

# TOURISSIMO

THE FAIR OF TOURISM, LEISURE AND WELLNESS

FROM 10<sup>TH</sup> TO 12<sup>TH</sup>  
FEBRUARY 2012

10 A.M. > 19 P.M.

EXHIBITION CENTRE - STRASBOURG



## Professionals from the Tourist Industry,

we invite you to come and join the 260 exhibitors who already made the trip in 2011. With the number of visitors holding steady, Tourissimo 2012 is THE destination of the year.

- **3 Halls**  
18000 m<sup>2</sup>
  - **23 000**  
visitors in 2011
  - **90% of exhibitors**  
are satisfied with the organization
  - **over 85% of exhibitors**  
already plan to come back in 2012
  - **86% of visitors**  
take information with intent to purchase
- **86% of visitors**  
stay more than one-hour,  
40% more than two hours.
  - **over 30%**  
of new visitors compared to last year
  - **95% of visitors**  
of visitors recommended the Fair  
to family and friends

Source: "Enquête de satisfaction  
visiteurs et exposants" - février 2011

The leisure vehicle area  
is back again!



## TOURISSIMO: a “three-fold” destination in the spotlight!

### An island as guest

For this new edition, the show will honor our island of beauty, Corsica.

An atmosphere that will give our visitors the desire for a pleasant trip!

This is good topic for Tourissimo 2012.

### Events:

On the theme of the guest country, with restaurants, stands etc. Once more with plenty of holidays to be won.

### New: Tourissimo expands!

Tourissimo will host this year a new space entirely dedicated to leisure and wellness!

### CONTACT

- **Salah Filali** - sfilali@strasbourg-events.com  
Tél: +33 (0)3 88 37 21 07
- **Caroline Mazillier** - cmazillier@strasbourg-events.com  
Tél: +33 (0)3 88 37 67 35  
Fax: +33 (0)3 88 37 21 06

# TOURISSIMO

THE FAIR OF TOURISM, LEISURE AND WELLNESS

www.tourissimo-strasbourg.com

## TOURISSIMO 2012: communication is the key!

- **Posters, posters everywhere...** with **327 hoardings** for 2 weeks on the main routes in and around Strasbourg.
- **Press advertisements for all:** to target a broad spectrum of the population, **Tourissimo 2012 will be running a communication campaign in the major newspapers**, the local paper DNA and 20 MN, to attract a clientele of avid consumers of travel products with solid buying power.
- **An “unmistakable” 16-page insert:** over 200 000 copies distributed with the local papers DNA in northern Alsace, the daily paper 20 MN and our partners, the **TOURISSIMO 2012 guide will be at the centre of our communication strategy.**
- **Radio ads broadcast over the waves throughout northern Alsace and across the borders:** France Bleue, Top Music, RFM... overall **52 TOURISSIMO 2012 radio ads broadcast over 6 days.**
- **Enticing visitors: 40 000 invitations handed out to a finely targeted public.**
- **Press relations:** TV, radio, interviews, lectures, press reports... The news is out!
- **Loyal partners who believe in us:** le Club Vosgien, la Fédération Française de Randonnée Pédestre 67, l'Automobile Club d'Alsace-Vosges, France Passion, la Fédération Française de Camping et de Caravaning, le Camping-car Club de l'Est...

