



MEET, DEVELOP, BE INSPIRED

18th EDITION AT PALAIS DE L'EUROPE, PARC CHANOT

MARSEILLE

APRIL 3 & 4, 2024

The only BtoB tourism trade show in South of France since 2005



DITEX

Ditex has been the only BtoB tourism trade show in the South of France since 2005. It brings all the key players in the sector.

This year, we are delighted to invite you to the **18th edition of the Show, which will be held on April 3 and 4, 2024 at the prestigious Palais de l'Europe, Parc Chanot, in Marseille.**

Come and discover a trade show that will enable you to make new appointments, develop your business, exchange innovative ideas and strengthen your reputation in the marketplace.

Place ▼

Palais de l'Europe,
Parc Chanot, Marseille

From ▼

April 3, 2024

To ▼

Avril 4, 2024



Why participate in Ditex ?



Business opportunities

Meet with nearly 1,000 visitors, including travel agencies, tour operators, CSE, MICE agencies, network managers... as well as your partner exhibitors.



Thematic villages

Join one of our many thematic villages:
Cruise Village
Tour Operators and Networks Village
Destinations Village
Sustainable Tourism Village
Receptive Village...



Visitors profile

Our visitors are mainly decision-makers from the tourism industry in the south of France, looking for new business opportunities, innovative products and solutions to meet travelers' needs.



Promotion plan on TourMaG.com

Ditex is a brand of the TourMaG.Com Group, leader in the BtoB tourism press for 25 years. As such, the show and your brand benefit from an exceptional promotional plan in France and abroad.



Integrate our digital platform

Highlight your products on your digital showcase, prepare for the show by booking appointments with all registered visitors, and continue to talk to them for 12 months after the show.

The Content

"Training rooms"



Training rooms with conferences throughout the 2 days, covering a range of themes.



Conference thematics

The Ditex trade show offers a content-rich program designed to meet the specific needs of the tourism industry. Here are just a few of the scheduled conferences and round tables.



Emerging tourism trends

Explore new trends and traveller behaviour to anticipate market developments.



Innovation in travel technologies

Discover the latest technological advances and their impact on the tourism industry, including artificial intelligence, virtual reality, etc.



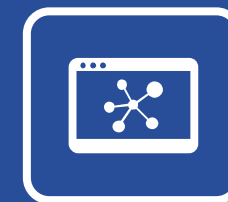
Effective marketing and sales strategies

Learn from marketing experts the best practices for promoting and selling your tourism products.



Sustainable development in the tourism sector

Understand sustainability issues and responsible practices to contribute to tourism that is more respectful of the environment and local communities.



The impact of social networks and influencers on the tourism industry

Discover how to use social media and collaborate with influencers to increase your visibility and engagement with travelers.

The content

"ITW set"



A large TV set in the heart of the show, with interviews with exhibitors throughout the day, organized by TourMaG and visible on Youtube.



Example of an interview

The content

"Breakfasts and « Le Club Déjeuner »"

In the mornings, breakfast is served for exhibitors, and at lunchtime, the "Club Déjeuner" is held, a sit-down catering area offering the opportunity to invite prospective customers to lunch for networking purposes.



Some photos of Club Déjeuner
at Ditex 2023

The content

"Evening events"

The exhibitors' aperitif was held in the VIP area during the show's nocturne on Thursday evening (sponsor: Exploris).

"Les Trophées du Voyage Responsable" followed by "La nuit du Ditex" (The Ditex Night)



A welcome cocktail reception was held on the eve of the show to provide an exclusive networking opportunity for exhibitors (Sponsor: Antyas).



Your digital space: showcase and appointment scheduling module

Cuba OT CUBA : Stand A12	MAROC OFFICE NATIONAL MAROCAIN DU TOURISME : Stand A07	POLISH TOURISM ORGANISATION Pologne : Stand A11	PHOENIX VOYAGES / CIELS DU MONDE : Stand A02
RIU HOTELS & RESORTS RIU Hotels & Resorts : Stand C12	Respire LE TOURISME DE DEMAIN Respire Le Tourisme de Demain : Stand B13	PONT DU GARD Site du Pont du Gard : Stand A14	MUSEE DE LA ROMANITE DE NIMES Musée de la Romanité de Nîmes : Stand A14

Vos rendez-vous

Jeudi 30 mars -

	10:00 - 10:20 Stand exposant	avec Coralie DARMANI RESPONSABLE D'AGENCE AILLEURS VOYAGES AUBAGNE	Annuler
	10:20 - 10:40 Stand exposant	avec Valérie BUDZIAK RESPONSABLE AILLEURS VOYAGES	Confirmer Annuler
	10:40 - 11:00 Stand exposant	avec Thierry ALBEGIANI RESPONSABLE D'AGENCE AILLEURS VOYAGES	Annuler
	11:00 - 11:20 Stand exposant	avec Julie BARBELETTE Responsable agence Fram Grenoble	Annuler

OFFICE NATIONAL MAROCAIN DU TOURISME : Stand A07

Agence MICE | Compagnie aérienne | Le tourisme MICE | Le tourisme culturel | Le tourisme d'affaire | Le tourisme de luxe | Tour Operator

[Prendre rendez-vous](#)

Informations

Prénom
Samia

Nom
Belmkaddem

Présentation
Maroc - Terre de lumière Venez découvrir un pays aux multiples facettes. Pays de multiples splendeurs, où la culture étincelle dans les rues, dans les palais, dans les assiettes, le Maroc est une terre éclatante de beautés qui stimule les sens. Des ruelles diaphanes de Marrakech, à la radieuse médina de Fes ou encore dans les vallées verdoyantes des Atlas Marocains et les déserts, partout au Maroc la lumière est source d'inspiration, de création et d'énergie. Découvrez-en plus sur : www.visitmorocco.com

Activité
Office de Tourisme
Site
www.visitmorocco.com

Suivez-nous !

Morocco - Kingdom of Light

Collaborateurs

- Loubna LAHLIMI**
Responsable Marketing
- Jihad CHAKIB**
Directeur France

Media partners





New

Top buyers program

In addition to the exhibition and conferences, the Ditex show features a top buyers' program, covering the leisure, MICE (Meetings, Incentives, Conferences, and Exhibitions) and tourism networking segments. This program will enable exhibitors to meet directly with key market players and develop fruitful business relationships.



Leisure et Mice

Over a hundred leisure and MICE buyers are expected to attend the two-day show.

This program offers exhibitors the chance to forge strong partnerships during the two days of the show with top-level contacts under optimal conditions (qualified appointments, networking cocktails, gala evening...).

All exceptional networking opportunities with top tourism professionals.

In return for their travel expenses being covered, we ask top buyers to honor a minimum of 10 to 15 appointments scheduled over 2 days with exhibitors. These appointments will be counted when exhibitors flash the QRCode on their badges.

These appointments are pre-organized in the month preceding the show via the digital platform made available to exhibitors and top buyers.



Networks

We are putting in place the financial and human resources to welcome all tourism distribution networks in France. Small, medium and large networks are invited to take part in Ditex and the Fête des Voyages, to exchange ideas with exhibitors and to exhibit at the general public trade show if they wish.

In return for covering their travel expenses, we ask network members to honor between 5 and 10 appointments per day with exhibitors. They will also be credited with a QRCode flash of their badges by exhibitors who have been able to make the scheduled appointments.

Key figures

Key figures **Visitors**

1,000 People present

70% **30%**

Visitors Exhibitors

60% From the South of France

40% From the North of France

+600 Appointments requested
by exhibitors

60% Appointments confirmed by
visitors

Key figures **Exhibitors**

85 Exhibitors

43% Cruise companies

21% Destinations Villages

16% Receptives

15% TO / Networks

5% Airline companies

MARSEILLE, THE HUB

Airport, Railway stations, Ports

Welcome to Marseille, an essential tourist hub in the South of France! This dynamic and sunny city is a focal point for travelers from all over the world, thanks to its excellent transport infrastructure.

Here are six reasons why Marseille is an ideal choice:

- ✓ International airport
- ✓ Cruise port
- ✓ Close to tourist attractions
- ✓ Train connections
- ✓ Maritime transport
- ✓ Developed tourism infrastructure



Marseille Provence Airport

– 4th-largest airport in France, serving 31 countries non-stop

– it also provides access to major European airport hubs.



Marseille is the largest port in France and one of the most important in Europe.

1.8 million cruise passengers expected to depart from the port of Marseille in 2023



The region's rail network offers fast connections for departures from the airports of Marseille, Nice and Paris Charles de Gaulle.






It also allows you to travel throughout France and Europe from the Marseille St Charles TGV station.

Ditex, a major trade show for the tourism industry.

The Ditex trade show is a must-attend event for tourism professionals, offering a unique platform to connect, keep abreast of the latest trends and develop strategic partnerships. With its 1,600m² of exhibition space, the Palais de l'Europe in Marseille's Parc Chanot offers the ideal setting to welcome exhibitors and visitors in a professional and friendly environment.



Practical information

-  1 800 places at 6€ per day
-  TGV station and Vieux Port at 10mn
-  Airport at 30 mn
-  15 mn by bike from the Vieux Port
-  **Hotels in the area**



The Palais de l'Europe at Parc Chanot

The Palais de l'Europe at Parc Chanot is strategically located in Marseille, with easy access to public transport and the surrounding hotel infrastructure.

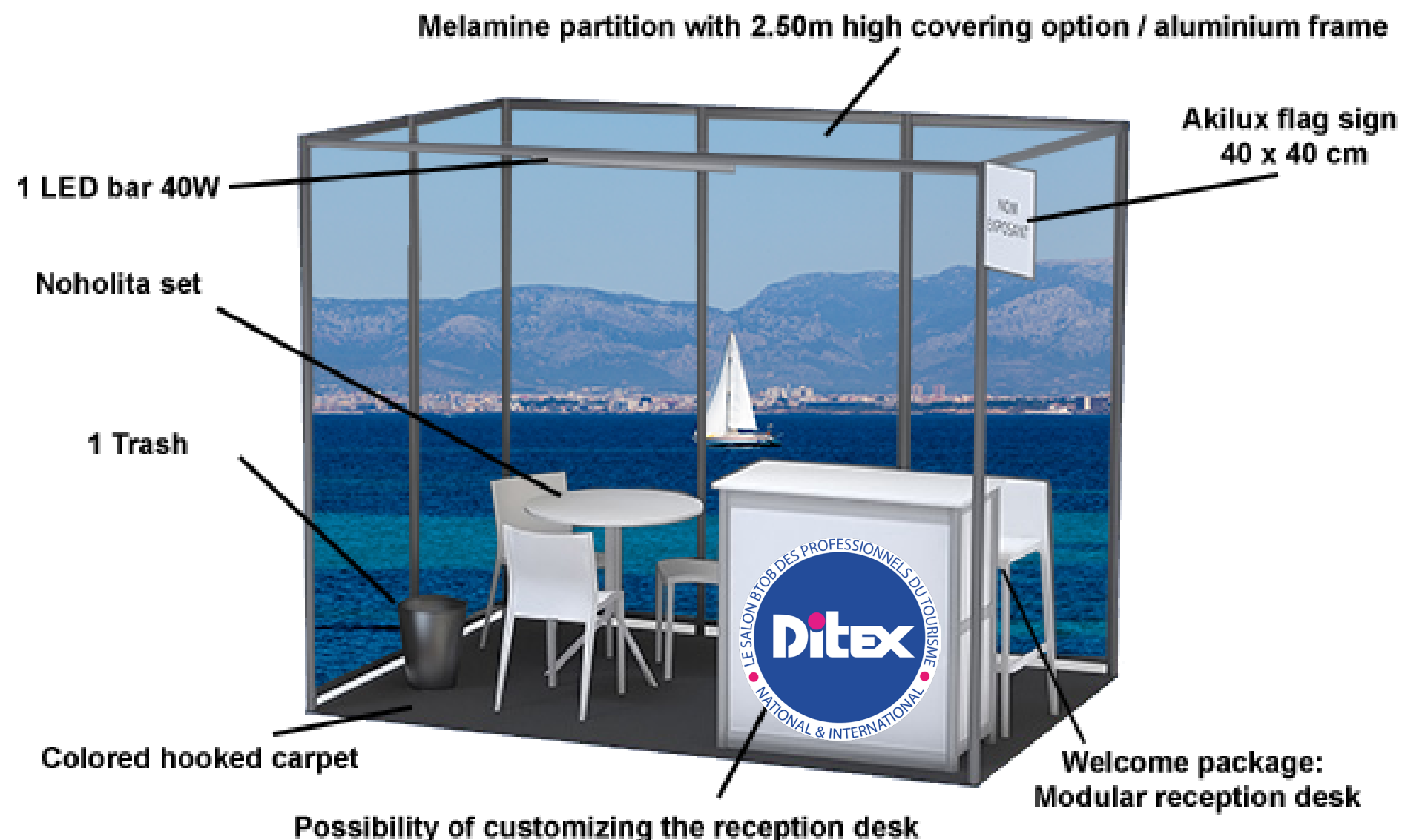


Some exhibitors in 2023

Official partners 2023



Our 3 in 1 stand offers



1 Proposed basic layout for the 6m² area

Turnkey 3-in-1 stand from €4,800 ex VAT

* valid for one brand exhibitor only

** excluding corners (add €250 excl. VAT/corner)

*** excluding stand covering (add €95 excl. VAT/wall)

2 The compulsory basic registration pack

- Application fees
- 2 electronic exhibitor badges
- Your brand on the wall plans
- Mention of your brand on the plans distributed at the show and on the show's internal website
- Access to the exhibitors' evening
- Access to press and VIP areas
 - Media kit Exhibitor
 - Wifi connection

* addition of an exhibitor badge: €25 excluding VAT

3 The compulsory basic digital pack

- Online exhibitor showcase
- Single collaborator addition included
 - Appointment booking module
 - Program management module
 - Lead retrieval module
 - Electronic Badge Module
- Unlimited one-to-one Visio appointments 12 months after the show

* addition of a collaborator: €50 excluding VAT

Click here to discover all our offers