



Key figures

67,000 visits to the **8000 m²** of the event.
270 exhibitors

Exhibitors ⁽¹⁾



93%
satisfied
with the
show



98% satisfied
with their contact with
the sales team



75%
of exhibitors generate
sales after the show

What they said about the show

FRENCH CYCLE TOURISM FEDERATION:

"Visitors who are very interested in cycle tourism, with some serious requests and some excellent discussions. And lots of people – just like every year".

CHULLANKA: "A constant flow of visitors, high-quality exhibitors and a beneficial coupling with the Salon Mondial du Tourisme, Ecotrail de Paris and Vivez Nature. And very well organised".

VAR TOURISME: "Another fantastic show"

Visitors ⁽¹⁾



56 years old
Average age

90%

were satisfied with their visit



97% of visitors go
on holiday at least once
a year



14% of visitors bought
a holiday at the exhibition
or intend to do so within
two weeks

Holiday budget per household per year⁽²⁾:

49%

€1000 to €3000

30%

> €3000

19,445 fans

2730 followers

www.destinations-nature.com: 65,689 unique visitors in February/March 2017

salon destinations Nature

15-18 MARCH 2018

PARIS EXPO PORTE DE VERSAILLES

The not-to-be-missed event for **nature** and **outdoor activities**.

Themes for 2018

Highlight your products and services by locating your stand in one of the show's themed areas and benefit from communications initiatives developed specifically for each section – such as targeted communications plans and themed events – all designed to attract the attention of our visitors!

- **Outdoor tour operators area**
- **Accessories, Trends and Innovations area**
- **Accommodation area**
- **Mountain area (Hiking, Trail running, Canyoning, Climbing, Via Ferrata)**
- **Sustainable Tourism area**

Raise 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 Exhibition **Based on quote**

Link your destination to the show and get official branding on all communications aids, including invitations, media plans, direct marketing initiatives, etc.

One day, one destination **Based on quote**

Give visitors the opportunity to discover your destination as part of a special day entirely dedicated to you! As well as having a presence via your own stand, you can be involved in our various event areas, including the practical workshops, the reception area and the forum. Visitors can enjoy tastings, dancing, competitions, special offers, etc. Take advantage of a specific communications plan.

Highlight your Great Deals **Free**

Promote your exclusive "show discount" offers in the show's Great Deals area



Partner of Ecotrail de Paris®, nature races in the urban environment (trail, running, Nordic walking, hiking, etc.), the Destinations Nature show will welcome nearly **13,000 participants** (Aged 42 on average and 75% of whom are from the greater Paris region).

It will feature:

- **Distribution of race numbers to all participants (Thursday to Saturday)**
- **Arrival of 2000 hikers right in the middle of the show (Sunday)**
- **The Eco-Trail Village: special area for race equipment and organisers**

Same place, same dates, 2 shows

to optimise visitor synergies. Destinations Nature is held jointly with:

Salon Mondial
du tourisme
Paris
PORTE DE VERSAILLES 15-18
MARS 2018

Official Partners for 2017 (to be confirmed for 2018)

Main Partner:

