

Cannes, 20 October 2016

The e-tourism trade fair “Voyage en Multimédia” #VeM8, comes to Cannes on 19 & 20 January 2017



Business Tourism activities have seen a beneficial development this year. The Côte d'Azur as a destination, and in particular the Town Hall of Cannes and the Palais des Festivals et des Congrès, true event incubators, are continuing their dynamic in this extremely high-growth segment and are pleased to announce they are hosting “Voyage en Multimédia” (*Multimedia Travel*) in Cannes on 19 & 20 January 2017.

Dedicated to the tourism and new technology sectors, the “Voyage en Multimédia” (#VeM8) trade fair, organized since 2010 in Saint-Raphaël by the Estérel Côte d'Azur development agency, will take up residence at the Palais des Festivals et des Congrès de Cannes in 2017. For its eighth edition, “Voyage en Multimédia” is hosting over 1,200 of the sector's travel and institutional professionals. The fair combines 30 themed workshops over two days, conferences and a 3,000 m² showroom centred on innovation, with 90 exhibiting companies from the most important in France, Switzerland and Belgium.

“This new event reveals both Cannes' drawing power for hosting high-potential professional events and the spirit of partnership established with the Var to develop the greater Côte d'Azur,” David Lisnard, Mayor of Cannes and Chair of the Côte d'Azur Regional Tourism Committee proudly stated: **“Cannes is continuing its consolidation as the place for professional events and offers a guarantee of success with a hosting strategy that combines know-how, the art of living and top flight infrastructures. And the city is accompanying the growth of its events. The future of global tourism will be digital and the “Voyage en Multimédia” trade fair may end up becoming its major annual rendezvous”.**

After seven years at Saint-Raphaël, the e-tourism trade fair is taking on a new dimension. **“Voyage en Multimédia is now a high-quality event that merits national and international deployment. The alternation and reciprocity between the two convention centres, St Raphaël and Cannes, will allow the fair to become a permanent fixture on the Côte d'Azur and allow it to become a reference”** specified Françoise Dumont, Chair of the Departmental Tourism Agency of the Var and Vice-President of Estérel Côte d'Azur.

#VeM8 is also an example of the collaborative spirit created around the Côte d'Azur brand. Partnerships have been created between the Provence Alpes Côte d'Azur Regional Council, the Departmental Councils of the Var and the Alpes-Maritimes, the Côte d'Azur Regional Tourism Committee, The Regional Federation of Tourist Offices, the Côte d'Azur Chamber of Commerce and Industry and the cities of Saint-Raphaël and Cannes. The aim being to have the event develop and allow it to become **the** European trade fair for touristic innovation around “Smart Destinations”, destinations at the forefront of the digital revolution and to tackle tourists' new expectations.

“Voyage en Multimédia” will offer a networking space to discover the new solutions that will change the tourist landscape of tomorrow. Lastly, a plenary conference with a guest speaker will allow for raising participants' awareness of the challenges of e-tourism and thus improve their competitiveness.

For all information: <http://www.salon-etourisme.com/>

About Estérel Côte d'Azur

Estérel Côte d'Azur, a non-profit organization, is a touristic development and promotion agency, the aim of which is to mutualize means among collectivities and tourist offices in order to promote the region and develop the tourism economy. Its scope extends over 14 towns in the east of the Var and covers 2 intercommunal cooperatives, the Var Estérel Méditerranée conurbation committee [CAVEM] and the Pays de Fayence Community of Municipalities.

The Palais des Festivals et des Congrès de Cannes

A true driving force serving the local economy and job market, the Palais des Festivals et des Congrès is a decisive general tool for the city's drawing power. Its global influence and the longevity of its historic events (Cannes Lions, Cannes Yachting Festival, Festival de Cannes, Heavent Meetings, ILTM, MAPIC, MIDEM, MIPCOM, MIPIIM, MIPTV, Tax Free World Exhibition, etc.), gives it a position among the most competitive in Europe, with the capacity to host 40,000 people in 35,000 m² of exhibition space. Over 50 professional events (B2B) are organized at the Palais every year, welcoming 260,000 participants and generating over EUR 800 million in economic benefits plus 13,000 jobs in Cannes. The Palais also plays a part in the city's cultural activities with a programme of over 120 events and 10 festivals bringing over 90,000 spectators together.


 Région
Provence
Alpes
Côte d'Azur


Press Contact:

Estérel Côte d'Azur: Régis Courvoisier, events organiser – 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