

IFTM Top Resa bolsters its digital strategy.

Reed Expositions

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IFTM Top Resa would like to give tourism professionals real-time updates on its latest products, news and show highlights.

To help achieve this, the agency Travel Insight will be handling our digital communication and they will also be responsible for organising the "Influencers Village" and producing content for the social networks. Having started at the first exhibitor meeting on 12 April, the assignment will span 6 months and include the show itself. The show's exhibitors, partners and visitors will be interviewed to promote their products and specific services.



To complement the existing programme, IFTM Top Resa has launched the first "Influencers Village by Travel Insight".

Located in the Tech Zone in Hall 7.3, the "Influencers Village" will welcome 8 influencers on each of the 4 days, hosting a total of 32 over the course of the event.



Hand-picked for their expertise and reputation, these influencers will come from all sectors, including lifestyle, travel, family, business, adventure and sport.

Showcasing talented young influencers: tourism professionals will also be able to meet 6 "rising stars", selected for the quality, originality and freshness of their content.

The "Influencers Village" is a lively forum and will be the first workshop in which exhibitors can meet the influencers.

Each day from 5 pm the Village will be buzzing with workshops on wine and beer tasting and cocktail preparation.

Key figures for the Influencers Village

- 70m² dedicated to e-influence
- 1 hospitality/ networking area
- 3 special events workshops
- 32 influencers, a different 8 each day: 26 renowned influencers, 6 rising stars

The first influencers to have signed up include Votre Tour du Monde, Best Jobers, World Else, Little Gypsy, Travel Me Happy, Bleisure Fr, L'Oiseau Rose, La Penderie de Chloé, Johan Lolos, Lea Camilleri, Guillaume Ruchon and Anil B.

ABOUT THE ORGANISER

Reed Expositions France is a subsidiary of Reed Exhibitions (Reed), one of the world's leading events organiser, with a staff of 4,000 employees worldwide.

Reed Exhibitions organises each year over 500 events in 30 countries bringing together more than 7 million participants. The wide range of events includes trade and consumer exhibitions, conferences and meetings, primarily in the following markets: Aerospace & Marine, Building & Construction, Business Services, Design; Engineering, Manufacturing & Distribution; Environment & Natural Resources, Food, Homes, IT & Telecoms; Medical, Health & Beauty; Property & Real Estate; Publishing, Media & Communications; Recreation and Travel.

On the French market, Reed is today France's leading show organiser, with 60 events and two subsidiaries: Reed Midem and Reed Expositions France.

More than 20,400 companies and 1,15 million buyers from France and abroad are customers of Reed Expositions France events

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About Travel Insight

Travel Insight is a digital communication agency specialising in tourism. Established in 2016 by Célia Tichadelle and Stanislas Lucien, the agency positions itself in the Leisure Travel and Corporate Travel sectors. It provides digital strategy services, content marketing, web development and mobile apps, as well as offering collaboration opportunities and a tailor-made matching service to bloggers and influencers in the tourism sector.

<https://travel-insight.fr>

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