

## PRESS RELEASE



Rendez  
vous en  
France  
LE SALON

[www.rendezvousenfrance.pro](http://www.rendezvousenfrance.pro)

**PARIS, ÎLE-DE-FRANCE | 27 • 28 MARS 2018**

PARIS EXPO, PORTE DE VERSAILLES

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## 1. Rendez-vous en France - Paris, 27 and 28 March 2018:

### Boosting the resurgence in international tourist numbers

Rendez-vous en France, the French tourism industry's top international BtoB trade show, returns to Paris, Porte de Versailles. It's an opportunity for French professionals to fill their order books, thanks to the presence of 950 tour operators from 69 countries. The goal is to further bolster the increase in international tourism that took place in 2017.

In 2018, in partnership with the Paris Convention and Visitors Bureau and the Paris Region Tourist Bureau, Atout France is once again organising the biggest market place for French tourism professionals.

947 tour operators from five continents, as well as 35 journalists from international trade publications, are expected. During two days, business meetings will take place every 20 minutes at Paris Expo Porte de Versailles (24,656 meetings are scheduled).

According to Christian Mantei, Managing Director of Atout France, "In a highly competitive environment, marked by a resurgence in tourism in France, this event represents a unique opportunity for the 750 French exhibitors to promote and sell their products to a high-quality international panel of buyers".

Rendez-vous en France is also a chance for French destinations to promote their tourist offerings. 13 regions have organised 40 familiarisation trips for 350 tour operators.

#### KEY FIGURES

<b>2</b> days of workshops
<b>750</b> French exhibitors
<b>947</b> influencers and <b>37</b> journalists from <b>69</b> countries
<b>24,656</b> business meetings scheduled
<b>380</b> international tour operators on familiarisation trips to <b>13</b> French destinations

*The Rendez-vous en France Travel Market is organised by Atout France, in partnership with Air France, SNCF, Les Entreprises du Voyage, the Paris Convention and Visitors Bureau, the Paris Region Tourist Board, the Hauts-de-France Regional Tourist Board, the Côte d'Azur France Regional Tourist Board, the Provence-Alpes Côte d'Azur Regional Tourist Board, the Corsica Tourist Board, the Occitanie Regional Tourist Board, the Alsace Attractiveness Agency, the Champagne-Ardenne Regional Tourist Board, Lorraine Tourism, the Nouvelle-Aquitaine Regional Tourist Board, Auvergne-Rhône-Alpes Tourism, Bourgogne-Franche-Comté Tourism, the Brittany Regional Tourist Board, the Centre-Val de Loire Regional Tourist Board, the Normandy Regional Tourist Board, and the Pays de la Loire Territoires d'Innovation Regional Agency.*

## 2. 2018 figures

### • THE EXHIBITORS

**750 French tourism professionals**, including tourist site managers, hotel directors, suppliers, and promotional agencies, will present their offers in 10,300 m<sup>2</sup> of exhibition space.

Since the event is held in Paris, many participants are from the Île-de-France region (179 exhibitors).



### • Breakdown of exhibitors per region

<b>NORTH</b> Paris Île-de-France, Hauts-de-France	<b>26%</b> (vs 21% in 2017)
<b>EAST</b> Grand-Est, Bourgogne-Franche-Comté, Auvergne Rhône-Alpes	<b>18%</b> (vs 18% in 2017)
<b>SOUTH</b> Occitanie, Provence-Alpes-Côte d'Azur, Corsica	<b>24%</b> (vs 23% in 2017)
<b>WEST</b> Normandy, Brittany, Pays de la Loire, Centre-Val de Loire, Nouvelle Aquitaine	<b>24%</b> (vs 30% in 2017)
<b>MULTI-REGION</b>	<b>8%</b> (vs 8% in 2017)



### • Breakdown of exhibitors per sector

Accommodation, restaurants	42%
Promotional agencies, tourist offices, institutions	20%
Museums, monuments, castles, thematic sites	14,5%
Incoming agencies, reservation centres	11%
Transport, coach operators, vehicle rentals	3,5%
Other	9%

## • THE TOUR OPERATORS

### An increasingly international event

Thanks to the work of Atout France's offices abroad, hundreds of tour operators from around the world are attending Rendez-vous en France.

**947 tour operators from 69 countries** are registered and will meet with the French professionals.

<b>Europe</b>	<b>490 tour operators</b> (499 in 2017)
<b>Africa, Asia, Oceania</b>	<b>240 tour operators</b> (208 in 2017) from South Africa, Nigeria, Australia China, Japan, South Korea, Malaysia, Singapore, Thailand, Vietnam, India, etc.
<b>North and South America</b>	<b>173 tour operators</b> (143 in 2017) from the United States, Canada, Argentina, Brazil, Chile, Colombia, Panama, and Mexico.
<b>The Middle East</b>	<b>44 tour operators</b> (42 in 2017) from Israel, Saudi Arabia, Egypt, United Arab Emirates, Lebanon, Kuwait, etc.

#### ORIGIN OF TOUR OPERATORS IN ATTENDANCE

**52%** Europe  
**25%** Africa, Asia, Oceania  
**18%** the Americas  
**5%** The Middle East

*View the complete list of nationalities in the Appendix page 15*

**Please note:** this year's event features a large number of international buyers from Asian and American markets.

In Asia, Japan is making a strong return with 62 tour operators, compared to 50 last year; the Indian delegation has increased from 29 to 35 tour operators, and the Thai delegation from 4 to 8.

For the Americas, there is a major increase in the American delegation (69 tour operators compared to 53 in 2017) and the Mexican delegation (14 tour operators compared to seven in 2017).

### Meetings that are increasingly well qualified

To facilitate participation, a special website was created for tour operators to identify themselves and describe what they're looking for. By specifying the services and destinations they usually book, as well as those they would like to schedule in the future, tour operators can easily be identified by exhibitors (and vice versa) to ensure effective meetings.

[www.rendezvousenfrance.pro](http://www.rendezvousenfrance.pro)

**24,656 business meetings are scheduled this year.**

- **THE INTERNATIONAL PRESS**

In addition to buyers, Atout France has also invited **37 journalists from the international trade press**. This provides French destinations with an opportunity to increase the visibility of their products and innovations.

#### **Our partners**

##### **Air France and SNCF/Rail Europe/VSC, the event's transport partners**

Close to three out of four international tour operators/journalists will travel to France, Paris, and regional destinations thanks to the active participation of Air France and Voyages-sncf.eu/Rail Europe, which have once again shown their support for Atout France by providing tickets.



### 3. French destinations are participating in Rendez-vous en France

Each year, Atout France and the regional tourist boards organise familiarisation trips so that international delegations can discover all that France's natural and cultural heritage can offer.

These short trips for small groups, organised prior to Rendez-vous en France, are excellent opportunities to meet with regional partners, and are the perfect complement to the event's business meetings.

The various trips are designed to promote the diversity of France's tourist offerings: Michelin-starred restaurants and country inns, well-known stations and sites, accommodation and other facilities, various events, etc.- all in a friendly and professional environment.

Tour operators register for one of the thematic programmes according to their interests.

**13 regions will take 380 tour operators on 40 familiarisation trips.**

<b>Auvergne-Rhône-Alpes</b>	Mountains in the winter, "A holiday in the snow"	China
<b>Auvergne-Rhône-Alpes</b>	Urban tourism, City breaks	Russia
<b>Auvergne-Rhône-Alpes</b>	The "Must-sees"	India
<b>Auvergne-Rhône-Alpes</b>	Art de vivre, wine tourism and gastronomy	Japan, Korea, the United States, Canada
<b>Bourgogne-Franche-Comté</b>	From grapevines to castles	The United States, Brazil, Mexico, Australia, Japan
<b>Brittany</b>	Heritage and well-being	Canada, United States, Australia, Spain
<b>Centre-Val de Loire</b>	Nature and culture: castles, gastronomy, and wine.	The United States, China, Japan, Brazil, Mexico
<b>Centre-Val de Loire</b>	The 500th anniversary of the Renaissance	China, USA, Brazil, Russia, Italy, Spain
<b>Corsica</b>	Discovering the coast	Brazil
<b>Côte d'Azur</b>	Culture and Art de Vivre	Poland, Romania, Hungary, the Czech Republic, Slovakia
<b>Grand Est</b>	Culture and UNESCO sites	The United States, Brazil, Australia, Canada, Russia, Israel
<b>Grand Est</b>	Wine tourism	Japan, Korea, Taiwan, Southeast Asia, India
<b>Grand Est</b>	Must-sees in Champagne	Japan, Brazil
<b>Hauts-de-France</b>	Heritage & Art de vivre, the Seaside	Taiwan
<b>Hauts-de-France</b>	Heritage and the Seaside	India
<b>Hauts-de-France</b>	New trends in Oise	Great Britain, the United States

<b>Normandy</b>	Must-sees in Normandy	Japan, China, Brazil, India, Argentina, Southeast Asia, Norway, Spain, Italy, Russia, Israel
<b>Normandy</b>	Cycle tourism in Normandy	The United States, Canada, Great Britain, the Netherlands, Germany, Denmark
<b>Normandy</b>	Landing beaches, culture and Impressionism	The United States, Canada, Great Britain, Benelux, Germany, Sweden, Italy, Spain
<b>Normandy</b>	Must-sees and Medieval Normandy	Germany, Benelux, the Netherlands, Great Britain, Spain, Italy, Finland, Norway, Sweden
<b>Normandy &amp; Paris Ile-de-France</b>	Golf in Normandy	The United States, Great Britain, Ireland, Belgium, Denmark, Sweden, the Netherlands, Germany
<b>Normandy &amp; Paris Ile-de-France</b>	Impressionism	The United States, Japan, Great Britain
<b>Nouvelle Aquitaine</b>	Heritage & Art de vivre	China, Australia, Mexico, the United States, Japan, Brazil, Hungary
<b>Nouvelle Aquitaine</b>	Wine tourism and Basque culture	The United States, Canada, Brazil, Japan, Spain
<b>Nouvelle Aquitaine</b>	Wine tourism and the seaside	Great Britain, Germany, the Netherlands, Belgium, the United States, Canada
<b>Nouvelle Aquitaine</b>	Luxury savoir-faire	The United States, Canada, Japan
<b>Occitanie</b>	Culture and heritage	The United States, Canada, India, Japan, China, Taiwan, Brazil, Germany, Great Britain, Poland, Austria, the Netherlands, Belgium, Switzerland, Italy
<b>Occitanie</b>	Culture, heritage, and the seaside	The United States, Canada, India, Japan, China, Taiwan, Brazil, Germany, Great Britain, Poland, Austria, the Netherlands, Belgium, Switzerland, Italy
<b>Occitanie</b>	Mountains well-being / religion / nature	The United States, Canada, India, Japan, China, Taiwan, Brazil, Germany, Great Britain, Poland, Austria, the Netherlands, Belgium, Switzerland, Italy
<b>Occitanie</b>	Culture and heritage / wine tourism	The United States, Canada, India, Japan, China, Taiwan, Brazil, Germany, Great Britain, Poland, Austria, the Netherlands, Belgium, Switzerland, Italy
<b>Occitanie</b>	City tourism / shopping / wine tourism	China
<b>Paris</b>	City tourism	Germany, Belgium, Denmark, Spain, Finland, Great Britain/Ireland, Italy, Norway, the Netherlands, Sweden, Switzerland
<b>Paris Region</b>	Cultural tourism	Southeast Asia, South Korea
<b>Paris Region</b>	Cruise	North Africa, Nigeria
<b>Paris Region</b>	<i>Paris is yours!</i>	Mexico, Colombia
<b>Pays de la Loire</b>	Heritage, Art de vivre	China
<b>Pays de la Loire</b>	Cycling	Germany, Italy, Austria, Spain
<b>Provence-Alpes-Côte d'Azur</b>	Nature, art de vivre, gastronomy, wine tourism	Japan, South Korea, China, Southeast Asia
<b>Provence-Alpes-Côte d'Azur</b>	The sea, gastronomy, and wine tourism	Brazil, Canada, the United States, Australia
<b>Provence-Alpes-Côte d'Azur</b>	Mountains (summer/winter), urban tourism	Germany, Great Britain, Benelux, Scandinavia, Austria, Central Europe, Israel





## 4. The 2018 programme

### Tuesday 27 March

9.00	#Explore Paris Discover & experience enlarged, contemporary, arty greater Paris hotspots
18.00	Drop-off at the hotel
20.30	France Soirée at La Seine Musicale

### Wednesday 28 March

9.00	Opening of Rendez-vous en France and start of pre-scheduled meetings between tour operators and French exhibitors
10.15	<b>Press briefing: “500 years of Renaissance(s)” in Centre-Val de Loire</b> (room 721, Mezzanine Pavilion 7.2)  François Bonneau, President of the Centre-Val de Loire Region, will present the highlights of this national and international event, in the presence of 4 representatives from participating sites: <ul style="list-style-type: none"><li>- Marc Métay, Deputy Director of the Château Royal d'Amboise,</li><li>- Cécile de Saint-Venant, Communication Director of the Domaine National de Chambord,</li><li>- Benoist Pierre, Director of the CESR (Centre for Advanced Renaissance Studies)</li><li>- Catherine Simon-Marion, Executive Vice-President for the Château du Clos Lucé-Parc Leonardo da Vinci</li></ul>
13.00	Lunch
14.00	Meetings between international tour operators and French exhibitors
17.00	End of the event
20.30	Free evening, or invitations by Atout France partners to certain tour operators

## 5. The 2018 soirées

**Monday 26 March:** **welcome event for international buyers at Les Puces de Saint Ouen**, by invitation of the Paris Convention and Visitors Bureau, the Paris Region Tourist Bureau and their partners, Les Puces de Paris Saint-Ouen, and the Plaine Commune Grand Paris Tourist Bureau.

After a stroll around the biggest antique market in the world, guests will dine with art and antique dealers.

### **Tuesday 27 March: “France” soirée at La Seine Musicale**

For the official “France” soirée, Atout France will welcome the event's 2,000 participants, both exhibitors and visitors, to La Seine Musicale. A new symbol of Parisian culture, this musical temple is an ideal backdrop for an evening celebrating French music and culture, with a focus on a variety of contemporary artistic expressions.

The richness and diversity of global destination brands will be showcased, with a spotlight on the Centre-Val de Loire destination, which is celebrating “500 years of Renaissance(s)” in 2019.

French expertise in wine and spirits will also be honoured alongside culinary stations representing all of French gastronomy.



### **Wednesday 28 March: open evening or partner soirées**

During this soirée, exhibitors will be able to invite one or several tour operator delegations to the location of their choice to present their offer.

## 6. 2018 features

### The new “Rendez-vous en France” mobile application

The event's mobile application will allow attendees to:

- Consult the list of participants and their profiles
- Access practical information about the event, hours, etc.
- Consult the event's list of partners and sponsors
- Access an interactive map, get around, see the stands
- Access their personalised meeting schedule
- Find all types of information with our search engine: the event's “Google”!

Download on iOS and Android

### The cafés

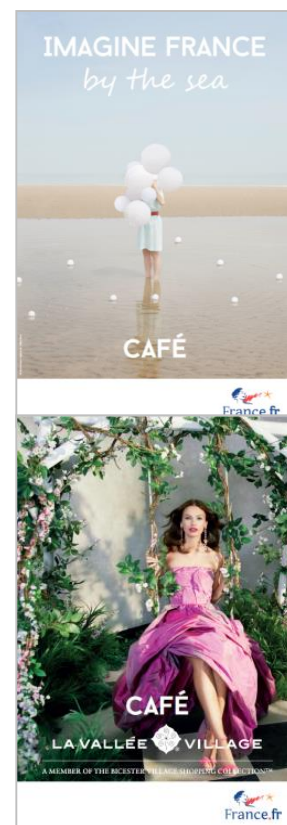
Informal networking and gathering spaces for professionals to take a break between meetings:

#### **The *Imagine France by the Sea* café**

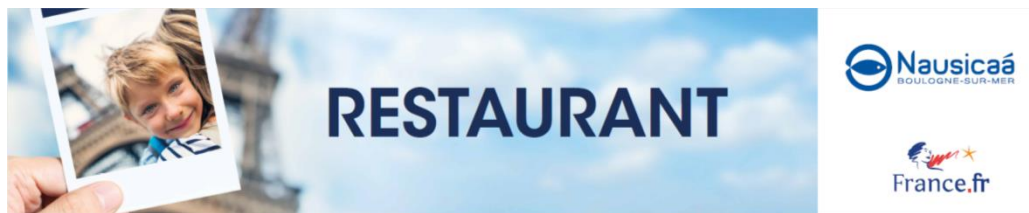
In order to promote the French coasts to international clients, Atout France's Seaside Cluster, in collaboration with photographer Maia Flore, created an artistic project highlighting the sea's most poetic and unexpected sides. The *Imagine France by the Sea* exhibit has been travelling the world since 2016.

#### **La Vallée Village café**

Just 40 km from Paris, and 5 minutes from Disneyland Paris, La Vallée Village has 110 fashion and luxury shops that will present their trendiest past collections at 33-70% off. Menu Palais, a gastronomic restaurant, opened in the Village in early 2018.



## Nausicaà restaurant



Europe's largest aquarium is opening this spring in France! Designed as an immense futuristic manta ray, the new Grand Nausicaà complex in Boulogne-sur-Mer has a giant tank, tunnel, and thousands of square metres of water to house the most impressive fish and marine mammal species. In order to announce its opening (on 19 May 2018), the Rendez-vous en France restaurant will be decorated like Nausicaà.

## The France eMotion corner



With *France eMotion - the animated journey*, Atout France, in collaboration with the Institut Français, has developed an amazing artistic project combining photography and digital animation to lead spectators on a surprising journey to discover French heritage. The exhibition presents 35 new works that come to life thanks to enhanced reality, and is travelling around the world until 2020.

**To enjoy these works, download the France eMotion application for iOS or Android**

## The interprofessional associations for wines and spirits, partners of the “France” soirée

As part of Atout France's Wine Tourism Cluster, the interprofessional associations for wines and spirits are the partners for the France soirée at La Seine Musicale on Tuesday 27 March.

More than 30 products will be available for tasting, much to the delight of wine lovers. Each bottle was selected by each of the interprofessional associations, in order to offer their best products.

The wines of France are the fruit of a rich and complex *terroir*, offering an infinite combination of flavours. Whites, rosés, reds, sparkling wines, spirits, natural sweet wines - all are integral to the fascinating history of French wines.



**VisitFrenchWine.com**

## Appendix 1: The nationalities of participating tour operators in 2018

Tour operators from 69 countries will participate in Rendez-vous en France in 2018

South Africa	Japan
Germany	Jordan
Saudi Arabia	Kuwait
Argentina	Latvia
Armenia	Lebanon
Australia	Lithuania
Austria	Luxembourg
Belgium	Macedonia
Brazil	Malaysia
Bulgaria	Morocco
Canada	Mexico
Chile	Nigeria
China	Norway
Colombia	Panama
South Korea	The Netherlands
Costa Rica	Peru
Croatia	The Philippines
Denmark	Poland
Egypt	Portugal
The United Arab Emirates	The Czech Republic
Spain	Romania
Estonia	Russia
The United States	Serbia
Finland	Singapore
France	Slovenia
Great Britain	Slovakia
Greece	Sweden
Hong Kong	Switzerland
Hungary	Taiwan
India	Thailand
Iran	Turkey
Indonesia	The Ukraine
Ireland	Uruguay
Israel	Vietnam
Italy	



## Appendix 2: 2018 partners and sponsors

### The event's 2018 partners



## The 2018 sponsors



### 3.4 - Atout France

#### Atout France, France's Tourism Development Agency

Initial figures for 2017 show excellent numbers for international tourism in France (88 to 89 million visitors).

During the Interministerial Committee on Tourism meeting on 19 January 2017, the Prime Minister restated the government's targets (100 million visitors in France in 2020, 50 billion euros in revenues), and confirmed Atout France's missions:

- Update the tourist offering and ensure its quality through engineering and financing for major tourism projects across the country
- Encourage the development and promotion of destination brands (and their companies) abroad

#### HELP UPDATE THE TOURIST OFFERING AND ENSURE ITS QUALITY

Atout France assists operators across the country with their development strategies and helps them structure investment projects to stimulate the tourist offer and improve its quality.

During the Interministerial Committee on Tourism meeting on 19 January 2017, the Agency was designated as the first point of contact for project sponsors across the country. Atout France will help implement a dozen critical projects every year, with the support of La Caisse des Dépôts and the future National Territories Agency.

In addition, Atout France publishes a dozen or so studies for professionals each year. These studies increase their knowledge of markets and sectors so they can refine their development strategies (e.g.: *Welcoming Indian tourists successfully*, *Air connectivity in France*, *Progress report on tourism investments*, etc.). Atout France also offers training sessions, particularly online (an "Accueil France" MOOC).

The Agency is also responsible for ensuring the quality of tourist offerings in several ways: ranking of tourist accommodation, the "Palace" distinction attributed to 24 exceptional establishments, registration of travel operators, promotion of labels (the "Vignobles & Découvertes" label for wine tourism, etc.).

#### ENCOURAGE THE DEVELOPMENT AND PROMOTION OF DESTINATION BRANDS ABROAD

Thanks to our 33 offices around the world, and our close collaboration with the diplomatic network, the Agency has an in-depth understanding of various tourism markets and distribution professionals.

This expertise allows us to give our 1,300 professional partners tools to understand demand (economic context per country and sector or market studies) and conduct marketing and promotional activities for destination brands.

We conduct more than 2,800 promotional operations each year around the world, targeting professionals (international tour operators, the press, and influencers) as well as the general public.

Our most powerful tool, France.fr (in 16 languages and 31 versions), allows us to invite people from around the world to come (re)discover the French "art de vivre".

**To learn more:** [www.atout-france.fr](http://www.atout-france.fr) and [www.France.fr](http://www.France.fr)



# Rendez vous en France

TRADE SHOW

[www.rendezvousenfrance.pro](http://www.rendezvousenfrance.pro)



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PARIS EXPO, PORTE DE VERSAILLES

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