



Press release

IFTM 2025: Very positive results, with high-quality visitors and a record number of business meetings

Paris, 26 September 2025 - The leading trade show for tourism professionals wrapped up on Thursday 25 September 2025. This successful edition focused on activating our strengths and collective intelligence, with high-quality visitors and an increased number of buyers. The number of business meetings also hit a record high. This is proof that despite geopolitical tensions and an uncertain global context, IFTM remains the go-to French-speaking B2B event for the sector.



High-quality visitors

32,022 tourism professionals came together for 3 days in Paris, Porte de Versailles, confirming IFTM's positive momentum. Travel agents, French and international buyers, distribution and manufacturing professionals, journalists, influencers, students and officials gathered to meet with the **1,650 brands** and **177 destinations** present.

The trade show has also affirmed its role as a business platform, with no fewer than **16,725 meetings confirmed using the Everywhere platform**, up **+27.7%** compared to 2024. This rise is accompanied by a higher quality visitor base, with an increase of **+10% in travel agents and group operators**, and **+39% in buyers** (for corporate, MICE and leisure). Thanks to an

appropriate pricing policy, **IFTM was able to refocus its visitor base on its core target**, reinforcing its role as the preferred venue for contracting and entering into partnerships.

IFTM on two wheels

IFTM kicked off its 2025 event with the “Tous à Vélo” (All by bike) operation. Presidents of trade federations, institutional representatives and international partners all took part in a collective bike ride before meeting to discuss the role of cycling in tourism in France.



Alongside Laurence Gaborieau, IFTM Director, were representatives of France Vélo Tourisme, Entreprises du Voyage (EDV), SETO, AFTM, ADN Tourisme, Paris je t'aime, APST and the Dominican Republic, this year's Destination of Honour.

By choosing to launch the event in this way, **IFTM promoted the growing role of active mobility in tourism to offer professionals space to analyse current developments.**

A successful Sustainable Initiatives Village by mN'O

The Sustainable Initiatives Village by mN'O was a roaring success. Hosting conference sessions, collective intelligence workshops, debates, Stand-Up for the Planet, and the IFTM x ADONET Plume Verte awards ceremony, this collaborative laboratory was always abuzz, combining attractiveness, connection and discovery while initiating a transition towards more sustainable models.

Collective intelligence workshops to support the sector's transition

With its 2025 theme, “Activating our strengths! Building desirable bridges” IFTM was keen to celebrate collaboration and concrete initiatives, both individual and collective, and to mobilise everyone's strengths to transform the challenges inherent in tourism into sustainable opportunities. The **gamble paid off**, with new collective intelligence workshop formats, known as “hives”, organised in the new Sustainable Initiatives Village by mN'O, the Business Club, Destination France and the Attractiveness Village. They **fostered new thinking and solutions, which will be explored in greater depth after the trade show.**

Dominican Republic - our guest of honour at the heart of the festivities

As 2025 Country of Honour, the **Dominican Republic breathed a vibrant energy into the aisles of the trade show**, getting visitors moving to the rhythm of Dominican dances and its joyful nature. Joining us for the festivities were **Mr David Collado, Minister of Tourism of the Dominican**

Republic, and Mr David Puig, Ambassador of the Dominican Republic to France, who reminded us of the importance of the destination for the French market, while offering another perspective, heading off the beaten track and away from clichés, with a special focus on culture, nature and cuisine.



A successful year for IFTM 2025

The IFTM teams are delighted with the results of this 47th edition, which welcomed plenty of new features and events, driven by the vision of its director, Laurence Gaborieau:



Photo credits: Jules Despretz

"This edition of IFTM was a real success. We brought together more than 1,650 exhibitors from all over the world and welcomed tens of thousands of professional visitors over three days. The event was also marked by a desire to get moving, to activate our strengths and collective intelligence so that together we can reinvent the tourism of tomorrow."

"I'm particularly pleased with the meetings and business momentum that has developed this year. The number of meetings exceeded our expectations and we were able to attract new high-quality visitors."

"More than ever, IFTM has confirmed its role as a key platform for all tourism professionals, and as a starting point for a collective movement towards a more ambitious, more innovative and fundamentally responsible tourism."

IFTM is looking forward to welcoming all tourism professionals to its 48th edition from 15 to 17 September 2026.

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*Organised by SAFI, a subsidiary of RX France and Ateliers d'Art de France

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*NB: The current market capitalisation can be viewed on the following website: <http://www.relx.com/investor>

About the Dominican Republic: "Savour Paradise"

In the Dominican Republic, we aim to whet travellers' appetites by offering a full menu of local cuisine, natural wonders and a variety of activities adapted to each destination (whale watching, surfing and paddle boarding, kayaking, caving, bird watching, hiking, rum, cigar and cocoa tasting and a lively nightlife). Our destination's brand communication currently aims to strengthen this position under the slogan "Dominican Republic has it all", and promises total immersion in the culture, nature and friendliness of our country, making every stay memorable, for nomads, couples, families and groups of friends alike - www.godominicanrepublic.com