

THE LEADING EVENT FOR TRAVEL PROFESSIONALS

**IFTM is THE annual gathering for all professionals
in the Tourism industry in France.**

The event brings together key players from the Leisure, Business, MICE, and Group. More than just a trade show, it is a vibrant showcase of the expertise and cultures represented by destinations from around the world. Over three days, meetings, conferences, collaborative workshops, micro-trainings, and competitions make this must-attend event the perfect place to explore new opportunities.

WHY ATTEND OUR EVENT?

IFTM is THE place to boost your business.

By taking part, you'll benefit from an environment that fosters networking and the exchange of industry expertise — enhanced by innovative digital tools designed to maximize your return on investment.

The show's program is crafted to highlight emerging trends, drive innovation, strengthen expertise, and facilitate strategic connections.

KEY FIGURES

2025 | **32,022**
attendees

1,650 | **177**
brands destinations

+16,725
business meetings

18%
international visitors

FOCUS ON WHAT'S NEW IN 2026

- New positioning for the Americas Zone, Tech Zone, and Business Club
- New destinations joining the show
- Expansion of the Sustainable Initiatives Village by mN'O
- An experiential Tech Zone
- Exciting activities at the heart of the show

WHO EXHIBIT?

Suppliers of Tourism Industry

- Destinations
- French and international tourist offices
- French Tour operators
- Destination management companies and tour operators from other countries
- Airports, airlines
- Transport: rail companies, car rental companies, coach operators
- Hotel chains, establishments or booking platforms
- Insurance services and brokers
- Technology players and solutions
- Theme parks, Museums and Attractions
- MICE professionals

THEME VILLAGES



Attractivité
by ESCAET
iftm



Autocaristes
Coach Operators
iftm



Club Affaires
Business Travel
iftm



Croisière
Cruise
iftm



Parcs
Parks
iftm



Réseaux Distribution
Distribution Networks
iftm



ORCHESTRA
Start-up Village
iftm



Tour-Opérateurs
Tour-Operators
iftm



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



Village des Initiatives Durables
by **mN'O**
iftm

EXPOSITION AREAS



Afrique
Africa
iftm



Amériques
Americas
iftm



Asie & Pacifique
Asia & Pacific
iftm



Caraïbes
Caribbean
iftm



Europe & Méditerranée
Europe & Mediterranean
iftm



Destination France
iftm



Généralistes
Generalists
iftm



Moyen-Orient
Middle East
iftm



Océan Indien
Indian Ocean
iftm



Partenaires
Partners
iftm



Tech Zone
iftm

FORMATS THAT HIGHLIGHT COLLECTIVE INTELLIGENCE, SERVING PROFESSIONALS



+90

conference sessions



3

themes

**INNOVATIONS
TALENTS
SYNERGIES**



Barometers and conference sessions
dedicated to industry trends



Innovative formats:

“Conversations” “What’s New?”
“Stand-up for the Planet”
“Micro-learning” and “One-to-One”



Contests:

the travel agent profession in the spotlight (TAC & TAC Junior) and innovation (Orchestra Start-Up Contest)

VISITORS

Leisure, business, group and mice tourism professionals and decision-makers

- Production Travel agents and travel agency networks
- Purchasing decision-makers and managers
- Travel Managers
- Coach operators
- Event professionals
- IT and technology managers
- Tourism associations and institutions
- Transport professionals
- Press / Media (800 journalists)
- Content creators

45%
of visitors work
for travel agencies

600
news stories and press articles

A true recognition of the event
on both the French and international scale,
with the **presence of over 60 officials.**



A TOP BUYERS' PROGRAMME TO ATTRACT QUALIFIED PROFESSIONALS

As part of its various **Buyers' Programmes**, IFTM offers to organise round-trip transport and/or accommodation, depending on needs and availability:

LEISURE PROGRAMME



Travel agents, Coach operators
> 800 travel agents

CORPORATE PROGRAMME



Travel Managers
> 200 buyers

INTERNATIONAL PROGRAMME



Travel agencies, international coach operators
> up to 50 buyers France

Dedicated communication and exclusive services for travel managers & buyers:
lounge, conferences....

Good to know

These buyers are helped to arrange appointments with exhibitors.

**SAVE
THE DATE**

iftm
International & French Travel Market

15-17 SEPT. 2026
PARIS - PORTE DE VERSAILLES - HALL 1

**THE MEETING PLACE
FOR TRAVEL PROFESSIONALS**

MORE INFORMATION?

CONTACT US

Nathalie DALLE

+33 (0)6 34 78 16 93
nathalie.dalle@rxglobal.com

Gwenaëlle MARY

+33 (0)6 26 04 77 98
gwenaelle.mary@rxglobal.com

Rocio PORTILLO

+33 (0)6 17 23 15 02
rocio.portillo@rxglobal.com

OFFICIALS PARTNERS:



AIRFRANCE

amadeus

AVIS

**LES ENTREPRISES
DU VOYAGE**



ORCHESTRA
— The Leisure Platform —

SNCF
VOYAGEURS