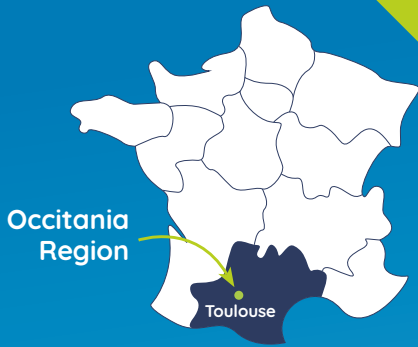


YOUR HOLIDAY ESCAPE STARTS HERE!



▲ Occitania Region:
13 departments
6 million inhabitants.

▲ Toulouse Metropole is:
the 4th city of France,
the capital of Occitania with 800,000 inhabitants and more than 10,000 new inhabitants per year.

▲ A business area
with a large purchasing power,
with the aeronautics, scientists and other major sectors business divisions.

▲ Toulouse Airport Blagnac,
France's 6th largest airport,
5 minutes from the MEETT Exhibition Center, offers many destinations on direct flights on France, Europe, North Africa, North America, etc.

EXHIBITION CENTER THE MEETT, IS...

- A 40,000 sqm of exhibition space divided into 7 halls
- An outdoor exhibition area 25,000 sqm
- A 15,000 sqm Convention Center
- A free 3,000 space visitor parking lot
- 2 exhibitor parking lot of 2,000 space in total, located near the halls, including 1,200 shaded spaces
- Direct access from Toulouse's city center by tram

The Occ'Ygene Fair, is **THE event for outdoor leisure enthusiasts and globetrotters.**

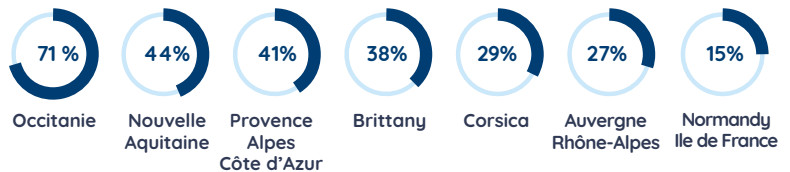
The fair responds to:

- ▶ The growing demand for local holidays, or eco-responsible getaway destinations that focus on heritage, local produce and tradition, outdoor leisure activities and well-being.
 - ▶ The desire to discover other countries and cultures.
 - ▶ The ever-increasing demand for hiking and cycling holidays, whether close to home or further afield.
- Come and meet your prospective customers, boost your profile and promote your expertise.

Nearly 3 out of 4 French people, i.e. 73% of the people surveyed, intend to go on holiday between June and September.

46% are planning to get away in the Spring and 34% in Autumn.

Top 7 destinations in France for people who live in Occitania



SOURCE: The Polloc Institute 2024

French people's favourite destinations in Europe

Spain, Greece, Portugal, Italy, Croatia, Northern Europe, North Africa (Tunisia, Morocco, Egypt), Turkey

SOURCE: OpinionWay 2023

Popular destinations outside the EU in 2023

Canada, Japan, United States, Thailand, French Polynesia

SOURCE: OpinionWay 2023

- CURRENT TREND -

According to a study carried out by Interface tourisme Insights.



People are increasingly aware of ecological issues and this has a strong bearing on the choice of destination, means of transport, accommodation and even holiday activities (cycling, hiking, kayaking, etc.)

71% of the people surveyed prefer natural areas that are off the beaten track, picturesque villages and slow tourism.



As creators or providers of travel services, holidays, leisure-activity packages and well-being services, the Occ'Ygène Fair gives you the opportunity to meet your target audience in person, boost your profile and promote your expertise.

It also showcases a comprehensive offer of walking, cycling, horse-riding and Nordic walking circuits and equipment, as well as equipment for all kinds of other outdoor activities.

- ▶ **The Arena area, devoted to equipment for outdoor activities.**
People need to be properly equipped and prepared for hiking, Nordic walking, climbing, trail running, cycling, golf or other outdoor activities. And demand is strong in this market. In the Arena area, you are the expert that people are looking for! Exhibit and demonstrate the latest innovations or mobility solutions (vans, combis).
- ▶ **The «Place Gourmande» (Gourmet Food) area, a unique feature of the Occ'Ygène Fair.**
Situated in the heart of the Fair, this area gives visitors a tour of the specialities and produce of the Occitanie region, with cooking shows hosted by Chefs in a warm, friendly atmosphere.
- ▶ **Conferences presenting atypical or offbeat destinations and itineraries**
Overview of the topics addressed in 2024: «The GR10, the great path across by the Pyrenees by the FFRP; the authentic South of the USA by Travel South USA; Cycling along the Canal des 2 Mers by the CRTL Occitanie; Costa Rica, eco-responsible trip by Morpho Evasions, and more.»

THE EXHIBITORS AT THE FAIR

98,6% of exhibitors said they were either satisfied or very satisfied with the 2024 Occ'Ygène Fair.

88.4% of exhibitors were satisfied with the volume of sales generated (+5% vs 2023)

95.7% were satisfied with the number of visitors

«The Occ'Ygène 2024 Fair was THE place to be for people looking for new ideas for holidays or short getaways to recharge their batteries close to nature. The organisation was perfect and the atmosphere very friendly. The staff were really professional and always available.»

Didier BONNAIRE, Vice-president of «GCU LE CAMPING ASSOCIATIF»

«I really appreciated the Occ'Ygène Fair. We had the opportunity to meet some really nice people, who were interested in discovering Visorando, and learning more about us.»

Aurélie, Visorando

«This second Occ'Ygène Fair exceeded our expectations, attracting a bigger turnout than the previous year. We had some great discussions with several partners and hiking enthusiasts with inspiring projects. So, it was a valuable experience, which helped reinforce our presence in the Occitanie region.»

Morgane, «La Pèlerine» trekking trip agency

«La experiencia ha sido muy positiva. Ha habido numerosos visitantes educados y muy interesados en descubrir y conocer las tres provincias de nuestro bellissimo Aragón. Gracias.»

Elisa Zueco, Gobierno de Aragón

THE VISITORS

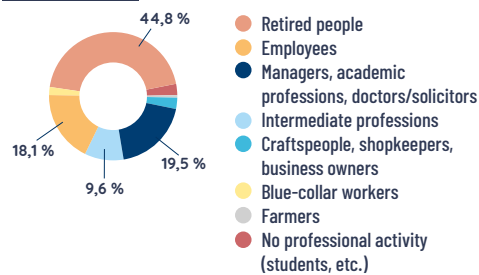


Nearly 12,000 people with many different projects (hikes, trips, excursions or holidays, etc.) visited the show

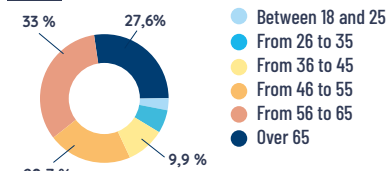
32.6% made a purchase or requested a quote for their project (+16.5% vs 2023)

78% were first-time visitors, making them a qualified audience in terms of new contacts and prospects.

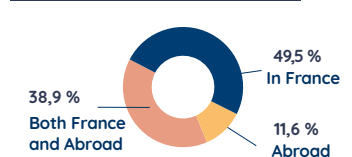
PROFESSION



AGE



DESTINATIONS SOUGHT AFTER



QUOTE

Did you make a purchase or request a quote from a tourism professional?

More than a third say YES

A POWERFUL, TARGETED MEDIA PLAN

AT THE SERVICE OF YOUR EVENT



A high-impact poster campaign in Toulouse and the surrounding area. High visual impact on the urban and suburban road networks, on large posters (4x3m, 320x240cm), and Tisséo bus network.



Communication about the event on the main radio stations in the region: FUN, RTL2, EUROPE 2, NRJ, TOULOUSE FM, 100%,...



Large-scale digital communication campaign:

- ▲ Facebook, Instagram & LinkedIn campaign
- ▲ Newsletters sent to 110,000 contacts
- ▲ Display campaigns: Google, La Dépêche du Midi, Le Bon Coin, Toulouse Secret, Actu Toulouse,...



Promotion of the event in the regional local press, specialist press and free press

- ▲ Strong partnerships: Le Petit Futé, Viso Rando, FFRP,...

THE ADVANTAGES:

- ▲ **Denser poster campaign** in the western part of the Toulouse conurbation and near the airport.

- ▲ **A text-message campaign** to a targeted, geolocalised database of contacts.



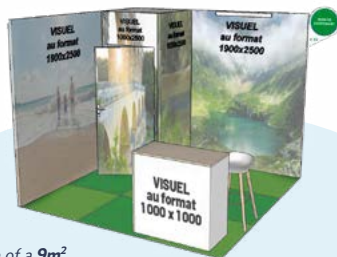
THE FAIR IN PICTURES

**STAND LAYOUTS
AND FITTINGS
TAILORED TO
YOUR NEEDS**

For visitors, the Occ'Ygène Fair represents the guarantee of a high-quality tourism and leisure fair. At the same time, the MEETT exhibition centre caters for all your needs in terms of comfort, service and accessibility, and the stands are tailored to your teams' needs and designed to promote your organisation's brand image.

Several different layouts available from €228/m² (excluding registration and insurance)

Contactez-nous vite pour un devis sans engagement !



Example of a 9m² fully-equipped turn-key module, including printing and the installation of the graphics/signage

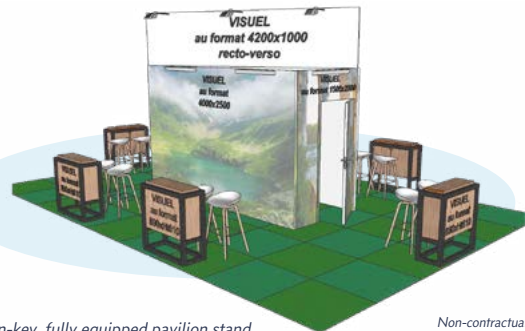
Non-contractual pictures

SERVICE +

- ▲ If you send us **your boxes of documentation**, we will take them directly to your stand.
- ▲ **Dinner buffet reception** reserved for exhibitors on **Friday 7 March 2025**

We will look after everything!

We provide **comfortable** stands, where everything is designed to **showcase your service offers/products in the best way**. Simply send us your graphics files and we will print them and place the signage on your stand to achieve **the greatest impact**. Our modules are designed to make it easy for you to plan your budget.



Example of a 54m² turn-key, fully equipped pavilion stand including printing and installation of pictures/graphics
Bare surface: €156/m²

Non-contractual pictures

A TEAM OF PROFESSIONALS AT YOUR SERVICE

DESTINATIONS IN FRANCE AND ABROAD - TRAVEL AGENCIES - TOUR OPERATORS - TRANSPORT
ACCOMMODATION - THALASSOTHERAPY - WELLNESS - LEISURE PARKS - CRUISES
EQUIPMENT FOR OUTDOOR ACTIVITIES - GOURMET FOOD
TRAVEL AGENCIES SPECIALISING IN TREKKING
CAMPER VANS - EQUIPMENT - NEW TECHNOLOGIES

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