

## Press Kit



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**#RDVFshow – @atout\_france**

## 1 – Rendez-vous en France returns to Paris!

The 16th edition of Rendez-vous en France, the French tourism industry's top international BtoB trade show, will take place in Paris, in the Île-de-France Region, on 21–22 March 2023.

Record international tourism revenues (€58 billion in 2022) prove that travellers are returning to France in droves, particularly Europeans and Americans. This is a testament to the vibrancy and attractiveness of the French tourism sector, which we aim to further reinforce.



To boost the French destination and support tourism professionals in a context that remains unstable (energy costs, climate events, inflation, and so on), Atout France is happy to invite **nearly 1,850 tourism professionals** to Paris for this major global tourism event.

Thanks to the support of our longstanding partners, especially Air France and SNCF, the Paris Region Tourist Board, and the Paris Convention and Visitors Bureau in 2023, our goal this year is to present international distributors with high-quality and sustainable tourism products that are constantly being updated. This is even more important as France prepares to host the 2024 Olympic and Paralympic games, which are taking pride of place at the show this year.

This 2023 edition also aims to help the **660 French exhibitors** bolster their business contacts with tour operators from around the world to improve their international reach. To make the best use of their time, exhibitors will be able to set up pre-scheduled meetings with the **786 international tour operators** Atout France has invited. With the return of many tour operators from India, Japan, South Korea, and the Middle East after lower numbers last year, this event will play a key part in promoting the tourism sector's transformation and adaptation to today's challenges, as evidenced by the **26,000 business meetings that have been scheduled**.

## KEY FIGURES

- **2**-day show
- **660** exhibitors
- **812** International decision-makers, including **786** tour operators and **26** journalists from **67** countries
- **26,320** pre-scheduled business meetings
- **257** international tour operators on fam trips to French destinations
- **26** fam trips offered

Rendez-vous en France will also provide an opportunity for more than 250 international buyers to discover France's tourist destinations **through 26 familiarisation trips** across the country, the weekend before the show.

## 2. Key figures for 2023

### Exhibitors

**660 French tourism professionals**, tourist site managers, hotel directors, service providers, promotional agencies, and department stores will gather in 9,000 m<sup>2</sup> of exhibition space.

#### Exhibitors per region

<b>North</b>	<b>27.5%</b> (21% in 2022) Paris Île-de-France, Hauts-de-France
<b>Est</b>	<b>14.5%</b> (15% in 2022) Grand Est, Bourgogne-Franche-Comté, Auvergne-Rhône-Alpes
<b>South</b>	<b>25.5%</b> (24% in 2022) Occitanie, Provence-Alpes-Côte d'Azur, Corsica
<b>West</b>	<b>24%</b> (33% in 2022) Normandy, Brittany, Pays de la Loire, Centre-Val de Loire, Nouvelle-Aquitaine
<b>Multi-region</b>	<b>8.5%</b> (7% in 2022)

#### Exhibitors per sector

<b>38%</b>	Accommodation, restaurants
<b>25.5%</b>	Promotional agencies, tourist offices, institutions
<b>16%</b>	Museums, monuments, castles, thematic sites
<b>11.5%</b>	Inbound agencies, reservation centres
<b>6%</b>	Other
<b>3%</b>	Transport, coaches, river transport, vehicle rentals

## Tour operators

Atout France has invited more than 700 tour operators from all over the world to the 2023 edition of Rendez-vous en France.

**786 decision-makers from 67 countries will** connect with French professionals.

### EUROPE

**391 tour operators** (336 in 2022)

### AFRICA, ASIA OCEANIA

**168 tour operators** (85 in 2022)

from South Africa, Kenya, Nigeria, Australia, Japan, South Korea, Singapore, the Philippines, Thailand, Vietnam, and India.

5 Chinese tour operators (from China or with representatives in Paris) will also be present.

### NORTH AND SOUTH AMERICA

**169 tour operators** (133 in 2022)

from the USA, Canada, Argentina, Colombia, Peru, Brazil, and Mexico.

### NEAR AND MIDDLE EAST

**58 tour operators** (33 in 2022)

from Israel, Saudi Arabia, Egypt, the United Arab Emirates, Lebanon, Jordan, and Bahrain.

### Origin of tour operators

**50%** Europe

**21%** Africa, Asia,  
Oceania

**22%** the Americas

**7%** Near and  
Middle East

*See the complete list of nationalities in the Appendix on page 15.*

## The meetings

One of the keys to the success of Rendez-vous in France depends on scheduling meetings between exhibitors and tour operators before the event. The registration and meeting scheduling system at [www.rendezvousenfrance.pro](http://www.rendezvousenfrance.pro) allows tour operators to specify the services and destinations they offer or would like to offer to easily be identified by exhibitors (and vice versa). This ensures qualified and effective meetings so participants can make the most of the event.

**At the close of registrations, 26,320 business meetings had been scheduled.**

## International media

Besides buyers, Atout France has invited **26 journalists** from the international trade press. This offers French destinations an opportunity to boost the visibility of their products and innovations.

## Our partners

### **Air France and SNCF, the event's official transport partners.**

Nearly 3 out of 4 international tour operators will travel to France through Paris and regional destinations thanks to Air France and SNCF, which are providing tickets once again.

### 3. The 2023 programme

#### Monday 20 March

7:30 PM **Welcome event** for international opinion leaders at Galeries Lafayette and Printemps Haussmann

#### Tuesday 21 March

9:00 AM / 6:00 PM Rendez-vous en France trade show  
Scheduled meetings between tour operators and exhibitors

8:00 AM – 6:00 PM Day of exploration in Paris and its Region

8:00 PM France Paris Region soirée

#### Wednesday 22 March

9:00 AM Opening of the trade show and start of scheduled meetings between tour operators and exhibitors

9:30 AM Welcome coffee and **press briefing 1**  
(Sous-commission rooms)  
Focus on the upcoming major international sporting events in France: the 2023 Rugby World Cup and the 2024 Olympic and Paralympic Games

10:30 AM **Press briefing 2**  
(Sous-commission rooms)  
Presentation of the Explore France 2023 campaign and new features in French destinations, particularly around sustainable tourism

1:00 PM Lunch

2:00 PM Business meetings between international tour operators and French exhibitors

5:00 PM Close of the trade show



## The soirées

### Monday 20 March:

#### Welcome event at Galeries Lafayette and Printemps Haussmann.

Galeries Lafayette and Printemps Haussmann invite international tour operators and journalists to the two department stores for an exclusive event.



**Tuesday 21 March: France Paris Region soirée on the banks of the Seine,** organised by Atout France in partnership with the Paris Île-de-France Regional Tourist Board and the Paris Convention and Visitors Bureau.



Conceived as a preview of the opening parade at the 2024 Olympic and Paralympic Games in Paris, the event invites all participants to a memorable evening at Quai de la Bourdonnais and on the iconic cruise boats run by 4 Parisian operators. The Olympic-themed soirée will shine the spotlight on Paris and the destinations hosting the 2024 OPG. It will also be a fun social event in an exceptional setting.

#### The France Paris Region soirée's partner: the interprofessional associations for wines and spirits.

The evening's partners include the Auvergne-Rhône-Alpes Wine Committee, Bacardi, Le Château de Cognac, Maison Noilly Prat, and Bénédictine le Palais. Two of the eight boats will offer tastings of elegant cocktails that bring out the best of the spirits, as well as a large selection of the top wines from the Auvergne-Rhône-Alpes Region.



## 4 – 2023 Features

### The innovation area

To promote French tourism's innovative spirit, Atout France is offering this year's attendees the opportunity to discover products and services that new French companies have designed to improve the tourist experience or expand the offerings of tourism professionals.

Atout France has invited **10 start-ups** to the France Pavilion and its innovation area to present their solutions.

#### AQUATECH

AquaTech offers tourism professionals solutions to protect water resources.

[www.aquatech-innovation.com](http://www.aquatech-innovation.com)

Geneviève Marais / [genevieve.marais@aquatech-innovation.com](mailto:genevieve.marais@aquatech-innovation.com)



#### BAKUP

A digital solution that connects foreign travellers with local health professionals who speak their language.

[www.mybakup.com](http://www.mybakup.com)

Valérie Bakala / [valerie.bakup.com](mailto:valerie.bakala@mybakup.com)



#### FLOCKEO

Flockeo by Murmuration is a sustainable travel website run by committed professionals offering unusual, inspired, and awareness-raising experiences.

<https://flockeo.com/en/>

Sabri Trabelsi / [sabri.trabelsi@murmuration-sas.com](mailto:sabri.trabelsi@murmuration-sas.com)



#### IMKI

Generative Artificial Intelligence to support innovative projects in culture, tourism, and heritage enhancement.

<https://www.imki.tech/en/>

Justine Weulersse / [j.weulersse@imki.tech](mailto:j.weulersse@imki.tech)



#### MICROMOBILE

URBAN SMART ECO PARK by Micromobile offers solar stations and charging lockers for electric kick scooters and bicycles.

[www.micromobile.fr](http://www.micromobile.fr) and [www.obwrecharge.com](http://www.obwrecharge.com)

Dominique Chiappa / [d.chiappa@micromobile.fr](mailto:d.chiappa@micromobile.fr)



## MOOVERT

MooVert is a booking platform that offers authentic and responsible tourism experiences in France. MooVert connects visitors with tourism professionals that promote French regions with a focus on sustainability and short supply chains. MooVert is available in 11 different languages.

<https://moovert.fr>

Pier Tognazzini / [ptognazzini@moovert.fr](mailto:ptognazzini@moovert.fr)



## ODIHO

ODIHO-Sound In Silence is an innovative sound system that plays sound in public on smartphones, turning them into customisable personal speakers.

[www.odiho.com](http://www.odiho.com)

Gauthier Dalle / [gauthier.dalle@odiho.com](mailto:gauthier.dalle@odiho.com)



## QUICKTEXT

Artificial intelligence & big data for the hotel industry: Velma, 3rd generation chatbot, SEO using AI.

[www.quicktext.im](http://www.quicktext.im)

Daniel Doppler / [ddo@quicktext.im](mailto:ddo@quicktext.im)



## REWIND

Rewind, the mobile application to (re)discover cities, offering unforgettable self-guided tours via smartphones: indoors, outdoors, and even on tourist carriers.

<https://rewindstories.com/en/>

Julien Wouters / [julien@rewindstories.fr](mailto:julien@rewindstories.fr)



## WHATIZIS

Called the "Shazam of monuments" in the press, Whatizis is a visual recognition app with audio commentary recorded by professional guides.

[www.whatizis.com](http://www.whatizis.com)

Olivier d'Avesnes / [olivier@whatizis.com](mailto:olivier@whatizis.com)



## Making tourism more inclusive

**Atout France is pleased to showcase French stakeholders who are promoting more inclusive tourism.** This year, exhibitors with the Tourisme & Handicaps certification will be identified in the catalogue and the online appointment management system. We will also identify tour operators that are interested in offers that meet these criteria.

The French Directorate General for Enterprises has tasked Tourisme & Handicaps, a non-profit organisation comprising representatives of tourism professionals and disability organisations, with supporting the government's "Tourisme & Handicaps" label. This label guarantees that services and equipment are accessible according to national standards developed through a collaboration between institutional, professional, and non-profit stakeholders.



The "Tourisme & Handicaps" label also has a platform that presents accessible tourism products.

<https://tourisme-handicaps.org/>

## The Major Events café

Informal networking and gathering spaces where attendees can take breaks between meetings.

This year, the café will be decorated in the style of the major sporting events France is hosting in 2023 and 2024: the 100th **anniversary of the 24 Hours of Le Mans** (15 and 16 April 2023), the **Rugby World Cup** (8 September - 28 October 2023), and the **2024 Olympic and Paralympic Games in Paris** (from 26 July to 11 August and from 28 August to 8 September 2024). More than a showcase of top performances, these major sporting events also have a positive impact as the symbol of unity and global connection. They offer an opportunity to reinforce France's attractiveness by inviting international tourists to rediscover the country's charms.



## 5 - Familiarisation trips: exploring French destinations with international buyers

For this 16th edition, Atout France is organising **26 fam trips** to allow international buyers to explore our 13 partner regions.

These trips, taking place on the weekend before the show, take decision-makers on unique journeys to explore the tourism potential of French destinations by discovering products and services in situ.

The various trips are designed to showcase the destination and its products, particularly the latest attractions (Michelin-starred restaurants and bistros, well-known or lesser-known sites, accommodations, tourist sites, events, and so on). They also provide an opportunity to promote certain themes (wine tourism, gastronomy, savoir-faire, urban tourism, golf, cycling, culture, etc.) to international clients. These fam trips are a powerful tool to encourage buyers to schedule visits to these destinations in the short or long term.

**35% of tour operators are participating in one of the fam trips.**

Host Region	Fam trip name	Theme
Auvergne-Rhône-Alpes	Auvergne: Volcanos & art de vivre	Culture, nature, spirituality
	The Gastronomy Valley: from Lyon to Dijon	Wine tourism, gastronomy, culture
	The Gastronomy Valley: from Lyon to Drôme Provençale	Wine tourism, gastronomy, culture
	Alpine lakes	Culture, nature, the mountains
Bourgogne-Franche-Comté	Burgundy, Art de Vivre at its finest	Wine tourism, gastronomy, heritage
Normandy	Introduction to D-Day and the Battle of Normandy	Experience Normandy through 3 topics (outdoor activities, discovery, and lifestyle)
	Normandy highlights	Experience Normandy through 3 topics (outdoor activities, discovery, and lifestyle)
	The world-famous Bordeaux wine region, glamorous Biarritz, and the picturesque French Basque Country in Nouvelle-Aquitaine (Southwest France)	Heritage, culture, wine tourism, art de vivre (global brands)
	The world-famous Bordeaux wine region, medieval castles, and heritage gems along the Dordogne Valley in Nouvelle-Aquitaine (Southwest France)	Medieval heritage, gastronomy and wine tourism, culture, art de vivre
Nouvelle-Aquitaine	The world-famous Bordeaux wine region and soft adventures along the Atlantic Coast in Nouvelle-Aquitaine (Southwest France)	Slow travel, nature, art de vivre
	The world-famous Bordeaux wine region, Limoges porcelain, Aubusson tapestry, and French savoir-faire	French savoir-faire
	Montpellier, Hérault, Gard, Nîmes, Roman sites	Culture, heritage
Occitanie	Lourdes and the pearls of the Pyrénées	Mountains, well-being, religion, nature

<b>Pays de la Loire</b>	(Haute-Garonne and Hautes-Pyrénées)	
	UNESCO sites and the most beautiful villages in the Lot, Aveyron and Tarn areas	Culture and heritage, wine tourism
	Culture & art de vivre in Rennes & Nantes	Heritage, art de vivre
	Atlantic Loire Valley wines, hidden treasures	Wine tourism, heritage
	The Atlantic Loire Valley, a culinary and cultural trip to the Atlantic Coast	Heritage & art de vivre
<b>Centre-Val de Loire</b>	Loire Valley	Art de vivre, heritage
<b>Grand Est</b>	Exploring Eastern France	Luxury: wine tourism, gastronomy, culture, heritage
	Rediscovering Eastern France	Wine tourism, gastronomy, culture, heritage, artistic trades, nature, the outdoors, slow tourism
<b>PACA</b>	Enjoy the Provence-Côte d'Azur lifestyle!	Culture, gastronomy, art de vivre
	Enjoy a wellness experience!	Culture, art de vivre, gastronomy, wellness
	Enjoy the unexpected!	Culture, art de vivre, gastronomy
	High-prestige experience on the Côte d'Azur	Upscale tourism
<b>Paris Île-de-France</b>	#ExploreParis	Unique and authentic experiences in the greater Paris area
	In the footsteps of the Impressionists: from Paris to Normandy	Culture, nature, experience, lifestyle

## Appendices

### Appendix 1

#### The nationalities of participating tour operators in 2023

1	SOUTH AFRICA	35	KAZAKHSTAN
2	GERMANY	36	KENYA
3	SAUDI ARABIA	37	KUWAIT
4	ARGENTINA	38	LATVIA
5	ARMENIA	39	LEBANON
6	AUSTRALIA	40	LITHUANIA
7	AUSTRIA	41	LUXEMBOURG
8	BAHRAIN	42	NORTH MACEDONIA
9	BELGIUM	43	MALAYSIA
10	BOSNIA-HERZEGOVINA	44	MEXICO
11	BRAZIL	45	MOLDAVIA
12	BULGARIA	46	NIGERIA
13	CANADA	47	NORWAY
14	CHINA	48	PANAMA
15	COLOMBIA	49	NETHERLANDS
16	SOUTH KOREA	50	PERU
17	CROATIA	51	THE PHILIPPINES
18	DENMARK	52	POLAND
19	EGYPT	53	PORTUGAL
20	UNITED ARAB EMIRATES	54	QATAR
21	SPAIN	55	CZECH REPUBLIC
22	UNITED STATES	56	ROMANIA
23	FINLAND	57	UNITED KINGDOM
24	FRANCE	58	SERBIA
25	GEORGIA	59	SINGAPORE
26	GREECE	60	SLOVAKIA
27	HUNGARY	61	SLOVENIA
28	INDIA	62	SWEDEN
29	INDONESIA	63	SWITZERLAND
30	IRELAND	64	TAIWAN
31	ISRAEL	65	THAILAND
32	ITALY	66	UKRAINE
33	JAPAN	67	VIETNAM
34	JORDAN		

## Appendix 2

### Rendez-vous en France, an event with a social and environmental approach

**For the past several years, Atout France has sought to reduce the environmental footprint of our events.** We're reducing the environmental impact of the event itself and prioritising local companies that are socially conscious. **Atout France includes sustainable criteria in all our specifications** for any service needed for the show: agencies, general installers, caterers, hotels, official bags, etc. For example, the lanyards are made of 100% recyclable rPET, the official bags are "Made in France," and we've limited carpeting to the exhibitor booths. As for food services, we focus on using local seasonal products, reducing food waste, and optimising our waste management.

Furthermore, we've recruited tourism students (in partnership with the ESC Bessières school) to welcome participants, supervised by chief hostesses.

**We've also implemented an energy conservation plan for the event.** The heat won't be turned on during installation and breakdown and the exhibit halls will be kept at 19° C during the event. A specialised consulting firm will also assess Rendez-vous en France's **carbon footprint** to show us how much CO<sub>2</sub> we produced and identify ways to make the event even more sustainable.



### 2023 Partners and sponsors

#### The event's 2023 partners

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#### DESTINATION D'ACCUEIL 2023

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#### Paris and its Region are pleased to host Rendez-vous en France for the 4th time

As the world's top tourist destination, Paris and its region are constantly innovating to keep attracting visitors, with new sites and activities each year, unique events and exhibits on the programme, and some of the best accommodations in Europe.

Paris is proud to host the Olympic and Paralympic games in 2024, which provide an exciting opportunity to develop and update the tourism offering to welcome the entire world, while the Rugby World Cup will give the city the chance to show off its best attributes.

Paris Region is an inspired and vibrant destination, a perfect blend of heritage and innovation that serves as a hotbed for artists and creators from around the world.

It's also the top destination in Europe for business tourism and a global platform for business clientele, with the expected return of 10.5 million business visitors in 2023 thanks to the sector's recovery. Paris Region is getting ready by constantly expanding its offering with the opening of new sites and event spaces to host big events.

The Paris Convention and Visitors Bureau and the Paris Île-de-France Regional Tourist Board are actively working to make the destination accessible, sustainable, and remarkable. The 2023 Rendez-vous en France show is the perfect moment to show off this progress to the entire world!

Welcome to Paris Region!

PARTENAIRES DU SALON



The partners of the France Paris Region soirée



The 2023 sponsors



## Appendix 4

### Atout France, France's Tourism Development Agency

Atout France, the country's tourism development agency, is charged with boosting France's **competitiveness and appeal as a destination**.

#### > Observe and analyse changes in international tourism demand

The agency gives tourism professionals **tools to observe** and understand what is happening in various international markets to guide actions and refine their development strategy. In collaboration with many other industry stakeholders, Atout France is rolling out the "France Tourisme Observation" project to offer real-time economic information on tourist numbers as well as useful data for structural, and prospective analysis.

#### > Help the French tourism industry develop products that better meet travellers' needs and support a sustainable and digital transformation

Atout France's mission is firmly rooted in a **partnership approach**. The Agency brings together more than 1,100 French tourism professionals as partners with whom we co-develop activities to make our tourism offer more competitive. We encourage **investment** across the country through the France Tourisme Ingénierie scheme, which is split into 4 programmes. We also coordinate various measures to **improve traveller satisfaction** such as tourist accommodation rankings, registering travel operators, and the Vignobles & Découvertes label for wine tourism.

In addition, Atout France provides French tourism professionals with **innovative** solutions to enhance the visitor experience. We offer a full **training** programme (face-to-face and digital) on the sector's latest trends so they can remain as competitive as possible. And we help tourism stakeholders **digitalise** their services and advance their **energy transition** to adapt their products and practices to travellers' demands, particularly through new tools under the Destination France plan.

#### > Promote the vibrancy and diversity of French destinations in domestic and international markets

Thanks to our 29 offices around the world and close collaboration with the diplomatic corps, Atout France has become an **expert in international tourism markets**. We share this expertise with our 1,100 partners to help them understand the demand and better **promote French tourism destinations and sectors** in these markets. Each year, we launch primarily digital communication campaigns for the general public and we reach out to tour operators and the international media to promote the French destination. We also use our digital and social media channels to spark interest in travel to France. The major sporting events in 2023 and 2024 (Alpine World Ski Championships in Courchevel Méribel, the Rugby World Cup, and the Olympic and Paralympic Games) will offer additional opportunities to boost France's tourism profile abroad.

To learn more: [www.atout-france.fr](http://www.atout-france.fr)

