



The “Grand Voyages” Show keeps its promises.

Whether it's a tour of the world, a paradise island, exploring or a journey to the heart of a civilisation, a special trip always fires the imagination. For two days, the Grand Voyages show welcomed visitors in search of discovery and inspiration. A look back at this unique, top-ranking event.

An eagerly-awaited date.

The **52 exhibitors** welcomed **1,680** visitors over two days in the prestigious setting of the **Palais Brongniart**.

Travel agencies, cruise operators and tourist offices offered a meticulously selected range of trips as well as customised, bespoke assistance to visitors in search of unforgettable journeys.

56% of visitors came on Friday and **44%** on Saturday.



Satisfied exhibitors

The **high quality of the visitors** was acclaimed by all the exhibitors, who said they were **100%** satisfied in this sphere.

This was because **80%** of visitors had travel projects, which **38%** of them planned to carry out within **6 months**, and **36%** within a year.

The typical visitor profile was an older couple (aged 62) with an average basket for a trip together of **€6,300** (36% even had a budget of over €5,000 per person).

In addition, exhibitors felt that the **business climate at the show** was **more vibrant** than with the sector as a whole, with **83%** of exhibitors expecting to **generate sales after the event**.

As regards the new venue, the Palais Brongniart appealed to **95%** of exhibitors, as it enabled them to welcome visitors in an outstanding location in central Paris.

These initial results garnered a **very high overall satisfaction rate** of **95%** with exhibitors at the end of the show.

Keen visitors

Whether they were looking for expeditions, cruises, paradise beaches or culture, visitors found an answer to all their dreams.

They were mainly interested in the following themes: "Culture & Heritage (**67%**), Nature & Mountains (**22%**), Adventure & Safaris (**22%**), Paradise Islands & Beaches (**20%**), Cruises & Sailing (**20%**).

The most popular destinations were Asia (**43%**), Europe (**36%**), South America (**28%**) and Africa (**24%**)

The main reason for their visit was to **seek information on a particular destination**. They found answers from the **exhibitors** and by watching the **talks** laid on at the show.

The five best-attended talks were:

- The Galapagos Islands: a fascinating archipelago!
- Following in the footsteps of great Arctic and Antarctic explorers
- Mysterious Japan: a world you've never seen
- Australia's natural wonders
- Europe's most beautiful luxury train tours



Figures from 2022 exhibitor and visitor surveys

**Make a date for another edition of the
Salon des Grands Voyages in autumn 2023**

www.grands-voyages.com

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