



**iftm**  
International & French Travel Market

# HOTELS GROUPS

LEISURE & BUSINESS TRAVEL



# CONTEXT & CHALLENGES

## Leisure hospitality: Regaining control over distribution in 2026

In 2026, leisure hospitality is evolving in an ever more **fragmented, competitive, and intermediated** distribution environment.

While direct sales and online platforms remain essential levers, they are no longer sufficient to capture all high-value demand.

For hotel chains, the challenges are clear:

- Control their **distribution mix**
- Secure **qualified volumes**
- Smooth out **seasonality**
- Reach **leisure, group, and affinity clientele.**

In this context, travel agency networks, tour operators, group travel organizers, and inbound operators continue to play a key role in selling premium and resort hotels, both in France and internationally.

The question is: **"How to meet intermediaries, activate them, and structure effective partnerships?"**

### Actors in the Intermediation value chain of hotel distribution





# FOCUS ON LEISURE BUYERS

Hotels are primarily sold by **prescriptive buyers** capable of directing demand toward distinctive and high-value establishments.

## At IFTM, you will meet:

### Travel agency networks:

Key players in selling premium and tailor-made vacations, they assist clients seeking advice, experience, and quality. They sell hotels in France, Europe and internationally. They play a central role in recommendations.

### Group travel organizers and leisure coach operators:

They generate structured volumes in key segments: affinity groups, seniors, clubs, organized stays. A strategic lever for filling and managing seasonality.

### Tour Operators and travel producers:

Packaging specialists, they integrate your hotels into offers that include transportation, experiences, and services. They seek reliable, visible, and distinctive hotel partners.

### Inbound operators and DMC:

Preferred contacts for international distribution, groups, and high-end clientele, they play a decisive role in marketing hotels to foreign partners.

VISITORS  
**45%**  
TRAVEL  
AGENTS





# FOCUS ON CORPORATE / BUSINESS TRAVEL BUYERS

Hotels are highly sought after by **corporate buyers** seeking reliable, high-performance solutions tailored to business travel needs. They prioritize partners capable of meeting **quality, safety, cost control, and service criteria**.

**IFTM is the meeting point between hotel offerings and business travel decision-makers.**

VISITORS  
**25%**  
INTERESTED IN  
BUSINESS  
TRAVEL

## **Travel Managers & corporate buyers**

Responsible for travel policies within companies, they define hotel references, negotiate framework agreements, and manage supplier performance. They seek structured hotel chains able to support their travelers in France and internationally.

## **Corporate travel agencies & Travel Management Companies (TMC)**

Key intermediaries in business travel, they manage bookings, advice, and optimization of business trips. They work closely with companies and guide hotel choices according to defined travel policies.

## **Business travel platforms and booking solutions**

Essential tools in the corporate market, they centralize bookings, manage payments, and reporting. They play a decisive role in the visibility and distribution of hotels to businesses.

## **Actors of the Business Club [Club Affaires] & business travel ecosystem**

Institutions, professional associations, and technology partners participate in market structuring and exchanges between buyers and suppliers.



# IFTM FIGURES

A visitor base aligned with your goals

**32,022 attendees**



**1,650 brands - 117 destinations**



**200 hotels & hotel groups**



**16,725 business meetings (+27.7 % vs 2025)**



**82 % French visitors / 18% International**



**Over 90 conferences**



**800 presse/media /content creators**





# WHY EXHIBIT AT IFTM?

## IFTM: a trade show designed for distribution

The leading B2B tourism event in France, a place for **business meetings**, designed to generate qualified exchanges between supply and distribution.

## A high-value visitor base

Visitors come with clear objectives: **to meet suppliers, identify new offers, and structure their partnerships.**

## It's an opportunity to:

- **engage** directly with prescribers
- **explain** your positioning and specifics
- **showcase** your establishments to those who sell them

Benefit from concrete business arrangements provided to exhibitors

- **qualified buyer programs** including the leisure program (800 travel agents from the provinces)
- **business meeting tools**
- **lead generation and visibility solutions** before, during, and after the exhibition

At a strategic time of the year, as you:

- **negotiate contracts**
- **prepare the seasons**
- **build new offers**



**A key timing to activate your leisure distribution**



# IFTM, A GROWTH DRIVER

Premium chains & resorts, you are concerned if you wish to:



**Generate** qualified leisure and group leads  
**Strengthen** your sales through prescriber networks  
**Optimize** your B2B distribution mix  
**Increase** your visibility among important buyers



**Speak up**  
**Differentiate yourself**  
**Capture** the attention of a distribution network awaiting structured hotel offers



**Meet** leisure buyers selling your establishments in 3 days  
**Structure** your partnerships  
**Accelerate** your distribution



# CONTACT

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# THANK YOU!