

SALON DES GRANDS VOYAGES

SOLEIL // NEIGE // CROISIÈRE

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

09 > 10 OCTOBER 2020
PARIS CARROUSEL DU LOUVRE





The Salon des Grands Voyages is the consumer tourism show for high-end customers, intended as opportunities for seasoned and demanding travellers to 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



SERVICES

> An opportunity for visitors to:

- 1 Get ideas for destinations
- 2 Get information about a specific destination
- 3 Get customised advice so they can prepare for their next trip

> An opportunity to offer you:



WINTER AND
SPRING HOLIDAYS



LONG CROSSINGS AND
GLOBETROTTING



HONEYMOONS



ROUND-THE-WORLD
TRIPS

Key figures



80 EXHIBITORS
SELECTED



4000 QUALIFIED
VISITORS EXPECTED



1900 M² OF
EXHIBITION
SPACE

2 days from 10 AM to 7 PM
(late opening until 8 PM on Friday)

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

Exhibitors

76% satisfied with the show.

82% believe that their attendance will help them generate sales after the show.

> What they hope to achieve by exhibiting at the Salon des Grands Voyages:

97% want to **Improve their image**/raise their profile

79% want to **Win over new customers**

31% want to **Bolster their presence** and stand out from competitors

> What they like at the Salon des Grands Voyages:

“Qualified clientele”

“Top-of-the-range location, dates, exhibitors”

“The profiles of attendees and the variety of destinations”

“The quality of contacts, prestigious location, availability of the organisers”

“When it is held, the venue and most importantly, the type of exhibitor”

“Its positioning, the visitors, media partner, organisation venue”

A premium event

- Workshops, screenings, cocktail receptions, discussion and meeting areas and late opening on Friday evening
- A VIP welcome in a friendly atmosphere
- The expertise of Comexposium, France's leading consumer exhibition organiser
- Synergies with the National Real Estate Exhibition, held over the same period and aimed at investors

Visitors*



36% working

55% retired
of which **77%** were in a high-income bracket when working

61 years old
average age

HOLIDAY BUDGET PER PERSON PER YEAR

Average budget



MOST SOUGHT-AFTER DESTINATIONS DURING THE VISIT:

- 1 – Asia
- 2 – South America
- 3 – Africa
- 4 – North America



91% from the Île-de-France region including **34%** from Paris (mainly from the 14th, 15th, 16th and 17th arrondissements) and **57%** from the Paris region (mainly from Hauts-de-Seine, Yvelines and Val-de-Marne)



85% already have travel plans



16% book a holiday at the exhibition or intend to do so within two weeks

> What people are saying about the Salon des Grands Voyages:

"I discovered agencies that I did not know about and I ended up with a better idea of the trips available"

"The destinations available were very interesting, and the travel professionals were very pleasant. It wasn't too crowded, so I could chat with them for a long time and got to enjoy a glass of champagne with them"

"It was an opportunity to discover new destinations, the exhibitors were very warm"

"I met some high-quality travel agents"

> 2 main visitor profiles:



Dynamic Pleasure-seeking
Curious
Demanding
Free of constraints

Average age: 60-65 years old

Where they come from:

85% from the Île-de-France region:

37% Paris (15th, 16th, 17th arrondissements)

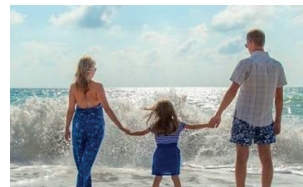
21% Hauts-de-Seine (Neuilly, Levallois, Issy)

11% Val-de-Marne (Vincennes, Saint Maur des Fossés)

Average budget per person per year: €5000 or more

Period: low season

Laurence and Stéphane are retired executives who live in Paris. They enjoy travelling to **distant destinations**, to immerse themselves in the culture of the countries they are visiting. **Japan** and **India** 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**. Discovering new places is what drives them – they are interested in everything: landscapes, monuments, history, gastronomy, etc. They like to get advice and opinions from their friends and family or from shows. They want to go to South America next winter to celebrate their 30th wedding anniversary – to **Chile**, example.



Open-minded
Appreciate comfort
Demanding
Pleasure-seeking

Average age: 40-50 years old

Where they come from:

85% from the Île-de-France region:

35% Paris (10th, 15th, 16th arrondissements)

17% Hauts-de-Seine (Boulogne, Levallois, Saint-Cloud)

12% Val-de-Marne (Vincennes, Nogent-sur-Marne)

Average budget: €4000 or more

Periods: School holidays and low season

Sophie, **42**, and Guillaume, **45**, both work in **finance** in Paris. They have a daughter – Emilie – who is 11 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 research on the Internet or visit shows before booking their trips.

An ultra-targeted communications plan

DIGITAL ACQUISITION CAMPAIGNS



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



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



THEMED PRESS RELEASES



Show communications and sponsorship tools

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

Insert in the visitors' guide

- 100 * 70 mm
- Offer limited to 4 advertisers

€700 excl. VAT

Map logo

- Offer limited to 10 advertisers

€500 excl. VAT

Advertising signboard

- 2m H / 1m L in the welcome foyer
- Printing by us
- Offer limited to 5 advertisers

Batch of 2: **€900** 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 conference

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

€400 excl. VAT

Communications plan NEW

- Logo on all print and digital media + post on social networks and news insert + page in the press kit and on the website
- Offer limited to 1 advertiser in France and 1 international advertiser

€6000 excl. VAT

Document piggybacked in our direct marketing for loyal visitors NEW

- 5000 copies of paper version sent out, loyal visitors in the Paris region with a budget of more than €3000
- A5 format (excluding printing)
- Offer limited to 2 advertisers

€2000 excl. VAT

Sponsorship of the relaxation café, information point and lecture theatres

BASED ON QUOTE

> Ensure you stand out as soon as the Salon des Grands Voyages opens

Advertising banner on grands-voyages.com

- From 1 September to 10 November.
- 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

Advertising banner on the invitation download pages NEW

- 20,000 displays (4000 pre-registrations on five stages)
- Offer limited to 1 advertiser

€1500 excl. VAT

Special tab for the partner in the Visitor area NEW

- 6000 displays (content to be approved with the partner and the show organising team)
- Offer limited to 1 advertiser

€900 excl. VAT

Banner in the Visitor Area NEW

- 6000 displays
- Offer limited to 1 advertiser

€800 excl. VAT

Banner in the various PE emails sent NEW

- 6000 sent
- Offer limited to 1 advertiser

€1300 excl. VAT

Redirect link to the partner's site in the Confirmation stage NEW

- 4000 displays
- Offer limited to 1 advertiser

€700 excl. VAT

> After the show

Sponsorship of the Visitor survey NEW

- 3 questions piggybacked into our survey and summary + logo in the survey
- Offer limited to 1 advertiser

€1800 excl. VAT

Post-show email campaign NEW

- 2500 contacts
- Offer limited to 1 advertiser per quarter

€900 excl. VAT

Stands offering

> Book your location

Opt for stylish & elegant fully-equipped modules from 6m².
Unfitted surface area available up to 18 m² with 3 sides.

| | Unit price |
|---|---|
| 6m² fitted stand | From €3955 excl. VAT |
| 9m² fitted stand | From €5539 excl. VAT |
| Unfitted stand | €333 excl. VAT/m ² |
| ONE Exhibitor Package | €715 excl. VAT |
| PLUS Exhibitor Package | €965 excl. VAT |
| Insurance / m² (flat rate of €72 for all stands under 15m ²) | €5 |
| Equipment | €195 excl VAT/m ² (See details below) |
| Side | €320 excl. VAT |

> The ONE Exhibitor 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 (only on request)

PLUS Exhibitor Package Option:

- 1 Insert inside 2 visitor e-mailshots over the year
- 1 news update on our website



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

> The “cobra” fittings include:

- Structure:
 - White satin-finish melamine-coated partitions (2.5 m high)
 - 1 m² lockable storage cupboard with a coat hanging peg
- Grey carpeting
- Standard banner
- Spotlights
- 1KW intermittent electrical meter
- 1 white lockable bench with a customisable plexiglass façade and an integrated document distributor
- + 1 white stool
- Daily cleaning of the stand



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> List of exhibitors at the Salon des Grands Voyage, as of 11 May 2020:

ART ET VIE, ASIA, AUSTRALIS, AUTOGRAPH SAFARIS, COQUILLADE VILLAGE, CROISIÈRES D'EXCEPTION, CROISIEUROPE, EMOTIKA VOYAGES, ERALIOS, EQUINOX ECUADOR, FARE VOYAGES, GLOBALTOURS, GLOBESAILOR, GRANDS ESPACES, HURTIGRUTEN, JMB VOYAGES IMAGINE CANADA, LE CERCLE DES VACANCES, LE FIGARO, LES MAISONS DU VOYAGE, LES PLUS BEAUX LODGES, MONDE AUTHENTIQUE, NORWEGIAN CRUISE LINE, OFFICE DU TOURISME D'HIROSHIMA, OFFICE DU TOURISME DE SAINT MARTIN, PRESTIGE EXPÉRIENCE TOURS, REGENT SEVEN SEAS CRUISES, RIVAGES DU MONDE, SAILING-CLASSICS CV, SAFRANS DU MONDE, SECRETS DE VOYAGES, STAR CLIPPERS, TIRAWA, UN OCÉAN DE CROISIÈRES, UNE TABLE DANS LE MAQUIS, VOYAGES DE REVE, WOZA EKHAYA ...

(non-exhaustive list)

**They have already signed up...
What about you?**

Key dates

October 2019:

Start of installation

15 September 2020:

Press pack finalised

Save time

Register online!

www.grands-voies.com



A team at your service

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