals**, an increase of **6%**.

"The 2015 edition saw many new developments," said Thomas Desplanques, Tourism Division Director at Reed Expositions France, "including two shows in the same hall, the new Cruise Village, the Parks Village and the Travel Hub by Amadeus. The general atmosphere was extremely positive and we saw exhibitors' creativity not only in their stand design but also in their new products. By bringing together the entire industry, IFTM Top Resa-Map Pro has clearly demonstrated its crucial role in this sector."

KEY FIGURES FOR THE 37TH EDITION

EXHIBITORS

- ✓ **1,560 brands** occupying 492 stands over **31,000 m²** of exhibition space
- ✓ **30% new exhibitors**
- ✓ **7 retail networks** in the **Leisure Networks Village**
- ✓ **60 tour operators**, 20 of them in the **Tour Operators Village**
- ✓ **The Club France**, ideally located next to Map Pro and IFTM and featuring 15 French exhibitors
- ✓ **31 cruise operators**, 13 under the CLIA banner, in the **Cruise Village**
- ✓ **The Parks Village**, featuring four major theme parks
- ✓ **The Business Travel Club**, venue for the AFTM business travel awards, with 45 stands
- ✓ **The Travel Hub by Amadeus**, a buzzing area featuring 23 startups
- ✓ **160 destinations**, including new offices such as **Hungary, Lebanon, Japan and Nepal**

IFTM Top Resa: Breakdown of exhibitors by sector	
International DMCs	33%
Hotels, Restaurants	20%
International destinations	12%
Transport operators (airlines – rail companies – ferries – cruise companies)	11%
French tour operators and French DMCs	7%
Technology	6%
Associations – Syndicates – Institutions	2%
Excursions – Guided tours – Shopping	2%
Other	7%

Map Pro: Breakdown of exhibitors by sector	
Hotels, Restaurants	40%
National monuments – Sites – Museums – Festivals	15%
France: local, regional and departmental tourist offices	12%
Transport operators (airlines – rail companies – ferries – cruise companies – river tourism)	6%
European DMCs	6%
French DMCs	5%
Other	16%

VISITORS

◆ Visitor breakdown by sector

✓ Travel agencies	35%
✓ Tour operators	19%
✓ Coach/group travel operators	5%
✓ Transport operators (airlines – rail companies – car rental – ferries – river transport)	6%
✓ Hotels	6%
✓ Services	5%
✓ MICE	7%
✓ Technology	5%
✓ Consultancy and training/Industry/IT/Construction/Energy	5%
✓ Associations	2%
✓ Other (consumer goods – food processing – telecommunications – motor industry – health/beauty – luxury goods)	5%

Visitor breakdown by day	
Tuesday 29 September	26%
Wednesday 30 September	33%
Thursday 1 October	29%
Friday 2 October	12%

Visitor origin	
French	78 %
International	22 %

◆ Visitor interest

- Leisure tourism 51%
- Business travel 30%
- Business tourism 19%

◆ Retail network members in attendance

- ✓ Selectour Afat 30%
- ✓ Tourcom 16%
- ✓ Carrefour Voyages 9%
- ✓ Havas/CWT/CWV 5%
- ✓ Manor 6%
- ✓ Cediv 6%
- ✓ Prêt à Partir 5%
- ✓ Thomas Cook 5%
- ✓ Nouvelles Frontières 2%
- ✓ Leclerc Voyages 3%
- ✓ Boiloris Voyages 1%
- ✓ Karavel/Promovacances 1%
- ✓ Other networks and agencies 11%

EVENTS AND HIGHLIGHTS

The official program

France's minister for overseas territories, Madame George Pau Langevin, arrived at 10am on Tuesday 29 September to open the Overseas stands. She also represented France at the official lunch reception.

The table of honour was hosted by Michel Filzi, chairman of Reed Expositions France, and included a large number of national ministers (from Albania, Azerbaijan, Dominican Republic, Greece, Haiti, Ivory Coast, Lebanon, Madagascar, Mauritius, Seychelles, Sri Lanka and Tunisia) and French officials.

Matthias Fekl, France's secretary of state for tourism, arrived at 2pm to meet French and international exhibitors at IFTM and Map-Pro.

It was a content-rich show, including **50 talks and conferences** attended by **4,895 people. A record!**

The conferences that attracted the largest number of attendees were:

- 🌀 Leisure segment "Collaborative tourism: a revolution?"
- 🌀 Business segment "The annual business travel barometer"
- 🌀 Groups segment "The 'Group Tourism Market' survey"
- 🌀 MICE segment "The events and business tourism market"

The International Business Travel Days welcomed almost **1000 visitors**.



The "Lauriers du Voyage d'Affaires" business travel awards, recognising the most innovative companies, took place on Wednesday 30 September

2015 Thalys Grand Prix of the Business Travel: International SOS

The Prize of the best BtoB Company: MagicEvent.com

Amadeus Prize for Travel Manager of the Year:
Séverine Bruni, GEA (Grenobloise d'Électronique et d'Automatismes)

2015 Airline of the Year

● Laurier d'Or Emirates

Business Travel Technology

● Laurier d'Or Bird Office

Business Travel Services

● Laurier d'Or Le Pullman Paris Centre – Bercy

Startup Contest

23 Startups "battled" each other to clinch the title of "IFTM Top Resa 2015 Startup".

The title was awarded to **Bird Office**, a website for short-term rentals of meeting, training and seminar space.



The Travel Agents Cup, 3rd edition

2015 proved an excellent year, with 10 finalists and three award-winning travel agents. In third place was **Sonia Faris (Agence OCV Paris)**, who will fly to Guadeloupe. The runner-up was **Stéphanie Schmitt (Nouvelles Frontières Thionville)**, who will travel to Ivory Coast.

First place, and the title of 2015 Top French Travel Agent, was awarded to **Pascal Etcheverry of Agence Evasion 2000 (Prêt à Partir group)**, who won a trip to the United States courtesy of **Visit California (Diamond Partner)**.

Festive events

A 20-piece orchestra and dancers ignited the stage in Hall 1 for the IFTM Top Resa TO Village After Party.

800 people gathered enthusiastically for **Paris's most rip-roaring event!**



THE NEXT IFTM TOP RESA-MAP PRO WILL TAKE PLACE FROM 20 TO 23 SEPTEMBER 2016

Reed Expositions France is a subsidiary of Reed Exhibitions (Reed), the world's leading events organiser, with 3,700 employees worldwide.

In France, Reed Exhibitions organises 50 trade and consumer shows in many sectors, including art (FIAC, Paris Photo), construction (Batimat), publishing (Salon du Livre), home decor (Maison&Objet via Safi, a joint venture with Ateliers d'Art de France), franchising (Franchise Expo), hotels and catering (Equip'Hotel) and tourism (IFTM Top Resa and Map Pro).

In 2014, events organised by Reed Expositions France brought together more than 18,000 exhibiting companies and 1.22 million French and international buyers.

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