



salon destinations Nature

12>15 MARCH 2020

PARIS EXPO PORTE DE VERSAILLES

36th year

THE event for **outdoor activities**.
HIKING, NORDIC WALKING, TRAIL RUNNING, TREKKING, CYCLING

Key figures

63,500 visits including **436** hiking clubs, works councils and associations, **2,868** professionals* and **619** journalists*.

*Registration for both the Salon Mondiale du Tourisme show and the Destinations Nature show.

270 exhibitors

Exhibitors ⁽¹⁾



91%
satisfied
with the
show

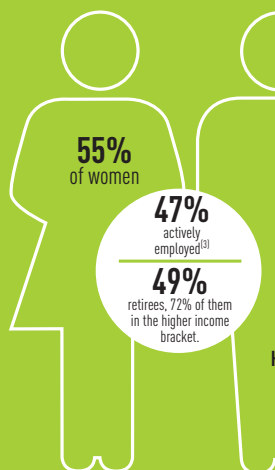


99%
satisfied with their
contact with the
sales team



84%
of exhibitors
generated sales
after the show

Visitors ⁽¹⁾



59
Average age

91% were satisfied with
their visit

80% are planning
a holiday

97% go on holiday
at least once a year

Holiday budget per household per year⁽²⁾:



€2,330
Average budget



29%
> €3,000



19,672 fans



3,071 followers

www.destinations-nature.com:
92,123 visitors in February / March 2019.

2020 themes

Highlight your products and services by locating your stand in one of the show's themed areas and benefit from communications developed especially for each section: targeted communications plan, themed events, etc. to attract the attention of our visitors!

- **Nature Tour Operators area**
- **Equipment and Sport Gear - Technology & Digital area**
- **Accommodation and unusual lodging**
- **Mountains area**
- **Sustainable Tourism area**
- **Bicycle area**
- **World Deserts area**
- **Toutourisme area**

Boost your visibility at the show

In addition to your stand, why not promote your destinations, brands and products by taking part in events at the show?

Spotlight your destination at the show **Quote available on request**

A day for focus on your company: A different destination every day **Quote available on request**

Highlight your Great Deals **Free**

Please feel free to ask our sales team for more information on these various options.

What they said about the Destinations Nature show

« Good attended and good contacts » **BESANÇON GRANDES HEURES NATURE**

« Good organization and interested customers » **CONFORT BIEN ETRE**

« Quality of the stand and the reception. Quality of the public and numerous »

GITES DE FRANCE DE SEINE ET MARNE

Same place, same dates, two shows

to optimise visitor synergy. The Destinations Nature show is being held alongside:

**Salon Mondial
du tourisme
Paris**
PORTE DE VERSAILLES | 12-15
MARCH 2019

Official partners for 2019 (to be confirmed for 2020)

Main partner

CAP FRANCE
VILLAGES VACANCES et HÔTELS CLUBS



COMEXPOSIUM

For more information, visit: **www.destinations-nature.com / Section: Become an exhibitor.**
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