



The TRAVEL AGENTS CUP: a unique experience for passionate industry professionals.

United by ambition, on Monday 4 June 2018, 36 eager semi-finalists tackled the last obstacle on the road to the final, to be held at the show on Thursday 27 September.

They were warmly welcomed by the whole IFTM Top Resa team on board the ParisCityVision La Marina at Paris Bercy, which had been hired for the event.

After having one of 5 possible scenarios picked by the jury - and seeming to thrive on the stress - the 36 semi-finalists overcame the pressure to showcase professionalism, expertise, concentration and preparation during their presentations to a jury of industry professionals: *Catherine Etchecopar*, Air France; *François Rousselle*, AJT; *Patrick Ramonjavelo*, Amadeus; *Christine Giraud*, Avis; *Cécile Laburthe*, Adonet; *Marie Allantaz*, Escaet; *Corinne Palomino*, Les Entreprises du Voyage; *Jocelyne Rameau*, Paris CityVision; *Jean-Michel Roger*, Promoagv; *Nicolas Coutzicos*, SNCF; *Guillaume Linton*, *Thierry Maillet*, Village des TO; *Frédéric Lorin*, IFTM Top Resa, and hosted by **Sophie Jovillard**, presenter of the *Echappées Belles* TV series on France 5 and a staunch supporter of this event for 6 years.

Sophie will also host the first ever Junior Travel Agents Cup, which will take place on Friday 28 September.

Frédéric Lorin, Head of Tourism at Reed Expositions France remarked, *"The entrants in this sixth edition really rose to the challenge! We've discovered some new stars who - with a few years' experience under their belts - are going to challenge more seasoned contestants. This bodes very well for the longevity of the event and highlights the appeal of the Travel Agents Cup."*

Taking part in the Travel Agents Cup requires great commitment to prepare the 5 possible scenarios. The random draw, made as contestants take the stage, determines the scenario for their 4-minute presentation.

Topics for 2018 were:

- A cultural excursion for a group of 10 older clients
- Sport and adventure for a young and active group
- A family holiday in the sun
- An autumn seminar for forty people
- A cruise for a retired couple

Contestants had the opportunity in a workshop to discover the latest news and products from TAC partners, **with destinations including MSC Cruises** (Diamond Partner) **Greece and French Guyana** (Ruby Partners) **and the official partners: Adonet, Air France, AJT,**

Amadeus, Avis, Entreprises du Voyage, Paris CityVision, Promoagv, SNCF and the Tour Operators Village.

The 36 semi-finalists

Elie **ADJEDJ** (*Skylap, La Rochette*); Claire **BELGUIRAL** (*Salaun-Holidays / Thomas Cook, Hossegor*); Virginie **BESSON** (*Agence Thomas Cook, Clermont-Ferrand*); Morgane **BLAES** (*ParisByM, Paris*); Mathieu **BONIS** (*Havas Voyages, Limoges*); Ilda **BORDE** (*Havas Voyages, Besancon*); Audrey **BRUNET** (*Carrefour Voyages, Dijon*); Julie **CAMBIE** (*Leclerc Voyages, Roques Sur Garonne*); Céline **CHEVALME** (*Havas Voyages, Nancy*); Kettia **CIVIL** (*Havas Voyages, Boulogne Billancourt*); Caroline **CLAUSS** (*Norest Voyages, Obernai*); Gregory **COLOMBOT** (*Voyages E.Leclerc, Rueil Malmaison*); Benjamin **COT** (*Carrefour Voyages Auteuil, Paris*); Maud **DEBS** (*Trail The World, Lesigny*); Pascal **ETCHEVERRY** (*E.Leclerc, Anglet*); Marion **FAILLE** (*Antony M Voyages, Antony*); Sonia **FARIS** (*Mon Prochain Voyage, Vendôme*); Laurence **GARDETTO** (*Havas Voyages, Marseille*); Mélanie **GIRARDET** (*Prêt A Partir Houdemont, Heillecourt*); Sarah **GONDARD** (*Havas Voyages, Marseille*); Elisabeth **IRIBARREN** (*Havas Voyages, Perpignan*); Kalliopi **KARAOULANIS** (*American Express Business Travel, Rueil Malmaison*); Estelle **KERLIDOU** (*Carrefour Voyages, Vannes*); Jacqueline **LAFONT** (*Havas Voyages, Cannes*); Arnaud **LEVET** (*Verdie Voyages, Montpellier*); Anne-Katiza **OUMAR** (*Ideo Voyages, Abbeville*); Anne laure **PAYEN** (*Invitation Au Voyage, Uhart Cize*); Melissa **PERRUISSET** (*E.Leclerc Voyages Dreamtour, Drumettaz-Clarafond*); Sophie **PIERRON** (*Carrefour Voyages, Epernay*); Aurore **PINI** (*Votre Voyage, Fontainebleau*); Lisa **PRELVUKAJ** (*Tropicalement Vôte, Lyon*); Karima **ROUMANE** (*Havas Voyages, Charleville Mezieres*); Alicia **SAILLARD** (*Grillet Tourisme, Annecy*); Celine **SAMALENS** (*Carrefour Voyages Purpan, Toulouse*); Stéphanie **SCHMITT** (*La Boutique Du Voyage, Yutz*); Sofiane **THESSE** (*Auchan Voyages, Englos*).

THE TRAVEL AGENTS CUP 2018 PARTNERS

DIAMOND PARTNER



RUBY PARTNERS



MSC Cruises, the Greek Tourist Office and the Guyanese Tourist Office were keen to partner for the Travel Agents Cup in 2018.

For Christelle Zucchelli, Communications Manager at MSC Cruises, a travel agent is:

- ✓ *first and foremost a partner*
- ✓ *our company's ambassador for the customer*
- ✓ *a specialist in cruises for our customers*
- ✓ *able to customise trips to meet the customer's wishes*

For Demy Voziki, Manager for France, Spain and Portugal at the Greek Tourist Office, *"Travel agents have a dual role: they must understand what each destination can offer tourists and what each customer needs. This means the offer can be tailored to each traveller's expectations and interests."*

Head of the Paris Office, **Sonia Cippe**, believes that *"Faced with a customer who can use the many digital devices available today to form their own opinion, the travel agent - who has actually visited the destination offered, or been well trained on it - is crucial in convincing the customer to make their choice."*

ABOUT THE ORGANISER

Reed Expositions France is a subsidiary of Reed Exhibitions (Reed), 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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