

• THE MEETING PLACE FOR TRAVEL PROFESSIONALS •

# PRESS PACK 2022



MAROC  
Terre de lumière  
COUNTRY OF HONOUR



20-22 SEPT. 2022  
PARIS - PORTE DE VERSAILLES

## IFTM TOP RESA 2022: REPORT

Press Contact: Emmanuelle Winter & Clémence Engler - [presse@iftm.fr](mailto:presse@iftm.fr)

UNDER THE PATRONAGE OF:



**RX** In the business of building businesses



[iftm.fr](http://iftm.fr)

## ABOUT THE ORGANISERS



RX exists to promote the development of companies, communities and individuals. We powerfully combine face-to-face events, data and digital products that enable our clients to understand markets, research products and perform transactions, with over 400 events in 22 countries and 43 business sectors.

RX France organises leading face-to-face, digital and hybrid events in around fifteen different markets. Our high-profile RX France trade shows offer essential national and international events, including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo, Maison&Objet\* and many others. Our events are held in France, China, India, Italy, Mexico, Russia and the United States.

RX aims to have a positive impact on society and to create an inclusive work environment for all our employees.

RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

\* organised by SAFI, a subsidiary of RX France and Ateliers d'Art de France

[www.rxglobal.com](http://www.rxglobal.com)



IFTM Top Resa is the only B2B trade show that brings together all professionals from the French tourism industry (Leisure, Business, Events and Groups) every year in Paris, Porte de Versailles. Over 3 days, the trade show welcomes over 34,000 visitors, French and international buyers, travel agents, tourism distribution and production professionals, journalists and media representatives, influencers, students, and French and international officials, who all come to see the show's 200 destinations and 1700 exhibitors (tourism boards, airlines, hotel groups, tour operators, technology companies, start-ups, etc.). The many events, conference sessions and evening receptions organised throughout the trade show allow the whole profession to discover the latest trends, gain expertise on pressing topics, talk about the challenges and future of the tourism industry, and have fun together.

[www.iftm.fr](http://www.iftm.fr)

## IFTM TOP RESA 2022: TRIUMPHANT RETURN WITH 3 DAYS FULL OF BUSINESS AND CONTENT

France's tourism trade show, IFTM Top Resa, came to a close on Thursday 22 September 2022 at Parc des Expositions, Porte de Versailles, Hall 1.

For three days, around 1200 brands in the sector came together for this unmissable event bringing together all market professionals.

The trade show welcomed both exhibitors and visitors for meetings, conference sessions, events, evening festivities, contests and awards in a vibrant atmosphere as the page turns on the health crisis.



“ The latest edition of the trade show was all about dynamic recovery as the big tourism family got together again. Last year was an opportunity to reconnect, but 2022 was about seeing business pick up again.

The number of individual visitors in 2021 was around 24,000; this year we have gone way beyond that figure, with 29,475 trade visitors attending IFTM Top Resa 2022. With 1,200 brands and 170 destinations exhibiting at this year's show, we also exceeded our expectations in terms of visitor/exhibitor ratio.

A strong programme of events and conference sessions concentrated into a three-day show made the event all the more exciting and

dynamic. All of this in the festive atmosphere we love so much that is a fundamental characteristic of tourism!

Once again, I would like to congratulate the whole industry. After all the challenges they've faced and everything they've been through, they continue to work hard, showing their incredible resilience and passion for this industry. ”

**Laurence Gaborieau**

Director of the Tourism, Fitness, Transport & Logistics Division  
RX France



### INFORMATION FOR JOURNALISTS

The IFTM Top Resa PressRoom brings together in one place

- all IFTM press information, releases, packs and media.
- all IFTM exhibitor press information, news, releases and events.

Check out: <https://press.iftm.fr/en/>



The three 2022 IFTM Top Resa press packs can be found in the PressRoom: <https://press.iftm.fr>

- ECONOMIC MAP OF TOURISM AROUND THE WORLD: IFTM TOP RESA IN ITS CONTEXT
- FIND OUT MORE ABOUT IFTM TOP RESA AND ITS EXHIBITORS: NEWS, VILLAGES, ZONES, EVENTS, CONFERENCE SESSIONS, PEOPLE & ACTIVITIES
- IFTM TOP RESA 2022: REPORT

**Key figures from IFTM Top Resa 2022**

- **Leading B2B trade show** for the Tourism industry in France
  - Hall 1, Porte de Versailles
  - 27,000 sqm of exhibitions
  - **29,475 visitors**
  - Nearly **1,200 brands** and **400 stands**
  - **170 destinations exhibited** (France and overseas)
  - **11 visitor guides**
  - **11 villages and 9 zones**
  - Over **6,500 business meetings**
  - Over **100 conference sessions**
  - **8 themes** highlighted, grouped by conference sessions
    - News
    - Attractiveness
    - Business Travel
    - Digital
    - Sustainable tourism
    - France
    - Market
    - MICE
  - Over **600 accredited journalists**
  - **5 key events:**
    - Start-Up Contest (the best innovative solutions in travel)
    - Hackathon by CDS Groupe (a 24-hour race during which teams have to design a brand-new business travel solution)
    - Travel Agents Cup (vote for the best travel agents in France)
    - Travel Agents Cup Junior (vote for the best students and up-and-coming salespersons for Destination France)
    - After TO Party by Morocco, Kingdom of Light

**Key figures from IFTM Top Resa 2019**

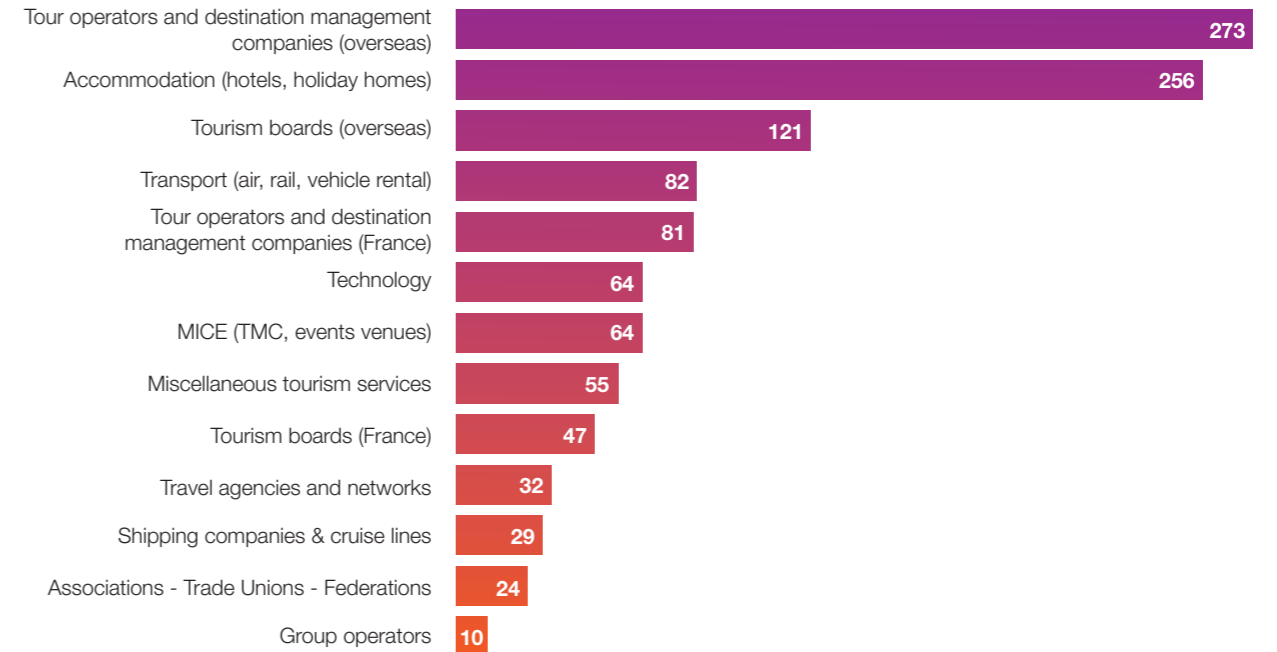
- **Leading B2B trade show** for the Tourism industry in France
  - Hall 1, Porte de Versailles
  - 33,000 sqm
  - **34,150 visitors**
  - **1,700 brands** and more than **500 stands**
  - **170 destinations exhibited** (France and overseas)
  - **11 Visitor itineraries**
  - **12 Villages and 10 Zones**
  - Several hundred journalists, media
  - Over **150 conference sessions**
  - **3 themes** highlighted grouped by thematic conference sessions:
    - Digital Day
    - International Business Travel – JIVA Days
    - CEO Talks
  - **4 key events:**
    - Start-Up Contest (the best innovative solutions in travel)
    - Hackathon by CDS Groupe (a 24-hour race during which teams have to design a brand-new business travel & hotel solution)
    - Travel Agents Cup (vote for the best travel agents in France)
    - Travel Agents Cup Junior (vote for the best students and up-and-coming salespersons for Destination France)



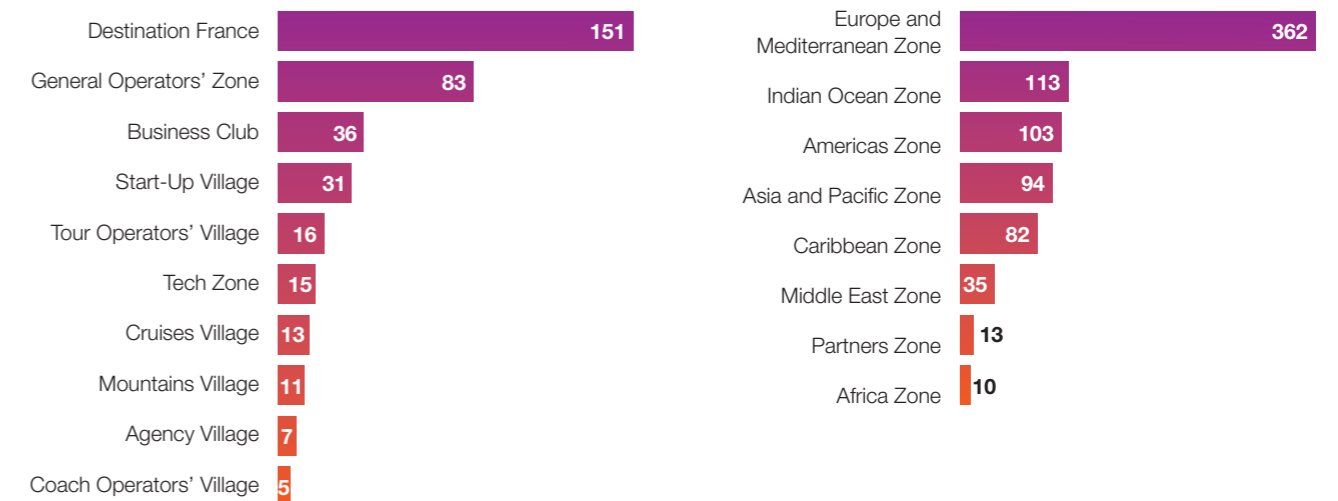
**IFTM TOP RESA 2022: REPORT**



► **Exhibitors representing the entire sector** (number of exhibitors)

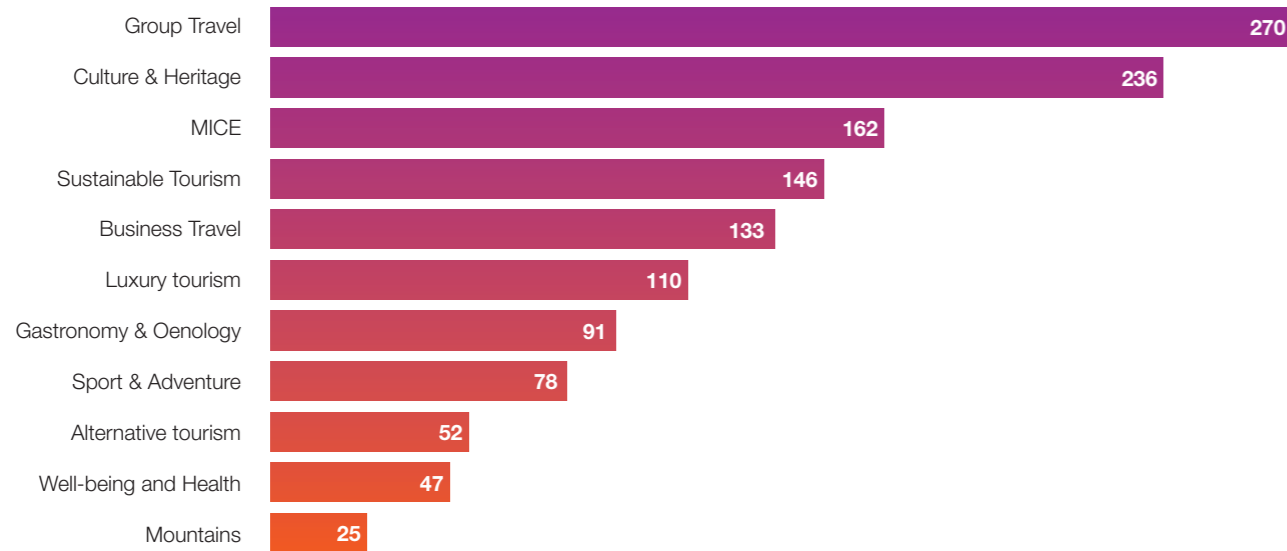


► **Villages and zones for targeted visits** (number of exhibitors)



### Thematic visitor guides

These guides are aligned with the main tourism market themes to simplify meetings between exhibitors and visitors (number of exhibitors signed up).



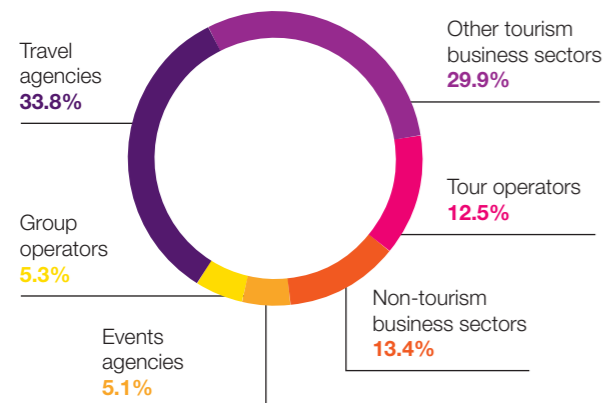
### Qualified visitors representing all industry segments

#### Visitor origin



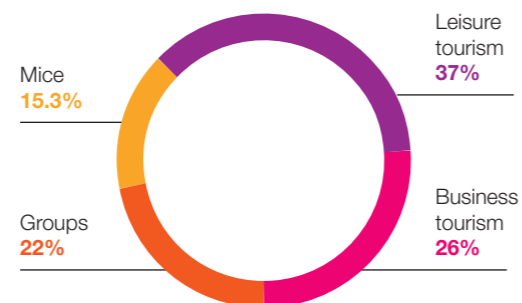
#### Visitor business sector:

One third of visitors work in travel agencies.

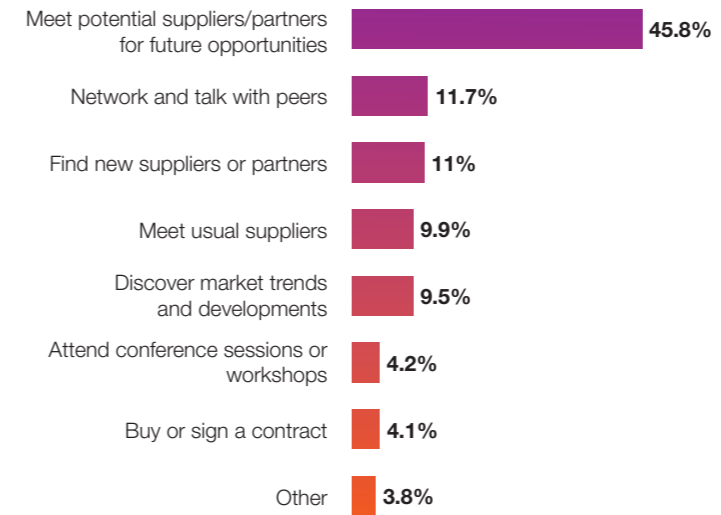


#### Main interest of visitors

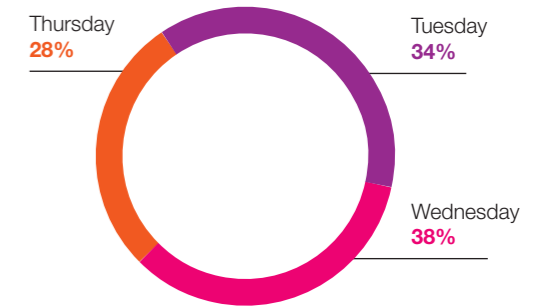
Leisure remains dominant (37%).



### Visitor purpose



### Visitor numbers by day



# NEW FOR IFTM TOP RESA 2022 ✈️

## ► A 3-day format

IFTM Top Resa is always looking to listen to its partners, and to meet the needs of both visitors and exhibitors, it innovated this year with a new 3-day format instead of the usual 4, with extended opening hours (9:30am-7:30pm). The show's flagship events remained on the programme, including the Travel Agents Cup, the Travel Agents Cup Junior and the After TO party by Morocco, Kingdom of Light, on the closing night.

## ► New Attractiveness Village



Attractivité

The Attractiveness Village was launched in 2022 to focus entirely on employment and employability, initial and continuing training, and the attractiveness of the tourism sector. Recruiters and schools came together to offer visitors and students small group workshops (about 10 people per session) to help them in their search for employment and introduce them to various tourism jobs. This village was supported by the tourism job site "On commence lundi". "Job dating" events were held every day of the show, and a lot of people were recruited.



## ► Conversations

Conversations offered a new format for 2022, using a more intimate space than traditional conference rooms. Located in the centre of the show, the Conversations room was fitted out with sofas and ottomans, and had no digital presentation devices in order to create an atmosphere which encouraged discussion between speakers and the audience, made up of travel agents and visitors. Participants came together to talk and work together to defend a common cause or develop common perspectives, transparently sharing successes but also failures and difficulties encountered. The idea was to really break away from conventional approaches by presenting sensitive issues in a humbler way and raising awareness to help everyone work together in achieving a common goal.



## ► Sustainable Tourism Area



Durable

The Sustainable Tourism Area was launched in 2022 and co-hosted by Acteurs du Tourisme Durable (ATD), Entreprises du Voyage (EDV) and IFTM Top Resa as a dedicated space for discussions on this hot topic for the industry today. A number of participatory workshops and conference sessions were organised to raise awareness among visitors.



LES ENTREPRISES DU VOYAGE



## ► Wonder France Festival

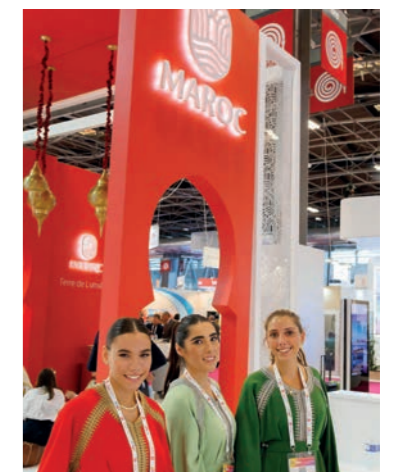


This first online video festival dedicated to promoting France was founded in 2019 and aims to reveal the creativity of French professional and amateur video makers, while also bringing together some of the most beautiful images from all around the country. Two editions have already led to the production of more than 300 videos, highlighting the wealth and breadth of France's tourism industry.

For the first time, the awards ceremony was held at the IFTM Top Resa Arena on 22 September, with the jury and winners in attendance. Among the main winners this year: the film "Au coeur des Hautes-Alpes" by Michael Arzur, which won best film, and "Je vois la vie en Vosges" by Simon Remy-Sephir for best director.

## ► Morocco, destination of honour in 2022

Our "Country of Honour" title made its comeback in 2022. IFTM Top Resa was delighted to welcome the Moroccan National Tourist Board, which made the whole show shine with its new "Kingdom of Light" slogan revealed earlier this year. The Moroccan pavilion ran a full programme of meetings, Travel agent games and servings of Moroccan pastries and mint tea across the 3 days. They then closed out the show in style with the After TO party by Morocco, Kingdom of Light on the Concorde Atlantique barge.



MAROC  
Terre de lumière   
COUNTRY OF HONOUR

## TRADE SHOW HIGHLIGHTS

### ► Start-Up Contest, 8<sup>th</sup> edition

**Final, Tuesday 20 September at 5:30pm, Agora conference room**

Every year at IFTM Top Resa, the Start-Up Contest recognises the best innovative solutions from the Start-Up Village. Each exhibitor in the Start-Up Village can take part and present a project. During the final, the 10 shortlisted start-ups pitch their project before a panel of judges and the audience. They each have 4 minutes to make their case (2-minute presentation and 2-minute Q&A).

The 10 semi-finalists for 2022 were AquaTech, Backup, Holiworking, Loopi, Moovert, Rewind, TeleTravel, TravelHand, Wyland, and Xenia

The jury was composed of Carole DEMOLIS (Head of Corporate Relations, IEFT), Evantia GIUMBA (EMEA Business Development Director, Amadeus Launchpad), Armelle GUILLOT (Sales Director, RX FRANCE), Sophie LACOUR (Managing Director, Advanced Tourism), Martin LESSARD (Managing Director, MT Lab), Serge MESGUICH (Director of France Tourism Investment, Bpifrance), Corinne METILLON (Director of Marketing and Content Innovation, Orange) and Julie PANADERO (Coordinator of Learner & Partner Relations, ESCAET).



#### Start-up Contest Winners 2022:

The three best start-ups were selected by the judges, and the audience voted for the “Audience Choice Award” for the 8<sup>th</sup> Start-Up Contest:

- Joint first prize in the Jury Award went to: **Aquatech** and **Xenia** who won a free 9 m<sup>2</sup> fully-equipped stand at IFTM Top Resa 2023
- The “Audience Choice Award” went to: **TravelHand**, who won 1 trip for the team members or 1 Start-Up Village stand for IFTM Top Resa 2023.

### ► The IFTM Hackathon by CDS Groupe

**Tuesday 20 and Wednesday 21 September  
Final, Tuesday 21 September at 5:30pm,  
Agora conference room**

For the third time, Business hotel marketplace CDS Groupe and IFTM Top Resa came together to challenge the world of business travel and current and future travel options via a Hackathon at the trade show. For 24 hours non-stop, participants develop their projects related to the CDS Groupe business hotel marketplace and help create the ultimate hotel database for Business Travel. This year's theme was: 24 hours to develop code for more sustainable Business Travel!



### ► The IFTM Hackathon by CDS Groupe (continued)

The Hackathon jury was composed of Laurence GABORIEAU (Director of IFTM Top Resa), Ziad MINKARA (Managing Director, CDS Groupe), Karim BENNAZIZ HOUMANE (Global Head of Commercial Cards Sales), Cécile BEREHOUC (Director of Sales at Adagio Aparthotels), Amélie BERRUEX (Partner / Managing Director Axys Odyssey), Caroline HARAUCHAMPS (Director, France Sabre Corporation), Pierre MESNAGE (Managing Director, Goelett), Laurent PATY (Online Hotel Distribution Sales at Amadeus Value Hotel), and Serge MESGUICH (Director at Bpifrance Investissement).

#### Winners of the IFTM Hackathon by CDS Groupe 2022:

During the final, each team took to the main stage of the ARENA to present its solution to the audience and jury. The three winners who proposed the most innovative and successful projects were:

- 1<sup>st</sup> Prize: **Akadream**, who win a €3000 cheque to be shared between the members of the team.
- 2<sup>nd</sup> Prize: **Leofine** wins the President's Award: an R&D partnership with CDS Group
- 3<sup>rd</sup> prize, the Audience Choice Award: **Dealy**, who wins a stay at The Originals hotels.



### ► Travel Agents Cup: 9<sup>th</sup> edition

**Final, Thursday 22 September at 3:15pm,  
Arena conference room**

For the ninth year in a row, the Travel Agents Cup recognised the best travel agents in France, making it the leading contest for the profession. Prizes included 5 trips paid for by IFTM partners and 5 awards including the title of Best Travel Agent in France!

#### Winners of the Travel Agents Cup 2022:

The 12 Travel Agents Cup finalists were selected on 30 May, and then took to the big stage of the ARENA on Thursday 22 September to present the travel scenario they had previously drawn. The jury, composed of sector professionals and chaired by Sophie Jovillard, picked 3 winners:

- 1<sup>st</sup> Prize: **Matthieu Delouche** (Havas Voyages - Clermont Ferrand USA)
- 2<sup>nd</sup> Prize: **Estelle Kerlidou** (Carrefour Voyages - Vannes) and **Amandine Mottola** (Selectour - Bleu Voyages)
- 3<sup>rd</sup> Prize: **Kalliopi Karaoulanis** (American Express - Business Travel)

The audience also had the opportunity to vote live for the Audience Choice Award among the finalists who had not been awarded a prize, and **Emilie Bernaud** (Cediv Travel - Ellipse Voyage) won.

The Travel Agents Cup jury was chaired by Sophie JOVILLARD, host of Echappées Belles on France 5 and patron of the event, and composed of François LAURAIN (Central Sales Director, RX France), Alissia BEGAG (Sales and Marketing Director, SAYBUS), Rafael BENCE (Trade Sales Manager, Air France), Valérie BONED (General Secretary of Entreprises du Voyage), Guillaume CONFAIS-MORIEUX (SNCF Travel Agencies), Jean Charles FRANCHOMME (President, Collectif de Défense des Métiers du Voyage), Christine GIRAUD (Sales Director - AVIS BUDGET Travel Agencies), Stéphane JALADIS (Member of the Board of Association des Journalistes du Tourisme), Guillaume LINTON (Mayor of the TO Village and CEO of Asia), Emmanuelle LLOP (Lawyer - EQUINOXE AVOCATS), Jean-Pierre PINHEIRO (President of ADONET) and Aurélie SOULAT (Sales Manager France - COSTA CROISIERES).



### ► Travel Agents Cup Junior: 4<sup>th</sup> edition

**Final, Thursday 22 September at 1:30pm, Arena conference room**

Organised in partnership with the French Federation of Tourism Technicians and Scientists (FFTST) and the Nouvelle-Aquitaine destination, this contest is accessible to all students in (metropolitan and overseas) France aiming to work in tourism, whatever level they're at. The objective is to promote the talents of tomorrow's tourism industry by electing the Best up-and-coming salesperson.

The 8 shortlisted candidates were selected through an online questionnaire and had 4 minutes to present a Nouvelle-Aquitaine destination in an original manner and based on a randomly assigned scenario.

The winners of the Travel Agents Cup Junior were:

- 1<sup>st</sup> Prize: **Adeline Patry**, ISTHIA Toulouse Jean Jaurès University
- 2<sup>nd</sup> Prize: **Tom Moinet**, IMS Nantes
- Lucky draw: **Mailys Le Gurudec**, IMS Nantes
- Audience choice award: **Lucie Michon**, IEFT Lyon

The jury of the Travel Agents Cup Junior was composed of Sophie JOVILLARD, Jury Chair, Laurence GABORIEAU (Director of IFTM Top Resa - RX France), Alban DELAUNAY (CRT Nouvelle-Aquitaine), Annette MASSON (FFTST), Jean Charles FRANCHOMME (President, Collectif de Défense des Métiers du Voyage), Fred LIZEE (The New Explorer Challenge), Bénédicte MAINBOURG (Director of Business Innovation and Professionalization, ATOUT FRANCE), Julie PANADERO (Coordinator of Learners & Experts, ESCAET) and Fabrice TESSIER (Professor ESTHUA).



## USEFUL LINKS ✈️

### Press releases and press packs

The IFTM TOP RESA PressRoom brings together in one place:

- all IFTM press information, press releases and press kits
- all IFTM exhibitor information, news and press releases.

Check out: <https://press.iftm.fr/en/>

### Photos

Also in the PressRoom, the *PressRoom IFTM Top Resa* tab offers a media library:

Direct link here: <https://www.flickr.com/photos/iftmmap/albums>

### Videos

Visit the IFTM YouTube channel: <https://www.youtube.com/channel/UCqs028KAfxLFIFzbdzLmH5w>

Watch the Best-of IFTM 2022 video: <https://www.facebook.com/iftmparis/videos/1393965491380331/>

## IFTM TOP RESA 2022 THANKS ITS LOYAL PARTNERS ✈️



### UNDER THE PATRONAGE OF



### COUNTRY OF HONOUR



### OFFICIAL PARTNERS



• THE MEETING PLACE FOR TRAVEL PROFESSIONALS •



**iftm**   
TOP RESA  
INTERNATIONAL & FRENCH TRAVEL MARKET



**Rendez-vous l'année prochaine**  
**See you next year**

**3-5 OCT. 2023**  
**HALL 1 - PARIS - PORTE DE VERSAILLES**