

SAVE
THE DATE

iftm
International & French Travel Market

UZBEKISTAN
Pays à l'honneur / Country of honour

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

**THE MEETING PLACE
FOR TRAVEL PROFESSIONALS**

MORE INFORMATION?

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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

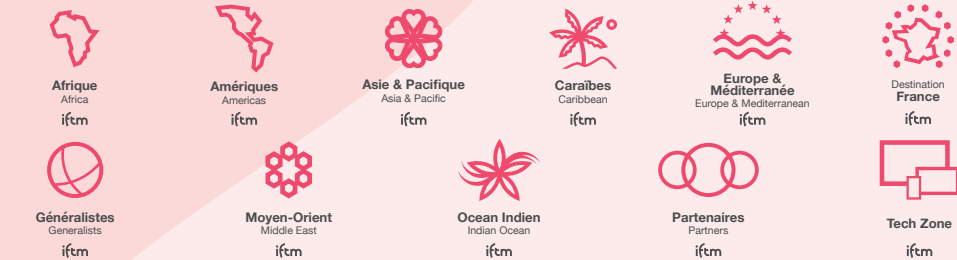
- Destinations
- French and international tourist offices
- French Tour operators
- Destination management companies and tour operators from other countries
- Airports, airlines
- Transport: rail companies, car rental companies, coach operators
- Hotel chains, establishments or booking platforms
- Insurance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



THEME VILLAGES



EXPOSITION AREAS



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.

