

Paris, October 2020

Grand Ski 2021 and Rendez-vous en France 2021 both postponed

Given the uncertainty surrounding the evolution of the current health situation and after consulting with its partners, Atout France has decided to postpone and adapt Grand Ski 2021, and postpone Rendez-vous en France 2021 in order to maintain the quality of these two trade shows.

➤ **The Grand Ski trade show will be postponed from the end of January to the end of March 2021 and will become Destination Montagnes**

In order to meet the strong expectations among mountain tourism industry players that they continue promoting to international tour operators, Atout France has decided to still hold a trade show in 2021 to publicise all that French mountain tourism has to offer.

After consulting with the relevant tourism partners, it has been decided that the event will be postponed from 26-27 January to **23-26 March 2021**, when hopefully the current situation will have improved somewhat, and that the event will take on a **hybrid format** to ensure as many meetings as possible. French industry professionals will be able to attend the event **in person in Chambéry on 23-24 March** and promote their products to attending stakeholders (French and European tour operators), while anyone who wishes to attend but is unable to make the journey to France can take part in **virtual meetings on 25-26 March**.

As Grand Ski is celebrating its 30th birthday, Atout France and its partners are proposing a larger-scale version of next year's event. Rechristened *Destination Montagnes* for 2021, attendees will be able to promote **everything their mountain destinations have to offer, all year round**. This means the full range of outdoor activities available in each destination, as well as events and new accommodation, all in addition to the winter products normally promoted at Grand Ski.



Atout France wishes to promote visiting these mountain destinations throughout the year in a bid to overcome the particular challenges, including climatic ones, faced by the mountain tourism industry. This shift also takes into account the growing trend among travellers for enjoying responsible and authentic experiences all year round in the French mountains.

➤ **The Rendez-vous en France trade show will be postponed to 2022**

In light of the current international health situation, Atout France and its partners have also decided that present conditions mean that the Rendez-vous en France trade show cannot be held on 23-24 March 2021, as was previously announced in March 2020.



Rendez-vous en France is a **special event** because its success is not only attributed to its **scale** (more than 25,700 people signed up in 2019) and **two days of business meetings** between French tourism industry players and international tour operators (50% long-haul), but also to its fam trips to French regions, which enable tour operators to **discover different destinations** across France. The trade show also shines a spotlight on the **host destination**, which invests in the event as part of a partnership with Atout France.

After consulting with local partners, the Atlantic Loire Valley region and Nantes Metropolitan Area have decided to postpone the event for a one more year.

The next **Rendez-vous in France trade show** will therefore take place on **22-23 March 2022 in Nantes, Atlantic Loire Valley**.

➤ **More focused and/or themed events planned for the end of the year and in 2021**

In order to help partners adapt and revive their activity in the best possible way, Atout France has opted for a more compact, focused approach to B2B promotion, which will either be entirely or partially digital, depending on what is appropriate.

Tourism professionals will also be able to attend several online and hybrid events to raise awareness of their target markets among international distribution industry players and the press. Numerous bespoke digital meetings have already been planned by Atout France offices. There will also be 'French pavilions' at virtual trade shows such as WTM and IBTM.

In autumn 2021, several themed trade shows should be able to physically take place in France (or as hybrid events if necessary) and welcome international stakeholders, such as Destination Vignobles on 5-6 October in Aix-en-Provence.