

THE MEETING PLACE FOR TRAVEL PROFESSIONALS

# PRESS PACK 2023



**JORDAN**  
Jordan Tourism Board  
COUNTRY OF HONOUR

**3-5 OCT. 2023**  
PARIS - PORTE DE VERSAILLES

## IFTM TOP RESA 2023: REPORT

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building businesses



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## ABOUT THE ORGANISERS



RX exists to promote the development of companies, communities and individuals. We combine face-to-face events, data and digital products to help our clients to understand markets, research products and perform transactions, with over 400 events in 22 countries and 43 business sectors.

RX France organises leading face-to-face, digital and hybrid events in around fifteen different markets. Our high-profile RX France trade shows include essential national and international events, such as MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPTV, Paris Photo, Maison&Objet\* and many others. Our events take place in France, China, India, Italy, Mexico, 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, a global provider of information-based analytics and decision tools for professional and business customers.

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

[www.rxglobal.com](http://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 3 days, the trade show welcomes over 30,000 visitors, French and international buyers, travel agents, 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 1400 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, discuss the challenges and future of the tourism industry, and have fun together.

[www.iftm.fr](http://www.iftm.fr)

## IFTM TOP RESA 2023: A YEAR MARKED BY THE MASS RETURN OF TRAVEL AGENTS AND BUSINESS

France's tourism trade show, IFTM Top Resa, came to a close on Thursday 5 October 2023 at Parc des Expositions, Porte de Versailles, Hall 1. For three days, around 1400 brands in the sector came together for this unmissable event bringing together all market professionals. The trade show welcomed both exhibitors and visitors for meetings, conference sessions, events, evening festivities, contests and awards in a vibrant atmosphere as the page turns on the health crisis.



*“ If last year was the year of recovery, we are now seeing a real return to business, with travel agents returning to the trade show in force, and new buyers, especially corporate buyers. This year, they accounted for almost half of the 30,349 visitors, a spectacular figure not seen for many years. What's more, we saw an increase in the number of business meetings, reflecting a return of quality visitors and business.*

*The aisles were packed for three days, and there were smiles all round. Together with the entire IFTM Top Resa and RX France team, I would like to express my thanks to all our partners, exhibitors and*

*visitors who contribute to the trade show's success every year. Resilience and passion are a definitive part of our sector's DNA.* ”

**Laurence Gaborieau**  
Director, IFTM Top Resa  
RX France



### INFORMATION FOR JOURNALISTS

The IFTM Top Resa PressRoom is a one-stop shop for:

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

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



The three 2023 IFTM Top Resa press packs can be found in the PressRoom: <https://press.iftm.fr>

- 2023 TOURISM TRENDS *By IFTM Top Resa* IN FRANCE AND WORLDWIDE
- FIND OUT MORE ABOUT IFTM TOP RESA AND ITS EXHIBITORS: WHAT'S NEW, VILLAGES, ZONES, EVENTS, CONFERENCE SESSIONS, PEOPLE & EVENTS
- IFTM TOP RESA 2023: REPORT



### Key figures from IFTM Top Resa 2023

- **Leading B2B trade show** for the Tourism industry in France
- Hall 1, Porte de Versailles
- 30,000m<sup>2</sup> of exhibitions
- **30,349 visitors**
- Around **1,400 brands** and **400 stands**
- **170 destinations exhibited** (France and overseas)
- **9 villages and 11 zones**
- **9,812 business meetings**
- Over **90 conference sessions**
- **7 themes** highlighted, grouped by conference sessions
  - News
  - Attractiveness
  - Business Travel
  - Digital / Technologies / Innovation
  - Sustainable Tourism
  - Destination France
  - Leisure Tourism
  - MICE
- **5 barometers and major conference sessions on trends**
- Over **800 accredited journalists**
- **4 key events:**
  - Start-Up Contest (the best innovative solutions in travel);
  - Wonder France Festival;
  - 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).
- **3 evening receptions:**
  - MisterFly x IFTM
  - AFTM x IFTM
  - IFTM TourMag Party



### Key figures from IFTM Top Resa 2022

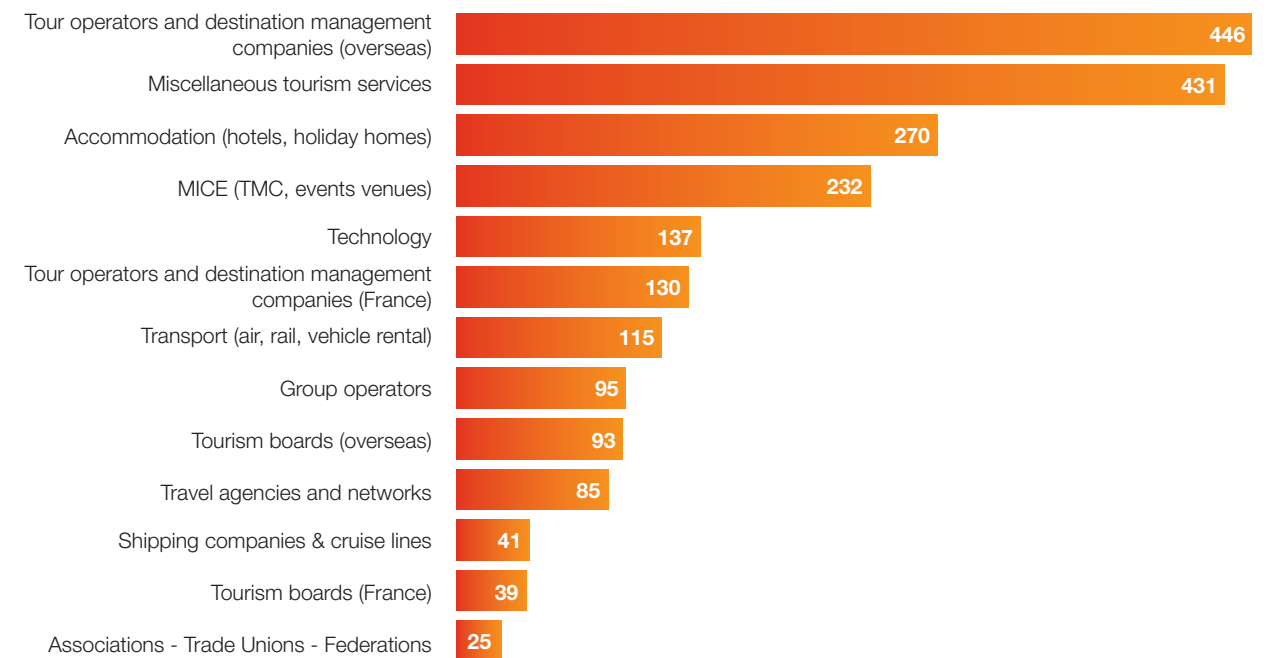
- **Leading B2B trade show** for the Tourism industry in France
- Hall 1, Porte de Versailles
- 27,000 sqm of exhibitions
- **29,475 visitors**
- Nearly **1,200 brands** and **400 stands**
- **170 destinations exhibited** (France and overseas)
- **11 visitor guides**
- **11 villages and 9 zones**
- Over **6,500 business meetings**
- Over **100 conference sessions**
- **8 themes** highlighted, grouped by conference sessions
  - News
  - Attractiveness
  - Business Travel
  - Digital
  - Sustainable tourism
  - France
  - Market
  - MICE
- Over **600 accredited journalists**
- **5 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 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)
  - After TO Party by Morocco, Kingdom of Light



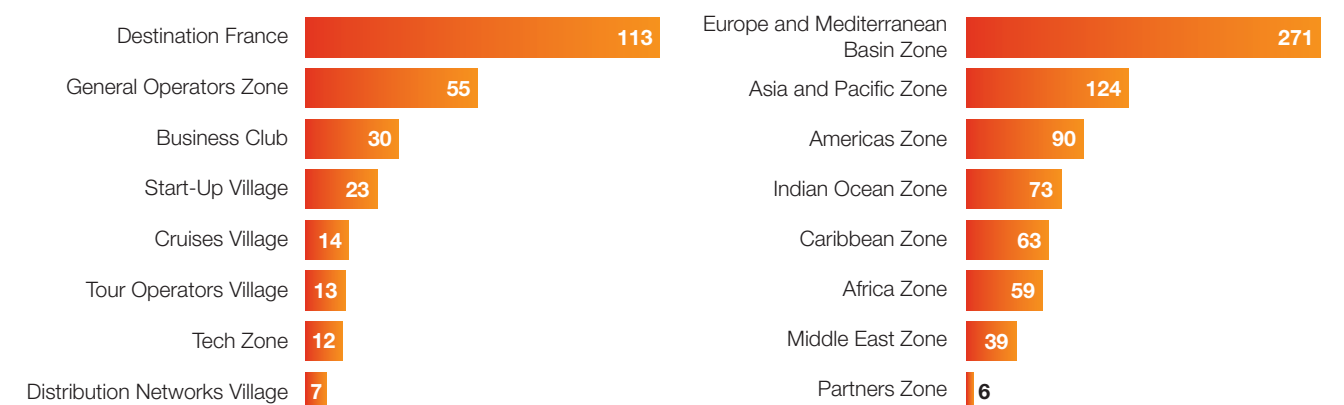
## IFTM TOP RESA 2023: REPORT



### ► Exhibitors representing the entire sector (number of exhibitors)



### ► Villages and zones for targeted visits (number of exhibitors)





## Qualified visitors representing all industry segments

### Visitor origin

**81.8%**  
France

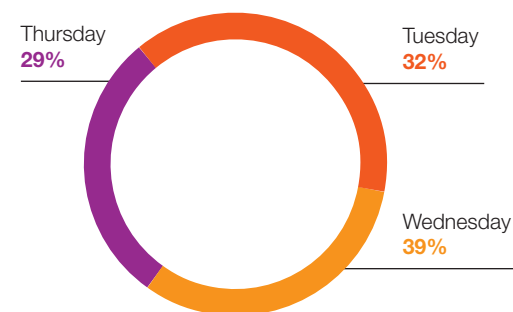
**18.2%**  
Outside France

### Main interest of visitors

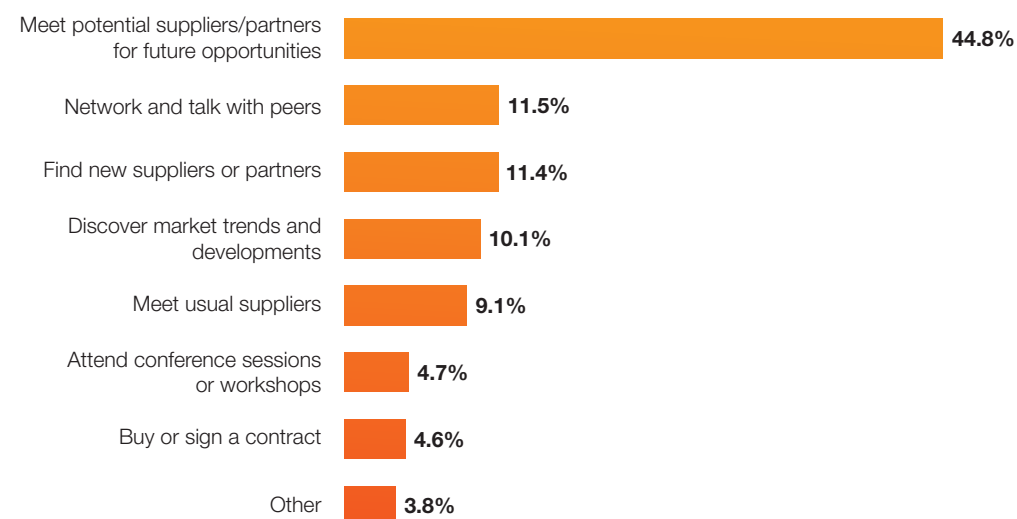
Leisure remains dominant (35%)



### Visitor numbers by day



### Visitor purpose



## NEW FOR IFTM TOP RESA 2023



### ► Challenges & resilience, the main theme of IFTM Top Resa 2023

This theme was chosen to highlight the obstacles currently facing our sector and explore ways of resolving them, and also to show that we have reasons to be optimistic via testimonials and concrete solutions. The impetus to meet these challenges is there, and resilience is ingrained in our sector.

During this year's inaugural conference session and the international overview, IFTM Top Resa focused on adapting to global challenges, such as the transition to more sustainable tourism and the pursuit of digital transformation, in addition to the adjustments people need to make to keep pace with these changes.

### ► Jordan, destination of honour in 2023

Jordan was the destination of honour at the 45<sup>th</sup> IFTM Top Resa. Tourism professionals were able to (re)discover Jordan's one thousand and one assets and take advantage of the many conference sessions and events organised by the Jordan Tourism Board. With an increase in visitor numbers of over 120% compared to 2023, Jordan continues to win the hearts of French visitors. This trade show gave the destination an opportunity to publicise new developments, such as showcasing the ancient Islamic city of Ayla.



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### ► A new dedicated MICE village

In order to best promote and represent MICE stakeholders, a flagship component in the sector, a new area of the trade show was dedicated to it, with a unique experience-based itinerary combining business, and unusual and fun activities. 10 MICE partners and exhibitors took part in the game organised by Ma Langue Au Chat.

A new game-based approach was devised and a programme of conferences was created around this theme, including the very first IFTM x Kactus MICE barometer, which provided an overview of the current situation and unpacked trends in the sector.



**MICE**  
— iftm —

### ► Reinventing destination France

Destination France is the flagship zone at the IFTM Top Resa trade show. It was revamped in 2023 to offer visitors a truly memorable experience. Located at the heart of the trade show, the new area was organised around a concept called Le Bar Central, with a host of events to create real momentum behind the French flag.





## ► New format for the Travel Agents Cup

The emblematic annual contest for travel agents was back with a brand-new format for its 10<sup>th</sup> anniversary edition. The goal was to make the contest more in touch with the realities of travel agents and to put their expertise back at the heart of the tourism experience.

Gone was the traditional selection based on a public speaking contest, where the travel agent had to pitch a travel proposal, selected at random from 5 scenarios. Instead, the entrants were judged on their responsiveness and on how they met the customer's needs.

The grand final was held on Thursday 5 October 2023 in two stages: an interview with a mystery customer on the morning of the final, who made a request related to one of the event's sponsors.

Each travel agent had the opportunity to ask questions about the traveller's profile and refine the brief. After preparing their pitches independently and talking to the partners, the entrants then presented their projects to the jury in no more than 2 minutes, before a mystery customer seated at a desk.

The participants were judged by an anonymous vote of the jury, made up of tourism professionals and trade show partners, who offered feedback to determine the best travel agent in France. The mystery customer was also able to share their expectations and their impressions of the proposal, so that a decision could be made in the event of a tie.



## ► IFTM Tourmag Party

The emblematic "TO After Party" was also revamped to become the "IFTM TourMag Party", rounding off the 3-day trade show, in partnership with the professional media company TourMag. The event was still reserved for travel agents, on Thursday 5 October starting at 7pm at Terminal 7, an exceptional design venue with a view of Paris and the Eiffel Tower. Over 650 people attended the event.



# TRADE SHOW HIGHLIGHTS

## ► START-UP CONTEST, 8<sup>th</sup> edition

**Final on Tuesday 20 September at 5:30pm, ARENA room by Jordan Tourism Board**

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 8 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 8 finalists for 2023 are AI Studio, Anto.Info, Bedboat, Ezus, Jooks, Skreenplay, Votre Voyage de Noces, Yapu-K & Co.

The jury was made up of Laurence GABORIEAU (Director, IFTM-Top Resa, SITL, SCE), Pierre BOLLENGIER (Head of Investment Monitoring (tourism and leisure), BpiFrance), Evantia GIUMBA (Head of Business Development, Amadeus), Sophie LACOUR (Managing Director, Advanced Tourism), Julia LUCZAK-ROUGEAUX (Editor-in-Chief, TOM.travel), Corinne METILLON (Marketing & Content Innovation Director, Zorba), Charles TANDONNET (VP Sales & Marketing, Orchestra).



### Start-Up Contest Winners 2023:

The three best start-ups were selected by the judges, and the audience voted live for the "Audience Choice Award" at the 8<sup>th</sup> Start-Up Contest:

- Judges' 1<sup>st</sup> place: **Bedboat**
- Judges' 2<sup>nd</sup> place: **Jooks**
- Judges' 3<sup>rd</sup> place: **Yapu-K & Co**
- Audience Choice Award: **Votre voyage de nocces**

All won a stand at IFTM Top Resa 2024.

## ► Travel Agents Cup: 10<sup>th</sup> edition

**Final on Wednesday 21 September at 3:30pm, ARENA room**

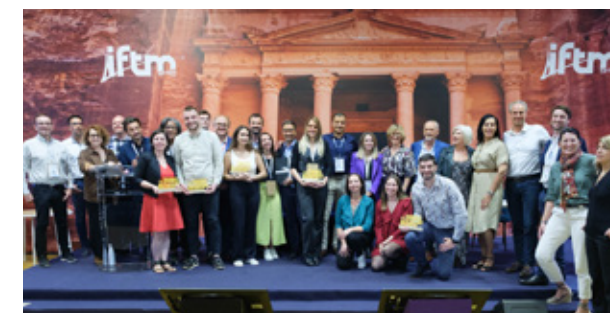
For its 10<sup>th</sup> anniversary edition, the Travel Agents Cup has revamped its concept by rewarding the best travel agents in France, making it the benchmark competition for the profession. Prizes included 5 trips paid for by our partners and 5 awards including the title of Best Travel Agent in France!

### Winners of the Travel Agents Cup 2023:

After being selected on the basis of a video presentation, the Travel Agents Cup finalists took to the ARENA main stage on Thursday 5 October to present their pre-prepared travel scenario to their mystery customer. The jury, composed of sector professionals and chaired by Sophie Jovillard, picked 3 winners:

- Judges' 1<sup>st</sup> place: **Marina MESTRIES** (Leclerc Voyages)
- Judges' 2<sup>nd</sup> place: **Charlotte LAVIGNE** (Havas Voyages)
- Judges' 3<sup>rd</sup> place: **Kévin TURPIN** (Leclerc Voyages)

The audience also had the opportunity to vote live for the Audience Choice Award from among the finalists who had not been awarded a prize, The award went to Manuel MULLOT (Havas Voyages). The lucky winner of the prize draw was Laetitia CASIRAGHI (Carrefour Voyages).





## ► Travel Agents Cup Junior: 5<sup>th</sup> edition

**Final on Thursday 5 October at 1:30pm, ARENA room by Jordan Tourism Board**

Organised in partnership with the French Federation of Tourism Technicians and Scientists (FFTST) and Normandie Tourisme, this contest was accessible to all students in metropolitan and overseas France aiming to work in tourism, whatever their level. The objective is to promote the talents of tomorrow's tourism industry by electing the Best up-and-coming salesperson.

The 5 finalists were selected through an online questionnaire and had 4 minutes to present a Normandy destination in an original manner, based on a randomly assigned scenario.

The winners of the Travel Agents Cup Junior were:

- Judges' 1<sup>st</sup> place: **Maela VIGNANE** - BTS in Tourism, Torcy
- Judges' 2<sup>nd</sup> place: **Christophe DESHAYES** - BTS in Tourism, Guyancourt
- Judges' 3<sup>rd</sup> place: **Lynn KHERROUBI** - BTS in Tourism, Lyon
- Audience Choice Award: **Roxane MARI** - BTS in Tourism, Nîmes

The jury of the Travel Agents Cup Junior was made up of Laurence GABORIEAU (Director of IFTM Top Resa, RX France), Matthieu DELOUCHE (Travel Agent, HAVAS VOYAGES), Marco FILIPE (Head of Sales Support and Promotion, Agences de Voyages SNCF Voyageurs), Jean Charles FRANCHOMME (Chairman, Collectif de Défense des Métiers du Voyage), Cédric LEMAGNENT (Deputy Director, Normandie Tourisme), Annette MASSON (FFTST), Pascale MISSOUD (Member of the Board of Directors, Association des Journalistes du Tourisme), Julie PANADERO (Learners & Experts Coordinator, ESCAET), Nathalie PORTE (Vice-President, TOURISME ET ATTRACTIVITÉ RÉGION NORMANDIE), Myriam TORD (Co-founder, HELPDESK DES PROS DU TOURISME/COLLECTIF DE DÉFENSE DES MÉTIERS DU VOYAGE).

## ► IFTM Top Resa barometers

To give visitors all the sector news, IFTM Top Resa presented a number of barometers at the trade show, with industry representatives commenting on the latest developments in the sectors of leisure tourism, MICE and business travel. This included:

- **The major tourism trends of today and tomorrow**, presented by Paris&Co and Atout France, Tuesday 3 October at 11:30am in the AGORA room
- **Barometer: How have your customers changed in 2023?** Tuesday 3 October 2023 in the ARENA room by Jordan Tourism Board
- **IFTM x EPSA Business Travel Barometer**, Wednesday 4 October at 10am in the ARENA room by Jordan Tourism Board
- **IFTM x Kactus MICE Barometer**, Wednesday 4 October at 11:15am in the ARENA room by Jordan Tourism Board

## USEFUL LINKS ✈️

### Press releases and press packs

The IFTM TOP RESA PressRoom is a one-stop shop for:

- 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 *PressRoom IFTM Top Resa* tab offers a media library:

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

### Videos

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

Watch the Best-of IFTM 2023 video: <https://www.facebook.com/watch/?v=653337850282541>

## IFTM Top Resa 2023 thanks its loyal partners ✈️



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**SEE YOU  
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**17-19 SEPT. 2024**

**PARIS - PORTE DE VERSAILLES - HALL 1**