

RENDEZ-VOUS EN FRANCE

— NICE > PROVENCE-ALPES-CÔTE D'AZUR —

MARCH 31 AND APRIL 1, 2026



PRESS KIT

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MAINTAINING FRANCE'S STATUS AS THE WORLD'S LEADING DESTINATION

France confirmed its status as the world's leading tourist destination in 2025.

This is not just symbolic – it took a team effort! France welcomed 102 million international travelers in 2025 (100 million in 2024) and reached an unprecedented milestone. This shows just how robust and attractive our tourism model is in the face of ever-increasing international competition.

It is in this spirit that we come together in Nice, in Provence-Alpes-Côte d'Azur, for this latest edition of the Rendez-vous en France trade show, at a time when we must be vigilant about the international situation. Current geopolitical tensions could, at least temporarily, affect certain international tourism flows and the vibrancy of our industry.

As we head into the coming months, this reality challenges us to work together responsibly and with clarity, while continuing our efforts to diversify our markets and adapt our offering.

Over these two days, French professionals will present their destinations, infrastructure and innovations to international buyers looking for differentiating and competitive products. This will lead directly to numerous qualified interactions, partnerships and contract signings.

In a world where practices are evolving and artificial intelligence is redefining the information and buying journey, human interaction remains more vital than ever.

Rendez-vous en France is an opportunity to:

- bring French supply and international demand together under the same roof;
- capitalize on the extraordinary momentum generated by the Paris 2024 Olympic and Paralympic Games, which showed the world our excellent organizational skills and unique art de vivre;
- confirm our ambition to make France a more sustainable, inclusive and responsible destination.

Today's travelers are more demanding and mindful of the impact of their choices, and they seek out authenticity, quality and meaningful experiences. In Nice, we have the chance to turn these expectations into concrete opportunities for our businesses and for France. Together, let's make sure this edition spurs development and also serves as a lever to consolidate France's position as a leading destination over the long term.

Welcome to all and enjoy the show!



Adam Oubuih,

Chief Executive Officer of Atout France



RENDEZ-VOUS EN FRANCE CELEBRATES ITS 20TH ANNIVERSARY

For 20 years, Rendez-vous en France has been the leading trade show for exhibitors that want to bring the French tourism offering to an international market. Created and organized by Atout France, it is now the top BtoB gathering focused on marketing France as a destination abroad.

This anniversary edition brings together 1,850 professionals: 800 international opinion leaders from 52 countries and 704 French exhibitors. Over a two-day period, the more than 28,000 pre-scheduled business meetings will provide a structure for the interactions. These meetings are the core of the event, and help turn the attractiveness of the destination into concrete programming, contracts and long-term partnerships.

In an increasingly challenging competitive environment, **staying on top requires an offering that is well organized, straightforward and effectively distributed abroad.** Rendez-vous en France contributes directly to this objective: the trade show gives new offerings more visibility, strengthens business relationships and provides tour operators with an updated vision of the destination's diversity and upmarket positioning.

France has set a clear goal for 2030: become **the leading destination for sustainable tourism** by providing a more inclusive and higher-quality offering. This means adapting it to international expectations, fully integrating sustainability requirements, and enhancing value creation in the regions. Being the world's top destination is a strong position; maintaining it requires excellence and audacity!

Nice, in the Provence-Alpes-Côte d'Azur region, was chosen as the host city and is a natural fit for this approach. The city has been an international vacation destination since the 18th century, and its year-round tourism and international profile mirror the aims of the trade show.

In addition to the professional meetings, the 60 fam trips organized prior to the trade show will enable 450 opinion leaders to gain first-hand knowledge of the rich variety of the French offering and better equip them to influence their respective markets.

Atout France, alongside Air France, the 13 regional tourism bodies and Paris Je t'aime, reaffirms its mission, backed by a 20-year commitment: support the structuring, marketing and long-term standing of France as a destination on the international markets.

About Atout France



Atout France, France's tourism development agency, 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 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.

Host destination for the 2026 show



The partners of the show



The sponsors of the 2026 show



MILLENIUM - In 2027, the European Year of the Normans will offer wide-ranging cultural programming and festivals across Europe: events, exhibits, and artistic and tourism exchanges to celebrate 1,000 years of shared history.



In 2026, Fragonard is celebrating its centenary with an exclusive fragrance inspired by our Grasse heritage. Take a guided tour of our fields of perfume plants and participate in an olfactory activity.



At Paris Aéroport, the air traffic development teams actively collaborate with the airlines and tour operators to create new connectivities.

RENDEZ-VOUS EN
FRANCE

RENDEZ-VOUS EN FRANCE 2026

KEY FIGURES FOR THE 2026 EDITION

<p>704 exhibitors</p>		
<p>814 opinion leaders</p>	<p>28 international journalists</p>	<p>52 countries represented</p>
<p>28 465 scheduled business meetings</p>		<p>60 fam trips organized prior to the trade show</p>
<p>2 days of meetings</p>	<p>157 exhibitors awarded the Destination d'Excellence label</p>	<p>100 exhibitors awarded the Tourisme & Handicap label</p>

PROGRAM

Monday, March 30

- 7:00 p.m.** **Welcome evening at the Gare du Sud**
at the invitation of Provence-Alpes-Côte d'Azur Regional Tourism Committee and the Nice Côte d'Azur Metropolitan Tourist Office

Tuesday, March 31

Discovery day in Nice

On the agenda: tours of iconic infrastructure and meetings with local stakeholders, explorations of the historic and architectural heritage, visits to the Old City and walks by the sea. Time is also set aside to sample the food, featuring local specialties, regional wines and Niçoise cuisine. These events will be supplemented with activities that combine sea and culture.

- 8:00 p.m.** **"FRANCE SO NICE!" evening - Halle Nicea - Océanice**, at the invitation of Atout France

Wednesday, April 1

- 9:00 a.m.** **Opening of the trade show**
Start of the 20-minute pre-scheduled business meetings between professionals
- 9:45 a.m.** **Press conference on "France, an event destination"** (Auditorium Thémis)
Focus on major sporting and cultural events that will build on the Paris 2024 Games to bring the destination to life
- 11:15 a.m.** Press cocktail party (Espace Delphes)
- 13:00 p.m.** Lunch
- 2:00 p.m.** Continuation of the pre-scheduled business meetings between professionals
- 5:00 p.m.** **End of the trade show**

PARTICIPANTS AND DELEGATIONS

The international opinion leaders

814 opinion leaders from 52 countries, selected and invited by the Atout France teams abroad, will meet the French professionals.

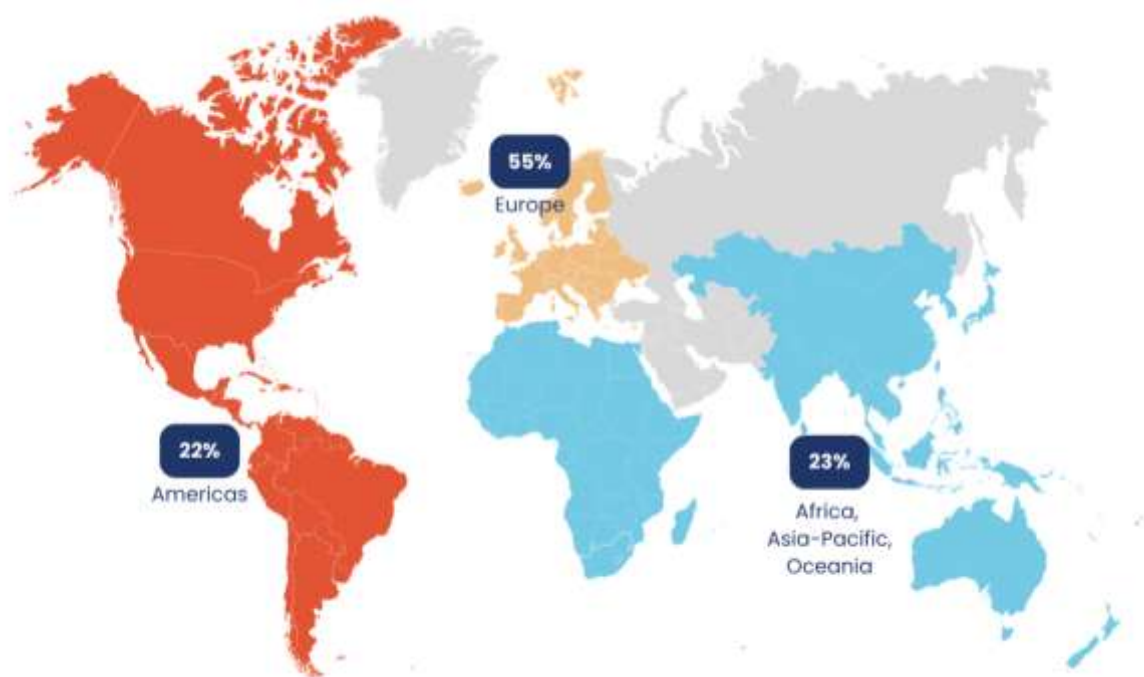
Europe	447 opinion leaders , including 91 from France.
Asia-Pacific/ Africa	180 opinion leaders From Australia, New Zealand, Indonesia, Malaysia, Singapore, Thailand, Vietnam, the Philippines, China, Hong Kong, Taiwan, South Korea, India and Japan.
The Americas	178 opinion leaders From Canada, the United States, Argentina, Brazil, Colombia and Mexico.
Middle East/ Israel/Maghreb	9 opinion leaders From Israel, the United Arab Emirates, Egypt and Turkey.

Given the current situation in the Middle East, about 20 tour operators from Lebanon, the United Arab Emirates, Saudi Arabia, Jordan, Kuwait and Qatar had to cancel their trips (only four operators from the United Arab Emirates will attend).

Against this backdrop, Atout France has made every effort to optimize the attendance of tour operators from other source markets.

The delegations from Europe continue to make up the majority (55% of tour operators), with a strong representation from Britain (79 tour operators versus 64 in 2025) and Germany (44 versus 37 in 2025).

For the long-distance markets, the largest delegations by number of tour operators are from the USA (with 89 registered versus 75 in 2025), Japan (46 registered, unchanged from 2025), Brazil, South Korea and China (with 40 tour operators each versus respectively 35, 34 and 39 in 2025) and Canada (24 registered, unchanged from 2025).



Breakdown of international opinion leaders worldwide

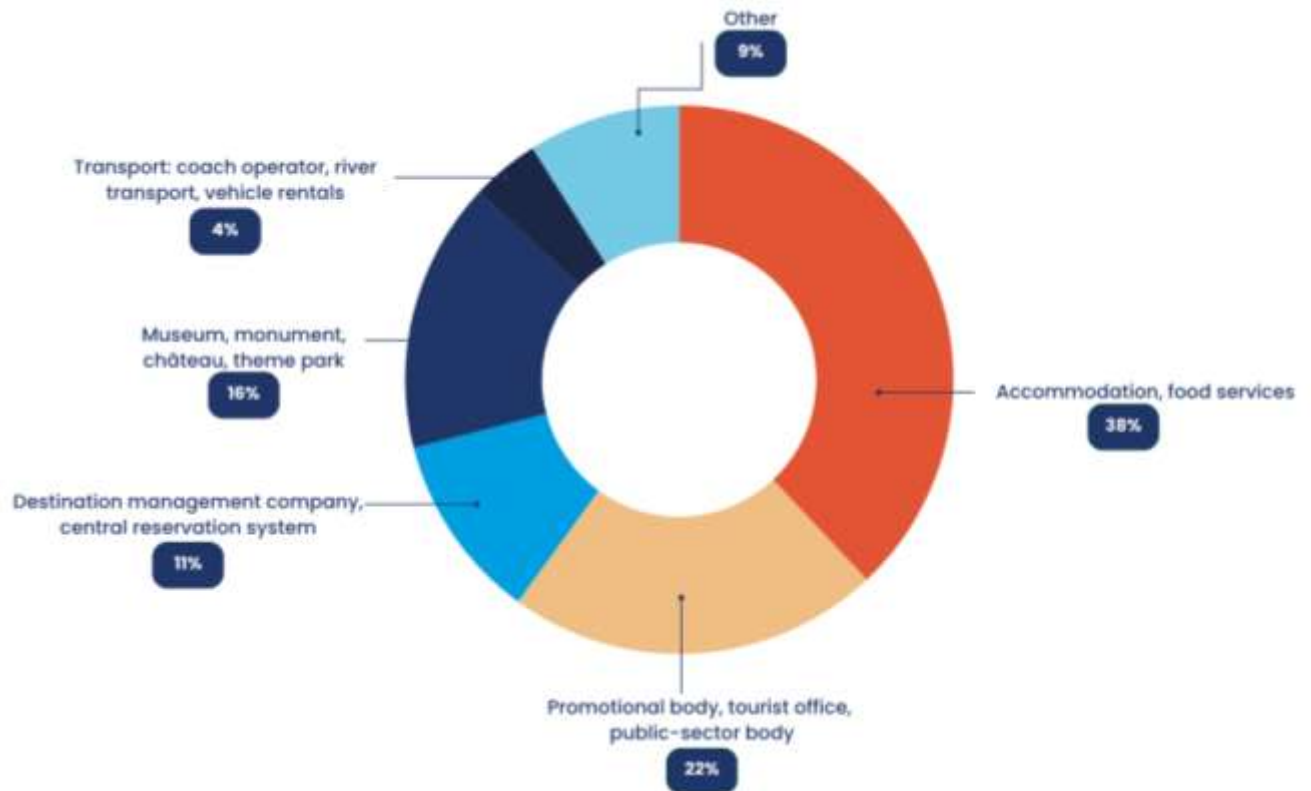
The exhibitors

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

- The exhibitors by region**

North	20% (21% in 2025) Paris Ile-de-France, Hauts-de-France
East	14% (24% in 2025) Eastern France, Bourgogne-Franche-Comté, Auvergne-Rhône-Alpes
South	38% (25% in 2025) Occitanie, Provence-Alpes-Côte d'Azur, Corsica
West	19% (20% in 2025) Normandy, Brittany, Pays de la Loire, Centre-Val de Loire, Nouvelle-Aquitaine
Multi-region	9% (9% in 2025)

- The exhibitors by industry segment



The meetings

One of the keys to the success of the Rendez-vous en France trade show 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, 28,465 scheduled business meetings had been registered.

The international press

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

On Tuesday, March 31, **they will visit the city of Nice**. On the agenda: tours of iconic infrastructure and meetings with local stakeholders, explorations of the historic and architectural heritage, visits to the Old City and walks by the sea. Time is also set aside to sample the food, featuring local specialties, regional wines and Niçoise cuisine. These events will be supplemented with activities that combine sea and culture.

On Wednesday, April 1, the journalists will attend, at the trade show, a **morning of press conferences** organized by Atout France to **present the latest news about France as a destination**, including information about major sporting and cultural events.

Air France, the show's official transport company.

More than three out of every four international tour operators use the services of the carrier Air France to reach their French and/or regional destinations. This year, Air France has once again renewed its commitment to Atout France by making plane tickets available.

To discover at the exhibition...

Air France continues to upgrade its long-haul Business cabin offer by equipping every seat with a Sofitel MY BED mattress pad. Especially created for the Air France's Business class customers, this mattress pad has been carefully crafted and designed to make passengers feel like they're floating on a cloud. It can be rolled out on the seat for an extra layer of comfort, creating a true cocoon of well-being that offers the ideal conditions for relaxation from takeoff to landing, and in any seat position.

Come and discover it at the Air France booth.

EVENING EVENTS

Welcome Evening at the Gare du Sud

The Provence-Alpes-Côte d'Azur Tourism Board and the Nice Côte d'Azur Metropolitan Tourist Office invite international opinion leaders to an evening event to celebrate the year-round offerings in the region, which enjoys more than 300 days of sunshine a year and provides a wide range of experiences, from sea to mountain.

The Gare du Sud, an iconic travel site, will be transformed for this immersive event celebrating history, creativity and art de vivre. Participants will be invited to journey across time as though in a travel novel, moving through different scenes inspired by the seasons.

French Evening at Océanice

The French Evening 2026, organized at the invitation of Atout France, has a Mediterranean theme and promises the some 1,800 participants a "SO NICE!" experience. Guests will be able to stroll through the renovated food halls and marketplace, discover regional specialties, wines and spirits representing the breadth of the offerings from 17 French vineyards, and try some creative cocktails.

Numerous activities will be organized all night long to foster interaction and conviviality: games, collaborative workshops, immersive experiences in the 13 French regions using AI technology provided by Meeconic, themed photo booths, live concerts and dancing. This event is designed to be a true sensory and cultural journey and embodies the best of French art de vivre.



Closing Evening at Cap 3000

On Wednesday, April 1, the Nice Côte d'Azur Metropolitan Tourist Office and the Provence-Alpes-Côte d'Azur Tourism Board invite international tour operators and journalists to a private event at the Cap 3000 shopping center. Guests will be able to stroll through the shops, enjoy various activities (collaborative workshop, music, cocktail bar) and have dinner at four restaurants that will be open for the occasion.

FAM TRIPS

International buyers will be able to choose from 60 discovery programs throughout France.

These stays, organized on the weekend prior to the trade show, are a unique opportunity for 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 clienteles, with a focus on wine tourism, gastronomy, arts & crafts, urban tourism, golf, cycling or culture, for example.

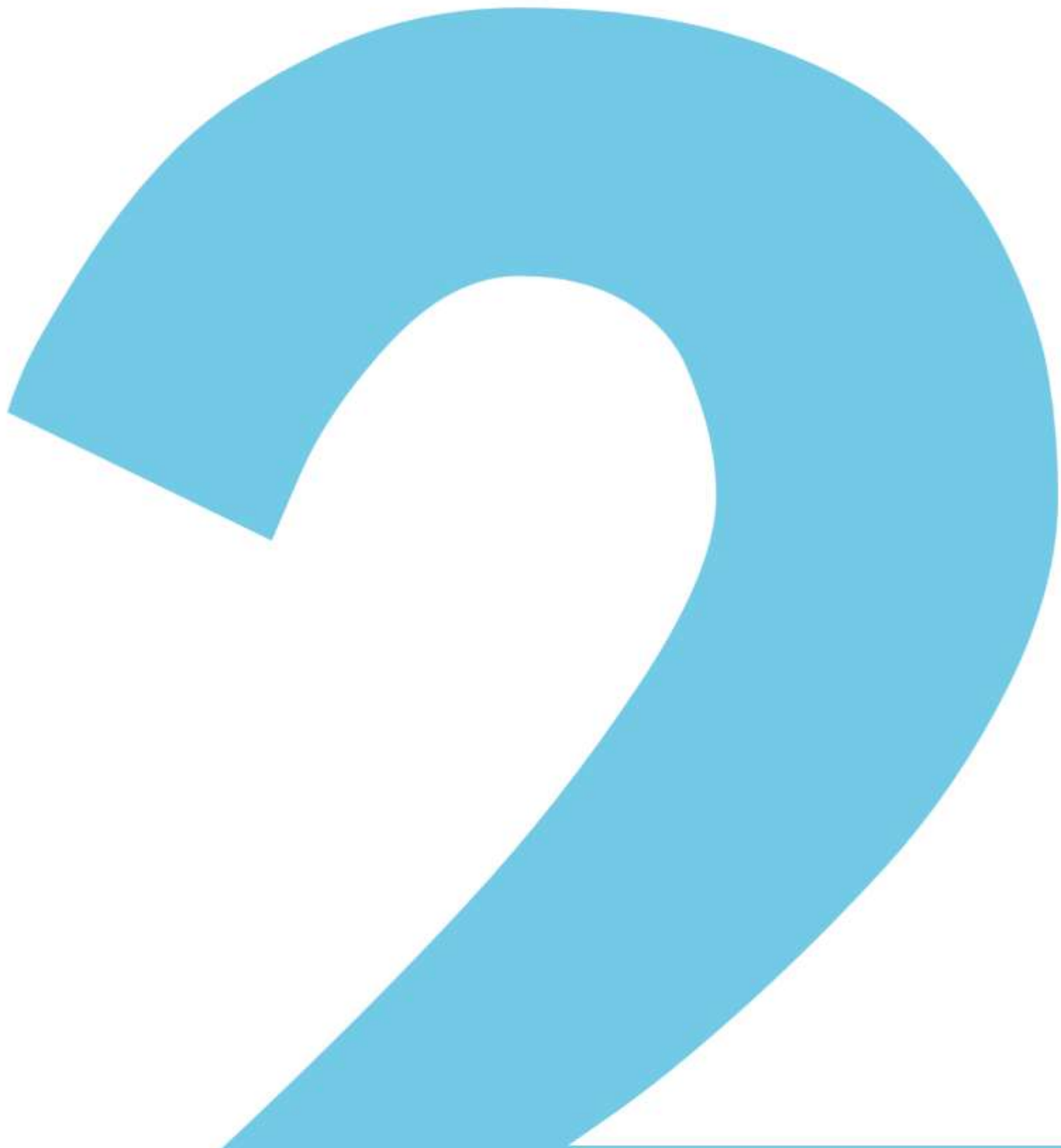
All aspects that encourage the future programming of the destinations visited by the buyers in the short to medium term.

60% of the tour operators take part in one of the stays offered.

Host region	Name of the fam trip	Theme
Auvergne - Rhône-Alpes	Lyon Express Tour	100% Lyon (culture, gastronomy, etc.)
	Lac De Geneve & Lyon	French Alps Luxury & Golf & Gastronomy, well-being, family vacations
	Culture and heritage in the French Alps	Culture
	Vallée de la gastronomie - Gourmet Journey	Gastronomy, wine tourism, culture
	Viarhona cycle path	Bicycle tourism, gastronomy
Burgandy Franche Comté	Culinary tours	Food tourism, wine tourism and heritage
Corsica	Corsica	Gastronomy Culture
Centre-Val de Loire	Château & Art de Vivre	Heritage and Art de vivre
	Art, History & Wine	Culture, wine tourism
Eastern France Tourism Agency	Art in Moselle	Art/culture
Nouvelle-Aquitaine	Authentic and meaningful experiences in the heart of Bordeaux and its vineyards	Wine tourism, heritage and soft mobility
	Wine tastings and luxury experiences from Biarritz to Bordeaux	Luxury and well-being
	Cultural and natural heritage in the Dordogne Valley and in Bordeaux	Heritage and gastronomy
Normandy	Medieval Normandy	Culture/Heritage/Gastronomy
Occitanie	The major sites of Occitanie in Pyrénées-Orientales/Hérault	Culture/heritage/coastal tourism
	UNESCO sites	UNESCO/culture and heritage

	The Mediterranean, from the Camargue to the Roman world Montpellier/Gard	History (the Roman world)/culture and heritage/coastline
Provence-Alpes-Côte d'Azur		Astronomy & outdoor activities
		Geology and heritage
		Gorges du Verdon & picturesque villages
		Flavors, fragrances, well-being & art de vivre
		Slow tourism/cycling
		Snow/outdoor activities & heritage
		Sea & Mountain
		Slow tourism, nature, art de vivre, relaxation
		Luxury
		Culture
		Art de vivre through villages and perfumes
		Luxury
		Gastronomy
		Culture
		Outdoor activities
		Culture & art de vivre
		Flavors, fragrances & wine tourism
		Culture & art de vivre
		Heritage & well-being
		Culture & heritage
		Culture & slow tourism
		Art de vivre & manual crafts
		Art de vivre & gastronomy
		Art de vivre & shopping
		Luxury & art de vivre
		Luxury & MICE
	MICE - Incentives & Conferences	
	Culture & active nature - focus on cycling	
	Culture & active nature - focus on hiking	
	Art de vivre & scenery	

		Heritage & wine tourism
		Wine tourism
		Luxury
		Heritage & well-being
		Vincent van Gogh
		Art & fashion
		Sports & nature
		Art de vivre, film and pétanque
		Culture & gastronomy
		UNESCO
		Heritage, culture, gastronomy, art de vivre
		Heritage & well-being
		UNESCO



ADDITIONAL DETAILS

THE STARTUP SPACE

At Rendez-vous en France, Atout France and its partners showcase France's drive and energy when it comes to innovation in tourism and spotlight French companies that are reinventing the tourism experience for visitors and professionals. **Atout France, in partnership with France Tourisme Tech, is therefore making a dedicated space available at the trade show for six innovative solutions.** This gives professionals a unique opportunity to meet these French Travel Tech drivers and discover the new tools and services they offer.

Learn more about six innovative solutions:



Cryptors in the City

Cryptors in the City is a cultural reality game showcasing the cultural heritage through a mix of street-art and video game, and which invites all generations to rediscover culture.

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



Fold Reservation

Fold Reservation provides a streamlined group reservation solution for tourism professionals, with a single point of contact, negotiated rates and centralized management.

<https://www.fold-reservation.com/>



Losonnante

The Losonnante listening devices use bone conduction to give visitors an immersive sound experience, transforming a site tour into a unique exploration.

<https://www.losonnante.com/>



Skaping

Skaping develops high-quality cameras and a video platform to showcase scenery and boost the attractiveness of tourist destinations.

<https://about.skaping.com/>



UrbanThink

UrbanThink provides a digital platform that allows hotels, campgrounds, ports and municipalities to monitor their energy consumption in real time and optimize their energy management.

<https://urbanthink.eu/>



Vocast

Vocast transforms tours and events into immersive experiences through audio, allowing organizers and regions to share and extend their voice content.

<https://vocast.co/>

In partnership with:



FOR MORE INCLUSIVE AND HIGHER-QUALITY TOURISM



100 organizations awarded the Tourisme & Handicap label (France's national certification for accessible tourism) are taking part in the trade show.

Following the reform of the national tourism brands carried out in 2024, the operational management of the Tourisme & Handicap label is currently being handled by Atout France.

This label, which promotes accessible tourism for all, awards special recognition to tourist sites and establishments that offer **services to meet the needs of travelers with disabilities (hearing, intellectual, motor and/or visual)**. In doing so, it ensures that all are guaranteed a quality reception. By supporting professionals' efforts to obtain the label, Atout France showcases their commitment to inclusion and raises the industry's awareness of the importance of accessibility.

Currently adopted by 3,684 organizations, the label is fully in line with the goals of sustainable and inclusive tourism, and equipped to meet the expectations both now and in the future. To this end, **Atout France is keen to showcase French stakeholders involved in virtuous initiatives to foster more inclusive tourism.**

Accordingly, exhibitors awarded the Tourisme & Handicap brand will be visibly identified as such in the show's directory and during online appointment scheduling, as well as on the show's interactive plan.



157 organizations awarded the Destination d'Excellence label (France's national label for outstanding tourism quality) are taking part in the trade show.

The Destination d'Excellence label was introduced in 2024 and is the only label awarded by the State to tourism professionals involved in a comprehensive quality and sustainability initiative. It replaces the "Qualité tourisme" brand and is administered by Atout France.

This label awards special recognition to tourist establishments committed to offering a best-in-class client experience, based on demanding criteria for hospitality, professionalism and personalized services, while incorporating environmentally friendly practices.

Atout France guides professionals through this process. In doing so, it supports the continuous improvement of the French tourism offering and encourages the adoption of responsible practices. The label is also a real differentiator for sector stakeholders, making them more credible and attractive to clients. Currently adopted by 734 organizations, **this label is fully in line with the expectations of clients seeking authentic, sustainable and high-quality experiences.**

Exhibitors awarded the Destination of Excellence brand will be visibly identified as such in the show's directory and during online appointment scheduling, as well as on the show's interactive plan.

A RESPONSIBLE EVENT

For several years, Atout France has made sustainability and social responsibility (CSR) a core consideration when organizing events. The Agency is aware that trade shows and professional gatherings have an environmental, social and economic impact, and it takes concrete steps to reduce its ecological footprint, limit waste, promote ethical and responsible practices, and foster inclusion and well-being for participants.

For example, it took a number of actions to demonstrate this commitment at the Rendez-vous en France trade show:

- The stands can be reused from year to year, and their partitions are made of wood. The brushed cotton that covers these partitions is recycled.
- Most of the furniture used is rented.
- Carpeted areas are limited and the carpets are recycled.
- The lanyards are made of 100% recyclable rPET.
- Special attention is paid to reducing waste, decreasing food waste and using locally sourced seasonal products for the meals provided.
- The transport companies used to shuttle participants between the show's various sites (hotels – exhibition hall – evening events) are selected based mainly on their environmental approach, and the number of vehicles used is optimized.
- Public transport, walking and biking are preferred and recommended throughout the event.
- Contact is made with a local school that offers a tourism diploma so its students can gain practical experience at an event as part of their education.
- Hotels with a sustainable label are selected to provide accommodations for delegations of international visitors.

52 TOUR OPERATOR NATIONALITIES IN 2026

Argentina	Hong Kong	Poland
Australia	Hungary	Portugal
Austria	India	Romania
Belgium	Indonesia	Serbia
Brazil	Ireland	Singapore
Bulgaria	Italy	Slovakia
Canada	Japan	Slovenia
China	Latvia	South Korea
Colombia	Lithuania	Spain
Croatia	Luxembourg	Sweden
Czech Republic	Malaysia	Switzerland
Denmark	Mexico	Taiwan
Egypt	Netherlands	Thailand
Estonia	New Zealand	Turkey
Finland	North Macedonia	United Arab Emirates
France	Norway	United Kingdom
Germany	Philippines	United States
		Vietnam

