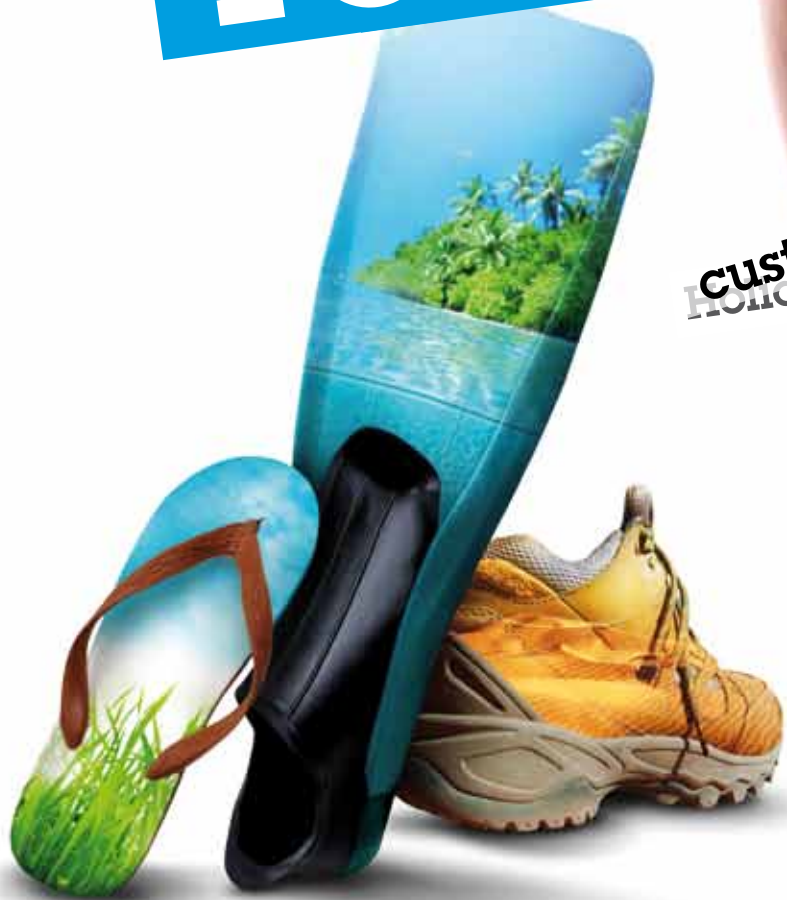


The International Tourism Show

15 to 18 March 2012
Paris Porte de Versailles

customers
Holidays at your feet...



*"The networks
generated healthy sales"*
Tour Hebdo

*"Solid deals at the show
were up 30%"*
tourmag.com

*"France is playing an increasingly
important role in the show"*
BFM TV

*"The bed & breakfast village
is a runaway success!"*
Le Parisien

*"Our Parisian customers
have been booking in large numbers"*
pros-du-tourisme.com

The International Tourism Show

Paris

15 to 18 March 2012 - 37th event

Paris Parc des Expositions - Porte de Versailles
Pavillon 4 - 10am-7pm



Organised by:



The Association pour le Salon Mondial du Tourisme, established in 1973, the founder of the Semaine Mondiale du Tourisme, later renamed Mondial du Tourisme - MAP, aims to promote "The International Tourism Show" by all means and in its many forms, and all other events devoted to holidays, culture, business and conventions, as well as the organisation and coordination of leisure and tourism activities. The founders (Adonet, FFTST and the Snav) have partnered with: Air France - APS - ATOUT France - CETO - SYNHORCAT - SNET - SNCF - UNAT.

comexposium
The place to be

COMEXPOSIUM, a subsidiary of the Chambre de Commerce et d'Industrie de Paris and the Unibail-Rodamco Group, organises over 200 professional and public events in France and the rest of the world, including the Mahana & Tourissima, the Foire de Paris, the Salon de l'Agriculture, the Salon du Cheval and SIAL.

Key figures

100,157 unique and identified visitors

including 4,157 professionals

499 exhibitors

including 87% satisfied or very satisfied with their presence in 2011

45 countries represented

1,056 journalists

17,000 sq.m. exhibition space

Visitors in step with the holiday market!

Visitor profile

- Average age: 51
- 64% women
- 57% economically active (mostly employed or executives & independent professionals)
- 28% retired persons
- Nearly 8 out of 10 visitors said they were satisfied
- 64% of visitors are returning visitors
- 66% of visitors intend to come back in 2012

Keen travellers

- Holiday budget: More than 33% of visitors spend over €3,000 per household per year on holidays.
- Tend to take more holidays than the French average: 86% vs 76.8% French average.
- Use our trade shows to research destinations.
- Travel agencies are the 2nd most popular means of booking holidays for our visitors, just behind the Internet.
- Most stay in commercial accommodation during their holidays.
- Over a quarter of visitors booked or were thinking of booking a holiday in the 15 days following the show.

* SOURCES: International Tourism Show 2011 visitors survey. Panel of 1530 visitors interviewed. Surveys conducted on-site.

The International Tourism Show attracts Internet users

- 67% of French people organise their holidays over the Internet, that's why in 2011:
- 1 in 2 visitors downloaded their invitation via the Internet
- More than 138 websites and partner blogs
- 62,000 email addresses of savvy, core target travellers

The International Tourism Show

Exhibition packages

Your fittings

The price excluding VAT of your fittings is billed on top of the per sq.m. price of a bare stand, the exhibitor pack, insurance and options.

Bare stand

The prices below do not include the Exhibitor Pack, corner, electricity supply or insurance.
Surface area marked on the floor without fittings
€451 excl VAT/sq.m.

Direct Exhibitor Pack €832

excl VAT
Group Direct Exhibitor Pack
- with 1 co-exhibitor = **€932 excl VAT**
- with 2 co-exhibitors = **€1032 excl VAT**
- with 3 co-exhibitors or more = **€1132 excl VAT**

Automatic insurance

1 insurance per direct exhibitor... **€4.5/sq.m.***
Minimum €60 - Maximum €1,200

*Subject to an increase decided by the insurance company.

Corner **€566 excl. VAT**

Discounts

Rebooking offer*	Reserved strictly for 2011 exhibitors. Benefit from a 5% reduction on the per sq.m. price of a bare stand if you book before 30 September 2011, with a 2012 surface at least equal to the area booked in 2011.
Size offer*	From 60 sq.m. of booked bare stand surface area, benefit from a discount on the per sq.m. price booked as indicated below. 60 to 149 sq.m. = 3% 150 sq.m. = 6%
TA/TO offer*	Offer strictly reserved for travel agents and tour operators: from 9 sq.m. of booked bare stand area, benefit from a 15% discount on the price of your booked sq.m. area.

*Offers can be combined

Basic fittings*

€93 excl. VAT/sq.m.

Package includes: Carpet, partitions, brand flag, 1 x 100W spot per 3m², 1 x 220V electric plug, furniture credit of €5 excl. VAT/m², daily stand cleaning.



Gay & Lesbian Area*

For a 5 sq.m. module

€1,720 excl. VAT

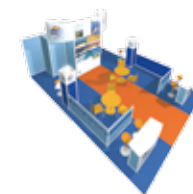
The rates below do not include the exhibitor pack, corner or insurance.

Package includes: carpet, partitions, name sign, 1 electrical plug, 1 x 100W stem spot, 1 round table and 3 chairs, cleaning.



Fully-customized stand*

Example of a 72 sq.m. stand
Create a unique space that reflects your image, in line with your specifications (contact us).



Optimum Fittings*

from 9 sq.m.

€204 excl VAT/sq.m. Example of a 12 sq.m. stand

(1 corner compulsory)

- carpet (8 colour options)
- modular partitions,
- partial awning (stretched fabric, 8 colour options),
- 1 x 100 W spot for 3 sq.m.
- 3Kw intermittent electrical supply
- furniture credit of €12 excl. VAT/sq.m.
- 1 customized welcome desk + 1 hostess stool / Corner
- 1 double-sided customized sign tower lit by 1 x 300 W spot / Corner
- 1 sq.m. cupboard with key and lock
- daily stand cleaning

Optional:

Your furniture and customized fittings (front of counter and front banner).



Pavilion Fittings*

from 12 sq.m.

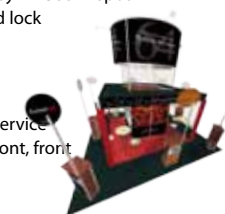
€352 excl VAT/sq.m. Example of a 36 sq.m. stand (table and chair optional)

(1 corner compulsory)

- carpet (8 colour options)
- modular partitions,
- partial awning (stretched fabric, 8 colour options),
- 3Kw intermittent electrical supply
- furniture credit of €19 excl. VAT/sq.m.
- 1 x 100W spot per 3 sq.m.
- 1 counter (1m x 0.4m) per 6 sq.m. module, 1 hostess stool and 1 counter sign
- 1 x 90° customized sign tower lit by 1 x 300 W spot
- 1 cupboard x 1 sq.m. with key and lock
- daily stand cleaning

Optional:

Your furniture and customization service (front of each counter, cupboard front, front banner).



France Pavilion*

7.5 sq.m. stand reserved for exhibitors representing France as a destination

€3,555 excl. VAT The rates below do not include the exhibitor pack, corner or insurance.

Package includes:

Joint services:

Area entry drop, carpet, wood partitioning, stretched fabric decoration (single colour).

Individual services:

Single-sided drop (1m X 2m), customized welcome desk + name sign + 1 hostess stool, 1 document display rack, 1 sq.m. cupboard + 1 x 220 V electrical plug, 2 x 100 W spots, cleaning.



Learn more at www.lemondeaparis.com, by email at commercial@lemondeaparis.fr or by telephone on +33 (0)4.42.18.01.70

The International Tourism Show

The themed areas at the International Tourism Show allow you to exhibit your products and services in areas devoted to key trends and growth markets. Each themed area benefits from a large-scale media communications plan. Exhibitors also benefit from a select and savvy clientele who enjoy personalized travel. **SUCCESS GUARANTEED!**

Satisfied customers in 2011:

83% of visitors to the Unusual Destinations area were satisfied
81% for the Gay and Lesbian area
79% for the Thalassotherapy & Well-being area
85% for the Bed & Breakfasts village



Unusual Destinations area

A great place to spot new trends, the International Tourism Show will be showcasing a complete range of original and unusual holiday ideas, both in France and abroad. A complete range of "top pick" leisure activities and accommodation selected by a panel of experts and organised into themes.

Make your mark as a specialist in unusual destinations.



Responsible Tourism area

The International Tourism Show supports responsible tourism. In partnership with ATEs, ATR, the Coalition Internationale pour un Tourisme Responsable, Voyages-sncf.com, WWF and other organisations, the International Tourism Show provides a joint showcase for responsible tourism companies.

Make a difference - exhibit in this area!



The Thalassotherapy & Well-being area

Always a highly popular area with visitors seeking to enhance their well-being. Showcase your products and services in an area totally dedicated to thalassotherapy.

3 out of 4 visitors were satisfied with their visit to the area in 2011.

Themed areas

Growth areas



Gay & Lesbian Area

Following its successful launch for the first time in France at the International Tourism Show in 2010, the Gay & Lesbian Area continues to highlight products and services dedicated to gay and lesbian travellers in France and abroad.

More than a passing trend, the gay and lesbian market is strong, rapidly expanding and the subject of growing interest.



Bed & Breakfasts and Gîtes Village

Part of a key trend, this hugely successful village allows exhibitors to showcase their services to lovers of authentic, friendly travel. Visitors can't get enough of this area, which earned rave reviews in the press.

So make sure you take part in the show's village event!



France Pavilion

The French tourism industry takes centre stage. France is once again on everyone's lips as the number one destination for 2012. Ideally positioned at the show, the France Pavilion (cities, départements, regions, sites and monuments, festivals, living and spiritual heritage, etc.) offers a range of turnkey holiday solutions.

France sells well at this trade show and the International Tourism Show is an ideal showcase!

The International Tourism Show

Events Activities

Great Deals Stand

Highlight your exclusive packages and enjoy additional visibility at the show. Take advantage of the Great Deals Stand - **the most popular area at the show**. Around one hundred special offers are showcased in this area over four days.

Find out more at www.lemondeaparis.com

Contact and information: forum.mondial2012@gmail.com



The Forum: a great venue to organise your events!

One of the most popular areas at the show, the Forum offers a rolling programme of events presenting your latest products and services, special offers, films, testimonies, music and folk groups, talks on current themes, useful information, games and more. Each event involving your company is illustrated and the location of your stand is pointed out to the public, who visit the Forum in large numbers. More than 50,000 people attended the Forum over four days!

Contact and information: forum.mondial2012@gmail.com

Essential

MAP TV, a permanent medium dedicated to your business:

- Upstream by encouraging web users to visit the show, by providing them with information on specific themes, events, exhibitors and their products and services. And of course, a round-up of images from the last event.
- During the show, by continuously broadcasting events to visitors and web users, including those recorded or screened at the Forum.
- Downstream, by extending the visibility of the show and its many components.

As soon as you have signed up, benefit from additional visibility!

Information: forum.mondial2012@gmail.com



Events for tourism professional

- Travel Bookstore
- Tour'Manager evening
- Launch of the French Tourism Journalists Association Directory
- The "Plumes d'Or" event organised by ADONET
- Exclusive studies
- Bed & Breakfasts and Gîtes Owners Day
- Awarding of the "Dire Non" competition prizes - FFTST - ACPE
- ECPAT
- General meetings of SNAV, CETO, AFST and other organisations.
- Training circuits/Destinations spots - ASMT



The International Tourism Show

Bed & Breakfasts and Gîtes Village

The art of hospitality

For the second year running, in an area covering 500 sq.m. the International Tourism Show will be showcasing products and services dedicated to an increasingly popular form of authentic, friendly holiday accommodation

- The only event of its size dedicated to bed & breakfasts and gîtes in France
- More than **70 media features** were dedicated to the village in 2011
- Some **30 specialist websites** partner this event
- **A large-scale communications campaign:**
 - Visibility in all show documents (1,600 poster boards across the city and 600,000 invitations sent out)
 - Coverage and editorial on the website www.lemondeaparis.com (120,000 visits) and on all specialised partner websites
 - Advertisement in the show newsletter (62,000 email addresses of former visitors and savvy travellers)
 - Coverage in show press releases and in all web press relations materials
 - Coverage in specialised media targeted at bed & breakfast owners

As an exhibitor, you benefit from free e-invitations for all of your customers and prospects (value €10).

Contact: commercial@lemondeaparis.fr
or by telephone 04 42 18 01 70

Consumer Village

Around 100,000 consumers of holidays and weekends visit the International Tourism Show during the four-day event
85% of people who visited this area were satisfied in 2011

50 exhibitors are expected in this village

Owners of bed & breakfasts and gîtes, networks and labels, suppliers of gift sets and publishers of guides, booking services, etc.
95% of exhibitors in this area were satisfied in 2011
30% of exhibitors were from outside France

An appealing village with a dedicated design

Fun and friendly events: the "big buffet", breakfast, art of entertaining tips...

The suppliers area is dedicated to visitors with specific investment plans and owners of bed & breakfasts and gîtes

1,000 professionals, visitors with specific investment plans and owners of bed & breakfasts attend the event

- **50%** come from outside Paris / **40%** from the Ile-de-France / **10%** from outside France
- **50%** already run a business and **20%** have been in the process of setting up a bed & breakfast for under three months. **30%** have been doing so for longer.
- **90%** are looking for information, advice and solutions

Increase your contacts with:

1/The bed & breakfast and gîte service providers area

(Thursday and Friday only)

Exhibitors concerned:

- Management, operation and listing of bed & breakfasts
- Reception and maintenance of bed & breakfasts
- Renovation and decoration of bed & breakfasts
- Cooking and the art of entertaining in bed & breakfasts
- Renewable energies

Stand from 4 sq.m. (Rates: contact us)

2/Practical workshops

(Thursday and Friday only):

Organised around themes such as "Opening a bed and breakfast: a life-changing event?", "Choosing your labels, guides and directories" and "What web strategy for your bed and breakfast?"

100 participants are expected at each workshop

To organise a workshop, contact Chantal Goldstein: ateliersbb@gmail.com

3/Communication products

Stand out from the crowd by distributing flyers, raising your profile on the pre-registration platform, handing out of "goodies", etc. to this target

If you own a bed & breakfast:
share a stand and share the costs!

Rates

All inclusive rate

(registration, surface area, fittings, basic furniture, excluding insurance)

Special rate for owners:

During the four days of the show in the "bed & breakfasts village":

€977 excl VAT total price of the 4 sq.m. stand.

(**€685 excl VAT** per additional module)

Non-owner rate:

During the four days of the show in the "bed & breakfasts village":

€1,672 excl VAT total price of the 4 sq.m. stand

(**€1,285 excl VAT** per additional module)



Visuals provided as examples only, 6 sq.m. stand



Photos: © D.R.

Trade shows Tourism Show

The International Tourism Show
attracted over 100,000 visitors and
generated:

657 press and audio articles and features
485 press and web articles
1,056 journalists were present at the show
more than 138 websites and partner blogs
A renowned and experienced press agency - AB3C



The International Tourism Show
15 to 18 March 2012 - 37th event

Mahama Toulouse

3 to 5 February 2012 - 14th event

Tourissima Lille

10 to 12 February 2012 - 23rd event

Mahama Lyon

2 to 4 March 2012 - 32nd event

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