

INTERNATIONAL & FRENCH TRAVEL MARKET

× BUSINESS

× LEISURE

× GROUPS

× MICE & EVENTS

iftm
TOP RESA

THE MEETING PLACE FOR TRAVEL PROFESSIONALS
FRANCE & INTERNATIONAL

1-4 OCT. 2019

PARIS - PORTE DE VERSAILLES - HALL 1

Tech Zone

COUNTRY OF HONOR

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About IFTM Top Resa

For the past 40 years, **IFTM Top Resa** has been the one and only international event for tourism professionals in France.

The trade show provides an exhaustive and comprehensive showcase of “outgoing” and “incoming” markets for the following segments: Leisure, Business, MICE & Group Tourism

IFTM Top Resa 2018 in figures:

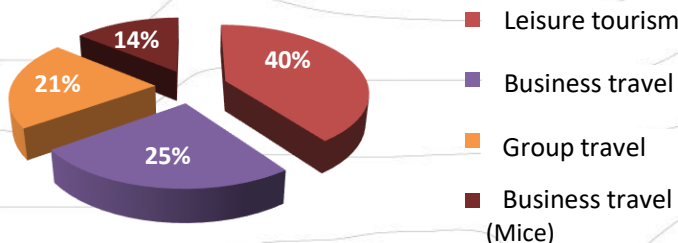
The trade show

- 1700 brands
- 33,000 m² of exhibition space
- Over 34,000 professionals
- Over 150 conference sessions

Tech Zone

- Over 70 brands and around thirty influencers
- Over 50 dedicated conference sessions & events

Purpose of visit



The internet and new technologies have transformed the travel industry. Digitalisation of the sector has helped create a world of jet-setters!

IFTM Top Resa aims to present all the innovations and to support travel industry professionals in preparing for the **fourth industrial revolution** by fully capitalising on all the opportunities provided by the web.

In 2017, the **trade show** launched the Digital Village, and in 2018, the **Tech Zone**, confirming its commitment to the **digital technologies** sector, and therefore its position as a comprehensive showcase of the industry and its transformations.



Tech Zone technologies

Here is a list of the technologies featured at the next event:

- Artificial Intelligence
- Social media
- Digital services
- E-commerce
- Geolocation
- CRM
- Blockchain
- Chatbots
- Virtual and augmented reality
- Internet of Things (IoT)
- Booking systems
- Business Automation & Management Software
- Cloud Software
- Data Management & Analytics Tools
- Payment methods
- Mobile & Apps
- Digital marketing & agencies, web design, consulting, content



The Tech Zone features around fifty events and conference sessions:

Events and conference sessions

- **Digital Day**
A full day of conference sessions focused on digital technologies
- **Start-Up Contest:**
Finale at the trade show on Tuesday 1 October, with the award for the best Tourism Start-Up
- **Hackathon**
From Tuesday 1 October at 4pm for 24 hours of non-stop competition, followed by a finale at 4pm on Wednesday 2 October
- **Conference programme**
Featuring conference sessions and workshops
- **Demonstrations**
Live showcases & demonstrations

Villages

- **Start-Up Village**
Featuring around forty start-ups, welcome to the village dedicated to innovation and changes to tourism
- **Digital Village**
Meet a range of e-tourism professionals, featuring the sector's most innovative companies
- **Influencers' Village**
Home to around thirty influencers attending the 4-day trade show



First Tech Zone in 2018

- Over 40 conference sessions in 2018 on topics including digital technologies, innovation and e-tourism...
- Examples:
 - Presentation of 5 new trends in tourism innovation, on the basis of an international start-ups watchdog
 - Artificial Intelligence and Business Travel
 - Travel trends as seen by Florence Estru (Digital Director, Air France)
 - Is virtual reality a means of boosting tourism, hospitality and leisure companies?
 - How is "intelligent retailing" redefining the travel experience?
 - What are the best innovations by airlines, hotel chains, transport companies and destinations to improve the customer experience?



The Tech Zone in 2019

In **2019**, the Tech Zone will be at the heart of the trade show, showcasing all its **technology, software and innovations** professionals. The **Start-Up Village** will feature around fifty start-ups, and the **Digital Village** and the **Influencers' Village** will round off our tech and innovation offer.

Enjoy a mix of exhibitions and events in this zone, with:

- **Digital Day**,
- Finale of the **Start-up Contest**,
- The **Hackathon**, with 24 hours of non-stop innovation during the show,
- a programme of conference sessions and workshops to understand how best to capitalise on opportunities in an ultra-connected world,
- live showcases / demonstrations of the latest innovations and tools.



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OFFICIAL PARTNERS:



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Customer Director

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Tuesday 1 - Friday 4 October 2019

10am - 7pm (except Friday: 10am - 4pm)

Find out more at: www.iftm.fr