



UFI – Digital Award Application 2021

IFTM Top Resa from Reed Expositions France

Les Ateliers d'IFTM: how to meet our clients' needs





NAME OF THE SHOW FROM REED EXHIBITION FRANCE: IFTM Top Resa

INDUSTRY: TOURISM

NAME OF THE PROJECT: Les Ateliers d'IFTM, how to meet our clients' needs.

What drove you to develop a new program/tool?

For over 40 years, IFTM Top Resa has brought together experts, speakers and opinion leaders to discuss issues around tourism, present the latest trends and highlight industry talents. It's a 4-day show where the industry connects offering business opportunities, events, talks and meetings, with high-profile visitors and senior level decision makers attending every year.

The show features: **34,000** industry professionals (20% international), **250** different destinations (International and France), **10** themed villages, **1,700** brands, **7 key events** and over **150** talks, conferences, seminars and training sessions for travel agents are delivered providing the latest industry key trends, developments updates and educational content on a variety of topics led by influential industry experts

Worldwide Travel Industry has been heavily impacted by the crisis since March 2020. It is an economic and social disaster. Due to travel restrictions linked to Covid-19, tourism receipts around the world plummeted by \$ 1.3 trillion last year, according to UNWTO. 2020 will go down as the worst year in industry history, with a billion fewer international arrivals compared to 2019, **a drop of 74%**. All regions of the planet are affected, starting with Asia-Pacific (-84%), which was the first to be struck by the virus. The drop is 70% in Europe, but the continent being the most visited in the world, it faces 500 million fewer arrivals.

We launched a **qualitative study by phone**, addressed to our exhibitors (tour-operators, destinations, hostels etc.) and visitors (travel agents, buyers) to understand **how the COVID has impacted them** and what were the **new needs** regarding their industry/sector and our exhibition. Our focus was on the French market, as IFTM is the best place to connect with the French market and French travel agents.

"We have to think about the end of mass tourism and reinvent ourselves."

"We have to adapt to the situation by trying to cover the possible destinations, but this is not always easy because things change quickly."

"To have the answer to my clients' questions, to manage the unexpected and uncertainty."

Thanks to that, we knew they were looking for information about their industry, exchange with their peers and experts' advices on the evolution of their market. Tourism is also very community based.

What were the main objectives?

With the postponement of Top Resa 2020, we wanted to raise the profile of tourism professionals. We needed to **create a new momentum of exchange, learning, and sharing** and help our clients to have the keys to better understand their new evolutive market.

We **focused on our community** which is composed of:

- 82% French speakers
- 64% Decision makers



- From all tourism segments: Leisure, Business, Group Tourism and MICE

We needed to speak to all of them, bring together tourism professionals and decision-makers and **answer their main need:**

- 92% want information on the latest news and trends

We wanted our program to be professional, with top speakers to address our target well and talk about subjects that they value. The program will enable us to animate our community and produce content over 6 months.

We needed to **have an efficient communication** to address our community which has a strong social media presence:

- 13,000 followers on Facebook
- 4,200 connections on LinkedIn, a fast-growing LinkedIn community
- Complementary communities (Leisure, Business, Groups & MICE)

What measures did you take to reach those objectives?

1. Create a new momentum of exchange

We created a weekly TV program with thematic roundtables, and online training sessions on subjects relevant to the whole tourism industry. From January to May 2021, 29 episodes will be broadcasted. This initiative is also the first step towards a 365 strategy.

Every week, one or two episodes are uploaded on our YouTube channel: [Les Ateliers d'IFTM](https://www.youtube.com/channel/UC...).

The screenshot shows the YouTube channel page for 'IFTM Top Resa' with 702 subscribers. The navigation bar includes 'ACCUEIL', 'VIDÉOS', 'PLAYLISTS', 'CHAÎNES', 'DISCUSSION', and 'À PROPOS'. Below the navigation, there are options for 'Vidéos mises en ligne' and 'TOUT REGARDER'. The main content area displays a grid of video thumbnails with titles and view counts:

- LES CARAÏBES** (35:56): 330 vues • il y a 1 semaine
- FORMATION NÉGOCIER AVEC SES PRESTATAIRES** (59:28): 59 vues • il y a 1 semaine
- epsa VOYAGES D'AFFAIRES** (36:14): 394 vues • il y a 1 semaine
- HÔTELLERIE UNE RÉINVENTION NÉCESSAIRE ?** (36:41): 1 k vues • il y a 3 semaines
- FORMATION COMMENT SE RÉINVENTER ?** (1:17:46): 319 vues • il y a 3 semaines
- WAVESTONE TOURISME IMMERSIF & CULTURE AUGMENTÉE** (31:23): 927 vues • il y a 1 mois
- L'AFRIQUE** (32:21): 905 vues • il y a 1 mois
- SNCF LES MOBILITÉS DURABLES** (49:17): 1,1 k vues • il y a 1 mois
- LA PLAGNE LE TOURISME EN MONTAGNE** (47:45): 980 vues • il y a 1 mois

To answer the needs of our clients and community, we decided to develop a comprehensive content as our environment is quickly changing, we wanted to give our audience a snapshot of a sector / world region.

2. Focus on our community and answer their main need

To do so we focused on **high-quality content:**

- We opted for a Professional format with TV shows filmed on a real TV set
- We have used an expert travel industry journalist to present and lead the interviews

- Our Program is applauded by the profession and developed in partnership with the market's leading players (Les Entreprises du Voyage -main tourism union in France - AFTM, CDS Groupe, EPSA, Wavestone, ATD, etc.)
- We have only invited Top speakers on our TV show (representing institutions, industry leaders, etc., for example: CEO of Air France, French Minister of Tourism, Corsair President...)
- We have launched a program of 10 training courses dedicated for Travel Agents (How to reinvent, how to communicate on social media) on a dedicated channel so that they can interact with instructors

3. Dedicated and targeted Communication plan

- Powerful high-quality database (70,000 contacts)
- Dedicated channel on the IFTM Youtube channel
- Monthly schedule, sent out at the beginning of each month (email, social media and partners)
- Dedicated pages on the trade show website and blog
- Press releases & Interviews in specialist professional press (L'Echo Touristique, TourMag, Le Quotidien du Tourisme, etc.)
- All Communications relayed by main partners: Entreprises du Voyages, CDMV, Respire, ADONET and PromoAGV
- Support of participating companies to share and distribute content through their own Social media profiles & database.



Which value added services did you seek to provide?

We designed a program covering all segments of tourism, which we chose to shoot on a TV set. This differentiating format allowed us to invite top decision-makers to our sets and to create a new experience around the Ateliers d’IFTM. We have used a professional production company to serve the content and to build a strong editorial line. To add value to the content and keep it alive, we load the episodes on replay, create a teaser and transcribe the speeches.

Through this program we aim to boost our clients’ visibility:

- Support recovery
- Raise awareness about the wide range of tourism options
- Offer reassurance and present health measures implemented at travel destinations
- Engage travel agents and get them involved
- Highlight the experiences offered by their destination
- Present the latest trends in tourism



The regional and thematic focuses put forward the actors of these sectors and ensure them a visibility: the companies are quoted in the program and we insert visuals during the episode, while giving them the possibility to express themselves on the current events and to highlight their strategy for the recovery. We also offer additional promotion possibilities: advertising in the workshop, sponsorship of the replay, billboard at the beginning and at the end of the episode.

What were the specific challenges faced? How were these overcome?

The main challenge was the implementation of this new format: it required evangelization around the creation of content, digital and WebTV format for the sales team and creation of new sales and marketing materials.

We also had to find a TV set provider to support us. The offer is varied, and the associated services were very different. Finding the right provider was a key step for the success of the project and the associated production allows to create professional and high added value programs.

The construction of the program was also a key step: we had to represent all the stakeholders usually present at the physical show and covered the themes and issues of the tourism industry.



Some actors did not want to take the stage until the health situation had stabilized and the challenge was to find interesting angles for each round table while showing optimism. We must create sustainable content in a changing situation and context.

Were your objectives reached?

At this stage, halfway through the program, the objectives have been achieved both qualitatively and quantitatively, with more than 11,000 cumulative views on Youtube.

The number of views continues to increase and so do the registrations: the content is appreciated by our community and shared.

The Workshops are of interest to our community and our core target: 47% of registered population are Travel Agents. We are also interesting beyond our database and generate leads: more than 50% of the January registrations are new contacts hence leads.

In terms of content as well as data, the Ateliers d'IFTM keep their promises.

What relevant results can you share?

Nearly 40 press articles have been dedicated to the initiative, including summaries of the episodes by independent & key journalists.: this proves that the content is relevant and differentiating.

"IFTM Top Resa gives tourism professionals a meeting once a week around its web TV "Les Ateliers d'IFTM". According to Frédéric Lorin, Director of IFTM Top Resa, this is a way to keep the link between the show and its market "alive and active" and to give visibility to the sector. Interview."

TourMag

"The IFTM continues to mobilize for tourism professionals and programs new workshops for the month of March. Here is an update on the dates not to be missed.

A new month means new events not to be missed. The IFTM has just unveiled its new program of workshops for March."

Le Quotidien du tourisme

Between January and March we recorded 10,000 registrations, and the average viewing time on YouTube is higher than the French average and remains constant throughout the episodes. We already have over 57,000 impressions on YouTube and have gone from 350 subscribers to over 700. On the other networks, we have also gained subscribers, going from 4200 followers on LinkedIn to more than 4600.