

## IFTM TOP RESA 2018: great success for the 40<sup>th</sup> edition.



The success of this 40<sup>th</sup> edition demonstrates the show's attractiveness and the dynamism of the tourism industry.

With results up **4.83 %** on 2017 and the participation of **34,048** professionals, IFTM Top Resa has reaffirmed its position as the reference show for the tourism and travel industry.

Every year, the show continues to broaden its offer, providing an ever more cross-cutting offer and meeting all the expectations of industry professionals.

For this 2018 edition, the show's different zones were reconfigured to respond to cultural changes and to meet the new requirements of visitors seeking a more personalised approach.

The **Tech Zone** in pavilion 7.3 was designed to give maximum floor area to digital technology, innovation, design, experimentation and the visitor and exhibitor experience.

It brought together all the technological exhibitors, including Amadeus, our Official Partner, the Digital Village, the Travel Hub, the Hackathon space by Speedmedia and the Influencers' Village.

A new zone, "Destination France", hosted no fewer than 209 companies. We want to continue to promote French regions and brands by making this zone bigger and developing a programme of international visitors.

In addition to the French Ministry responsible for tourism, the show has received the patronage of the Ministry for Economy and the UNWTO (World Tourism Organization).

For the first time, a specific destination was made "**Country of Honour**" and a major show partner. **Wonderful Indonesia** benefitted from strong visibility and was promoted before, during and after the show.



**Eka Moncarre, Director of the Indonesian Tourist Office in France:** “This year, IFTM Top Resa was fantastic for Indonesia. For the first time in 40 years, IFTM Top Resa had a Country of Honour and the impact of this status was very positive for Indonesia. It was the best ever IFTM Top Resa for Indonesia and the show exceeded all our expectations. The quality of visitors, the visuals throughout the show and our logo on the cover of IFTM Daily were all very impressive.”

## IFTM TOP RESA: 2018 edition key figures

<b>1,700 brands</b>	<b>33,000 m<sup>2</sup> of exhibition space</b>
<b>34,048 professionals</b>	<b>Over 150 conferences</b>
<b>7 official partners</b>	<b>31 media partners</b>
<b>13 show partners</b>	

## Exhibitors representing the entire industry

<b>112</b> airports and airlines
<b>19</b> on-line travel agents
<b>39</b> shipping companies and cruise operators
<b>15</b> rail companies
<b>344</b> hotel chains, aparthotels, hotel booking centres, hotels
<b>45</b> group travel organisers
<b>18</b> car hire companies
<b>193</b> destinations and representative offices
<b>57</b> French regions
<b>436</b> international destination management companies & tour operators
<b>4</b> distribution networks
<b>44</b> networks of Travel Management Companies
<b>91</b> technology firms – GDS – start-ups – digital
<b>57</b> French tour operators
<b>32</b> French destination management companies
<b>19</b> theme parks



## The Villages, clearly defined zones for targeted visits

<b>40</b> exhibitors - Business Club
<b>40</b> exhibitors - Amadeus Travel Hub
<b>4</b> exhibitors - Network Village
<b>19</b> exhibitors – Tour Operators' Village
<b>23</b> exhibitors - Cruise Village
<b>5</b> exhibitors - Theme Parks Village
<b>7</b> exhibitors - Digital Village
<b>4</b> exhibitors - Mountain Village
<b>2</b> exhibitors - Sustainable Tourism Village
<b>209</b> exhibitors - Destination France
<b>4</b> exhibitors – The World's Great Trains

## Visitor origin

<b>81%</b> French visitors	<b>19%</b> international visitors
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## Daily visit percentages

Tuesday 25 September	Wednesday 26 September	Thursday 27 September	Friday 28 September
<b>27%</b>	<b>31%</b>	<b>27%</b>	<b>15%</b>

## Visit targets

<b>40%</b> Leisure tourism
<b>25%</b> Business travel
<b>21%</b> Group travel
<b>14%</b> Business tourism (MICE)

## Events and key moments at the show.

We were delighted to welcome a large number of overseas officials.



French tourists are rediscovering their taste for travel and the destinations exhibiting at the show proudly showcased their countries' many attractions to maximise visitor appeal.

A number of delegations were led by Ministers and officials, including Argentina, Chad, Croatia, Cuba, Cyprus, the Dominican Republic, El Salvador, Greece, Guatemala, Indonesia, Iran, Ivory Coast, Kazakhstan, Madagascar, Malta, Mauritius, Mongolia, Morocco, Nepal, Peru, Russia, Saint Helena, Saint Martin, the Seychelles, Sierra Leone, Slovenia, Sri Lanka, Tahiti, among others.

A key event was held every day at 3 pm in the new "Arena Allianz Travel" room.

The 4<sup>th</sup> edition of the START-UP CONTEST run by Amadeus – Tuesday 25 September.



### 1<sup>st</sup> prize: FAIRJUNGLE Won a 9m<sup>2</sup> stand

FAIRJUNGLE is a business tourism platform that rewards employees who succeed in helping their companies make savings.

### 2<sup>nd</sup> Prize: BLUE VALET Won a 4m<sup>2</sup> stand

BLUE VALET is a valeting service working with travel agencies.



- ➡ **3<sup>rd</sup> prize: APPEBIKE: Won a stand on the Travel Hub**  
APPEBIKE rents out electric bicycles (currently in Corsica)
- ➡ **People's Choice: OUT OF REACH won a stand on the Travel Hub**  
OUT OF REACH is a platform for disconnected travel.

### Hackathon by SpeedMedia – Wednesday 26 September



#### ➡ **1<sup>st</sup>: EXPENSYA won a cheque for €5,000**

"The team from the Expensya AI Lab brought together: Expensya technology, business travel, SpeedMedia technologies and American Express technologies to solve a business travel problem: the lack of reasons for employees to curb their expenses.

Using the data gathered by Expensya (a travel expense management solution), we offer points to the people who try hardest to save money. The employee and their family can then use these points to purchase leisure services (excursions, trips, guided visits).

The payment is made, through the employer, by creating a vPayment American Express card to pay the supplier or tour operator."

#### ➡ **2<sup>nd</sup>: DATA-AWARE won a cheque for €2,500**

"We've chosen to concentrate on the whole problem of organising a trip, which can prove tedious and lead to a last-minute choice of destination, often far removed from what the group of people originally wanted. The application enables a group of friends to organise a trip easily, using artificial intelligence applied to image recognition. Each member of the group uses a photo to depict the type of trip they want. These images are analysed to form a group profile and appropriate destinations can be suggested to members, ideally avoiding over-subscribed destinations. The application is summarised by the slogan: *Going away with friends has never been so simple.*"

➔ **3<sup>rd</sup>: LEPIR won a cheque for €1,500**

"We've created a web application called 'Tripper'. The potential traveller fills in their holiday dates and their departure town. The application then suggests a succession of possible trips that match the criteria entered. The traveller can accept or refuse each suggested trip. Depending on their choices, the artificial intelligence system learns the user's preferences and suggests trips that are increasingly fine-tuned to the traveller's profile. Once the user has assessed at least ten trips, a button enables them to see a list of the ten most suitable trips, with percentage correlations for each of them."

➔ **The People's Choice: IEFTeam won a holiday in the Centre Val-de-Loire region**

"The project is called 'Hé Virtual Reality'" (HeRV). This is a 100% virtual travel agent enabling the user to travel as they plan their trip while at their desk or with the travel agent offering the service. There are several advantages: re-inspiring people's appetite for travel, making the experience interactive, freeing up travel agents' time and making the most of what destinations have to offer. Today, virtual reality is growing fast in all industries and increasing numbers of destinations and hotel groups are offering VR visits. By combining the virtual chatbot – in the form of an avatar – with the available database, you can learn consumers' travelling habits and preferences from their visits. What's more, artificial intelligence will enable the system to learn and adapt its suggestions to user profiles."

➔ **Special Jury Prize – American Express / Carte France: LEPIR won a set of Longchamp suitcases.**

## The Travel Agents' Cup – Thursday 27 September



This 6<sup>th</sup> edition of the Travel Agents' Cup once again brought together motivated, professional travel agents and members of the public who demonstrated their support for the contestants.

Out of the 29 contestants chosen from the semi-final of the Travel Agents' Cup, only ten – nine women and one man – were able to vie for victory in the final, which was held on Thursday 27 September 2018 at Arena Allianz Travel. After each candidate had made a three-minute presentation, **Arnaud Levet was identified as Best Travel Agent in France for 2018.**

- ➔ **1<sup>st</sup> prize:** Arnaud Levet – Verdié Voyages, Won a cruise with MSC Cruises
- ➔ **2<sup>nd</sup> prize:** Marion Faille – Antony M Voyages, won a trip to French Guiana
- ➔ **3<sup>rd</sup> prize:** Estelle Kerlidou – Carrefour Voyages, won a trip to Haiti
- ➔ **Lucky draw:** Benjamin Cot (semi-finalist) – Carrefour Voyages, won a trip to Bulgaria
- ➔ **The public's choice:** Sophie Pierron – Carrefour Voyages, won a trip to Greece



## Junior Travel Agents' Cup – Friday 28 September



**New for 2018**, this event was organised in partnership with the FFTST (French Federation of Technicians and Scientists in Tourism) and generated a lot of enthusiasm among students and their teachers.

They passionately championed the partner French tourist destinations – Amiens Tourist Office, The Champagne Region, La Plagne, Pau-Pyrenees, Aveyron.

**The future of the industry is in good hands.**

- 1st Prize from the Jury: **Léna Martinet – IMS**, studying an HND in Tourism in NANTES, won a holiday for two at La Plagne
- 2nd Prize from the Jury: **Angélique Tardy – Groupe Tezenas du Montcel**, HND Tourism SAINT-ETIENNE, won a holiday for two in the Champagne region
- 3rd Prize from the Jury: **Prithaa Selvaraj – Lycée des métiers Saint-Pierre**, HND Tourism BRUNOY, won a holiday for two in the Amiens area
- The People's Choice: **Angélique Tardy – Groupe Tezenas du Montcel**, HND Tourism SAINT-ETIENNE, won a holiday for two at Pau-Pyrénées
- Special Jury Prize: **Paul Tardy – Centre Scolaire Notre Dame Ozanam**, HND Tourism MACON, won a holiday donated by Carrefour Voyages
- Winner of the lucky draw: **Maxime Mossard – IMS Nantes**, HND Tourism, won a holiday donated by the Aveyron tourist office

## The Business Travel Awards: an event devoted to Business Travel.

**During the International Business Travel Days**, the main event in this segment, the prizegiving took place for "The Business Travel Awards" organised by Deplacementspros.com in partnership with IFTM Top Resa, Amadeus and Thalys.



For this ninth edition, the 2018 Business Travel Awards rewarded innovation.

- **Airline of the year:** Emirates
- **Service and innovation for the business traveller 2018:** Mooncard and its payment solution
- **The future prospects award:** Dayuse.com
- **The Grand Thalys Prize 2018:** BCD Travel for SolutionSource, 1<sup>st</sup> business travel marketplace
- **The Amadeus Professional of the year:** Arnaud de Lamezan (Lagardère)

## The “AFTER TO By Resaneo” evening



In keeping with tradition, the “AFTER TO By Resaneo” party brought Thursday to a close. Over 950 guests, including many travel agents, boarded the *Concorde Atlantique* for a wonderful evening afloat with employees of Tour Operators from the TO Village and Resaneo.

## Exhibitors' comments

**Jean-Marie Somet**

Managing Director, Ivory Coast Tourism

*“Ivory Coast has been exhibiting at IFTM Top Resa for 30 years; this year, African countries were well-represented. We’re always very happy to talk about our country and there is a lot of potential to increase the number of tourists to the Ivory Coast. We’re more than satisfied to have taken part in IFTM Top Resa.”*

**Elisabeth Sirou**

Sales Director, SEH United Hoteliers

*“We’ve had a great show and, after many years exhibiting at MAP Pro, it was fantastic to be part of the new Destination France zone. Our stand was full every day at IFTM Top Resa and it was very important for me to have my whole team at the show covering the corporate, MICE, leisure (groups) and leisure (individuals) segments.”*

**Lucile Bocahu**

Wine and Tourism Communications Manager, Champagne de Telmont

*“We’re very satisfied with the response of visitors to the Champagne region stands. We were very pleased to be at IFTM Top Resa and were delighted with our exhibition space, which was in the centre of the pavilion, so we had a lot of traffic. During the show, we received lots of requests for information about hotels and tourist attractions in Champagne. It was the first time I’ve exhibited at IFTM Top Resa and I particularly liked the exhibitor segmentation, which made it easier for visitors to find their way around.”*

**William Salinière**

Sales Director, Carrefour Voyages

*“This year, IFTM Top Resa was absolutely wonderful and we’re delighted with the level of business achieved over the four days. IFTM Top Resa represents a massive investment for our company and 400 members of my Paris*



*sales team took part in the show. We're very satisfied with the level of business and this bears witness to the work by the sales department to keep the company moving forward."*

**Patrick Pourbaix**

Managing Director for France, Belgium and Luxemburg, MSC Cruises

*"The 2018 edition of IFTM Top Resa was excellent for MSC Cruises. The wonderful show organisation was the key to four very proactive days entirely devoted to key partners and new opportunities. I'd really like to stress how great the environment was for working in: with all the new infrastructure and a constant, perfect temperature. For MSC Cruises, IFTM Top Resa will be the essential annual event!"*

**Franck Monsauret**

Manager of Uber for Business, France

*"This was our first time as exhibitors at IFTM Top Resa. Our stand received a lot of footfall and we were surprised and very happy with such a high number of visitors. I have exhibited at many shows, but I've never enjoyed so much high-quality traffic as at IFTM Top Resa. Although we didn't come to Paris with quantitative objectives, we've had such a good show and it was a good way of promoting Uber for Business to visitors."*

**Guillaume Linton**

Director General – ASIA VOYAGES

*"Once again, the Tour Operators' Village proved to be the absolutely essential place for visits, dialogues and meetings for the travel agents at IFTM! The real heart of the show, for ten years it has been the place where agents and their patrons are welcomed as veritable VIPs, with, as a grand finale each evening, the various cocktail parties and After Champagne organised by the SETO (Syndicat of Tour Operators) and the 19 Tour Operators who were exhibiting. I was also really pleased with the very warm atmosphere and the ever higher quality of the contestants in the final of the Travel Agents' Cup, of which the TO Village is a partner, and the great IFTM/Resaneo/Village TO party that continued late into Thursday night!"*

## **The 41<sup>st</sup> Edition of IFTM Top Resa will take place**

**1 – 4 October 2019  
Paris – Porte de Versailles – Hall 1**

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**Find**

Photos from the show.

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

Videos from the show



The video by Jean-Baptiste Lemoyne, French Secretary of State for tourism:

<https://youtu.be/3xruWlReguY>

[https://www.youtube.com/playlist?list=PLCBzmCybH4ZPwn\\_Sv43Bz6gxvZeCASfk7](https://www.youtube.com/playlist?list=PLCBzmCybH4ZPwn_Sv43Bz6gxvZeCASfk7)

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#### ABOUT THE ORGANISER

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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.

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