

**iftm**  
International & French Travel Market

**15-17 SEPT 2026**  
PARIS PORTE DE VERSAILLES

**UZBEKISTAN**  
Pays à l'honneur / Country of honour

# IFTM 2026

THE MEETING PLACE FOR TRAVEL PROFESSIONALS

Built by  
**RX** In the business of  
building businesses

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# 01 | THE EVENT

PRESENTATION OF THE SHOW - 2026



**IFTM**

## INTERNATIONAL & FRENCH TRAVEL MARKET

IFTM is the essential event for everyone in the travel and tourism industry. Whether you are a seasoned professional, a distributor, a producer, or a publisher of technological solutions, IFTM is the only **B2B trade show** specialised in tourism in France, where you can meet professionals from the Leisure, Business Tourism, MICE and Group sectors, along with technology professionals working in the industry.

IFTM is much more than just a trade show. It is a dynamic **international platform** bringing together the most creative national and international minds, innovators and industry leaders. With over 1,650 brands, 177 destinations and 32,000 professionals, cutting-edge conference sessions, fascinating debates and exceptional networking opportunities, the event offers complete immersion in the world of travel and showcases the market's entire chain of expertise.





**IFTM**

**INTERNATIONAL & FRENCH TRAVEL MARKET**

Meet travel agents, buyers, tour operators, destination management companies and many others, all gathered in the heart of Paris to share their knowledge and innovations over 3 days.

Explore the latest advances in the sector, forge strategic partnerships and stay on top of the opportunities that will shape **the future of travel** and tourism. IFTM is where it all begins.

Join our many exhibitors for an exceptional experience in tune with our ever-changing and oh-so-complex environment. Taking part in IFTM as an exhibitor or a visitor breaks down borders and **brings travel dreams to life.**





**IFTM**

THANKS ITS OFFICIAL PARTNERS



**MICHEL DIELEMAN**  
President of the Association Française  
du Travel Management (French association  
of travel management) - AFTM

“For over 10 years, AFTM has been working with IFTM and has been at the heart of the Business Club. We’re going to continue to work together, as there are many issues to discuss through the Business Club and also in the MICE and events sectors.”



**HENRI HOURCADE**  
President of Air France KLM

“This is the only large trade show in France for all segments, including leisure and business. It’s the benchmark.”



**FRÉDÉRIC SAUNIER**  
Chief Executive Officer - Amadeus

“All our customers and partners come together at this key event.”



**JEAN-MICHEL REY**  
Sales Director, Avis

“Avis is an historic partner and has been since almost the beginning. We are proud to seize the opportunity offered each year by IFTM to forge ever-stronger links with travel agents, who are the business partners we want to focus on in our day-to-day sales activities.”



**VALÉRIE BONED**  
Presidente of Entreprises du Voyage - EdV

“This trade show is an essential event [...]. Each autumn, it brings professionals together to tackle the year ahead. It’s an opportunity for everyone to get together in a friendly atmosphere, but above all to do business.”



ORCHESTRA

**CHRISTIAN SABBAGH**  
Founder of Orchestra

“Not being there is a problem.”



**MARCO FILIPE**  
SNCF Voyageurs

“The benchmark for all tourism professionals.”

**FEDERATIONS AND UNIONS**



**WATCH  
THE VIDEO**

**IFTM in few words**

OPEN  
FRIENDLY

DYNAMIC  
AUTHENTICITY

FUN  
DISCUSSIONS

INTENSE  
ENCOUNTERS





## Leading B2B trade show for the Tourism industry in France

Hall 1, Porte de Versailles, 75015 Paris

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Around  
**1,650 BRANDS**  
and **450 STANDS**

**12 VILLAGES**  
and **9 ZONES**

**177 DESTINATIONS**  
exhibited  
(France and overseas)

---

**16,725**  
business meetings

Over  
**90 CONFERENCES**  
**SESSIONS**

Over  
**800** accredited  
**JOURNALISTS**





## LATEST NEWS 2026

- **New position of zones**

The **Americas, Tech Zone** and **Business Club** ones are changing to bring more clarity to trade show and facilitate visitor pathways.

- **New destinations expected**

The **2026 event** will feature new destinations, further strengthening the international diversity of our offering.

- **An even more experiential Tech Zone**

With demonstrations, real-life innovations and interactive formats, the **Tech Zone** is stepping up its **Immersive dimension** to showcase the solutions that are transforming tourism.

- **Events at the heart of the trade show**

A **programme of events and key moments** more integrated into the aisles, to generate traffic, make the experience more dynamic and increase opportunities to meet people.

- **Improved business meetings**

**Qualified matchmaking**, identification of high-profile visitors, even more powerful **matchmaking** for a higher R.O.I.



## SUCCESSES IN 2025, RENEWED IN 2026



### Sustainable Initiatives Village by mN'O

- This space is structured around different **themed zones** to encourage interaction, the sharing of best practice and a collective commitment to more responsible tourism.
- Following its launch, the village is **ramping up in 2026** with more spaces, content and solutions to support the responsible transition.
- **Conference area:** expert talks, feedback and discussion of key issues.
- **Networking area** designed to facilitate targeted meetings between exhibitors, solution providers and visitors.
- **Short micro-learning**s so you can leave with tools you can put into action straight away.
- **Collective intelligence workshops** to co-build potential solutions with sector professionals.
- **Commitment Tree**, a symbolic and participatory space where visitors and exhibitors share their actions and ambitions.
- **Conversations**, direct discussion formats focused on work in the field and professional practices.
- **Stand-Up for the Planet**, short, inspiring talks on sustainable, real and replicable initiatives.



### La Plume Verte IFTM x Adonet Contest

Since its launch in the Village, this contest showcases press articles dedicated to sustainable tourism and promotes editorial initiatives that get the industry moving.





**IFTM**

FOCUS : SUSTAINABLE INITIATIVES VILLAGE

## WHY THIS VILLAGE? WHY BRING IT BACK?

### A NEED THAT HAS BECOME CENTRAL TO THE INDUSTRY

Low-carbon travel is no longer just a trend - it is a strong expectation from travellers and an operational challenge for professionals. IFTM created this village to help the sector move from intention to action, with concrete solutions and formats that are useful on a daily basis.

### KEY FIGURES - SUSTAINABLE TOURISM (FRANCE)

**63%**

of French people say they have changed their **travel habits** in recent years.

**33%**

now prefer **trips closer to home**.

**49%**

say they pay **more attention** to the responsible dimension of their travel.

**98%**

believe that **tourism has an impact on the environment**.

### WHY BRING BACK THE SUSTAINABLE INITIATIVES VILLAGE IN 2026?

Because it has become a **place of reference** for:

- . **Information:** best practice, micro-learnings, solutions.
- . **Co-development:** collective intelligence workshops, conversations, commitment tree.
- . **Promoting responsible offers:** increased visibility and sustainable business opportunities.
- . **Accelerating transformation:** a space that brings people together and drives progress across the profession.





# IFTM PROGRAMME

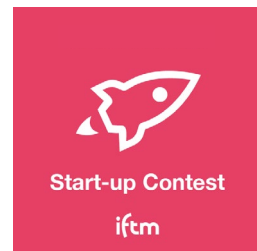
## 8 KEY THEMES, GROUPED BY SERIES OF CONFERENCE SESSIONS

ATTRACTIVENESS / HR / COMPANY LIFE    BAROMETERS / TRENDS    BUSINESS TRAVEL  
DIGITAL / MARKETING / INNOVATION    MICE    BUSINESS PRODUCTS / SOLUTIONS  
SUSTAINABLE TOURISM    LEISURE TOURISM

## 5 TRENDING BAROMETERS AND CONFERENCE SESSIONS

TOURISM TRENDS    BUSINESS TRAVEL    ARTIFICIAL INTELLIGENCE  
MEETINGS & EVENTS    MAJOR TRENDS

## 4 CONTESTS



The best innovative solutions in travel



Contest for the best travel agents in France



Contest for the best up-and-coming salespersons for Destination France



by IFTM x Adonet

IFTM x Adonet contest for the article most dedicated to sustainable tourism

## 3 EVENING RECEPTIONS

DIGITRIPS X IFTM    TRAVEL BUSINESS EVENT - LAURIERS DU VOYAGE D’AFFAIRES  
IFTM X TOURMAG PARTY





**IFTM**

## EXHIBITORS - AN IMMERSIVE, EXPERIENTIAL TRADE SHOW

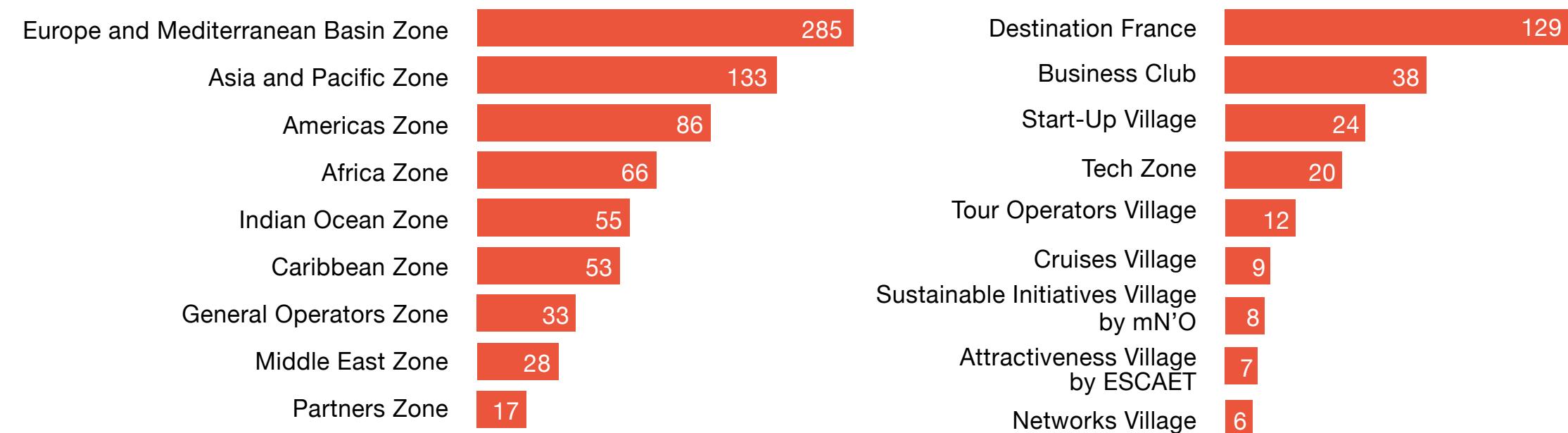
Every year, exhibitors at the IFTM trade show are more inventive than ever in offering visitors **truly immersive experiences**. Attending IFTM is like taking a cultural and eclectic journey, right in the heart of Paris.

The trade show's technical services can meet all custom design needs to give visitors a faithful reflection of the know-how, **originality** and **culture** of each exhibitor.

Exhibiting at IFTM means showcasing your destination, your expertise and your offers so that it can be seen by the sector's top decision-makers.

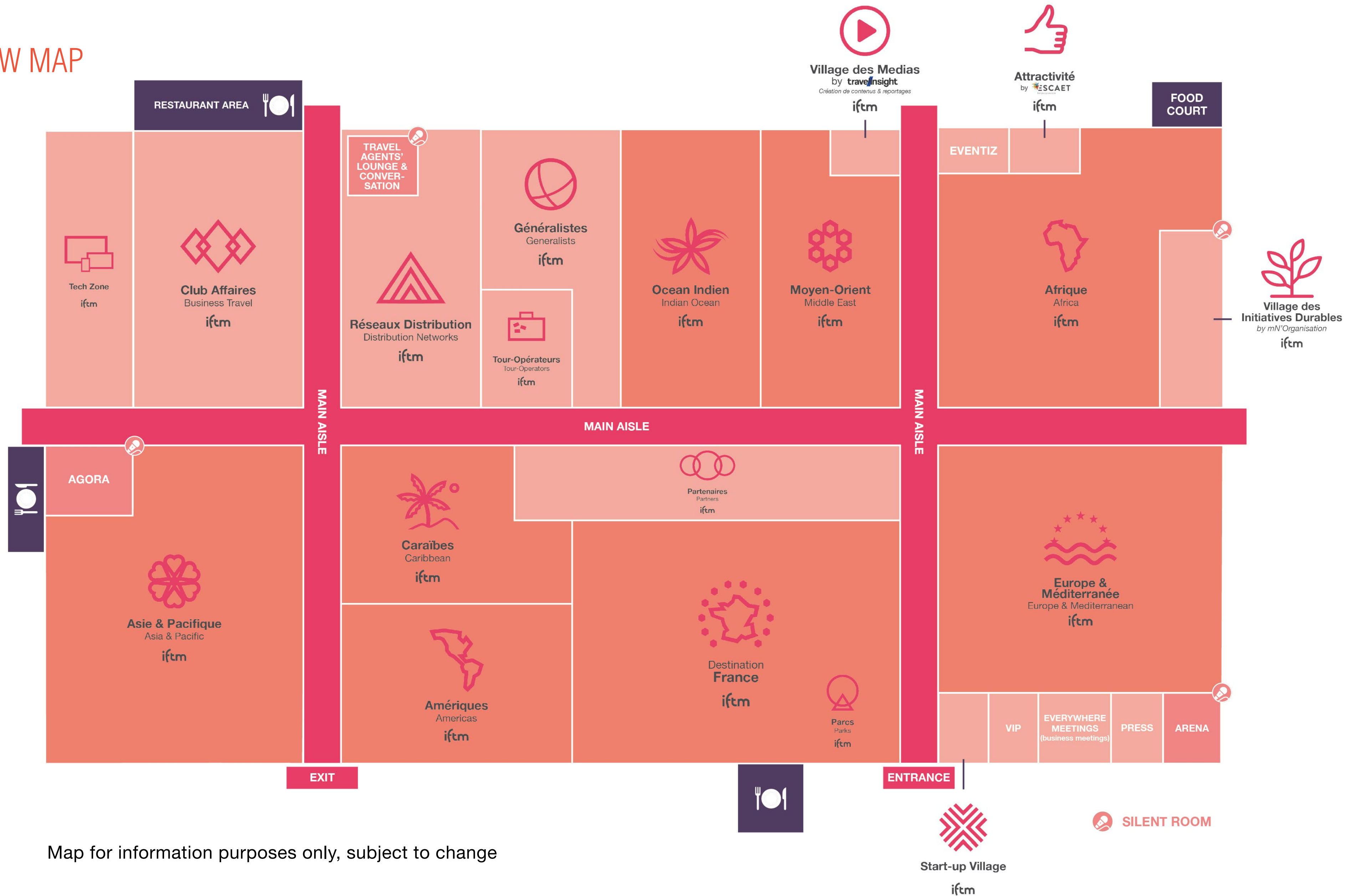
### VILLAGES AND ZONES FOR TARGETED VISITS

(number of exhibitors)





# IFTM TRADE SHOW MAP



Map for information purposes only, subject to change



# IFTM

## IFTM VILLAGES



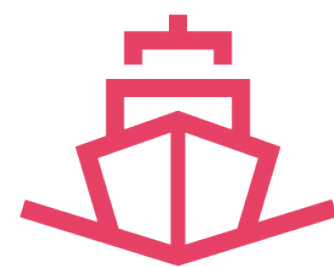
**Club Affaires**  
Business Travel  
iftm

The Business Club brings together professional and business travel operators, such as major travel agency networks, airlines, TMCs (Travel Management Companies), hotel chains and car rental companies. **AFTM, an official trade show partner, will be hosting a programme of workshops in the central Business Club area. Suppliers, buyers and travel managers are encouraged to meet** thanks to the quality of the exhibitors, the richness of the Business programme and the laid-back design of the space.



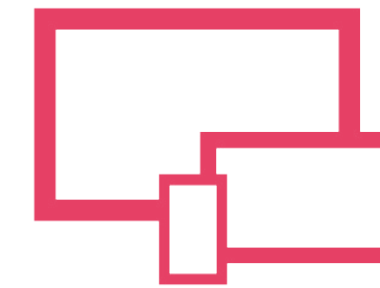
**Tour-Opérateurs**  
Tour-Operators  
iftm

The **Tour Operators** Village brings together the profession in a central space with a bar for **business and informal meetings**. Networking events are organised by exhibitors during the trade show to welcome visitors, especially travel agencies.



**Croisière**  
Cruise  
iftm

The Cruises Village easily identifies professionals in this sector. Over **20 sea and river cruise companies** present their services, new products and offer numerous destinations.



**Tech Zone**  
iftm

The fourth industrial revolution (the web and digital revolution) has transformed the travel sector and continues to bring disruptive solutions to industry players. With the Tech Zone bringing together all digital and innovation players, **IFTM is positioning itself as a showcase for technological developments in the tourism market - all the innovative technological players are gathered together in one place!** This zone also features a wide range of technology-related events and conference sessions, including the Start-Up Contest.



**Start-up Village**  
iftm

The Start-Up Village is a hub at the trade show dedicated to innovation and the future of tourism. **This hub has a co-working space to encourage meetings.** Over 20 start-ups and innovative companies attend each year. Companies exhibiting in the Orchestra Start-Up Village can take part in the Start-Up Contest, which **rewards the most innovative solutions.** The grand finale takes place live at each trade show.



Destination  
**France**  
iftm

Destination France is a vibrant and patriotic space dedicated to the wealth of tourism on offer in our country. **The aim is to give the French market a prominent place and visibility.** With regional tourist offices, local and regional tourism committees, destination management companies, accommodation providers, group operators, and more, this area is home to French tourism professionals from all market segments (Leisure, Business, MICE and Group). **IFTM's flagship area, the Destination France zone, located in the centre of the trade show, features a Central Bar** and numerous events, building a unifying energy around the French flag.



# IFTM IFTM VILLAGES



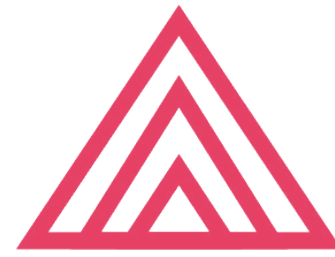
**Village des Initiatives Durables**  
by mN'Organisation  
iftm

**NEW IN 2025**

In 2025, IFTM launched the Sustainable Initiatives Village, a space dedicated to the transition towards sustainable tourism.

**This village is designed for inspiration, information and action, with exhibitions, collaborative discussions and practical tools to support professionals in dealing with environmental and social issues.**

It's a space that reflects IFTM's commitment to supporting the sector's transformation towards more sustainable, inclusive and innovative tourism. A unifying event to build the future of travel together.



**Réseaux Distribution**  
Distribution Networks  
iftm

**The Networks Village includes the largest French distribution networks that encourage their staff to discover new products and partners, and to improve their expertise** by taking part in dedicated events.

This village is organised around the Travel Agents' Lounge and the Conversations area, and is centrally located within the trade show, right next to the Tour Operators Village, facilitating discussions and synergies between distribution and producers.



**Attractivité**  
by ESCAET  
iftm

**The Attractiveness Village is run by ESCAET, a business school specialising in tourism, which organises collective intelligence workshops on issues relating to the attractiveness of the tourism sector.**

More than ever, the Attractiveness Village will focus on retaining company talent, an essential strategy for building strong, sustainable teams aligned with CSR initiatives. Travel companies recognise the importance of a working environment conducive to well-being, with initiatives focusing on quality of life, performance recognition and professional development, all with the aim of making the professions throughout the tourism production chain even more attractive.



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

**In 2025, the Media Village confirmed its place as a benchmark for content creation and collaboration between tourism brands and the media.**

The Media, Content Creation & Reporting Village, co-organised with the communications agency, Travel-Insight, brings together production companies, advertising agencies and content creators, selected for their professionalism, reputation and expertise. It has been designed as a place of life and interaction, and the perfect backdrop for networking. Here, guests can schedule meetings throughout the trade show, discover new editorial formats and foster promising collaborations for the future of the sector.



**IFTM**  
IFTM ZONES



**Afrique**  
Africa  
iftm



**Amériques**  
Americas  
iftm



**Asie & Pacifique**  
Asia & Pacific  
iftm



**Caraïbes**  
Caribbean  
iftm



**Europe & Méditerranée**  
Europe & Mediterranean  
iftm



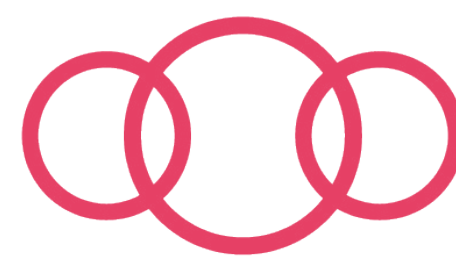
**Ocean Indien**  
Indian Ocean  
iftm



**Moyen-Orient**  
Middle East  
iftm



**Généralistes**  
Generalists  
iftm



**Partenaires**  
Partners  
iftm



## 32,022 VISITORS

visitor numbers by day



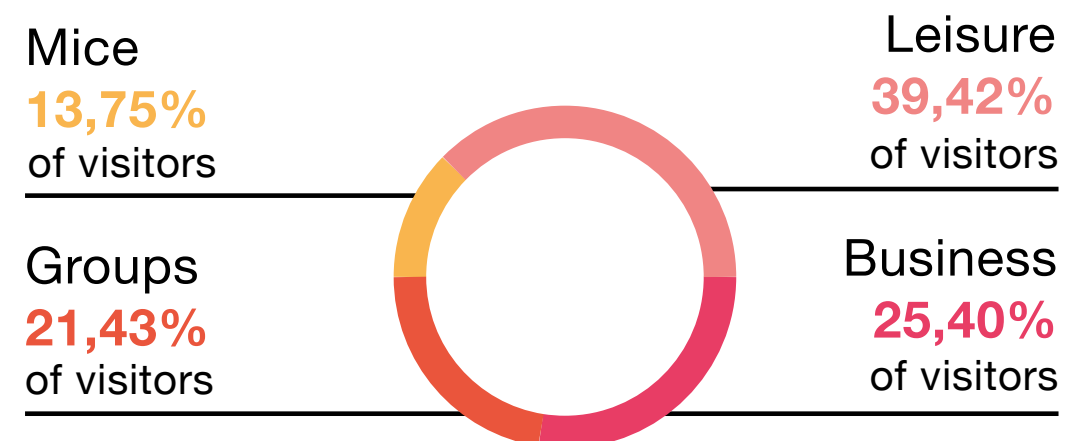
## VISITOR ORIGIN



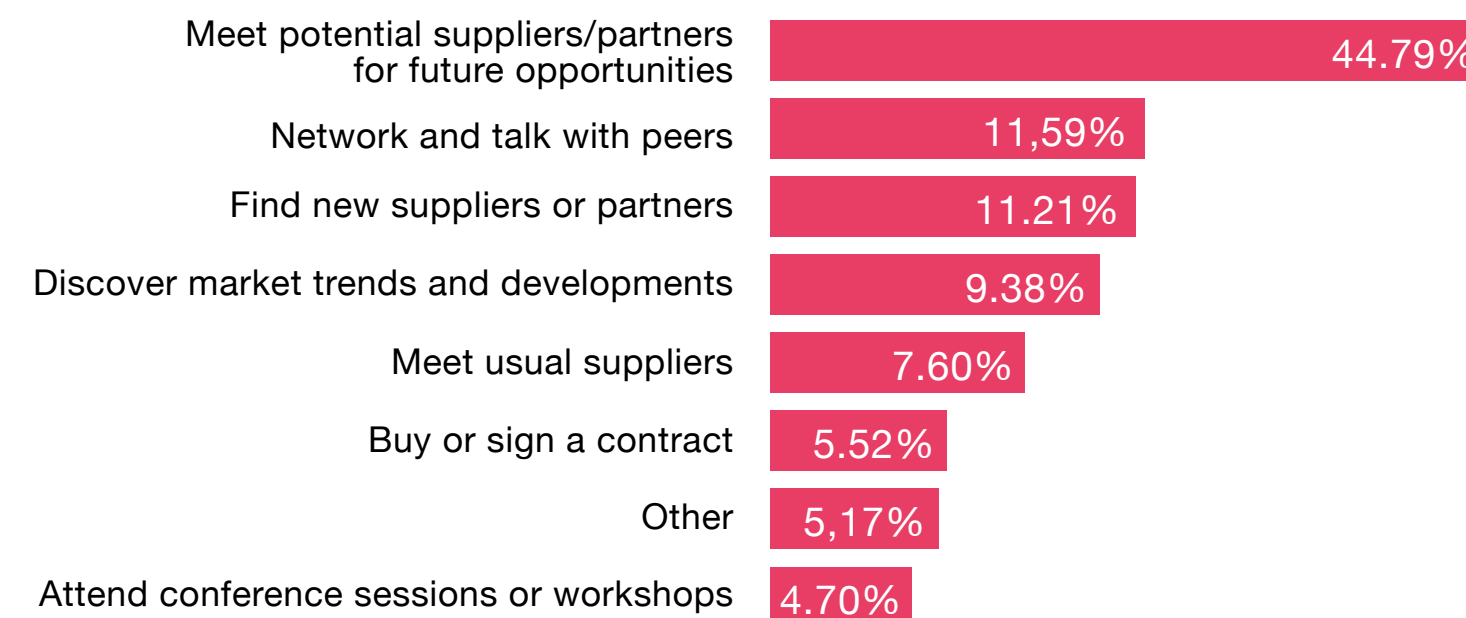
**TRAVEL AGENTS : 45%** of visitors work for **travel agencies**

## MAIN INTEREST OF VISITORS

Increased interest in business and group travel



## OBJECTIVES OF VISITORS



[WATCH THE VIDEO](#)

### IFTM in few words

WELL ORGANISED   DIVERSITY   SUPERB   EXCITING





## IFTM AND TRAVEL AGENCIES

In 2025, there were 10% more travel agents and group operators than the previous year.

One of the key aims of IFTM is to **put service back at the heart of travel** by promoting the human role and qualities of **travel agents**.

The role of travel agents is to **support** travellers in defining their travel plans, taking into account their **preferences** and **constraints**. By organising and optimising travel costs, booking transport and accommodation, and offering à la carte services, they provide solutions tailored to the customer's budget so that they have a clear image of their travel experience.

Travel agents offer an essential human dimension. Thanks to their expertise, their relationships with suppliers and their ability to understand the customers' individual needs, travel agents create **unique and memorable travel experiences**.

### LEISURE NETWORK PARTNERS



SOURCE: Protourisme – Study on travel agencies and travel abroad



The travel agent continues to be preferred by travelers, especially for international trips.

- 1/3 of holidaymakers who go abroad use a tour operator to organise all or part of their holiday.



## IFTM

# AN INTERCHANGE FOR INTERNATIONAL TOURISM & INSTITUTIONAL DIALOGUE

### A STRONG INTERNATIONAL DIMENSION

Every year, IFTM is the leading B2B trade show for the French and international tourism industry, encouraging discussions between destinations, companies and decision-makers in the sector. This diversity makes the trade show a strategic forum for meetings and influence for the entire profession.

### AN EVENT OF DIPLOMATIC IMPORTANCE

With **more than 60 officials** in attendance, IFTM has established itself as a platform for dialogue, where public policy, international cooperation and development dynamics intersect. The major diplomatic and economic issues in tourism are addressed through conference sessions and events, especially at the **International Panorama**, a time for discussion, dedicated to successful examples of sustainable tourism outside France, the challenges encountered and best practice shared between countries.

### EASIER ACCESS FOR BUYERS

IFTM actively supports travel agencies and distribution networks through three dedicated buyer programmes, designed to encourage the participation of qualified professionals and promote business discussions at the trade show:

- **Leisure Programme:** aimed at travel agents and coach operators based outside Paris — **800 travel agents.**
- **Corporate Province Programme:** aimed at travel managers based outside Paris — **200 corporate buyers.**
- **Group Buyers Programme:** dedicated scheme for a selection of highly qualified buyers from around the world with a strong interest in Destination France (2 nights' accommodation + access to 2 evening events) — **50 international buyers.**





**IFTM**

AND THE DESTINATION OF HONOUR



Every year, IFTM is a prime showcase for one international destination. Named the “Country of Honour”, it becomes the **cornerstone of the trade show’s identity that year**, and is included in all digital and physical communications. In 2026, the Country of Honour is **Uzbekistan**.

## AMPLIFY YOUR VISIBILITY

Take your place in the **international spotlight**, with dedicated staging at the trade show, higher visibility in **digital and print communications** and **IFTM promotional campaigns**, increased appeal to professionals, and a **Social Media plan** presenting multiple facets of the destination.

## PROMOTE YOUR DESTINATION

Get mass communication via social media, press and editorial content to promote the region’s strategic issues, **raise its profile for tourism** and provide tangible content for travel agents’ sales pitches.

## NETWORKING AND PARTNERSHIPS

A unique opportunity to meet the **key players in travel** (TOs, agencies, hotels, airlines, etc.), build joint ventures and generate business opportunities.

## DIPLOMATIC RELATIONS

Economic and political cooperation between the two countries is **strengthened**. A number of foreign ministers, as well as the French minister of tourism, attend the **opening day** of IFTM.





# 02 | EVENTS & ENTERTAINMENT

PRESENTATION OF THE SHOW - 2026



**IFTM**

CONFERENCE PROGRAMME

## OPENING SESSION

A **key opening event** to present the sector's major challenges and launch the 2026 edition.

## INNOVATIVE FORMATS THAT HARNESS THE COLLECTIVE INTELLIGENCE OF PROFESSIONALS

Conversations, What's New for Sale?, Collective Intelligence Workshops, Stand-Up for the Planet, Micro-trainings and Interviews are short, interactive and inspiring formats to boost the trade show and encourage co-development between tourism players.

## 90 CONFERENCE SESSIONS TO FOSTER UNDERSTANDING, DECISION-MAKING AND ACTION

The conference programme is structured around 3 fundamental pillars, offering professionals reliable benchmarks, concrete analyses and directly applicable feedback.

## CONVERSATIONS & TRAVEL AGENTS LOUNGE - A HUB DEDICATED TO TRAVEL AGENTS

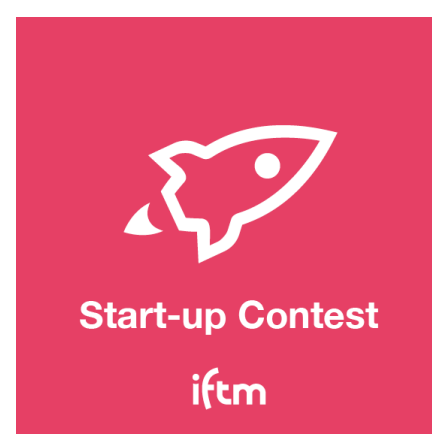
The Travel Agents Lounge is located at the centre of the trade show, hosting the Conversations, which are interactive discussions of key topics (legal issues, digital transition, training, creating innovative offers), and the Official Tourism Professionals Helpdesk, present throughout the 3 days to provide travel agents with personalised, operational support.





**IFTM**

## IFTM 2026 CONTESTS AND KEY MOMENTS



### Start-Up Contest

This contest is a **real springboard** for innovation in the tourism sector, revealing **solutions** that simplify the daily lives of professionals and improve the travel experience. The live final showcases the **most promising start-ups** before a panel of experts.

**For exhibitors**, it is an opportunity to identify innovative partners, gain visibility with a qualified audience and join in the trade show's tech dynamic.



### The Travel Agents Cup

The TAC is an essential contest for travel agents in France, promoting expertise in the field, customer relations and the ability to design tailor-made holidays. A **unifying moment closely followed by the profession** and relayed on IFTM channels.

**For exhibitors**, this provides high visibility with travel agents, direct exposure of the destination/offer, and makes a lasting impact in the minds of visitors.



### The Travel Agents Cup Junior

A stage dedicated to the **talents of tomorrow**: students from all over France present their backgrounds and a trip they dream up in real time. This contest showcases creativity, understanding of the product and presentational skills.

**For exhibitors**, it is a way to boost their employer brand awareness, turning young professionals into future ambassadors for the destination, while nurturing their network.



by IFTM × Adonet

### La Plume Verte IFTM x ADONET

**Contest for journalists**, rewarding the article most committed to sustainable tourism. It is part of the Sustainable Initiatives Village by mN'O, presenting **concrete initiatives** and **inspiring visions** to accelerate the sector's transition.

**For exhibitors**, this provides an opportunity to nurture discussions with an informed audience.



**IFTM**  
EVENING WRAP-UP EVENT



**EVENING WRAP-UP EVENT**

Trade show participants can look forward to the “IFTM x TourMag Party” to round off the 3-day trade show in style. It is organised in partnership with the professional media company, TourMag, in an exceptional Parisian venue - Club Haussmann - designed to celebrate the profession and extend the IFTM experience in a fun and unifying atmosphere.

**2026 PARTNER**



Become a sponsor of the event by contacting the IFTM team.



# 03 | COMMUNICATION

PRESENTATION OF THE SHOW - 2026



## 2025 FIGURES

A total of  
over **800**  
accredited journalists

**604** articles

an audience of over  
**792 MILLION**  
people



## COMMUNICATION WITH THE PRESS THROUGHOUT THE YEAR

**19**  
press releases

**1**  
press  
conference

**3**  
press  
packs

daily update  
of IFTM digital press room

## MEDIA PARTNERS





**IFTM**

GET MAXIMUM VISIBILITY

## MARKETING PLAN & COMMUNICATION CHANNELS

### A 360° SYSTEM TO MAXIMISE YOUR VISIBILITY

Before, during and after the show, IFTM deploys **multi-channel communication** to promote your attendance, news and highlights to a qualified audience.

### PRESS ROOM AND MEDIA RELAYS

You'll get **enhanced exposure thanks to the press area** at the trade show and a media relations strategy (press releases, press kits, interviews, accreditations) that showcases exhibitors and new products.

### IFTM SOCIAL MEDIA

Your presence at the trade show is communicated on **Facebook, Instagram and LinkedIn** via dedicated content (villages, zones, themes, partners), to reach tourism professionals in advance, live during the event and post-show.

### IFTM WEBSITE & EXHIBITOR PAGES

Enjoy **year-round visibility on the IFTM website**: programme, exhibitor catalogue, focus on villages/events, editorial showcases and thematic itineraries to generate qualified traffic to your stand.

### BUSINESS MEETINGS PLATFORM - EVERYWHERE

Your exhibitor profile, news and meetings are integrated into **Everywhere**, a key tool for increasing your visibility and facilitating matchmaking with qualified buyers.





**IFTM**

# GENERATE LEADS AND BOOST YOUR R.O.I

Get a dashboard to measure your concrete performance. Use the data generated by clicks on your exhibitor profile, Lead Manager, Colleqt and Lead Booster (optional) to create a high-performance, high-impact follow-up strategy.

### Advantages

- Audience analysis
- Real-time monitoring
- Lead management

### Suggestions for improving your performance

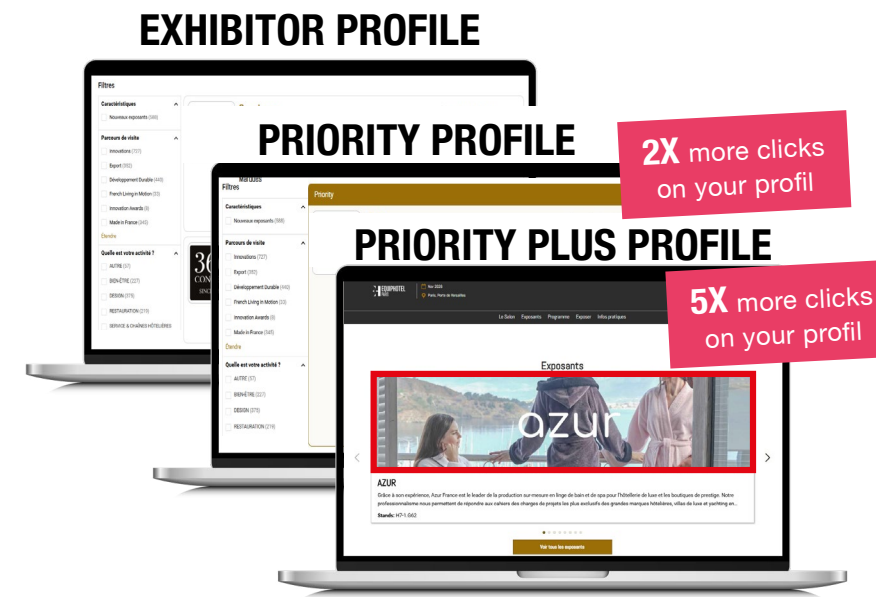
- Measure and evaluate your brand's exposure to boost your results
- Find out which companies have viewed your profile to unlock new business opportunities
- Statistics on your performance on the trade show website
- Comparison with other exhibitors and key figures on competition
- Information on potential customers

\*Source: 51 international trade shows held between 1 January 2024 and 31 May 2024.

\*\*Source: based on exhibitors who have used the Colleqt QR Code in conjunction with the Lead Manager application (formerly Emperia). This analysis is based on a review of the leads collected by 8,639 exhibitors at 34 international trade shows held in 2024.

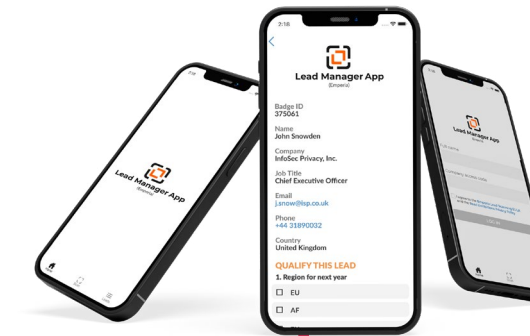
\*\*\*Source: use of RX Exhibitor Lead Booster at 51 international trade shows in 2024.

## EXHIBITOR PROFILE VISIBILITY



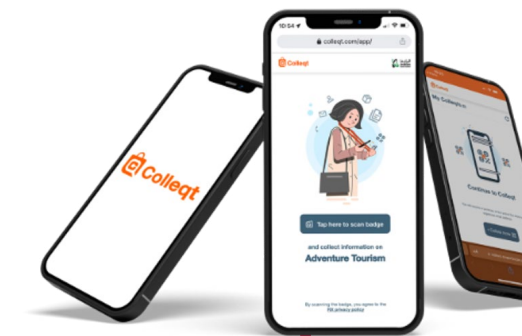
more clicks on your exhibitor profile = more business opportunities!

## LEAD MANAGER



215 contacts scanned per exhibitor on average\*

## COLLEQT QR CODE

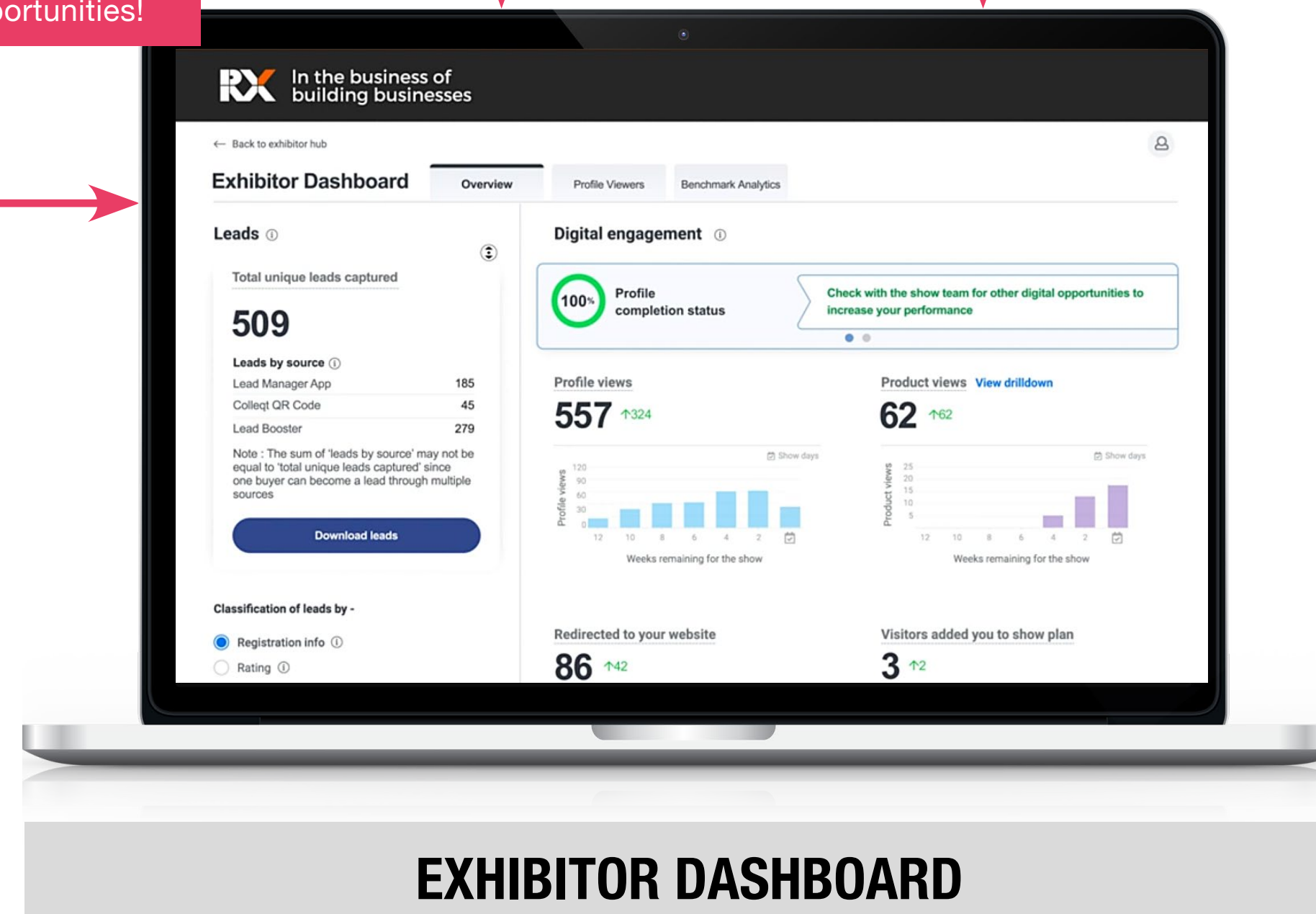


25% more leads on average\*\*

## OPTIONAL LEAD BOOSTER



1 884 views on average per offer\*\*\* + 50 more leads on average per offer\*\*\*





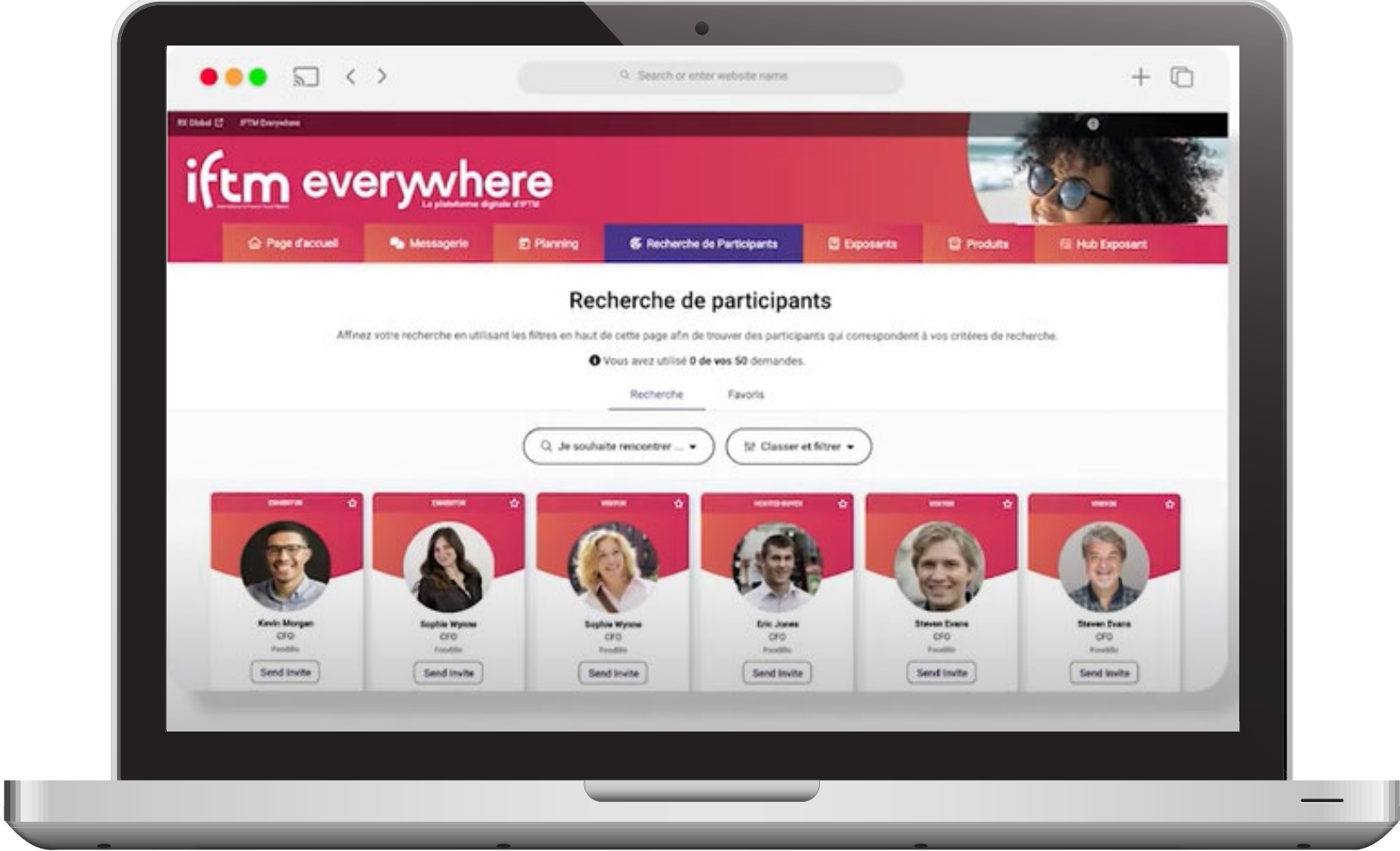
**IFTM**

GENERATE LEADS  
AND BOOST YOUR R.O.I

Visitors and exhibitors alike can look for partners  
and schedule their business meetings before the event.

**13,090**  
business meetings  
in 2024

**94,5%**  
of exhibitors use  
the platform



**EVERYWHERE BUSINESS MEETINGS PLATFORM**

Customised search and recommendations based on your interests & profile	✓
Qualified, scheduled business meetings with your leads before the trade show	✓
Concierge service, meeting reminders, customer service and a dedicated area at the trade show	✓



# 04 | CONTACTS

PRESENTATION OF THE SHOW - 2026

## OUR TEAM IS AT YOUR SERVICE

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**15-17 SEPT 2026**  
PARIS PORTE DE VERSAILLES

**UZBEKISTAN**  
Pays à l'honneur / Country of honour