



**MEET, DEVELOP, BE INSPIRED**

19th EDITION AT PALAIS DE L'EUROPE, PARC CHANOT

**MARSEILLE**

**MARCH 27 & 28, 2025**

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 **19th edition of the Show, which will be held on March 27 and 28, 2025 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.

**Lieu** ▼  
Palais de l'Europe,  
Parc Chanot, Marseille

**du** ▼  
March 27, 2025

**au** ▼  
March 28, 2025



# 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.



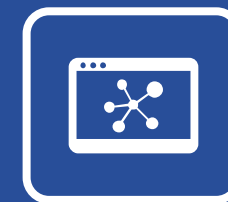
### Effective marketing and sales strategies

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 2024

# The content

## "Evening events"

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

"Les Césars 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).





# The content

## "Evening events"

The exhibitors' aperitif was held in the VIP area during the show's nocturne on Thursday evening.

"Les Trophées du Voyage Responsable", "La Coupe de France des Agences de Voyages", then "les Flashes d'Or" followed by "La nuit du Ditex".



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





# Your digital space: showcase and appointment scheduling module

Accueil Les exposants Networking Plan et programme du salon Se déconnecter Je m'inscris

 71%	 71%	 77%	 80%
OT CUBA : Stand A12	OFFICE NATIONAL MAROCAIN DU TOURISME : Stand A07	Pologne : Stand A11	PHOENIX VOYAGES / CIELS DU MONDE : Stand A02
 78%	 61%	 73%	 68%
RIU Hotels & Resorts : Stand C12	Respire Le Tourisme de Demain : Stand B13	Site du Pont du Gard : Stand A14	Musée de la Romanité de Nîmes : Stand A14

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## Vos rendez-vous

Jeudi 30 mars -

✓	10:00 - 10:20   Stand exposant	avec <b>CD</b> Coralie DARMANI RESPONSABLE D'AGENCE AILLEURS VOYAGES AUBAGNE	Annuler
⌚	10:20 - 10:40   Stand exposant	avec <b>VB</b> Valérie BUDZIAK RESPONSABLE AILLEURS VOYAGES	Confirmer Annuler
✓	10:40 - 11:00   Stand exposant	avec <b>TA</b> Thierry ALBEGIANI RESPONSABLE D'AGENCE AILLEURS VOYAGES	Annuler
✓	11:00 - 11:20   Stand exposant	avec <b>JB</b> Julie BARBELETTE Responsable agence Fram Grenoble	Annuler

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Retour

OFFICE NATIONAL MAROCAIN DU TOURISME : Stand A07

Agence MICE Compagnie aérienne La tourisme MICE La tourisme culturel La tourisme d'affaire La 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](http://www.visitmorocco.com)

**Activité**  
Office de Tourisme

**Site**  
[www.visitmorocco.com](http://www.visitmorocco.com)

**Suivez-nous !**

**Collaborateurs**

**LL** Loubna LAHLIMI  
Responsable Marketing

**JC** Jihad CHAKIB  
Directeur France



**Navigation**

- Accueil
- Les exposants
- Networking
- Plan et programme du salon

**Contact**

visiteurs@ditex.fr  
8 rue Euthymènes 13001 Marseille



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

**70%** From the South of France

**30%** From the North of France

**+600** Appointments requested  
by exhibitors

**60%** Appointments confirmed by  
visitors

## Key figures **Exhibitors**

**90** Exhibitors

**10%** Cruise companies

**37%** Destinations Villages

**20%** Receptives

**28%** 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 1,600m<sup>2</sup> 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.

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# Destination in the spotlight 2024



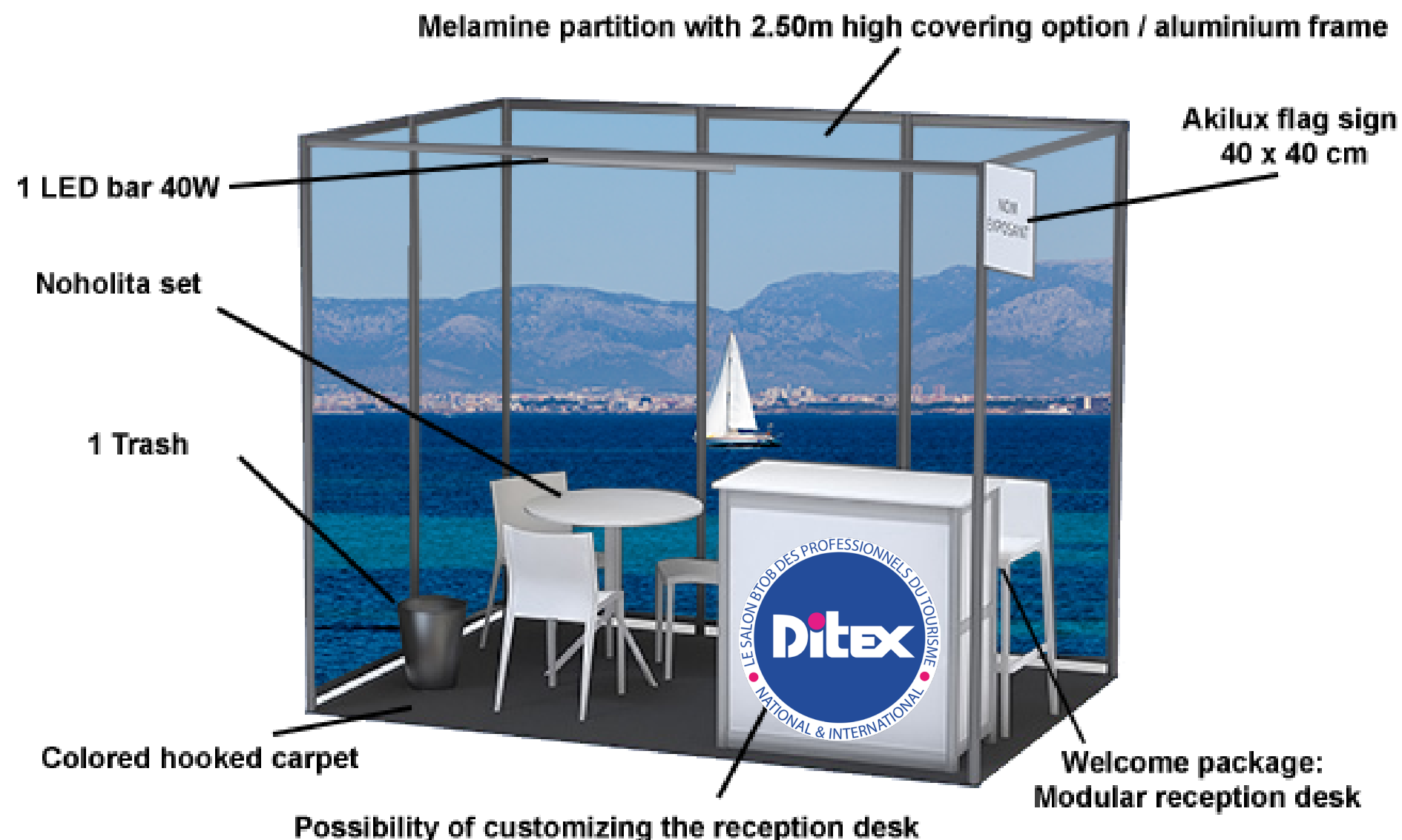
# 2024 official partners



# Some exhibitors present in 2024



# Our 3 in 1 stand offers



## 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

## 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

## 1 Proposed basic layout for the 6m<sup>2</sup> 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 €115 excl. VAT/wall)

\* addition of a collaborator: €50 excluding VAT

[Click here to discover all our offers](#)