

La Fête des Voyages

Marseille
Parc Chanot

PREPARE YOUR VACATION!

2nd EDITION AT PALAIS DE L'EUROPE, PARC CHANOT

→ **MARSEILLE** ←

APRIL, 5 & 6 2024

The only Consumer Tourism Show in France's 2nd largest city

The Fête Des Voyages

Fête des Voyages is the only BtoC tourism trade show in **Marseille**.

With nearly 6,000 visitors for the first edition in 2023, this show brings to exhibitors and visitors with a passion for travel, offering a unique opportunity for your company to grow.

The second edition of the Fête des Voyages will be held on **April 5 & 6, 2024** at the Parc Chanot, an emblematic venue in the city, and will feature a rich program of events, conferences and exhibition stands.

Place ▼
Palais de l'Europe,
At Parc Chanot, Marseille

From ▼
April 5, 2024

To ▼
April 6, 2024

Hudge

Media coverage

10 000 Visitors expected

100 Scheduled exhibitors

+ 40 Programmed activities





Why exhibit at Fête des Voyages?



Strengthening brand awareness

Exhibiting in Marseille is a valuable opportunity to raise your brand's profile among visiting buyers. The media coverage your brand receives will reinforce your company's credibility and set you apart from the competition.



Access to a qualified public

Visitors specifically interested in travel and ready to make a purchase. By exhibiting, your customers will have the opportunity to meet directly with this qualified audience who are already in the buying phase. They can present their products or services and convince visitors to make immediate purchases.



Qualified lead generation

Participating in the show will enable them to generate highly qualified leads. Show visitors are potential buyers, which means your customers will have access to a pool of prospects interested in their tourism offers.



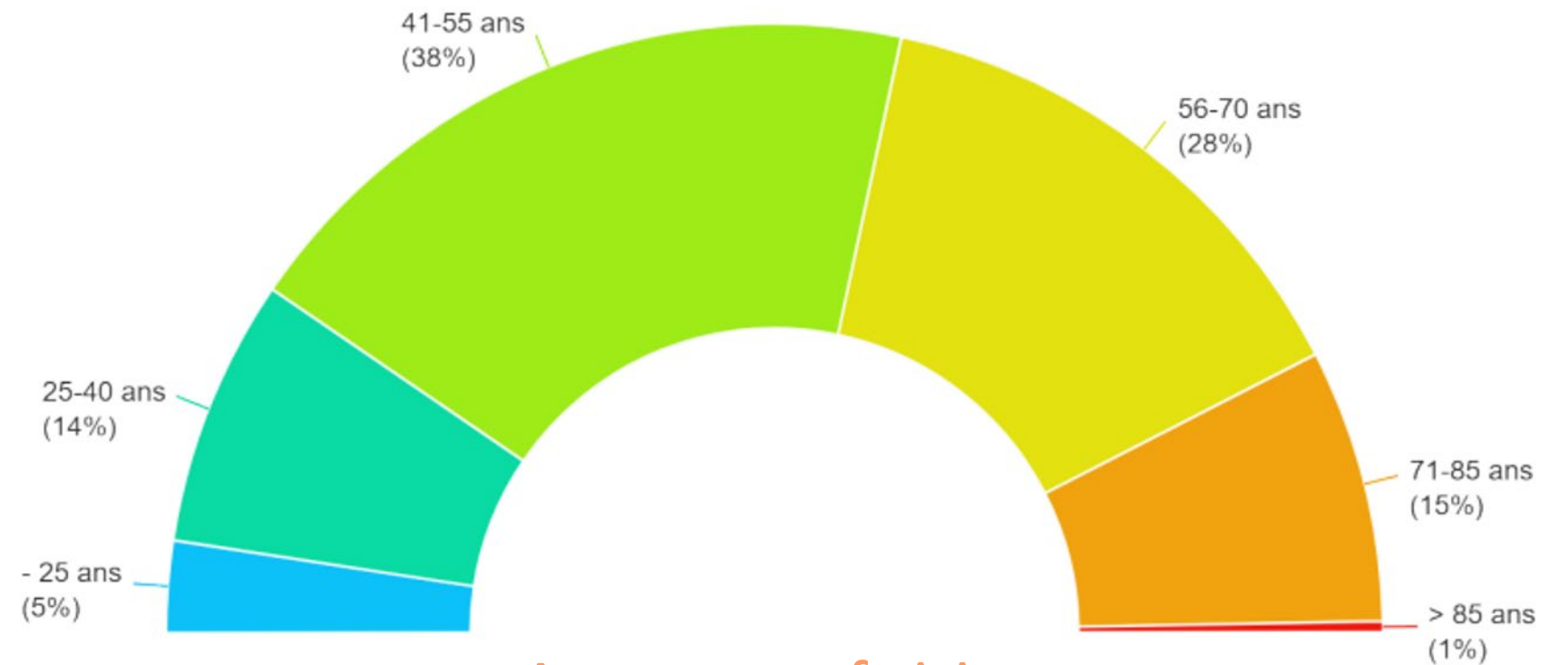
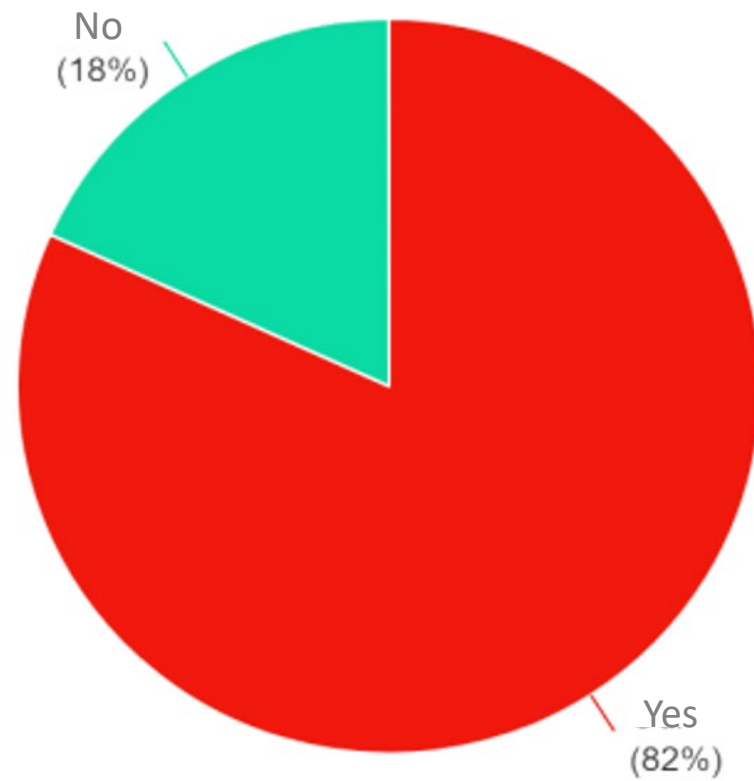
Live demonstration of products or services

Exhibiting at the show gives your customers the opportunity to present their products or services in a tangible and convincing way. They can create live demonstrations, organize interactive presentations or offer free samples to give visitors a glimpse of what they have to offer.

Investigation report*

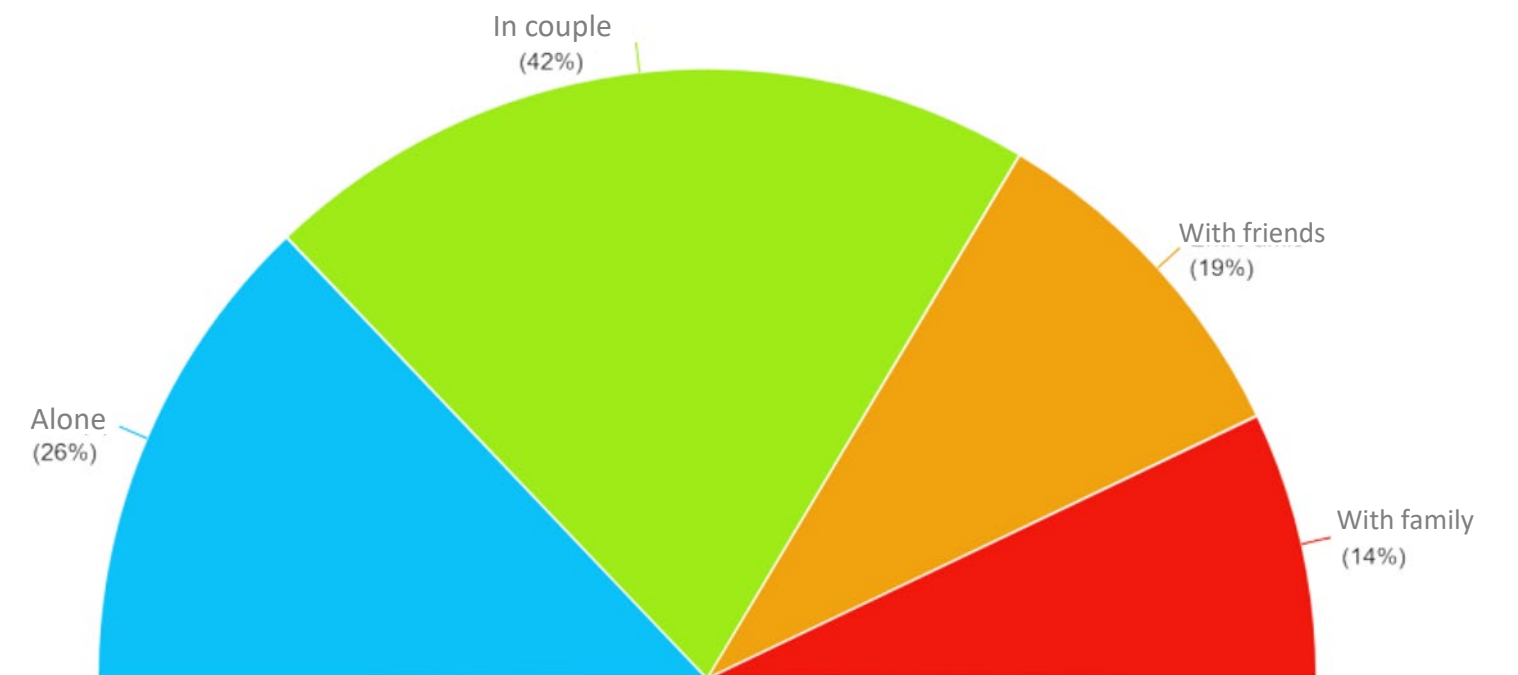
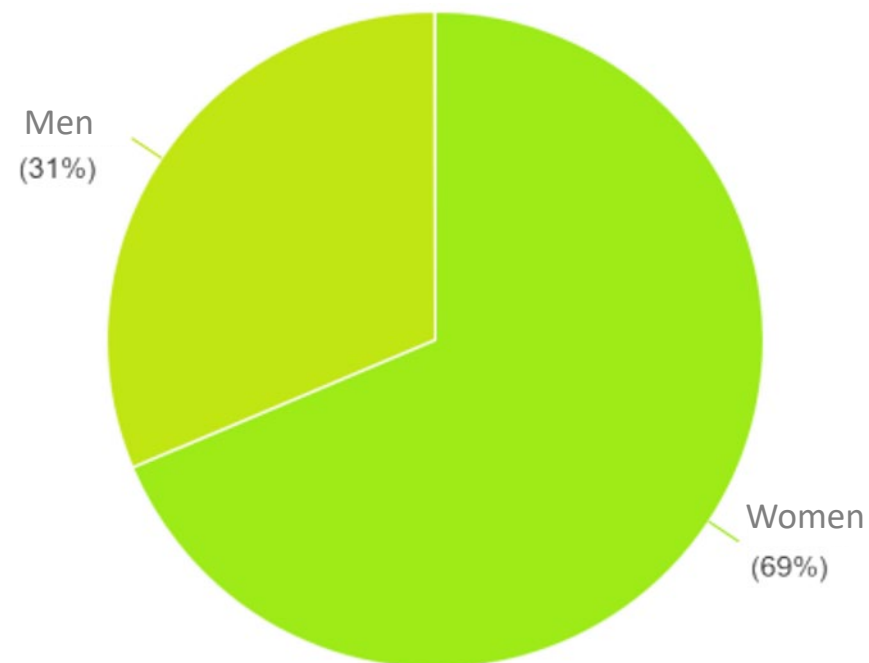
Sample surveyed for the 1st edition 2023

Visitor satisfaction rate



Age range of visitors

Gender of visitors



Visitor typologies

What visitors want

Sample surveyed for the 1st edition 2023

1 LOOKING FOR TRAVEL IDEAS

Find out about destinations, types of transport, activities...

2 LIVE EXPERIENCES AT THE SHOW

Take part in the various on-site activities, get goodies...

3 TAKE ADVANTAGE OF EXCEPTIONAL DISCOUNTS

Take part in the various on-site activities, get goodies...

The Medias coverages in 2023

Traditional press coverage

Marseille : 1^{ère} édition de "La fête des voyages"

Organisé par MyEventStory, organisateur d'événements et filiale du groupe marseillais TourMaG.com, qui publie le média éponyme, spécialiste de l'information tourisme, la 1^{ère} édition de "La fête des voyages" se tiendra les 1^{er} et 2 avril au Parc Chanot, à Marseille. Entièrement gratuit, ce salon grand-public attend pendant tout le week-end près de 5 000 visiteurs. Une trentaine d'exposants feront découvrir les dernières destinations et tendances à la mode, en France comme à l'étranger, dans un contexte placé sous le signe de la reprise du tourisme et des vacances. Agences de voyages, tour-opérateurs, destinations, croisiéristes, compagnies aériennes répondront, informeront et vendront des voyages, du sur-mesure au voyage insolite en passant par le slow travel.
Infos : www.fetedesvoyages.fr



Évasion
Les voyages à l'honneur
C'est une grande première et elle a lieu ce week-end. La première Fête des voyages, organisée par MyEventStory (filiale du groupe marseillais Tourmag.com) se tiendra les 1^{er} et 2 avril au parc Chanot, à Marseille. Un salon entièrement gratuit, ouvert à tous, au sein duquel une trentaine d'exposants feront découvrir aux visiteurs les destinations les plus tendances du moment, en France et à l'étranger. Agences de voyages, tour-opérateurs, croisiéristes, compagnies aériennes et autres professionnels du tourisme seront présents pour apporter tous les renseignements nécessaires au public en quête d'évasion. De nombreuses animations et conférences viendront agrémenter ce salon qui tombe à pic pour préparer ses prochaines vacances.



La Provence

Malgré l'inflation, "le voyage ne s'est jamais aussi bien porté"

Le salon des voyages, baptisé La fête des voyages se déroule jusqu'à ce soir au parc Chanot. L'occasion de constater l'envie de s'évader des Marseillais



La Lettre t

La Provence

Web impact



Audiovisual coverage



Fun Radio Marseille

Interview de Fabien da Luz diffusée à 10h40, 18h45 et 20h45.



Écoutez FUN RADIO en direct à Marseille, Aix en Provence, Aubagne, Martigues, La Ciotat Salon de Provence.

Impact Posters



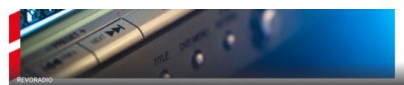
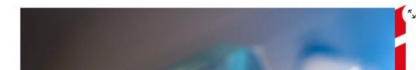
LE SON POP-ROCK

RTL2 Marseille

PROVENCE - ALPES - CÔTE D'AZUR

Tourisme

Breve pour annoncer le salon diffusée dans les Bons Plans à 17h45 et 19h45.



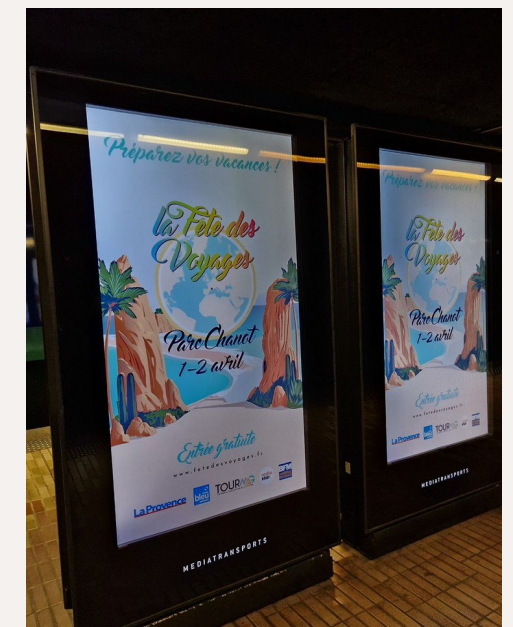
Bus poster



Poster on newsstands



Bus posters



Posters in the metro

Media partners

La Provence

TOURMAG 25 ans
Le Média spécialiste du tourisme

BFM
MARSEILLE
PROVENCE

france
bleu
provence

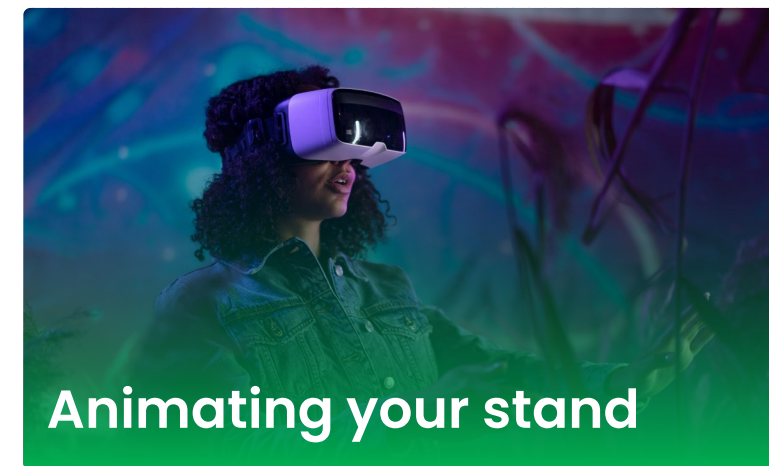
RadioStar★
www.radiostar.fr

Pour le Meilleur
ET POUR LES HITS!

VILLE DE
MARSEILLE
www.marseille.fr

• **3** régions

Interactive travel workshops



Cultural and sporting events





Conferences and discussions



Discussion group



Agora



Product presentation



Training workshop



Round table

Gourmet areas





Play areas for children



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.

Join us for the Fête des Voyages 2024!

By exhibiting at Fête des Voyages, you join a community of travel enthusiasts and benefit from an excellent platform for developing your business. Don't miss this unique opportunity and join us for an unforgettable adventure.



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.

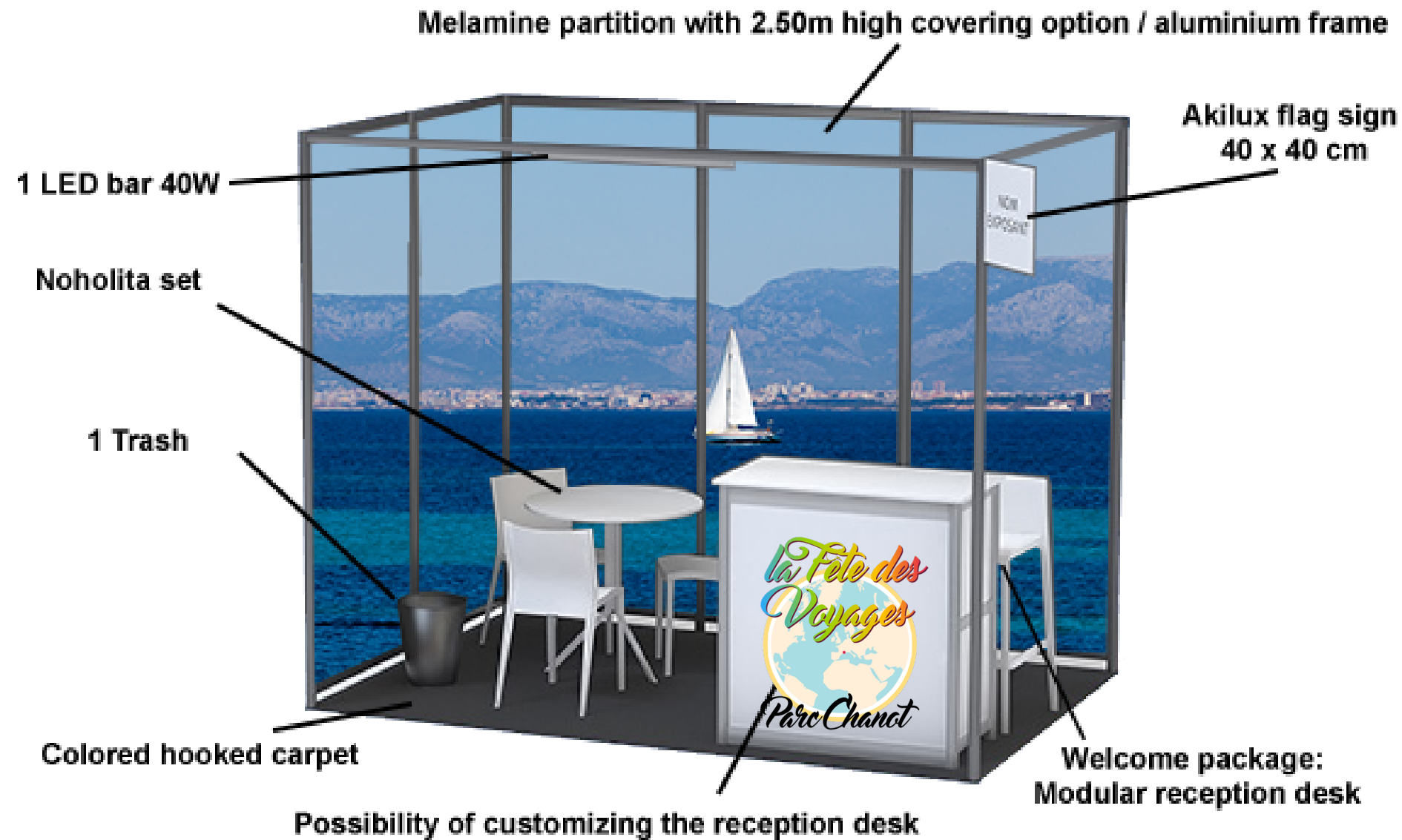
Official partners 2023



Some exhibitors in 2023



Our 3 in 1 stand offers



1 Proposed basic layout for the 6m² area

Turnkey 3-in-1 stand from €2,700 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](#)