



6 October 2014

IFTM TOP RESA 2014 report



IFTM TOP RESA 2014: 29,820 trade visitors, an increase of 1.1%.

Key figures for the 36th edition

EXHIBITORS

A total of **1,216 new and returning brands** occupying **365 stands** took part in IFTM TOP RESA 2014, a **5% increase compared to 2013**. Disneyland Paris, Lufthansa and La Compagnie du Ponant were among this year's new exhibitors.

The entire world was represented at Porte de Versailles with **160 destinations** covered, including new exhibiting countries such as Algeria, Poland, Qatar and Chad.

Once again, the tour-operating sector had a strong presence with **over 60 leading tour operators** meeting with travel agents in the T.O. Village and on their nearby stands.

Travel agents were hosted in the **Networks Village**, which welcomed two new networks in 2014: "Boiloris Voyages" and "Look Voyages Distribution". Loyal exhibitors included top travel service providers such as Selectour Afat, Cediv and Prêt à Partir, while the Carrefour brand was centre stage near the T.O. Village.

Launched in 2012 to cater for the business travel sector, **The Business Club** is steadily growing and was a big hit with visitors this year. La Compagnie and Ticket Travel Pro, two new exhibitors in this exclusive area, were in particularly high demand.

NEW IN 2014:

The “**Club France**” featured 18 exhibitors from all over France to present the French offer in all its diversity. Destination Bourgogne brought together a large number of companies to promote Burgundy’s many attractions.

The “**Club Innovation**” an area where 11 exhibitors, including Welcome City Lab and Yahoo, showcased innovative products and services to industry professionals.

Breakdown of exhibitors by sector:

▪ International tour operators, DMCs and group travel operators	39%
▪ Hotels, Restaurants	17%
▪ International destinations	11%
▪ Transport operators (Airlines – Rail Companies – Car Hire – Ferries – River Transport)	10%
▪ French tour operators and DMCs	7 %
▪ Associations	3%
▪ Cruise companies	2%
▪ Other (technology, press, other transport operators, networks, etc)	11 %

VISITORS

◆ **Breakdown by sector**

▪ Travel agencies	35 %
▪ Tour operators	17 %
▪ Transport operators (Airlines – Rail Companies – Car Hire – Ferries – River Transport)	7 %
▪ Hotels	6 %
▪ Services	7 %
▪ Events agencies	7 %
▪ Technology/Airports/DMCs/Tourist Offices	5 %
▪ Consultancy and training/Industry/IT/Construction/Energy	5 %
▪ Associations	2 %
▪ Banks	1 %
▪ Other (consumer goods – food processing – telecommunications – car industry – health/beauty – luxury goods)	8 %

◆ **Visitor Profile**

▪ Leisure travel providers	35 %
▪ Leisure travel buyers	18 %
▪ Business and events buyers	29 %
▪ Other cross-sector tourism professions	18 %

◆ **Breakdown by day**

▪ Tuesday 23 September	23 %
▪ Wednesday 24 September	31 %
▪ Thursday 25 September	29 %
▪ Friday 26 September	17 %

◆ **Visitor provenance**

▪ 84% France
▪ 16% International

◆ **Focus of visits**

▪ Leisure tourism	46 %
▪ Business travel	29 %
▪ Business tourism	25 %

◆ Attendance of distribution network members

▪ Selectour Afat	27 %
▪ Tourcom	16 %
▪ Carrefour Voyages	11 %
▪ Havas/CWT/CWV	7 %
▪ Manor	6 %
▪ Cediv	6 %
▪ Prêt à Partir	6 %
▪ Thomas Cook	5 %
▪ Nouvelles Frontières	2 %
▪ Leclerc Voyages	3 %
▪ Other	11 %

HIGHLIGHTS AND EVENTS



THE OFFICIAL PROGRAMME

Making his first official visit as France's **Secretary of State for Tourism, Matthias Fekl** opened the show on Tuesday 23 September and was keen to meet members of the tourism profession.

A number of delegations were accompanied by their national **ministers and deputy ministers for tourism**. These included Argentina, Benin, Bulgaria, Egypt, Costa Rica, Ivory Coast, Democratic Republic of Congo, Dominican Republic, Haiti, Kerala, Madagascar, Malta, Panama, Peru, the Seychelles, Senegal and Yemen.

The French Overseas Territories stands received a visit from **Madame George Pau Langevin, Minister for Overseas Territories**, who ended her tour of the show with an address and informal discussion at the Travel Club on Wednesday 24 September.

HIGHLIGHTS FOR LEISURE TOURISM VISITORS

The Travel Agents Cup final saw the victory of **Catherine Leroy**, branch manager at Leclerc Voyages Saint Aune, who won a dream holiday to Canada – the TAC's diamond partner –, followed by **Karim Sarrailha**, branch manager at Leclerc Voyages, as well as **Valérie Quiquempois**, travel advisor at Vivarel Voyages (part of the TOURCOM network) **Anne Sorin**, branch manager at Regards d'Ailleurs (part of the CEDIV network) and **Stéphanie Schmitt**, branch manager at Nouvelles Frontières.

(200 industry professionals attended the final).

HIGHLIGHTS FOR BUSINESS TOURISM VISITORS

International Business Travel Day on Wednesday 24 September ended with the "**Lauriers du Voyages d'Affaires**" **Prize-giving Ceremony (488 attendees)**.

People's Prize: Airline of the Year

This category was open to the public vote.

Gold: [Air France](#)

Silver: [Jet Airways](#)

Bronze: [La compagnie](#)

Technology and Services Category 2014 (Business Travel)

The following prizes in the technology and services category were awarded by the 16-strong judging panel made up of buyers and travel managers.

Gold: [Smart Park](#)
Silver: [Selectour Afat Bleu Voyages](#)
Bronze: [Ticket Travel Pro](#)

Thalys Grand Prize 2014 (Business Travel)

The winner of the 2014 Grand Prize is [Hop !](#)

The Travel Managers and Buyers Prize 2014 (known as the BtoB prize)

2014 winner: [BCD Travel](#)

Amadeus Prize for Travel Manager of the Year

Awarded by a panel of business travel suppliers, this prize recognises the work of a travel manager who has played a key part in developing their company's business travel.

2014 winner: [Claire Suedile – BNP Paribas](#)
Honorary Award: [Joël Rondole – Le Figaro](#)

HIGHLIGHTS FOR MICE VISITORS

After a "speed dating" event involving 80 exhibitors and 15 events companies, Destination Bourgogne invited project managers to network over drinks and lunch.

A panel discussion and two talks were held in the Agora area and Viparis rounded off the day with a visual presentation of the refurbishment plans for the Porte de Versailles exhibition centre, which is going to be completely revamped to create a state-of-the-art venue for trade shows and events of all kinds in the near future (**100 attendees**).

A total of 2,897 professionals attended conferences at this 2014 edition

Top 3 conferences :

- 1- "Can a successful business be socially responsible?"
- 2- "Play an active role in the development of the tourism professions"
- 3- "Ideas Lab" with Amadeus

687 travel agencies participated in training workshops.

About Reed Expositions France.

Reed Expositions France is a subsidiary of Reed Exhibitions (Reed), the world's leading events organiser, which employs 3,500 people worldwide.

In France, Reed Expositions organises 50 trade shows and public events in a wide range of sectors, including art (FIAC, Paris Photo), construction (Batimat etc.), publishing (Salon du Livre), the home (Maison&Objet – via SAFI, a joint subsidiary with the Ateliers d'Art de France), franchise (Franchise expo), horeca (Equip'Hôtel etc.), and tourism (IFTM Top Resa).

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