

SALON DES
**GRANDS
VOYAGES**
SOLEIL // NEIGE // CROISIÈRE*

* THE GREAT JOURNEYS SHOW (SUN // SNOW // CRUISES)

11 > 12 OCTOBER 2019
PARIS CARROUSEL DU LOUVRE





The Great Journeys Show is a new consumer Tourism Show aimed at high-end customers, a place where seasoned and demanding travellers can find the inspiration and where they can purchase dream holidays.

An event which features exhibitors selected for the quality of their offerings

-  INTERNATIONAL DESTINATIONS
-  DESTINATIONS IN FRANCE
-  MOUNTAIN RESORTS AND ACCOMMODATION
-  TRAVEL AGENCIES AND SPECIALIST TOUR OPERATORS
-  CRUISE OPERATORS
-  THALASSOTHERAPY AND HYDROTHERAPY
-  ACCOMMODATION

> An opportunity for visitors to:

- 1 Find a selection of high-end destinations and/or destinations that are off the beaten track
- 2 Book customised, private and unique trips
- 3 Get expert advice

> An opportunity for you to offer

-  WINTER AND SPRING HOLIDAYS
-  LONG CROSSINGS AND GLOBETROTTING
-  HONEYMOONS
-  ROUND-THE-WORLD TRIPS

Key figures



80 SELECTED EXHIBITORS



EIGHT THOUSAND QUALIFIED VISITORS



1900 M² OF EXHIBITION SPACE

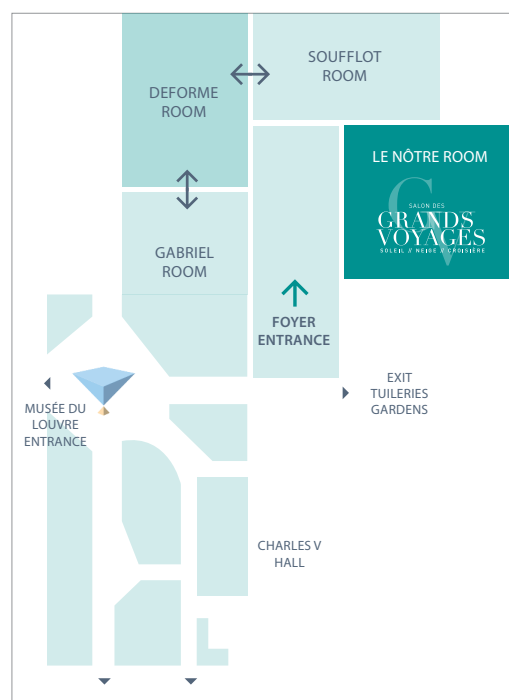
2 days

from 10 AM to 7 PM
(late opening until 9 PM on Friday)

exhibition – one weekday and one weekend day so as to reach both working and retired people.

A prestigious venue: the Carrousel du Louvre in Paris

A modest-sized exhibition featuring high-end services, right in the heart of Paris and in synergy with the National Real Estate Exhibition in Paris, which is held between the same dates and at the same location, and gathers future property owners and investors.



A premium event

- Workshops, conferences and debates, screenings, cocktail receptions, discussion and meeting areas, a late opening on Friday evening
- A VIP welcome in a friendly atmosphere
- The expertise of Comexposium, France's leading consumer exhibition organiser

Visitors*

> High-income travellers who:

HAVE STRONG PURCHASING POWER
(with a budget of more than €3000 for their holidays)



TRAVEL IN ALL SEASONS



GO ON HOLIDAY SEVERAL TIMES A YEAR



GO AWAY FOR LONG PERIODS



ARE LOOKING FOR BESPOKE OFFERS OR PRIVATE TRIPS



Laurence and Stéphane, keen travellers

DYNAMIC • CURIOUS • FUN-LOVING • DEMANDING • NO CONSTRAINTS

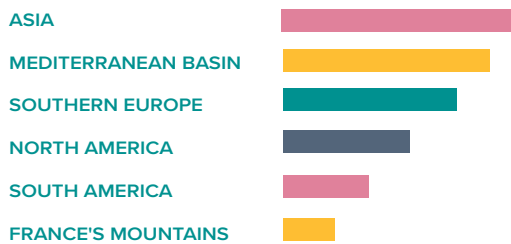
+50 YEARS OLD > €3000 ALL SEASONS

Laurence and Stéphane are retired executives who live in Paris. They enjoy travelling to distant destinations, but they also like France. Sri Lanka and Jordan are among the countries that they want to visit. Their daughter lives in New York. They visit her regularly and use the trip as a springboard to travel to other regions in the US and Canada. They want to go to South America next winter – to Mexico, for example – and would like to get some advice and opinions from their friends and family or from shows. They also like hiking and going away for weekends to discover major capital cities.

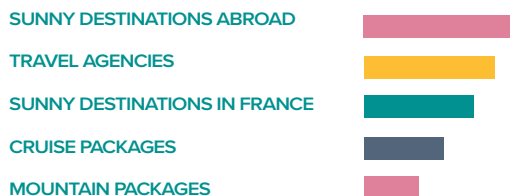
> Needs:

- Get ideas for destinations
- Discover new countries
- Enjoy some culture
- Get information about a specific destination
- Get advice so they can prepare for their next trip
- Organise a highly memorable, bespoke trip
- Rest
- Have a change of scene

> Destinations they're looking for:



> Packages they're expecting at the show:



Sophie and Guillaume, fine travel enthusiasts

OPEN • APPRECIATE COMFORT • DEMANDING • FUN-LOVING

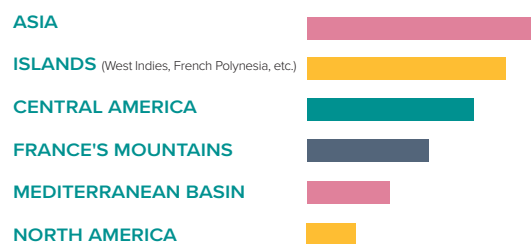
30-50 YEARS OLD > €3000 ALL SEASONS

Sophie, 38, and Guillaume, 40, both working in finance in Paris. They have a young daughter – Emilia – who is 8 years old. When they go on holiday, they use travel agencies, although they sometimes organise their trips themselves. They prefer family-orientated destinations. They dream of going to the Maldives without their daughter, but they also like going skiing together as a family during the winter holidays. They get ideas from their friends and family and do more research on the Internet or visit shows before booking their trips.

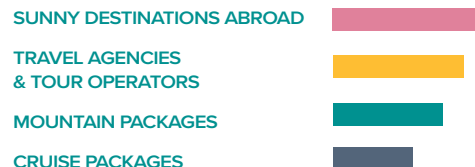
> Needs:

- Spend time together as a family
- Get ideas for destinations
- Discover new countries
- Enjoy some culture
- Get information about a specific destination
- Get advice so they can prepare for their next trip
- Organise a bespoke trip
- Rest
- Have a change of scene and get closer to nature
- Also find an opportunity to go away together without their daughter

> Destinations they're looking for:



> Packages they're expecting at the show:



*Source: 2018 flash poll of upper-middle-classes – 2018 Visitor Survey

An ultra-targeted communications plan

DIGITAL ACQUISITION CAMPAIGNS



TARGETED PARTNERSHIPS
(tourism, economy, company press documents, digital aids)



ACTIVATION OF QUALIFIED DATA FILES AND SENDING OF PERSONALISED LETTERS BY POST TO PREMIUM TRAVELLERS



THEMED PRESS RELEASES

Stand offering

> Book your location

Opt for stylish & elegant fully-equipped modules from 6m². Bare surface area available up to 21 m² with 3 sides

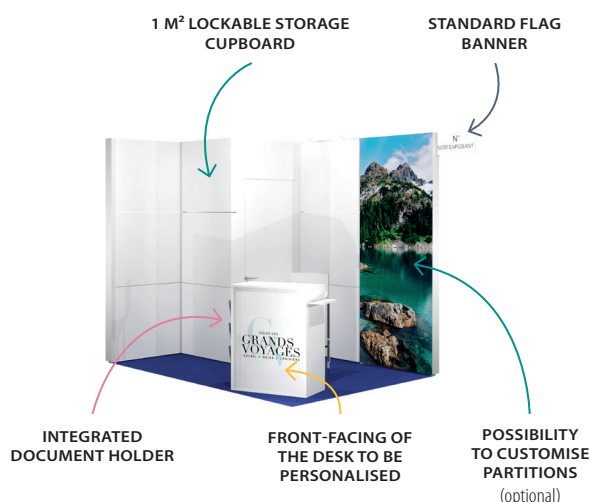
	Unit price
6m² fitted stand	From €3610 excl. VAT
9m² fitted stand	From €5080 excl. VAT
Bare surface area	€310 excl. VAT/m ²
Exhibitor Package	€670 excl. VAT
Insurance / m² (flat rate of €68 for all stands under <15m ²)	€5
Equipment	€180 excl. VAT/m ² (See details below)
Side	€300 excl. VAT

> The exhibitor's package includes:

- Access to your exhibitor area
- Electronic badges
- Wi-Fi connection
- Access to the VIP PRESS area
- Inclusion on the list of exhibitors on the website and in the paper visitor guide
- Media kit
- Your dossier in the press office
- E-invitations
- 40 paper invitations for two people each

> The "cobra" fittings include:

- Structure:
 - White satin-finish melamine-coated partitions (2.5 m high)
 - 1 m² lockable storage cupboard
- Blue carpet tiles
- Standard banner
- Lighting
- 1 KW intermittent electrical meter
- 1 white lockable desk with a customisable plexiglass façade and an integrated document distributor
- + 1 white stool
- Daily cleaning of the stand



Visuals provided as examples only. 6 m² stand with two open sides.



Exhibition communications and sponsorship tools

> Ensure you stand out as soon as the Great Journeys Show opens

Advertising banner on www.grands-voyages.com

- From September 1st to November 10th.
- Offer limited to 3 advertisers, banners displayed randomly.

€1000 excl. VAT

Advertising banner in one of the Show newsletters

- Offer limited to 1 advertiser per newsletter.

€600 excl. VAT

> Take advantage of all the footfall generated by the show to present your products and services to our qualified visitors:

Insert inside the visitors' guide

- 100 * 70 mm.
- Offer limited to 4 advertisers.

€700 excl. VAT

Map logo

- Offer limited to 10 advertisers.

€500 excl. VAT

Distribution of bags at the entrance

- 4000 units per advertiser.
- Does not include manufacture of the bags.
- Offer limited to 2 advertisers.

€2000 excl. VAT

Distribution of samples

- Offer limited to 2 advertisers.
- Limited to 2 hostesses.
- Does not include the production of samples, storage and resupply.
- You must cover the cost of the hostesses.

€800 excl. VAT / 1 day
€1400 excl. VAT / 2 days

Running of a 30-minute workshop

- The room is equipped with video and audio equipment, and furniture.
- Subject to spaces being available.

€400 excl. VAT

Sponsorship of the relaxation café, information point and lecture theatres

BASED ON QUOTE

**Save time
Register online!**

www.grands-voyages.com



Key dates

November 4th 2018:

Launch of show marketing

February 1st 2019:

Start of installation

September 15th 2019:

Press pack finalised

A team at your service

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