

Voyage en Multimédia

(A Trip Through Multimedia)

18th, 19th, 20th January

Press Release

SALON DU
E-TOURISME

#VEM8

Cannes 25th January 2017

e-tourisme #VEM8 : An exceptional cru in Cannes !

1 500 participants : that is to say an increase of 50%

The 8th edition of the e-tourism Trade Fair, Voyage en Multimédia #VEM8 has just closed its doors in Cannes, at the Palais des Festivals et des Congrès. More than **1 500 participants were in the roll-call at the first showroom for e-tourism in France, 100 exhibiting companies, 50 workshops and 76 speakers**. A really enthusiastic response from exhibitors and visitors alike (+ 50% compared to 2016) who appreciated the variety of what was on offer, plus the wealth of information in the workshops and conferences.

The fair has its place as the major advisor of future trends and the 3000^{sq. m} - showroom displayed the wealth of the companies that are bringing solutions to professionals. Its range of speakers and the level of the quality workshops, have a considerable federating effect on the community. Each professional finds an answer to his needs and future prospects. This year, Voyage en Multimédia confirmed its vocation of tending to the profession and backing its progress.

Among what is new this year is the first meeting of the most influential Community Managers of tourism in France, the **“CM on the Beach”**, which was a great success with an innovating approach for the community that will generate the white paper for the best Social Media du Tourisme (Social Media of Tourism) practices.

Trophies of touristic and cultural videos

...

Laureate of the Grand Prix “Cultural venue and event”:

Lac de Guerlédan –

« La Vallée engloutie ».

Laureate of the Grand Prix “Touristic service-providers”:

The Ibis de la Roche sur Yon

“Wake up the hero that’s lying dormant in you!”

Laureate of the Grand Prix “Tourist Destination”:

Nouvelle Calédonie Tourisme

« Where does the suitcase come from ? »

Laureate of the Grand Prix “Voyage Influencers”:

A “Japan-Fracture” circle.

Below you have the link to discover the videos!

<http://www.leweboskop.fr/and-the-winners-are-trophees-de-la-video-touristique-et-culturelle-de-cannes/>

Another major event in this new edition: **les Trophées de la Vidéo Touristique et Culturelle de Cannes (the Cannes Cultural and Touristic Video Trophies)**. Organised in partnership with the Weboskop and unique in France, this event highlights video - an element central to promoting tourism today. These Trophies bring creativity and originality to the fore. With a total of 141 candidate videos - shot in more than 25 different countries (mainly in France but also in Japan, Island, Switzerland, Nepal, New-Caledonia, Morocco, Costa-Rica...) - that represents a total video viewing time of 7 hours.

In addition to what's new in the workshops good practices like **business and new technologies tourism** affecting organisers of professional events or then again, that of **artificial intelligence** - that was extremely popular with participants - Voyage en Multimédia organised, for the first time, an encounter held in English only. What Amsterdam the foreigner - European reference for territorial marketing - had to say about it, with the label IAMSTERDAM, is proof therefore of its wish to open up to the international.

In ever-constant evolution, #VEM8 asserts its place as a major meeting-place for all the professionals of tourism but of innovation too.

Below: all the slides of the workshops at the e-tourism trade fair:

<http://fr.slideshare.net/voyageenmultimedia/presentations>

About Estérel Côte d'Azur: Estérel Côte d'Azur, a non-profit organisation, is an agency for the development and promotion of tourism; its vocation is to put into common the means of communities and tourist boards for the promotion of the territory and the development of tourism economy. The field of competence stretches over 14 towns on the East of the Var and covers 2 town councils, the Communauté d'Agglomération Var Estérel Méditerranée (CAVEM) and the Communauté de Communes du Pays de Fayence (local council community of the Pays de Fayence).

The Cannes Palais des Festivals et des Congrès A real driving force at the service of local economy and employment, the Palais des Festivals et des Congrès is a determining general-interest tool for the attractiveness of the town. Its influence world-wide and the longevity of its historical events (Cannes Lions, Cannes Yachting Festival, Festival de Cannes, Heavent Meetings, ILTM, MAPIC, MIDEM, MIPCOM, MIPIM, MIPTV, Tax Free World Exhibition...) make it one of the most competitive positions in Europe with a capacity of hosting 40 000 people in 35 000 ^{sq m} of exhibition space. More than 50 professional events (B2B) hosting 260 000 participants are organised at the Palais each year, generating more than 800 million euros of economic benefit and 13 000 of employment in Cannes. The Palais also participates in the cultural life of the town with a programme of more than 120 shows and 10 festivals attracting more than 90 000 spectators.

Press Contact :

Estérel Côte d'Azur : Régis Courvoisier, Organiser of the event – Tel + 33 (0)4 94 19 10 64 – rcourvoisier@esterel-cotedazur.com

Palais des Festivals et des Congrès : Elisabeth Lara – Press Service Manager - lara@palaisdesfestivals.com Tel : + 33 (0)4 92 99 84 46

