

Press pack



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Summary

1 – Rendez-vous en France 2024: welcome to Toulouse	p. 4
2 – Key figures of the 2024 trade show	p. 6
3 – Program	p. 9
4 – Specific features of the 2024 trade show	p. 11
5 – Fam trips: when international buyers come to try out French destinations	p. 14
6 – Appendices	
Appendix 1: The nationalities of the tour operators attending in 2024	p. 16
Appendix 2: Partners and sponsors in 2024	p. 17
Appendix 3: Atout France, the French tourism development agency	p. 19

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1- Rendez-vous en France, welcome to Toulouse!

For its 17th edition, Rendez-vous en France is taking place in Toulouse, in the Occitanie Region, on March 26 and 27, 2024, in a particularly rich and special event-management context for France.

In 2024, France, as a destination, will organize and celebrate a host of events with a global reach: The Paris 2024 Olympic and Paralympic Games, the 80th anniversary of the D-day Landings and the Battle of Normandy, the celebrations to mark 150 years of Impressionism, the 19th Francophonie Summit and the reopening of the Notre-Dame Cathedral at the end of the year.

Atout France and its partners plan to take advantage of these spotlights on France to give tour operators from all over the world a foretaste of the quality and variety of France's tourism offering, which is innovating and being updating to meet travelers' expectations, particularly with regard to sustainability.



In a bid to effectively help diversify tourism programming in France and actively support tourism professionals with showcasing their offering, Atout France is pleased to invite **1,900 tourism professionals** to Toulouse for this major gathering of the global tourism industry.

Thanks to the contribution of the trade show's long-standing partners, primarily the 13 regional tourism bodies, Paris Je t'aime, Air France and SNCF, and that of all of the professional exhibitors, this year's show has set out to present to international distributors a high-quality and sustainable tourism offering that is constantly being updated. This goal is all the more crucial on the eve of the 2024 Olympic and Paralympic Games, which will feature prominently at the show this year.

This year's show also addresses strong demand on the part of the **635 French exhibitors** to bolster business contacts with tour operators all over the world to boost their business's international development. Atout France has accordingly reached out to **813 international tour operators** with whom they will be able to talk business at meetings arranged prior to the event, and ensure that their attendance at the show is optimized to the full.

European tour operators will once again be attending the show and numerous tour operators from India, Japan, South Korea and the Middle East - whose numbers were down at the last show - will be back in force, so this show is an essential means of showcasing the major changes in the tourism industry and its adjustment to the current issues, as evidenced by the more than **26,000 business meetings scheduled**.

Rendez-vous en France will also provide an opportunity for **56%** of the **international buyers** (453) to discover our destinations' tourist offering through **53 fam trips** organized throughout France during the weekend preceding or following the show.

2- Key figures of the 2024 show

- 2 opening days
- 635 corporate exhibitors
- 841 international opinion leaders, including 813 tour operators and 28 journalists from 62 countries
- 26,256 scheduled business meetings
- 56% of international opinion leaders on fam trips at the French destinations
- 53 fam trip programs on offer

The exhibitors

635 French tourism professionals, in charge of tourist sites, hotel facilities, service companies, promotional bodies, department stores, etc. are brought together in over 11,000 m² of display area.

The exhibitors by region

North	23% (27.5% in 2023) Paris Île-de-France, Hauts-de-France
East	13.5% (14.5% in 2023) Eastern France, Bourgogne-Franche-Comté, Auvergne-Rhône-Alpes
South	32.5% (25.5% in 2023) Occitanie, Provence-Alpes-Côte d'Azur, Corsica
West	23% (24% in 2023) Normandy, Brittany, Pays de la Loire, Centre-Val de Loire, Nouvelle-Aquitaine
Multi-region	8% (8.5% in 2023)

The exhibitors by industry segment

36%	Accommodation, food services
26%	Promotional body, tourist office, public-sector body
16%	Museum, monument, château, theme park
12%	Destination management company, central reservation system
7%	Other
3%	Transport, coach operator, river transport, vehicle rentals

Tour operators

813 opinion leaders (as opposed to 786 in 2023) **from 62 countries**, selected and invited by the Atout France teams abroad, will meet the French professionals.

EUROPE

408 tour operators (391 in 2023)

AFRICA, ASIA OCEANIA

176 tour operators (168 in 2023)

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

36 tour operators from Greater China (China, Hong Kong, Taiwan) are also attending this year.

NORTH & SOUTH AMERICA

182 tour operators (169 in 2023)

from the United States, Canada, Argentina, Colombia, Peru, Brazil and Mexico.

NEAR AND MIDDLE EAST

47 tour operators (58 in 2023)

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

Origin of the tour operators

50% Europe

22% Africa, Asia,
Oceania

22% The Americas

6% Near and
Middle East

See the full list of nationalities in the Appendix, page 14.

The meetings

One of the keys to the success of the Rendez-vous en France lies in the need to advance-schedule the desired meetings between tour operators and exhibitors prior to the event. This system of registration and appointment-making through the www.rendezvousenfrance.pro website allows the tour operators to specify the services and destinations they program or would like to program, and to be readily identified by the exhibitors (and vice versa). By doing so, it ensures that the meetings are productive and on point, and optimizes attendance at the show.

On the closing date for arranging meetings, 26,256 scheduled business meetings had been registered.

The international press

Alongside the buyers attending the show, 28 journalists from the international trade press have also been invited by Atout France and will be present at the event. An opportunity to optimize the visibility of the products and new features of the French destinations.

On Tuesday, March 26, 2024, they will explore the city of Toulouse, visiting the Cité de l'espace and the Halle de La Machine in the morning. After sampling local culinary specialties for lunch, they will continue with a tour focused on the city's architecture and must-sees.

On Wednesday, March 27, 2024, they will attend morning talks on the major events of 2024 in France, along with a presentation of the 4th edition of the Explore France campaign and the new features and initiatives in sustainable tourism at French destinations.

The partners

Air France and SNCF, the show's official transport companies.

Nearly three out of every four international tour operators use the services of the carriers Air France and SNCF to reach their regional destinations. This year, they have once again renewed their commitment to Atout France by making transport tickets available.

This year's show will also be an opportunity for Air France to present a scale model of its business double seat, which will be displayed on the brand new Pavillon France Stand P6-Q5.



3 – The program of the 2024 show

Monday, March 25

7.30 pm **Welcome evening at the Musée Aéroscopia** at the invitation of the local collective
www.aeroscopia.fr

Tuesday, March 26

9.00 am Beginning of the workshop Rendez-vous en France

Discovery Day in Toulouse

8.00 pm **France evening at the Victor Hugo Market « La Ville* en rose »** *Life/City

Wednesday, March 27

9.00 am Beginning of the workshop Rendez-vous en France

9.15 am **Welcome coffee** MEETT, Hall 3, Salle Occitanie

9.30 am **Conference: "The major events of 2024 in France"**

- Focus on **150 years of Impressionism**
- Focus on the **80th anniversary of D-Day**
- Focus on the **2024 Olympic and Paralympic Games, less than 4 months away**
- Focus on the **Francophonie Summit and Villers- Cotterêts**
- **Focus on Notre-Dame de Paris**

11.00 am **Conference: "Presentation of the Explore France 2024 campaign and new sustainable tourism initiatives in French destinations"**

12.00 pm **Cocktail**

1.00 pm **Lunch in one service**

2.00 pm Beginning of the afternoon

5.00 pm **End of the workshop**

Evening events

Monday, March 25: Welcome evening at the Musée Aéroscopia

The collective hosting the 2024 Rendez-vous en France trade show, the Agence d'Attractivité Toulouse Métropole, the Comité départemental de Haute-Garonne and the Comité régional du tourisme et des loisirs d'Occitanie invite the international tour operators and journalists to the Musée Aéroscopia. Opened in January 2015 in Blagnac, near the Airbus plants, the museum retraces the history of aeronautics up to the present. It serves a variety of purposes and its rich event programming makes it a major player in Toulouse's scientific and cultural scene.



Tuesday, March 26: French Evening at the Victor Hugo covered market

For its *Soirée France 2024*, Atout France is inviting the trade show's 1,900 participants to a venue that is emblematic of the French lifestyle - the Victor Hugo covered market in Toulouse - to celebrate the city!

For the occasion, the traders in France's oldest covered market, privatized for the event, will open their stalls for a supersized tasting of France specialties. The whole gamut of French gourmet food will be gathered under the same roof for a festive, foody stroll, accompanied by various musical groups!

Dedicated wine merchants and buffets will offer wines from the 16 French wine-growing regions. The Maison Noilly Prat will also offer a selection of cocktails.



4 – Specific features of the 2024 trade show

The Innovation area

To showcase French tourism's energetic drive for innovation, Atout France offers professionals an opportunity to discover the products and services designed by **14 French startups** to ease tourists' stay in France or to enhance tourism professionals' service offering.

B2Trip

The first B2B online-cannvassing platform specifically for responsible travel.

<https://btotrip.com/>



BAKUP

A digital solution to put travelers abroad in touch with local health professionals who speak their language.

www.mybackup.com



DolceVia

The bike-hire platform that travelers can use to organize their trip by e-bike, departing from Paris, and which handles the bike's return to the departure point.

<https://dolcevia.eu/>



Emotion

The XXL SELFIE: automatic DATA collector. Offer your visitors a unique souvenir to share on social media, and at the same time promote your destination.

www.my-emotion.fr



Henri Trip

Digital, customized, comprehensive travel guides with numerous features such as suggested destinations and routes, with maps and everything you need to know.

www.henritrip.fr



Itinair'Bis

The anti-Waze solution that encourages travelers to explore our countryside's heritage by taking their time.

www.itinairbis.com



Luniwave

The solution that helps hotel managers make their rooms more eco-friendly while enhancing their clients' experience.

www.luniwave.com



Mobee Travel

Mobee Travel brings tourism operators a made-to-measure travel solution for people with a disability.

www.mobeetravel.com



Murmuration

Murmuration enable tourism stakeholders understand their impact and their reliance on environmental issues, and measure their attractiveness using AI and satellite data.

<https://murmuration-sas.com/>



Namastay

Namastay is an optimized booking and direct payment solution offered by Apple Pay and Google Pay for hotels.

<https://fr.namastay.io/>



Nowengo

The solution that facilitates designing and managing group tours online.

www.nowengo.com



Nozvat

The Nozvat platform is used to organize typically French stays in France that tap into the local synergies and showcase the way of life.

<https://nozvat.fr/>



QUICKTEXT

Artificial intelligence & big data for the hotel trade: Velma, 3rd generation chatbot, AI-powered SEO, etc.

www.quicktext.im



Genial

The trusted partner of tourism stakeholders who put Generative AI to work.

www.wearegenial.com



For an increasingly inclusive form of tourism

Atout France is keen to showcase French stakeholders involved in virtuous initiatives to foster more inclusive tourism. Accordingly, accredited Tourism & Disability exhibitors will be identified as such in the show's catalog and during online appointment scheduling, as well as on the show's interactive plan. At the same, tour operators interested in the offering that meets these criteria will also be identified.

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



... and ever more qualitative

In the same way, **professionals bearing the Qualité Tourisme™ mark**, a state mark awarded to tourism players for the quality of their welcome and services, will also be singled out at the show. The brand logo will identify them on the appointment-setting platform, on the official show catalog, and on the interactive map for participants' use.



The Paris 2024 Olympic and Paralympic Games café

The café area will enable tourism professionals to take a break between meetings, and encourage casual meetings and networking. This year, the café area will be decked out in the colors of the Paris 2024 Olympic and Paralympic Games. This major sporting and cultural event is more than just a showcase for the top performances: it is also a symbol of unity and openness to the world. It will be an opportunity to boost France's attractiveness as a destination by inviting international tourists to come and rediscover France.



4 – Fam trips: when international buyers come to try out French destinations

For this 17th edition of the trade show, international buyers will be able to choose from **53 discovery programs** in the event's 13 partner regions.

These stays, organized on the weekend prior to the trade show, are a unique opportunity for foreign opinion leaders to discover French destinations' tourist attractions on the ground. This exclusive principle is a chance to discover France's tourism products on the ground.

The different tours spotlight the destinations' new features, whether they be starred restaurants, emblematic or little-known sites, quality accommodation, tourist sites or cultural events. They are also an opportunity to promote themed stays to international clientele, with a focus on wine tourism, gastronomy, arts & crafts, urban tourism, golf, cycling or culture, for example.

All aspects that encourage the future programming of the destinations visited by the buyers in the short to medium term.

56% of the tour operators take part in one of the stays offered.

Host region	Name of the fam trip	Discovery themes
Auvergne - Rhône-Alpes	Vallée de la Gastronomie (Lyon – Rhône valley)	Wine tourism / Food tourism / Art de vivre / Culture
	Vallée de la Gastronomie (Dijon – Beaujolais - Lyon)	Wine tourism / Food tourism / Art de vivre / Culture
	Summer Alps and Great Lakes (Annecy, Chamonix, Evian)	Art de vivre
	Alps - Winter sports	Winter sports
	Alpes - Summer mountain	Outdoor / Art de vivre
	ViaRhôna cycle path	Cycle touring
	Ardèche - Drôme	Best of
Burgandy Franche Comté	Burgandy and the Jura mountains: Burgandy faves Art de vivre	Wine, gastronomy, heritage
Brittany	Rennes-Nantes	Urban slow tourism/Culture/Heritage/Shopping/Gastronomy/Nature
Centre-Val de Loire	Outdoor / Art de vivre	Culture – Heritage - Luxury
	The Loire by bike and Nature	Biking – Nature
Eastern France	DISCOVER EASTERN France	HIGH-END / LUXURY
Hauts de France	French art de vivre	French art de vivre
Hauts de France	Memory tourism	Memory tourism
Normandy	Coastal highlights in Normandy	Culture, Heritage, Gastronomy, Coastline
	Historic Normandy: the medieval era	Culture, Heritage, Manual Crafts, Gastronomy
	Authentic Normandy	City, Culture, Manual Crafts, Gastronomy

Nouvelle-Aquitaine	Bordeaux-Biarritz, global brands	Luxury and gastronomy	
	Cycling and soft roaming on the Atlantic Coast	Cycling and soft roaming	
	"Soft mobility from Bordeaux to Toulouse, along the Canal des Deux Mers"	Cycling and soft roaming	
	Cycling and soft roaming on the Atlantic Coast	Soft mobility	
	In the heart of history, from Bordeaux to Toulouse	Culture, Heritage, Manual Crafts, Gastronomy	
	UNESCO sites & other major sites in Occitanie	Heritage and culture	
	UNESCO sites and the Most Beautiful Villages in the Lot, Aveyron and Tarn	Culture and heritage, wine tourism	
	Spirituality and the Saint James Way	Heritage, culture and spirituality	
	Circuit des Records race: Distant markets	Heritage and culture	
	The major sites of Occitanie around the Fronton, Cahors Malbec and Armagnac vineyards	Wine tourism, cultural heritage	
	The major sites of Occitanie around the Roussillon and Languedoc vineyards	Wine tourism, cultural heritage	
Occitanie	Grand Tourism and Art de vivre by Pyrénées	Heritage, culture, well-being	
	City Trip in Occitanie - Distant Markets	Heritage, culture, wine tourism, city trip and shopping	
	The Major Sites in Occitanie along the Mediterranean coast	Heritage, culture and coastline	
	In the footsteps of the Cathars	Heritage and culture	
	Major Sites in Occitanie - Canal du Midi	Heritage and culture	
	Major Sites in Occitanie in the land of Ingres and d'Artagnan	Heritage and culture	
	2000 years of History on the Roman Road	Heritage and culture	
	Active outdoor discovery in the Pyrénées	Active nature and well-being	
	The most beautiful villages	Active nature and well-being, heritage	
	Starry night in the Pyrénées	Star-gazing and well-being	
	The major sites of Occitanie around Montpellier	Star-gazing and well-being Heritage, culture and coastline	
	The Catalan Pyrénées, Canigou, Vallespir	Heritage, culture and coastline	
	Roaming in the Lot Valley	Heritage, culture and active nature	
	Spiritual Lourdes	Spiritual	
	Lourdes, base camp of the Pyrénées	Heritage, culture and spirituality	
	Pays de la Loire	Atlantic Loire valley	Wine tourism, heritage and art de vivre
	Provence-Alpes-Côte d'Azur	So Côte d'Azur, So Provence, So Art de vivre!	Art de vivre, Heritage
So Mediterranean, So Gourmet, So Tasty!		Gastronomy, Sea, Coastline	
So Many Flavors & Scents, So Well-Being!		Gastronomy, Wine, Heritage	
So Lifestyle, So Unexpected, So Pure, So Provence Alpes-Côte d'Azur!		Region, Gastronomy, Wine, Heritage	
Lubéron and Aix en Provence		Lubéron and Aix en Provence	

Appendices

Appendix 1

The nationalities of the tour operators attending

1	SOUTH AFRICA
2	GERMANY
3	ARGENTINA
4	ARMENIA
5	AUSTRALIA
6	AUSTRIA
7	BELGIUM
8	BRAZIL
9	BULGARIA
10	CANADA
11	CHINA
12	COLOMBIA
13	SOUTH KOREA
14	CROATIA
15	DENMARK
16	EGYPT
17	UNITED ARAB EMIRATES
18	SPAIN
19	ESTONIA
20	UNITED STATES OF AMERICA
21	FINLAND
22	FRANCE
23	GEORGIA
24	GREECE
25	HONG KONG
26	HUNGARY
27	INDIA
28	INDONESIA
29	IRELAND
30	ISRAEL
31	ITALY

32	JAPAN
33	JORDAN
34	KAZAKHSTAN
35	KUWAIT
36	LATVIA
37	LEBANON
38	LITHUANIA
39	LUXEMBOURG
40	MACEDONIA
41	MEXICO
42	NORWAY
43	NEW ZEALAND
44	NETHERLANDS
45	PHILIPPINES
46	POLAND
47	PORTUGAL
48	QATAR
49	CZECH REPUBLIC
50	ROMANIA
51	UNITED KINGDOM
52	SERBIA
53	SINGAPORE
54	SLOVAKIA
55	SLOVENIA
56	SWEDEN
57	SWITZERLAND
58	TAIWAN
59	THAILAND
60	TURKEY
61	UKRAINE
62	VIETNAM

Appendix 2

The partners of the 2024 show

DESTINATION D'ACCUEIL 2024

Toulouse 

**HAUTE
GARONNE**
TOURISME
L'Accent nature

 **Occitanie**
Sud de France

Toulouse, the Haute Garonne and Occitanie are host partners of the 2024 trade show

The 17th edition of the Rendez-Vous en France trade show promises to be a memorable one, and what better place to host this prestigious event than the vibrant city of Toulouse, set in the heart of the magnificent Occitanie region?

On the strength of its rich historical and cultural past, Toulouse today is facing the future and embodying boldness, innovation and appeal. Capital of the Occitanie region, it is recognized for its incomparable art de vivre, which will definitely appeal to international buyers. Home to nine UNESCO World Heritage Sites, 11 nature parks and around 50 of the “Most beautiful villages in France”, the region offers a varied, true-to-life experience that draws visitors from all over the world.

Toulouse, having emerged as a key destination for business tourism, boasts unrivaled accessibility with the Toulouse-Blagnac airport, offering connections to nearly 80 global destinations in addition to numerous rail links.

The variety and quality of accommodation in Toulouse will fully satisfy the expectations of the most demanding international buyers. The city also offers a multitude of entertainment venues, from the Aéroscopia museum to historical and contemporary establishments, guaranteeing unique experiences for the parties and events associated with the trade show.

The city is proud to be hosting this latest edition in the heart of the city's Exhibition & Convention Centre, which has been awarded labels for high environmental quality and Leadership in Energy and Environmental Design (LEED), providing a modern and sustainable setting for the trade show.

By choosing Toulouse and the Occitanie region as the venue for the Rendez-Vous en France 2024 trade show, the organizers have opted for a dynamic, committed and resolutely future-oriented destination that promises a memorable edition for everyone attending.

PARTENAIRES

LES ENTREPRISES
DU VOYAGE

AIRFRANCE

SNCF
VOYAGEURS



Occitanie
Sud de France

RÉGION
SUD
TOURISM
BOARD



EXPLORE
EASTERN
FRANCE

Auvergne
Rhône-Alpes
Tourisme

Hauts-de-France
Tourisme

Bourgogne
Franche
Comté
TOURISME

NORMANDIE
TOURISME

Tourisme
BRETAGNE

Atlantic
Loire Valley
RÉGION
PAYS
DE LA LOIRE

LOIRE VALLEY

VISIT PARIS
REGION

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de France

The sponsors for 2024

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Appendix 3

Atout France, France's tourism development agency

Atout France helps boost the attractiveness and competitiveness of France as a destination and is striving to make it a global standard-setter in sustainable tourism by 2030.

Atout France operates on a unique partnership principle, drawing together close to 1,200 public and private tourism stakeholders. This factor, together with the commitment of its teams in France and in another 26 countries, has structured a whole collective that Atout France federates around an ambitious roadmap for the sector: to accelerate French tourism's shift to higher quality, more sustainable, innovative and inclusive models in order to offer visitors from all over the world unforgettable stays in France.

The Agency leverages its various skills fields to serve French professionals and travelers:

- ▶ **Observation:** Market intelligence, observation and forecasting arrangements enable French tourism stakeholders to anticipate trends and adjust their offer and their development strategy.
- ▶ **Innovation:** Aid with deploying innovative solutions to help bolster the competitiveness of French tourist offerings while fostering a successful client experience.
- ▶ **Professionalization:** Training courses, conferences and tools enable professionals to build their knowledge and skills.
- ▶ **Engineering:** Expert guidance and support, with the Agency's partners, to undertake projects to create sustainable tourism offerings or changes and rehabilitations.
- ▶ **Quality:** Classification of tourist accommodation, registration of tour operators and quality labels are all steps aimed at optimizing traveler satisfaction.
- ▶ **Promotion:** Definition of marketing strategies with the Agency's partners, targeted communication and influence actions, expert advice and knowledge of the markets to bolster the awareness of and marketing of French destinations' tourist offering in France and abroad.



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FRANCE**

#ActiveurDeTourismes

Find out more: atout-france.fr

