



DirecTravel

Cité de la Mode et du Design
Paris



1st & 2nd of october 2016

The first major appointment
between operators,
local experts & Travelers

The organizer's

Word



Intrepid, surveyor of the World since always, he created and directed Terre Voyages/ Fleuves du Monde for 25 years.



That's it ! Your red carpet is already ordered and the sirens are activated !

This event, dedicated to your know-how, will enhance the merit of your Francophile companies that invest and get involved locally with passion, innovation and sustainability in tourism activities that respect local people, their cultures and the environment.

For this, a unique place was needed, a place in the mood of time : it will be the **Cité de la Mode et du Design**.

Its architecture, looking to the future, has a special meaning for DirecTravel : to recruit a new traveler profile target, your future clients.

This phenomenon is not just a fashion trend and will assert the time with you all.



See you very soon.

Christophe SENTUC



Les Docks

Cité de la Mode et du Design

34, quai d'Austerlitz
Paris 13

The key Figures

1,18 billion

tourist worldwide according OMT

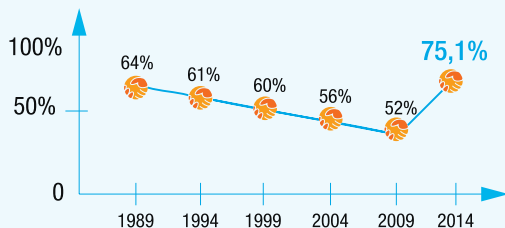


E-tourism represents **nearly a third** of the French market for the e-commerce.

(source : Fevad 2015)



Evolution of holiday departures of French



(source : DGE CREDOC)

In 2014,

1 trip of 8

is achieved abroad

(Source : DGE - 07/2015)



Evolution of personal travels of French to abroad:

2013 : **+ 1,7%**

2014 : **+ 7,8%**

(Sources : SDT for DGE)



The traveler has matured and his approach has changed, Internet and social networks favored this mutation.

Today, you are the incubators of our dreams.

DirecTravel organize in Paris THE meeting between local experts and travelers - clients.

A hundred exhibitors worldwide and over 6.000 visitors expected in a dedicated area of 1500sq.m bordering the Seine.

To whom is it addressed **DirecTravel**

VISITORS

DirecTravel accompanies the connected traveler. Are expected travelers in search of new horizons and authenticity, from the future “forties” to the active seniors. Intrigued by the scoop, professionals will be invited to the premiere.

PLAYERS

At the core of this event :

- Experts of made-to-measure travel
- Local operators from here or from the World confines
- Dreams creators, ethical artisans, treasure scouts, generous guides

All surrounded by the e-tourism partners :

carriers, hosts, insurers, renters, price comparators, reservation centers, publishers, NGOs, specialized associations in sustainable development. . .



Photo Credit : Bruno Morandini



DO NOT MISS THIS MAJOR APPOINTMENT TO CONQUER A GROWING MARKET !



BRAND NEW AND ORIGINAL THEMED EVENTS

Meetings, conferences, workshops with bloggers, guides, photographers, logisticians, will be organized on topics as diverse as “the best advice according to destination”, “everyone’s secrets” or “the tour operator business”.

PARTNERS

Important partnerships are in place to complete the offer with carriers, insurers, travel professionals, specialists of original, new destinations, etc.

A TARGETED COMMUNICATION

A multichannel communication will be implemented with the support of the digital collaborative platform TripConnexion, THE digital partner of the exhibition, specialized in local professional search engine (SEO) on the Internet.





DirecTravel is an Act&Go organization



Useful information

DirecTravel is open to the public

The 1st and 2nd October 2016 from 10:00 a.m. to 6:00 p.m.

Premiere : September 30 from 4:00 p.m. to 9:00 p.m.

Visitors entrance fee : 7 euros

Location

Cité de la Mode et du Design
Paris 13 (Austerlitz Docks)

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