Press release

IFTM 2026: a highly successful edition driven by more qualified visitor and a record number of business meetings

Paris, 21 September 2026 – The leading trade show for tourism professionals closed its doors on Thursday 17 September, following three days dedicated to the value of travel and measuring its impact. This 48th edition confirmed the momentum already under way, **with more visitors, a higher proportion of travel agents and qualified buyers, and a record number of business meetings, marked by the quality of the discussions.**



Photo credit: Stéphane Laure

Visitor numbers rise, with more travel agents attending

34,638 tourism professionals gathered for three days at Paris Porte de Versailles, compared with 32,022 in 2025, representing an increase of **8.2%.** Travel agents, French and international buyers, distribution and tour operating professionals, journalists, students and officials came to meet the **1,625 brands and 180 destinations represented at the show.**

The upward trend was particularly marked among **travel agents, whose attendance rose by 4.95%**, and among corporate, MICE and leisure buyers, with a noticeable increase in the quality of buyer profiles.

Strong growth in the number of business meetings

18,592 meetings were confirmed via the Everywhere platform, compared with 16,725 in 2025, **an increase of 11%.** This growth continues the momentum seen in recent years and confirms the event's role as a meeting place and a driver of business opportunities.

Uzbekistan in the spotlight as its tourism momentum continues

Visitors were able to discover Uzbekistan's rich cultural heritage and tourism offering through large-format visuals showcasing its historic cities and iconic landscapes, an introductory ceramic painting workshop led by artist Shokhrukh Rakhimov, as well as Qand tea tastings and an introduction to Uzbek cuisine.

Soukhrob Boboklonov, Vice-Chairman of the Tourism Committee of Uzbekistan, spoke at the opening conference and later at the International Panorama, alongside ministers and destination representatives. The delegation also organised B2B meetings on its stand with several French companies established in or active in the country, illustrating the strengthening economic ties between the two markets.



Photo credit: Sam Pinto

This increased visibility comes as the country establishes itself as one of the world's most dynamic tourism destinations: total international arrivals reached a record 11.7 million visitors in 2025. Uzbekistan welcomed nearly 30,000 French visitors in 2025, an increase of more than 25% compared with 2024. This momentum continued in the first half of 2026, with 16,556 French visitors, up 25.8% year on year.

Club Affaires: a promising first edition for the matchmaking programme

Launched this year at Club Affaires, the programme of pre-qualified 1:1 meetings between exhibitors and corporate buyers took place in a setting designed to encourage productive exchanges. On Thursday 17 September, starting at 8.30 am, before the show opened, exhibitors and buyers took part in a series of individual 15- to 20-minute meetings at around twenty tables. Building on this successful first edition, IFTM plans to expand the initiative in 2027, with more time slots, new buyer profiles and a rollout beyond Club Affaires.

More detailed results will be released by IFTM at a later date.

Three days of highlights focused on the value of travel

Serge Papin, Minister for Small and Medium-sized Enterprises, Trade, Crafts, Tourism and Purchasing Power, attended the show's opening conference on Tuesday 15 September, before presenting a review of the 2026 summer season and then touring the aisles to meet exhibitors and participating destinations, including Uzbekistan, the featured country for the 2026 edition. The show also welcomed **76 official delegations** over the three days, an unprecedented level.



Photo credit: Jules Despretz

The programme, built around the central theme **"The value of travel – Together, let's reveal what makes an impact"**, provided the industry with practical insights into the changes currently reshaping the sector. The International Panorama brought together ministers and destination representatives to compare tourism strategies, while the various barometers provided data-driven insights: the **Business Travel Barometer by EPSA**, the **Meetings x Events Barometer by Kactus**, the France and International round table: Top/Flop Destinations, **the Artificial Intelligence Barometer by CTT** and the **Independent Tourism Professionals Barometer.**

The various competitions held during the show once again highlighted the human dimension of tourism, including the **Orchestra Start-Up Contest**, the finals of the **Travel Agents Cup** and **Travel Agents Cup Junior**, as well as a number of award ceremonies: the Innovation Awards, the FNTV Best Coach Operators Awards, ADN Tourisme's Unexpected Destinations Awards and the **Plume Verte by IFTM x ADONET** at the Village des Initiatives Durables by mN'O.

COMPETITION RESULTS / AWARDS

- **Orchestra Start-Up Contest – Tuesday 15 September 2026:** simpleSIM
- **Tourism Coach Operator Award 2026 – Wednesday 16 September 2026:** Seyt Voyages (Gold), Voyages Gal (Silver), VIC Transport (Bronze)
- **Innovation Awards – Wednesday 16 September 2026**: Operask (Incubator Gem), Oorion (Artificial Intelligence), Solenne Ojea-Devys (Tourism Leader), Guillaume Beurdeley (Tourism Rising Star – Institutional), Hugo Bazin (Tourism Rising Star – Company)

- **Unexpected Destinations Challenge – Wednesday 16 September 2026:** Office de tourisme Couserans Pyrénées, Marne et Gondoire Tourisme, Tourisme Loiret - Agence de développement et de réservation touristiques du Loiret, Office de Tourisme Pays de Gex - Monts Jura and Office de Tourisme Sauldre et Sologne.
- **Plume Verte IFTM x ADONET – Wednesday 16 September 2026:** Bénédicte Le Guérinel, Hotel & Lodge, "Le défi de l'eau"
- **Travel Agents Cup Junior – Thursday 17 September 2026:** Axelle Garcia, ISTHIA Toulouse
- **Travel Agents Cup – Thursday 17 September 2026:** Amandine Mottola, Bleu Voyages Mougins

The **Village des Initiatives Durables by mN'O** remained busy throughout its second edition, with face-to-face sessions, workshops, Stand Up for the Planet and podcast recordings. At the heart of **Destination France**, short training sessions and collective intelligence workshops enabled travel agents to deepen their knowledge of the French tourism offering. The **Espace Conversations**, returning to the AGV Lounge, complemented the programme. Over in the **TechZone**, an immersive visitor journey gave attendees the opportunity to explore practical applications of new technologies.

A 2026 edition that delivered on its ambitions

The IFTM teams are delighted with the results of this 48th edition, shaped by the vision of Marie Allantaz, Editorial and Strategic Director:



Photo credit: Jules Despretz

"This edition confirms what we have been building for several years: a welcoming show where people come to do business. *The number of business meetings reached an unprecedented level, and the quality of the interactions now matters more than sheer volume.*

The central theme of the value of travel was chosen long before this year's geopolitical and climate-related events. Recent months have reminded us just how dependent our industry is on global upheaval, making the issue all the more tangible. Professionals came with results, not just intentions. That is exactly what we had hoped for when we chose this theme.

IFTM 2026 was the first edition I oversaw in its entirety. After many years in this industry and at the show — first as a visitor, then as an exhibitor and later as a partner — having the opportunity to welcome the industry myself made these three days particularly special Thank you to our exhibitors, our partners, our visitors and the IFTM teams. See you in 2027!"



Photo credit: Jules Despretz

Mexico named country of honour for the 2027 edition

Preparations for the next edition are already under way, with Mexico selected as the country of honour for 2027. Nathalie Desplas, Mexico's Deputy Minister of Tourism, and Miguel Eduardo Rea Falcon, Chargé d'Affaires at the Mexican Embassy in France, announced the news on behalf of Josefina Rodríguez Zamora, Secretary of Tourism of the Government of Mexico.

This spotlight comes in the year marking the bicentenary of diplomatic relations between the two countries. The second most popular destination for French travellers in the Americas, **Mexico welcomed nearly 292,000 French tourists by air in 2025, making France its seventh-largest source market overall and its third-largest in Europe.** The trend has continued this year, with nearly 95,000 French travellers in the first quarter of 2026 alone, up 2.5%.

Represented this year by a 280 m² pavilion bringing together states, hoteliers, destination management companies and transport operators, the country is preparing an expanded presence for 2027, accompanied by a cultural and gastronomic programme extending beyond the show itself.



Photo credit: Jules Despretz

The 49th edition of IFTM will take place from Tuesday 5 to Thursday 7 October 2027, in Pavilion 1 at Porte de Versailles.

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

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*NB: Current market capitalisation can be found at http://www.relx.com/investors

About Uzbekistan

At the crossroads of civilisations and the Silk Roads, Uzbekistan boasts an exceptional wealth of culture and heritage, embodied by UNESCO World Heritage cities such as Samarkand, Bukhara and Khiva. A destination where traditions remain very much alive, the country showcases its craftsmanship, hospitality and distinctive cuisine, while continuing to develop a diverse tourism offering spanning nature, adventure and cultural experiences. Supported by significant investment in its tourism and events infrastructure, Uzbekistan is increasingly establishing itself as an accessible, safe and welcoming destination, strengthening its position on the international tourism stage. - https://uzbekistan.travel/fr/

About Mexico

Mexico captivates visitors with its colours, flavours, landscapes and stories. Its appeal lies in the diversity of its regions and in the richness of the communities that call them home.
From the beaches of the Caribbean and Pacific coasts to forests, jungles, deserts and mountains; from major cities to villages where traditions remain deeply rooted, the country offers a wide range of destinations and experiences, making every journey a new way to discover it.
Each region is also home to communities that remain closely connected to their roots. Indigenous peoples, craftspeople, musicians and families keep this identity alive from generation to generation, making it an essential part of Mexico's cultural richness.
Its cuisine is a natural extension of that identity. Each region has its own ingredients, flavours and recipes, ranging from traditional cooking to the most contemporary creations, offering a taste of the history and culture of its communities.
Mexico is the sum of countless stories, cultures and traditions. A country to be experienced, shared and remembered. http://visitmexico.com/