

# SALON DES GRANDS VOYAGES

SOLEIL // NEIGE // CROISIÈRE

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

**09>10** OCTOBER 2020  
PARIS CARROUSEL DU LOUVRE



COMEXPOSIUM



#GRANDSVOYAGES  
GRANDS-VOYAGES.COM



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 M<sup>2</sup> 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 Show:

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 Show:

“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 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup> 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 Show:

"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 (15<sup>th</sup>, 16<sup>th</sup>, 17<sup>th</sup> arrondissements)

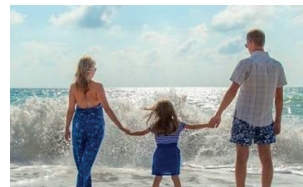
**21%** Hauts-de-Seine (Neuilly, Levallois, Issy)

**11%** Val-de-Marne (Vincennes, Saint Maurice 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 (10<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup> 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

# Stand offering

## > Book your location

Opt for stylish & elegant fully-equipped modules from 6m<sup>2</sup>.  
Unfitted surface area available up to 18 m<sup>2</sup> with 3 sides.

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

## > The ONE Exhibitor Package includes:

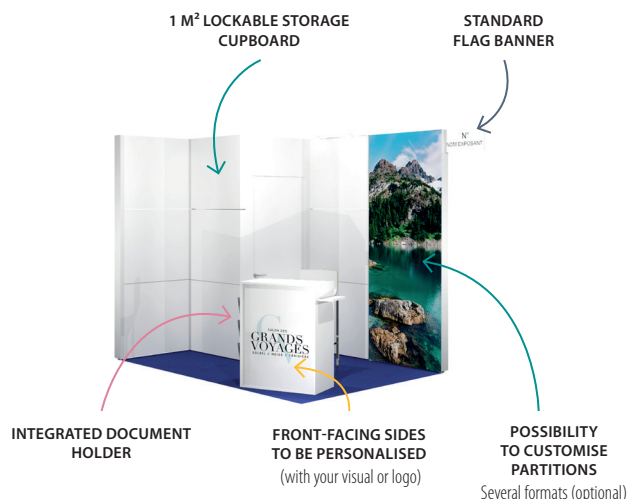
- Access to your exhibitor area
- Electronic badges
- Wi-Fi connection
- Access to the VIP PRESS area
- Inclusion on the list of exhibitors on the website and in the paper visitor guide
- Media kit
- Your dossier in the press office
- E-invitations
- 40 paper invitations for two people each (only on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

### PLUS Exhibitor Package Option:

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

## > The “cobra” fittings include:

- Structure:
  - White satin-finish melamine-coated partitions (2.5 m high)
  - 1 m<sup>2</sup> 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



Visuals provided as examples only. 6 m<sup>2</sup> stand with two open sides.



# Exhibition communications and sponsorship tools

## > Stand out from the crowd before the Salon des Grands Voyages Show 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

## > 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

### 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

### Sampling

- 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

## Sponsorship of the relaxation café, information point and lecture theatres

**BASED ON QUOTE**

**> List of exhibitors at the 2020 Salon des Grands Voyages Show, as of 15 January 2020:**

ART ET VIE	MONDE AUTHENTIQUE
ASIA	NORWEGIAN CRUISE LINE
COQUILLADE VILLAGE	PRESTIGE EXPÉRIENCE TOURS
CROISIÈRES D'EXCEPTION	REGENT SEVEN SEAS CRUISES
CROISIEUROPE	RIVAGES DU MONDE
EMOTIKA VOYAGES	SAFRANS DU MONDE
EQUINOX ECUADOR	SECRETS DE VOYAGES
FARE VOYAGES	STAR CLIPPERS
HIROSHIMA	TIRAWA
HURTIGRUTEN	UN OCÉAN DE CROISIÈRES
JMB VOYAGES IMAGINE CANADA	UNE TABLE DANS LE MAQUIS
LE CERCLE DES VACANCES	WOZA EKHAYA ...
LES PLUS BEAUX LODGES	(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-voyages.com](http://www.grands-voyages.com)



## A team here to listen to you

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