

**17-19
SEPT
2024
PARIS**

**THE MEETING PLACE
FOR TRAVEL
PROFESSIONALS**

iftm
International & French Travel Market

PRESS PACK 2024

IFTM 2024: POST-SHOW REPORT

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LES ENTREPRISES
DU VOYAGE

ORCHESTRA
— The Leisure Platform —

SNCF
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ABOUT THE ORGANISERS



RX is a world leader in events and trade shows. RX draws on its sector expertise, data and technology to develop businesses, communities and individuals. Active in 25 countries and 42 business sectors, RX organises around 350 events a year. RX is committed to creating an inclusive working environment for all its employees. RX enables companies to grow through data and digital solutions. RX is part of RELX, a global provider of data, analytics and decision-making tools for professionals and businesses. For more information, go to www.rxglobal.com.

RX France creates leading, high value-added events in some fifteen different markets. Our high-profile national and international events include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet* and many others. Our events are held in France, Hong Kong, Italy, and Mexico. For more information, go to www.rxglobal.fr.

*Organised by SAFI, a subsidiary of RX France and Ateliers d'Art de France.

www.rxglobal.com



IFTM 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 34,000 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 1700 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



IFTM 2024: A CONSCIOUS, HIGHLY ACCLAIMED, BUSINESS-FOCUSED EVENT

France's tourism trade show, IFTM, came to a close on Thursday 19 September 2024 at Parc des Expositions, Porte de Versailles, Hall 1. For three days, around 1500 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 Covid crisis.



“ Launched around new sustainable horizons, with the exceptional presence of Philippe Croizon at the opening session, IFTM invited everyone to reflect on their individual and collective responsibilities. We chose to put the spotlight on inclusion, which still doesn't receive enough attention in our sector, as well as the environment and digital technologies. These three themes embody some of the major challenges of our industry, and this was clearly evident from the packed conference rooms.

I'm thrilled that IFTM is attracting more and more people every year, with a 5% increase in visitor numbers this year, as well as quality visitors who come to talk to the various exhibitors and do business.

We're already thinking about the theme for 2025, an edition that will be full of discoveries, with the Dominican Republic as the Country of Honour. See you next year!

”

Laurence Gaborieau

Director, Tourism, Transport & Logistics Division
RX France

INFORMATION FOR JOURNALISTS

The IFTM 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 2024 IFTM press packs can be found in the PressRoom:
<https://press.iftm.fr>

- **2024 TOURISM TRENDS BY IFTM IN FRANCE AND WORLDWIDE**
- **FIND OUT MORE ABOUT IFTM AND ITS EXHIBITORS: WHAT'S NEW, VILLAGES, ZONES, EVENTS, CONFERENCE SESSIONS, PEOPLE & EVENTS**
- **IFTM 2024: POST-SHOW REPORT**

IFTM: Key figures from the 2024 trade show

- **Leading B2B trade show** for the Tourism industry in France
- Hall 1, Porte de Versailles
- 27,000m² of exhibition space
- **31,900 visitors**
- Over **1,500 brands** and more than **400 stands**
- **170 destinations exhibited** (France and overseas)
- **9 villages and 11 zones**
- **13,090 business meetings**
- Over **90 conference sessions**
- **5 themes** highlighted, grouped by conference sessions:
 - Market /Multi-sectors
 - Business Travel
 - MICE
 - Incoming Leisure Tourism
 - Outgoing Leisure Tourism
- **900 accredited journalists**
- **3 key events:**
 - Orchestra Start-Up Contest (the best innovative solutions in travel),
 - 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).
- **2 evening receptions**
 - MisterFly x IFTM evening party
 - IFTM TourMag Party
- **1 convention**
 - Africa Convention



IFTM: Key figures from the 2023 trade show

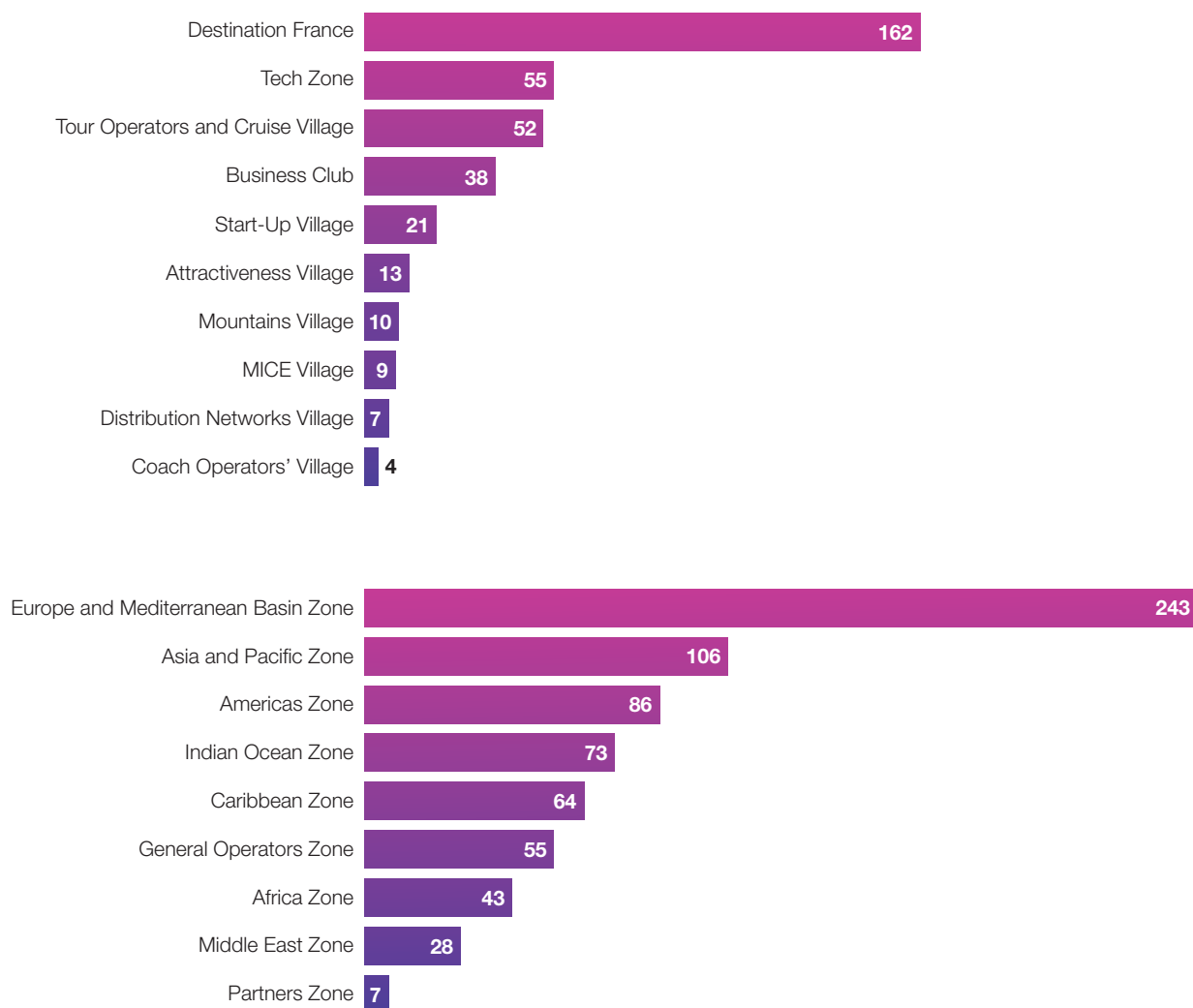
- **Leading B2B trade show** for the Tourism industry in France
- Hall 1, Porte de Versailles
- 30,000m² of exhibition space
- **30,349 visitors**
- Around **1,400 brands** and **400 stands**
- **170 destinations exhibited** (France and overseas)
- **9 villages and 11 zones**
- **9,812 business meetings**
- 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





IFTM 2024: POST-SHOW REPORT

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



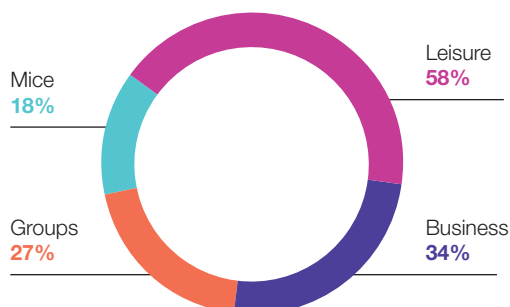
Qualified visitors representing all industry segments

Visitor origin



Main interests of visitors

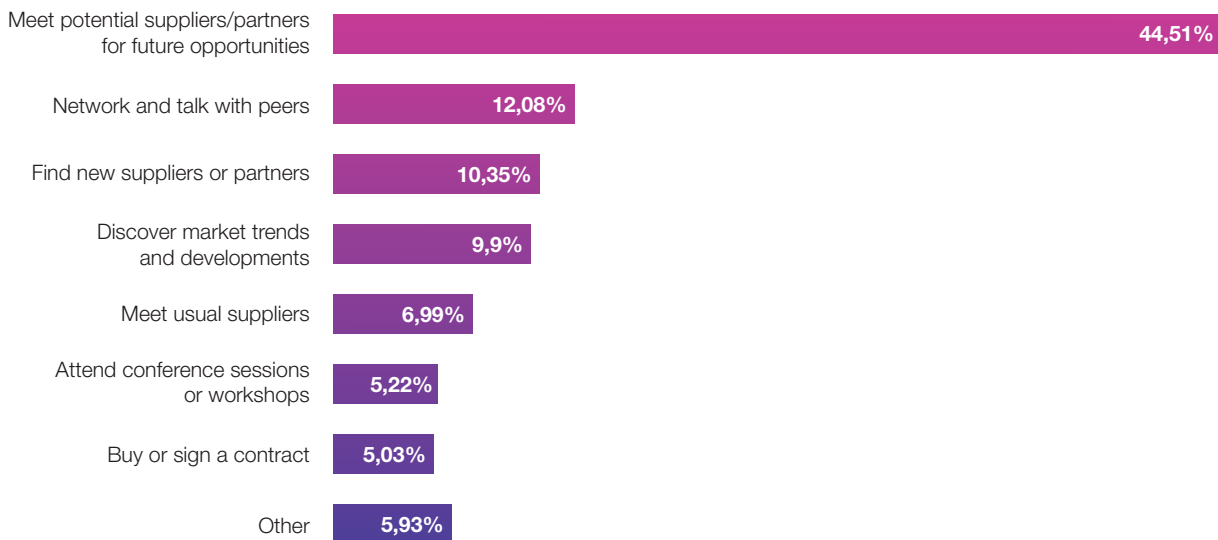
Business sector increasingly attractive
(34% vs. 27% in 2023)



Visitor numbers by day



Visitor purpose



NEW AT IFTM 2024

THE MAIN THEME FOR 2024: “NEW SUSTAINABLE HORIZONS, COMBINING OUR RESPONSIBILITIES”

We want to provide a collective frame of reference, looking forward to future visions of tourism that are rarely discussed. We'll kick-start thinking and open up to other ecosystems, find inspiration and raise awareness, while promoting ideas and discussion based on concrete examples. These were the goals for the 2024 edition of IFTM, materialised through various conference sessions and events.

With this new theme, the event invited everyone to reflect on their individual and collective responsibilities, to shift from reflection to action, from constraint to opportunity, and therefore become real drivers of change and sustainable development in the tourism sector.

3 major areas were explored:

- **The environment:** shifting to more sustainable tourism products by providing travellers with authentic and enriching experiences, in order to preserve the beauty of the world for future generations;
- **Digital:** capitalise on today's technological advances, particularly generative AI, to adapt to new traveller expectations;
- **Inclusion:** making our sector more accessible and attractive, to increase cultural diversity and enable everyone to participate.

IFTM INTRODUCES A NEW VISUAL IDENTITY

To support the 2024 theme and boost its image, IFTM is donning new colours, with shades of pink and orange, and a simplified, modernised logo, highlighting the warmth of the event, and its meetings and exchanges.

IFTM is an unrivalled event, as the starting point for many trips and a real creator of opportunities in the tourism sector. This aspect will be reflected graphically in the visuals soon to be unveiled, echoing the three founding themes of the event:

- **People:** travel is synonymous with encounters and above all founded on people, as is IFTM;
- **Nature:** to put the spotlight on leisure tourism and all the destinations featured, as well as the new horizons opened up by escapism
- **Business:** to highlight the importance of business tourism and MICE in our sector.



People



Nature



Business



A NEW FORMAT FOR THE TRAVEL AGENTS CUP JUNIOR FINAL

At the Travel Agents Cup Junior final on Thursday, 19 September 2024, the 5 students selected in advance took to the stage to present a video prepared for the event to introduce themselves, their school and their mentor teacher. They also presented their proposed trip in 4 minutes, based on a scenario chosen at random on 19 June before the final, and showed originality in their presentation, using high-quality, dynamic media to create an immersive experience.

TECH ZONE: A NEW SPACE FOCUSING ON AI

In 2024, the space dedicated to Travel Tech focused on artificial intelligence and experience. The Tech Zone was designed around a series of events and workshops offered by Theta (immersive Apple Vision experiences, livestreaming through glasses, workshops and experiences around artificial intelligence, workshops around the Vitre, a human-sized digital window), and welcomed some thirty leading exhibitors from the sector and over twenty start-ups in the Orchestra Start-up Village.



ORCHESTRA
Start-up Village

iftm

In 2024, Orchestra became the official sponsor of this village. The technology platform has become a mentor to exhibiting start-ups before, during and after the show, by supporting the community of start-ups exhibiting at IFTM.

THE INFLUENCERS VILLAGE BECOMES THE MEDIA VILLAGE - CONTENT AND MEDIA CREATORS

The Influencers Village, launched in 2018 by communications agency Travel-Insight, has become the Media Village - Content and media creators, with the aim of bringing together 30 influencers, production companies and advertising agencies. Every day, the village welcomed 10 new media outlets from every category: Lifestyle, Travel, Family, Business, Adventure, Sport, History and Culture.

The first reverse workshop in the tourism sector, the Media Village enabled brands at IFTM to bring their media projects to fruition, all in the same place and at the same time. This reorganisation energised exchanges and encouraged strategic partnerships.



Village des Medias
by **travelinsight**
Création de contenus & reportages
iftm

MERGING THE AGV LOUNGE BY MSC CRUISES AND THE CONVERSATIONS AREA

For a larger, more functional area exclusively dedicated to travel agents, this year, the AGV Lounge by MSC Cruises was merged with the Conversations Area. This area was located right at the heart of the trade show, for discussion and reflection, while providing a genuine working and networking space for travel agents.

The Pros du Tourisme Official Helpdesk corner was a space for meeting travel agents and sharing ideas throughout the 3-day trade show.

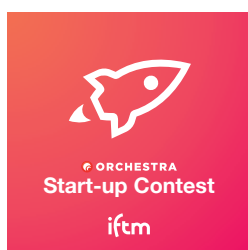
TRADE SHOW HIGHLIGHTS

ORCHESTRA START-UP CONTEST

**Tuesday 17 September, 4pm,
ARENA room by Morocco, Kingdom of Light**

Each year at IFTM, the Orchestra Start-up Contest recognises the best innovative solutions from the Orchestra Start-up Village.

The 2024 finalists were Genial, DirecTravel by My Atlas Group, My Backup, Visitmoov and Walter.



The jury was composed of Laurence GABORIEAU (IFTM Director), Bastien CROCHET (VP Sales & Marketing Orchestra), Estelle VERDIER (Founder Decathlon Travel), Jess WIZMAN (Director Flex Equity Mid-Market), Kevin HA (Director France Tourisme Tech), Julia LUCZAK-ROUGEAUX (Editor in Chief Tom.travel).

2024 Orchestra Start-up Contest Winners:

The three best start-ups were selected by the judges. The audience voted live for the "Audience Choice Award".

- Judges' 1st place: **Genial**
- Judges' 2nd place: **Visitmoov**
- Judges' 3rd place: **MyBackup**
- Audience Choice Award: **Walter**

The judges' first prize will receive support from Orchestra, and all won a stand at IFTM 2025.



TRAVEL AGENTS CUP: 11TH EDITION

**Final on Thursday 19 September at 3:30pm,
ARENA room by Morocco, Kingdom of Light**

Each year, the Travel Agents Cup rewards 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 2024:

After being selected on the basis of a video presentation, the Travel Agents Cup finalists took to the ARENA main stage on Thursday 19 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:

- 1st Prize: **Noémie WARIE**, TUI Store Lille
- 2nd Prize: **Amandine KREMER**, E.LECLERC MARLY EVASION
- 3rd Prize: **Marjorie PAYOT**, TUI Troyes

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 winner was Caroline BELLEGARDE from HAVAS VOYAGES Marseille.

There was also a prize draw which went to **Chloé RENAUD**, Cediv L'atelier des Voyages Sète.

The Travel Agents Cup jury was chaired by Sophie JOVILLARD, presenter of Echappées Belles on France 5 and patron of the event, and comprised Laurence GABORIEAU (IFTM Director), Aurélie SOULAT (Sales Director France - COSTA CROISIERES), Emmanuelle LLOP (Lawyer - EQUINOXE AVOCATS), GUILLAUME BEURDELEY (Secrétaire Général Adjoint Les Entreprises du Voyages), Lawrence TACHE (IT Director, SNCF Voyageurs), Guillaume LINTON (CEO - ASIA), Jean-Charles FRANCHOMME (co-founder HELPDESK DES PROS DU TOURISME/COLLECTIF DE DÉFENSE DES MÉTIERS DU VOYAGE), Jean-Michel REY (Sales Director Travel Agencies - AVIS), Jean-Michel ROGER (Founder - KONECT AGENCY), Jean-Pierre PINHEIRO (President of ADONET), Myriam TORD (Co-founder, HELPDESK DES PROS DU TOURISME/COLLECTIF DE DÉFENSE DES MÉTIERS DU VOYAGE), Rafael BENCE (Trade Sales Manager, Air France), Véronique NARAYANA SWAMY (Association RESPIRE), Stéphane JALADIS (Member of the Board, Association des Journalistes du Tourisme).

**THE TRAVEL
AGENTS CUP**



TRAVEL AGENTS CUP JUNIOR: 6TH EDITION

**Final on Thursday 19 September October
at 1:30pm, ARENA room by Morocco,
Kingdom of Light**

Organised in partnership with the French Federation of Tourism Technicians and Scientists (FFTST) and Normandie Tourisme, the competition was open to all students in France (mainland and overseas) aiming to work in the tourism industry, 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 students selected as finalists took to the stage to present themselves, their school and their mentor teacher in a video prepared in advance of the event. They also presented their holiday proposal in 4 minutes, on the basis of a scenario drawn at random two months before the final. They demonstrated originality in their presentation, using high-quality, dynamic media. Students were also judged on their delivery, which had to be lively and offer an immersive experience for the audience.

The winners of the Travel Agents Cup Junior were:

- 1st Prize: **Kemissa ELY-MARIUS**, Lycée Bellevue Fort-de-France
- 2nd Prize: **Leslie COMBES**, Lycée Valéry Giscard d'Estaing
- 3rd Prize: **Malicia BONDU**, IMS Nantes
- Audience choice award: **Ilona HENRARD**, CFA Trajectoire Guyancourt

The Travel Agents Cup Junior jury was made up of Laurence GABORIEAU (IFTM Show Director), Marco FILIPE (Head of Sales Support and Promotion SNCF Travel Agencies), Annette MASSON (FFTST), Nathalie PORTE (Vice-President TOURISME ET ATTRACTIVITÉ RÉGION NORMANDIE), Pascale MISSOUD (Member of the Board of Directors, Association des Journalistes du Tourisme) and Matthieu DELOUCHE (Travel Agent HAVAS VOYAGES, winner of the TAC 2022), Christine FUMEAU (Collectif de Défense des Métiers du Voyage), Capucine HALOCHE (Chargée de mission, Normandie Tourisme), Fred LIZÉE (Founder, New Explorer Challenge).

THE TRAVEL
AGENTS CUP
JUNIOR



IFTM BAROMETERS

To give visitors all the sector news, IFTM 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:

- **AI Barometer**, Wednesday 18 September at 10 a.m. in the AGORA Room
- **IFTM x EPSA Business Travel Barometer**, Wednesday 18 September at 10 a.m. in the ARENA room by Morocco, Kingdom of Light
- **IFTM x Kactus MICE Barometer**, Wednesday 18 September at 11:15 a.m. in the ARENA room by Morocco, Kingdom of Light
- **Destinations: tops and flops in 2024**, Wednesday, 18 September at 2:30 p.m. in the ARENA room by Morocco, Kingdom of Light

A summary of these barometers can be found in the IFTM 2024 Trends Press Kit, available on IFTM's pressroom:
<https://press.iftm.fr/dossier-de-presse-les-tendances-tourisme-2024-en-france-et-dans-le-monde/>



USEFUL LINKS

Press releases and press packs

The IFTM 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

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

Videos

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

Watch the Best of IFTM 2024 video at: <https://www.facebook.com/watch/?v=883841117016752>



IFTM 2024 THANKS ITS LOYAL PARTNERS



OFFICIAL PARTNERS



**RENDEZ-VOUS
L'ANNÉE PROCHAINE**
SEE YOU NEXT YEAR

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23-25 SEPT. 2025
PARIS - PORTE DE VERSAILLES - HALL 1