



salon destinations Nature

14-17 MARCH 2019

PARIS EXPO PORTE DE VERSAILLES

35th year

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

2019 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 Sports Gear area
- Accommodation area
- Mountains area
- Sustainable Tourism 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.

Key figures

61,000 visits including **592** hiking clubs, works councils and associations, **2,719** professionals* and **590** journalists*.

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

245 exhibitors

Exhibitors ⁽¹⁾



96%
satisfied
with the
show



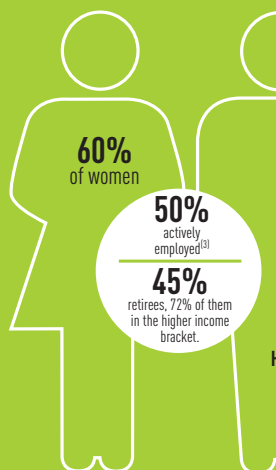
95%
satisfied with their
contact with the
sales team



87%
of exhibitors
generated sales
after the show

2017/2018:
+10%

Visitors ⁽¹⁾



56
Average age



91% were satisfied with
their visit



75% are planning
a holiday



96% go on holiday
at least once a year

Holiday budget per household per year⁽²⁾:



€2,142
Average budget



26%
> €3,000



19,709 fans



3,055 followers

www.destinations-nature.com:

80,192 unique visitors in February / March 2018.



The Destinations Nature show – a partner in the EcoTrail de Paris® and nature races in the urban environment (trail running, Nordic walking, hiking, etc.) – will welcome nearly **12,000 participants**.

It will feature:

- Distribution of race numbers to all participants (Thursday - Saturday)
- Arrival of 1,500 hikers right in the middle of the show (Sunday)
- The Eco-Trail Village: an area dedicated to equipment and race organisers

What they said about the Destinations Nature show

"Very interested and interesting public! Visitor requirements perfectly aligned with our offering"

"UNE AUTRE LOIRE" TOURIST OFFICE

"Lots of people, new prospects and customers we hadn't met before" AZUREVA

"Targeted customer base, well organised show" STATION DES ROUSSES

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 | 14-17
MARCH 2019

Official partners for 2018 (to be confirmed for 2019)

Main partner

