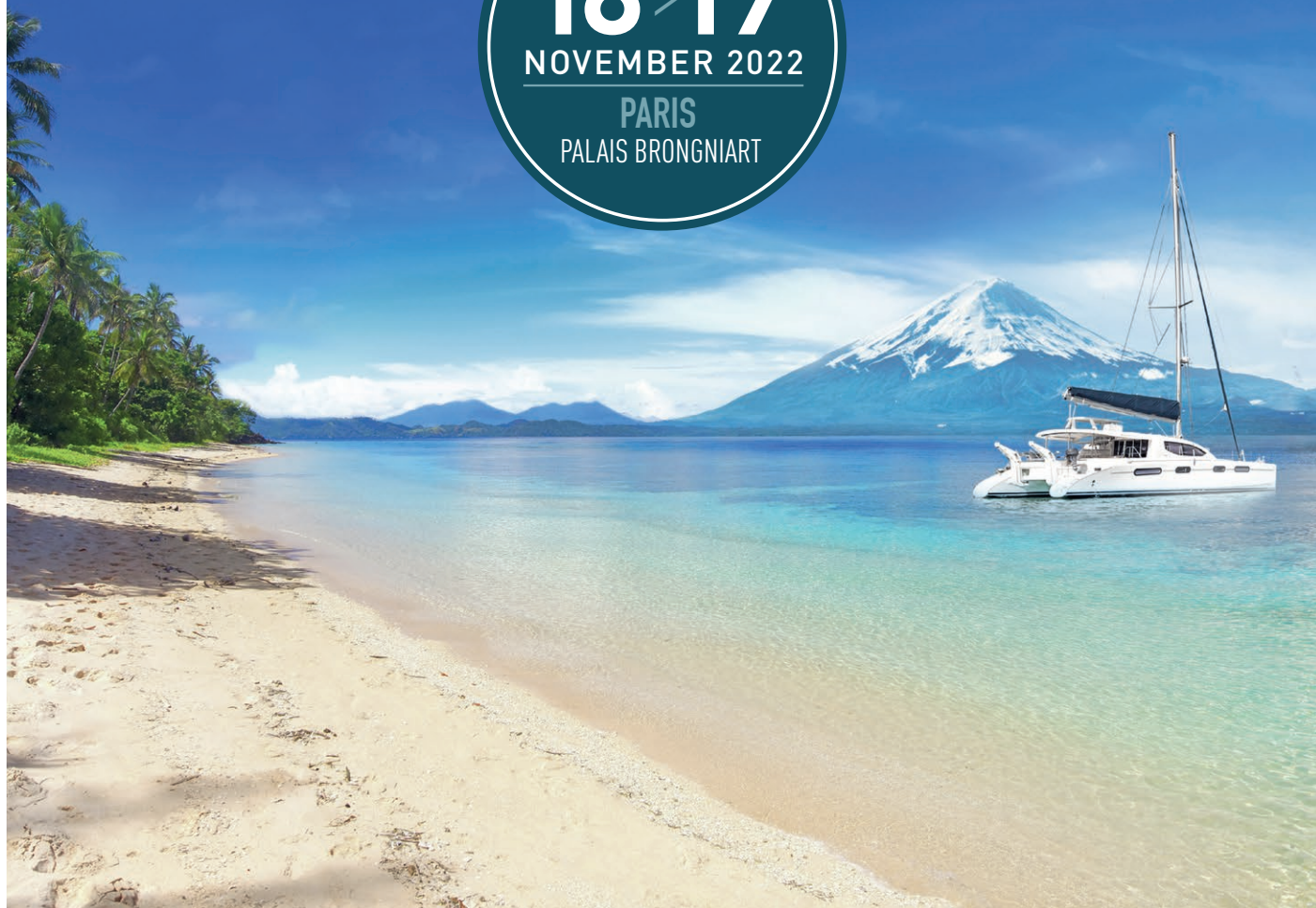


# SALON DES GRANDS VOYAGES

SUN // SNOW // CRUISE

18 > 19  
NOVEMBER 2022  
PARIS  
PALAIS BRONGNIART



COMEXPOSIUM

IN ASSOCIATION WITH

**LE FIGARO  
MAGAZINE**

#GRANDSVOYAGES  
GRANDS-VOYAGES.COM   



Salon des Grands Voyages, a consumer tourism exhibition aimed at a high-end clientele, is a place for demanding travellers to source inspiration and book exceptional holidays, held at Palais Brongniart in the heart of Paris.

An event presenting exhibitors handpicked for the quality of their offering.

-  INTERNATIONAL DESTINATIONS
-  SPECIALIST TRAVEL AGENTS AND TOUR OPERATORS
-  CRUISE OPERATORS
-  SPA RESORTS
-  EXCEPTIONAL FRENCH DESTINATIONS
-  ACCOMMODATION
-  SERVICES

> An opportunity for visitors to:

- 1 Source ideas for holiday destinations
- 2 Receive personal advice to plan their next trip away
- 3 Build and book their bespoke holiday

> An opportunity for you to offer:

-  WINTER AND SPRING HOLIDAYS
-  LONG DISTANCE TOURS AND ROAMING HOLIDAYS
-  HONEYMOONS
-  ROUND-THE-WORLD ITINERARIES

## Key figures



80 SELECTED EXHIBITORS



4,000 QUALIFIED VISITORS EXPECTED



1,900 SQM EXHIBITION SPACE

## 2 days

Saturday 10:00 – 19:00 – Friday 10:00 – 20:00

of exhibition, including a weekday and a weekend day to reach both working and retired people.

## Exhibitors

**76%** satisfied with the show.\*

**82%** think that their participation will help them generate sales after the show.\*

> Their goals in exhibiting at Salon des Grands Voyages:

**97%** to **Develop their image** / brand awareness.\*

**79%** to **Win over new customers**.\*

**31%** to **Establish themselves** opposite their competitors.\*

> What they like about the Salon des Grands Voyages:

“Qualified clientele”

“Location, dates, exhibitor quality, high-end”

“The profile of participants and the variety of destinations”

“The quality of contacts, a prestigious venue, the availability of the organisers”

“Its period, the venue, and most importantly the type of exhibitors”

“Its positioning, the visitors, media partner, the place it’s held.”

\* 2019 exhibitor survey.

## A premium event

- Talks, screenings, places for discussions and appointments
- A VIP reception in a convivial atmosphere
- The know-how of Comexposium, the leader in the organisation of consumer shows in France and in one-to-one events
- Palais Brongniart, a prestigious venue for a demanding clientele

# Visitors\*



**36%** working people

**55%** retirees  
- 77% from ABC1 grades

**61 years of age**  
Average age

**HOLIDAY BUDGET/  
PERSON/YEAR**

Average budget



**MOST SOUGHT-AFTER  
DESTINATIONS AT TIME  
OF VISIT**

- 1 - Asia
- 2 - South America
- 3 - Africa
- 4 - North America



**91%** from Ile-de-France (Paris region) including  
**34%** from Paris (main arrondissements of origin 14th, 15th, 16th and 17th) and **57%** from surrounding region (main departments of origin 92, 78 and 94)



**85%** have plans for a holiday



**16%** book a holiday at the show or plan to book inside 2 weeks

\* 2019 visitor survey

## > What they say about Salon des Grands Voyages

"I found travel agents that I'd never heard of, and I got a clearer idea about the holidays"

"The destinations on offer were very interesting, the professionals were very nice, there weren't too many people which allowed me to spend plenty of time with the professionals, the fact of being served a glass of champagne."

"It allowed me to discover new destinations, the exhibitors are very welcoming."

"I discovered some high quality travel companies"

## > Two main visitor profiles:



**Dynamic – Epicurean**  
Curious  
Demanding  
Carefree

**Average age:** 60-65

**Origin:**

**85%** Ile-de-France :  
**37%** Paris (15th, 16th, 17th arrondissements)  
**21%** Hauts-de-Seine (Neuilly, Levallois, Issy)  
**11%** Val-de-Marne (Vincennes, Saint Maur des Fossés)

**Average budget/person/year:** €5,000 and above

**Period:** off-season

Laurence and Stéphane, two retired **company executives**, live in Paris. They like travelling to **far-flung destinations** and immersing themselves in the culture of the country they visit. Their plans include discovering **Japan** and **India**. Their daughter lives in New York; they regularly go over and visit her and take advantage of the trip to travel to other regions of the **United States** and **Canada**. Discovering new things is their main reason for travelling; they are interested in everything: landscapes, monuments, history, gastronomy, etc. They like to receive tips and advice from their friends or at exhibitions. They are planning to go to South America next winter for their 30th wedding anniversary: to **Chile**, for example.



**Open-minded**  
Appreciate comfort  
Demanding  
Epicurean

**Average age:** 40-50

**Origin:**

**85%** Ile-de-France :  
**35%** Paris (15th, 16th, 17th arrondissements)  
**17%** Hauts-de-Seine (Boulogne, Levallois, Saint-Cloud)  
**12%** Val-de-Marne (Vincennes, Nogent s/Marne)

**Average budget:** €4,000 and above

**Period:** School holidays and off-season

Sophie, **42**, and Guillaume, **45**, work in the **financial** sector in Paris. They have an 11-year old daughter called Emilie. For their holidays, they go through **travel agents**, since they can devise their own trip. They have a preference for **family** destinations. They dream of going to the **Maldives** child-free, but also enjoy going skiing together as a family during the winter break. They find travel ideas both on Internet and among their friends and family, or by visiting exhibitions, before they book.

**A highly targeted  
communications  
plan**

DIGITAL  
ACQUISITION  
CAMPAIGNS



TARGETED  
PARTNERSHIPS  
(travel, business and society  
print press and digital media)



ACTIVATED  
QUALIFIED LISTS  
AND PERSONALISED  
MAILSHOTS SENT BY  
POST TO PREMIUM  
TRAVELLERS



THEME-BASED  
PRESS RELEASES

# Stand options

## > Book your space

Opt for design-led and elegant fitted booths starting at 6 sqm. Stand space only available up to 18 sqm with 3 open sides.

	Unit price
<b>Fitted stand, 6 sqm</b>	From <b>€4,155</b> excl. VAT
<b>Fitted stand, 9 sqm</b>	From <b>€5,850</b> excl. VAT
<b>Stand space only</b>	€355 excl. VAT / sqm
<b>Exhibitor Pack</b>	€765 excl. VAT
<b>Insurance / sqm</b> (fixed fee of €72 for all stands < 15 sqm)	€5
<b>"Pertinence" stand fittings</b>	€210 excl. VAT/sqm (see details opposite)
<b>2 open sides</b>	€340 excl. VAT

## > The Exhibitor Pack includes:

- Access to your exhibitor area
- Electronic badges
- Wi-Fi connection
- Access to VIP/Press Lounge
- Listing in the exhibitor list on the website and in the printed visitor guide
- Media kit
- Your press kit in our online Press room
- E-invitations
- 40 printed invitations valid for 2 people (on request only)



Non-binding illustration. 6-sqm stand with two open sides.

## > The "Pertinence" fittings package includes:

- Structure:
  - white satin finish melamine partitions (height 2.50m)
  - Lockable 1-sqm store cupboard with coat hook
- Grey carpeting
- Regular stand sign
- Spotlights
- Non-permanent power socket
- 1 lockable white reception desk with customisable acrylic façade and in-built document stand + 1 white stool
- Daily stand cleaning

*Customised partitions are an optional extra*



**A range of options (shelving, partition customisation, furniture, etc.) are available on request from our stand fittings partner.**



## Exhibition promotional and sponsorship tools

> Take advantage of the footfall generated by the show to present your products and services to our qualified audience:

### Advert in the visitor guide

- 100 x 70 mm
- Maximum 4 advertisers

**€750** excl. VAT

### Logo on plan

- Maximum 10 advertisers

**€540** excl. VAT

### Advertising display board

- 2m H x 1m L in reception area
- Printing included
- Maximum 5 advertisers

Set of 2: **€900** excl. VAT

### Distribution of bags at entrance

- 2,000 bags per advertiser
- Bag production not included
- Maximum 2 advertisers

**€2,140** excl. VAT

### Sampling

- Maximum 2 advertisers
- Maximum 2 sampling staff
- Does not include handout manufacture, storage and restocking
- Staff at your expense

**€860** excl. VAT / 1 day  
**€1,500** excl. VAT / 2 days

### Exclusive 30-minute presentation

- Room fitted with video and sound equipment and furniture
- Subject to availability

**€430** excl. VAT

### Comms plan: NEW Featured Destination

- Logo in all the print and digital materials + social media posts and newsletter visibility + page in press kit and onsite
- Limited to 1 French advertiser and 1 international advertiser

**€6,400** excl. VAT

### Insertion of document in direct mailshot to loyal visitors NEW

- 5,000 printed mailshots to loyal visitors from Ile-de-France with €5,000+ budget
- A5 format (printing not included)
- Maximum 2 advertisers

**€2,140** excl. VAT

### Sponsorship of coffee desk, information kiosk or meeting rooms

ON QUOTE

### Sponsorship of headsets of all congress attendees NEW

**€2,670** excl. VAT

> Stand out before the opening of Salon des Grands Voyages

### Web banner on grands-voyageurs.com

- From 1 September to 30 November
- Maximum 3 advertisers, banners displayed randomly

**€1,070** excl. VAT

### Web banner in Exhibition newsletter

- Limited to 1 advertiser per newsletter

**€640** excl. VAT

### Banner on pre-registration procedure – VISITOR NEW

- 30,000 displays (6,000 pre-registrations, 5 steps)
- Limited to 1 advertiser

**€1,600** excl. VAT

### Banner in pre-registration e-mails NEW

- 6,000 e-mailshots
- Limited to 1 advertiser

**€1,400** € excl. VAT

> After the show

### Sponsorship of Visitor survey NEW

- 3 specific questions in our survey and results + logo in survey
- Limited to 1 advertiser

**€1,930** excl. VAT

### Advert in post-show e-mail NEW

- 6,000 contacts
- Limited to 1 advertiser per quarter

**€970** excl. VAT

## > Previous exhibitors at Salon des Grands Voyages include:

ALAINN TOURS - ECOSSE, IRLANDE - AMPLITUDES - ANDORRE - ANOVA HOTEL & SPA - ARTS ET VIE - ASIA - ASSOCIATION EAU ET LUMIERE - AUSTRALIS - CAP HORN & PATAGONIE - AUTOGRAPH SAFARIS - AVENTURA ÉDITIONS - BAHAMAS - BE LIVE COLLECTION PUNTA CANA ADULTS O - BLEU INFINI OCEANIA CRUISES - BLEU INFINI QUARK EXPEDITIONS - CAPCOREE - CHAMONIX MONT-BLANC - CHAMPAGNE VIRGINIE T - COMPAGNIE DU MONT BLANC - COQUILLADE VILLAGE - CROISIERES D'EXCEPTION - CROISIEUROPE - DESIRS DE VOYAGE - EMOTIKA VOYAGES - EQUINOX ECUADOR - EXPERT VOYAGE USA.COM - FARE VOYAGES - GALERIES LAFAYETTE VOYAGES - GLOBESAILOR - GRANDS ESPACES - GROUPE TERRE VOYAGES - HURTIGRUTEN - ILES VIERGES BRITANNIQUES (BV) - OFFICE DU TOURISME - JMB VOYAGES - LA COQUILLADE - LA MAISON DE LA MONTAGNE - LATINEXPERIENCE - LE BORVO - LE CERCLE DES VACANCES - LES EDITIONS DU PLATRE - LES MAISONS DU VOYAGE - LES PLUS BEAUX LODGES - SAFARI WORLD IMAGE - LES PLUS BEAUX VILLAGES DE FRANCE - MEGEVE DOMAINE SKIABLE - MEKONG VILLAGES - MINISTÈRE DE L'EUROPE ET DES AFFAIRES ÉTRANGÈRES - MONDE AUTHENTIQUE - MY CONCIERGERIE - NAFAS - NATURHOTEL CHESA VALISA\*\*\*\* - OBJECTIF NATURE - OFFICE DE TOURISME DE SAINT MARTIN - OFFICE DU TOURISME DE HIROSHIMA - OHARA - JUKU - OLENA PARIS - PONANT BY UOC - PRESTIGE EXPERIENCE TOURS - REGENT SEVEN SEAS CRUISES - RELAIS & CHATEAUX ENTREPRISE - REPUBLIQUE DOMINICAINE - REV'TOURS OUZBEKISTAN - RIVAGES DU MONDE - SAFRANS DU MONDE - SAILING-CLASSICS CV - SECRETS DE VOYAGES - SERENJI TRAVEL - SERVIGROUP TRAVEL SL - STAR CLIPPERS - THELLIER VOYAGES - TIRAWA - TOURISME NOUVEAU - BRUNSWICK - TRANSBOREAL EDITIONS - UN OCEAN DE CROISIERES - VALLÉE D'AOSTE - VERDIE VOYAGES - VOYAGES BAQUEIRA BERET / VAL D'ARAN - VOYAGES DE REVE / REVES DE VOYAGES - ZIMBABWE - WOZA EKHAYA.

## Key dates

### April 2022:

Stand allocation begins

### 15 September 2022:

Deadline for press kit content

## Save time

### Sign up online!

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



# A team here to help

## Marianne CHANDERNAGOR

Exhibition Director

[marianne.chandernagor@comexposium.com](mailto:marianne.chandernagor@comexposium.com)

Tel. +33 (0) 4 42 18 01 75

## Frédéric AMBROSINO

- Africa - Southern Europe
- Travel Agents, Tour Operators
- Cruises

[frederic.ambrosino@comexposium.com](mailto:frederic.ambrosino@comexposium.com)

Tel. +33 (0) 5 61 63 32 22

## Stéphanie LOYER

- Asia, America, Oceania
- France

[stephanie.loyer@comexposium.com](mailto:stephanie.loyer@comexposium.com)

Tel. +33 (0) 4 42 18 65 12