



Review of the 17th edition  
**March 30 & 31, 2023**

At Palais de l'Europe,  
Parc Chanot, MARSEILLE

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



Since 2005, Ditex has been the essential BtoB Tourism trade show in the South of France, where passionate players in the tourism industry meet! Whether you're looking for innovative ideas, valuable contacts or business opportunities, our show is the ideal place to meet, collaborate and build the future of Tourism together.

# Key figures

## Key figures **Visitors**

**1,000** People present

**70%** Visitors  
**30%** 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

# Appointment booking via the digital platform

## APPOINTMENTS REQUESTED

**645** Requested appointments  
including:



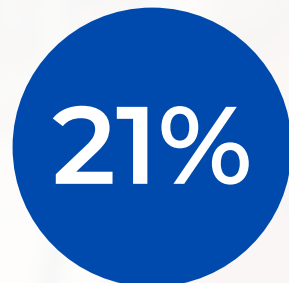
by exhibitors  
in the **Receptive** village



by exhibitors  
in the **TO/Networks** village



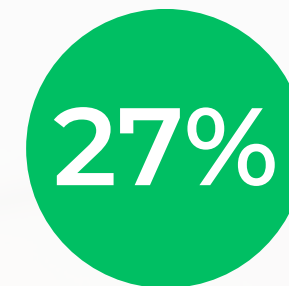
by exhibitors  
in the **Destinations** village



by exhibitors  
in the **Cruise** village

## APPOINTMENTS CONFIRMED

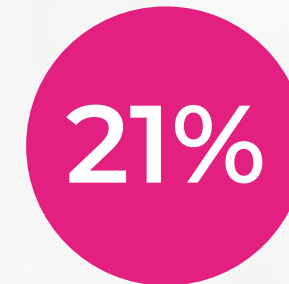
**385** Confirmed appointments  
including



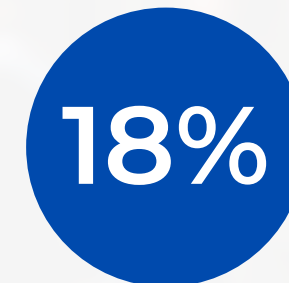
by exhibitors  
in the **Receptive** village



by exhibitors  
in the **TO/Networks** village



by exhibitors  
in the **Destinations** village



by exhibitors  
in the **Cruise** village

# Appointments during the show

**34%** 1 to 5 Appointments

**37%** 5 to 10 Appointments

**12%** 10 to 15 Appointments

**12%** 20 to 25 Appointments

**5%** Over 40 Appointments



# Program key figures

## Top Buyers

**15%**

Top Buyers networks present :

**FRAM**

**Carrefour Voyages**

**Ailleurs Voyages**

**10%**

Top Buyers Leisure/Mice present :

**Travel agencies**

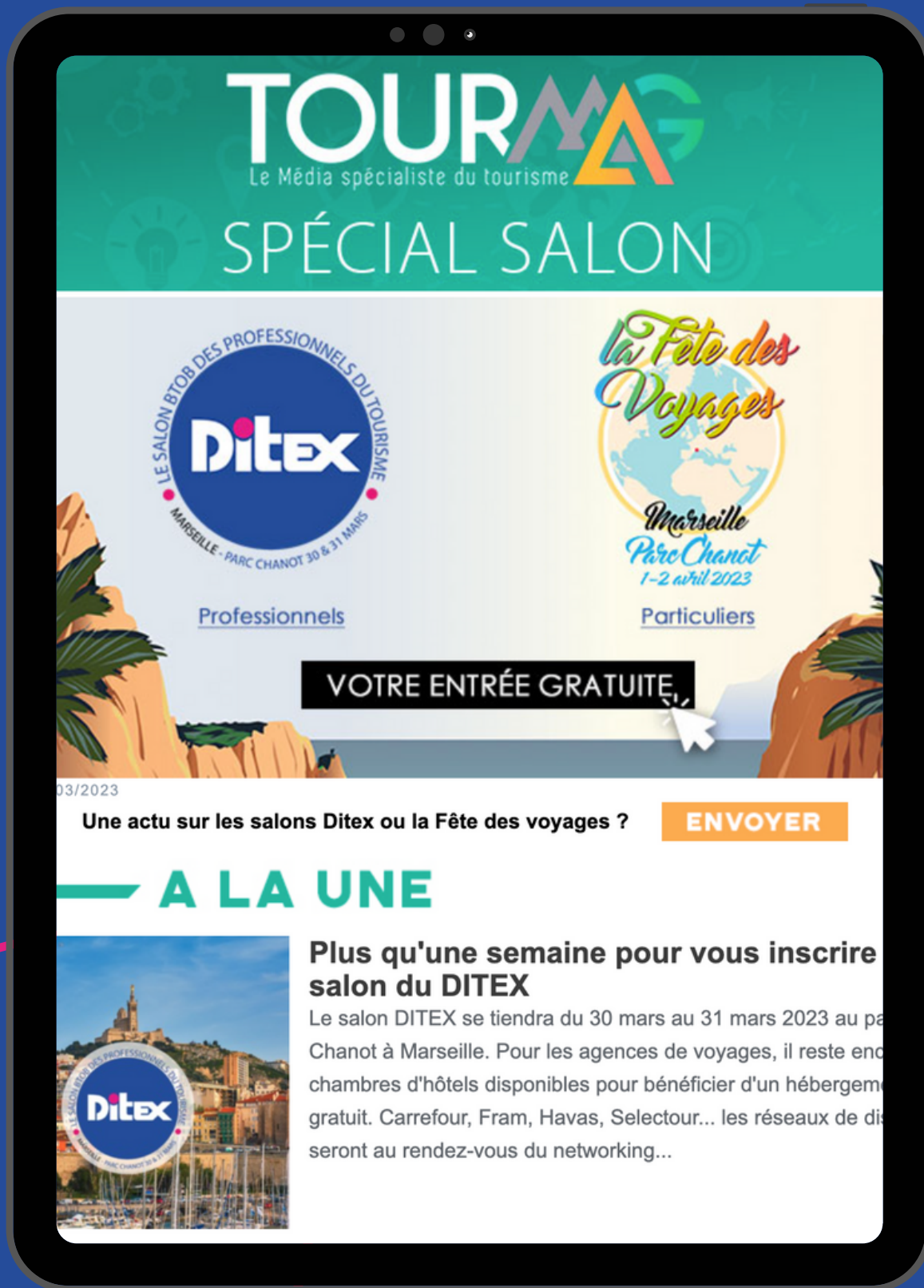
**Event agencies**

**100%** of satisfaction by the program

# A promotional plan deployed in BtoB



Examples of TourMaG newsletters



More than 80,000 people have been affected by this interstitial

# A promotional plan deployed in BtoB

Some examples of articles on TourMaG.com



Article read 1276 times



Article read 1977 times



# Show content

**4** villages

**Cruse Village**

**TO / Networks Village**

**Receptives Village**

**Destinations Village**

**1** Large TV set

**2** Training rooms

**1** "Club Déjeuner" space

**2** Exhibitors' breakfasts

**1** Evening meeting with exhibitors

**1** "Ditex Night" dance party

# 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

## Training rooms



2 training rooms with conferences throughout the 2 days, covering several themes.

Saudi Arabia, Hub Marseille Provence, Carrefour Voyages, Marietton / Selectour and many more....

# 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).



# What they say about us?

Some testimonials from exhibiting customers



01

"(...) Au nom d'Austral Lagons, je tenais à vous remercier pour votre disponibilité avant et pendant l'évènement, pour les excellentes conditions que vous avez mises à notre disposition lors du DITEX."

**Ricardo Remi - Sales**

02

"(...) En termes de communication, cela nous a permis de consolider notre image sur le marché français, de pérenniser nos relations commerciales et de performer dans la rencontre de nouveaux partenaires."

**Alexandre Richard - Sales Director**



05

" (...) Ce mail pour vous remercier ainsi que toute l'équipe organisationnelle du DITEX pour votre professionnalisme et votre réactivité.

Les équipes étaient ravies, notre réunion s'est déroulée dans d'excellentes conditions de confort et de technique. (...)

Tous les vendeurs ont pu rencontrer nos partenaires présents et recueillir des informations pour leurs futures ventes, d'ailleurs de belles ventes se sont déjà concrétisées hier et aujourd'hui grâce à cette journée de formation!

C'est avec grand plaisir que nous renouvellerons cette expérience !

**Magalie Blanchard - Regional director**



03

" Les 2 premières journées de jeudi et vendredi ont permis (...)de rencontrer et former près de cinquante d'agences partenaires venues en nombre des régions PACA et Rhône-Alpes."

**Guillaume Linton - CEO**



04

" (...) nous sommes satisfaits du salon. Vous avez été très actifs en amont auprès des agences et le déroulement sur place a été sans faille.

Notre visibilité était bonne, la taille du stand nous convient sur cet évènement."

**Edwige Arnaud - Regional Manager**

# Some exhibitors in 2023

**EXOTISMES**  
DOUCEUR ET FRISSONS DES VACANCES



**Salaün Holidays**  
*Rencontrer le monde*



*Saudi*  
Bienvenue  
en Arabie

**Thalasso N°1**  
*Créateur de bien-être*



**RIU**  
HOTELS & RESORTS

**CORSAIR**



POLISH  
TOURISM  
ORGANISATION

# Official partners of Salon 2023

## Promotional relays and partner exhibitors



**MAROC**



**adonet**

**Saudi**  
Bienvenue  
en Arabie

**Thalasso N°1**  
Créateur de bien-être

**ASIA**  
INVENTEUR DE VOYAGES EN ASIE

**EXOTISMES**  
DOUCEUR ET FRISSONS DES VACANCES

**LES ENTREPRISES  
DU VOYAGE**



**APST**  
Association Professionnelle  
de Solidarité du Tourisme

**TOURMAG**  
Le Média spécialiste du tourisme



## Conclusion

For this 17th edition, Ditex showed its vitality through its 1,000 participants, the richness of its content (Soirées, Club Déjeuners, training courses...) but above all its first success with the launch of the TOP Buyers programs (representing 25% of visitors) and the appointment booking module (more than 600 requests for exhibitor appointments with 60% confirmation from visitors).

However, exhibitors need to work harder on their trade shows, not only through the appointment modules, but also through the promotional tools at their disposal (newsletters, digital showcase, sponsoring, etc.).

The TOP BUYER visitor is a point to be developed, while ensuring that counter-parties are effective.

To attract more visitors, promotion of the Ditex show will begin in 2023, with a view to 2024.



*Thank you*

[www.ditex.fr](http://www.ditex.fr)