



## 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](http://www.grands-voyages.com)

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