



**Med Pearls**

## ANALYSIS OF THE SLOW TOURISM INTERNATIONAL DEMAND

### Chapter 2

# FRANCE

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“This publication has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of the Med Pearls project partnership and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures.”

Terrassa, 8th January 2021

Elaborated by:

**inytur**

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Tour operators, institutions, media and fairs linked to “slow tourism” have been analysed for French outbound market. In total number of companies/elements analysed are:

Tour operators	Institutions	Media	Fairs	Total
10	10	16	8	44

## 1. Tour operators specialised in “slow tourism”

The operators have been analysed considering all the information of the website, the information about “slow tourism” has been extracted from sections such as "about us", “philosophy”, among others.

It is important to highlight that maybe tour operators do not explain that they offer “slow products” but some of the products can be classified as “slow”. In many cases the information published by operators does not apply 100% to all products. For example, the same tour operator can have products accomplishing the majority “slow tourism” criteria, other products including just some of the criteria and other products far away from the “slow tourism” criteria.

For France, as explained in the "methodology", we have briefly analysed more than 190 tour operators. From those, we chose 83, who were commercialising “slow products” or who could end up marketing slow products. From those 83, 10 were chosen for further analysis.

TOUR OPERATOR	WEB	PRODUCTS
Allibert	<a href="http://www.allibert-trekking.com">www.allibert-trekking.com</a>	walking, cycling, snow
Amplitudes	<a href="http://www.amplitudes.com">www.amplitudes.com</a>	culture, adventure, train, sailing
Arts et Vie	<a href="http://www.artsetvie.com">www.artsetvie.com</a>	culture, arts
Chamina voyages	<a href="http://www.chamina-voyages.com">www.chamina-voyages.com</a>	active, nature
Chemins Solidaires	<a href="http://www.chemins-solidaires.fr">www.chemins-solidaires.fr</a>	culture, nature, wine
La Balaguère	<a href="http://www.labalaguere.com">www.labalaguere.com</a>	active
La Route des Voyages	<a href="http://www.laroutedesvoyages.com">www.laroutedesvoyages.com</a>	culture, adventure
Point Voyages	<a href="http://www.point-voyages.com">www.point-voyages.com</a>	adventure
Terra Mundi	<a href="http://www.terra-mundi.com">www.terra-mundi.com</a>	culture, nature, adventure
Vino Mundo	<a href="http://www.voyages-vin.fr">www.voyages-vin.fr</a>	gastronomy, wine

### Characteristics of “slow tourism” tour operators<sup>1</sup>

- The tour operators most specialized in "slow tourism", or those with a “slow” philosophy are usually the smallest or medium tour operators.
- There are virtually no tour operators with 100% “slow” products. And sometimes, products that are considered “slow”, lack some criteria that define the products as such.
- More and more tour operators are looking for products more linked to the “slow principles” and above all, to “responsible and sustainable tourism”.
- Tour operators specialised in wine and gastronomy are the ones with less information about “sustainable tourism” or “slow tourism”. While the ones specialised in nature or outdoors activities are the most sensitive. Tour operators which design tailor-made products are an opportunity to develop “slow tourism”.
- French travellers have the culture of buying holiday trips through tour operators.
- They have cross-selling in Belgium, Switzerland and Canada.
- They are very conscientious about “slow” and “sustainability”, so they can be a potential operator to offer “slow tourism” products.

<sup>1</sup> Always based on the analysed tour operators and the consultants’ knowledge

- They are, jointly with German tour operators, the ones that have more labels and certifications related to “sustainability” or “responsible tourism”. Some of them are:
  - European Charter for Sustainable Tourism in protected areas.
  - Acteurs du Tourisme Durable
  - Tourisme au service des hommes et territoires
  - Agir pour un tourisme responsable
- Many of tour operators work on “100% carbon neutral” actions.
- Most of them support charity or solidarity projects around the world.
- Some of them have a “slow tourism” section and others have the same or similar principles to slow tourism ones.
- Number of total products in/close to pilot areas<sup>2</sup>, identified within total tour operators are:
  - Egypt: 1
  - Greece: 6
  - Italy: 40
  - Jordan: 22
  - Palestine: 21
  - Spain: 7
- Number of total products visiting (IN) the pilot areas, identified within total tour operators are:
  - Palestine: 8 in Bethlehem
  - Greece: 6 (3 in Imathia and 3 in Pieria)
  - Italy: 3 in Sabina-Reatina
  - Jordan: no products
  - Spain: no products
  - Egypt: no products
- Products from selected French tour operators in/close pilot areas are:
  - Greece: 1 (in the pilot area of Imathia and Pieria)
  - Italy: 13
  - Jordan: 6
  - Palestine: 8 (4 of them in Bethlehem)
  - Spain: 2
  - Egypt: no products

## 2. Main institutions and entities related to “slow tourism”

For the institution’s analysis, we have focused our search on:

- Institutions linked to travel, both for the public and for business.

<sup>2</sup> Pilot areas and its influence as it is described in the “Methodology” chapter.

- Public administrations that have seemed interesting to us due to various factors.
- Institutions linked to nature and/or sustainability.

During the research, many institutions linked to nature or the protection of fauna and flora or the environment have been found. In many cases, institutions have been ruled out because they were not linked in any way to “slow tourism”.

Most institutions that were only focused on the same country have been discarded, except for those that have been found interesting because members of the institution could be able to make "slow" trips or because the institution itself organized trips.

The portals, both those that are formally constituted as a non-profit association or as a private company, have been included in the “Media” chapter.

The magazines published by institutions are described into the “Observations” in the “Institutions sheet”. We have not analysed the magazine into “Media” chapter.

We have also found international organizations linked to the “slow movement” that we thought were important to consider, for future collaborations with Med Pearls. See the table below:

NAME	TYPE	WEB
Europe by rail	Website & guide	<a href="http://www.europebyrail.eu">www.europebyrail.eu</a>
Slow art day	Website	<a href="http://www.slowartday.com">www.slowartday.com</a>
Slow food international	Non-profit organization	<a href="http://www.slowfood.com">www.slowfood.com</a>
Slow photography movement	Website	<a href="http://www.slowphotographymovement.com">www.slowphotographymovement.com</a>

For France, we have found a first list with approximately 15 institutions concerning nature protection, environment, tourism, and other themes. After a first analysis, we chose 9 to study into more detail.

NAME	TYPE	WEB
Agir pour un tourisme responsable	Non-profit organization	<a href="http://www.tourisme-responsable.org">www.tourisme-responsable.org</a>
Association Touristique, Sportive et Culturelle des Administrations Financières (ATSCAF)	Non-profit organization	<a href="http://www.portail.atscaf.fr">www.portail.atscaf.fr</a>
Aventure du Bout du Monde (ABM)	Non-profit organization	<a href="http://www.abm.fr">www.abm.fr</a>
Centre d'information et de documentation jeunesse	Government Association	<a href="http://www.cidj.com">www.cidj.com</a>
EDV (Enterprises du voyage)	Trade organization	<a href="http://www.entreprisesduvoyage.org">www.entreprisesduvoyage.org</a>
Fédération française cyclotourisme	Sports Federation	<a href="http://www.ffvelo.fr">www.ffvelo.fr</a>
Fédération Française de Randonnée	Sports Federation	<a href="http://www.ffrandonnee.fr">www.ffrandonnee.fr</a>
Routes du Monde	Non-profit organization	<a href="http://www.atc-routesdumonde.com">www.atc-routesdumonde.com</a>
Terra Darwin	Non-profit organization	<a href="http://www.terradarwin.com">www.terradarwin.com</a>
Union Nationale des Associations de Tourisme et de plein air (UNAT)	Non-profit organization	<a href="http://www.unat.asso.fr">www.unat.asso.fr</a>

### Characteristics for institutions and entities related to “slow tourism”

The reached conclusions for French institutions and entities after analysing them are the following:

- We have not found any French institution 100% slow tourism.
- “Slow Food” is the main important international association linked to “slow movement”. They have a “travel section”.
- There are many institutions or entities linked to nature conservation or sustainability, but they do not have any reference to “slow tourism” or “travel”. They are 100% focused on the protection.
- “Agir pour un tourisme responsable” is an association with a label of responsible tourism which an increasing number of French tour operators have.
- Many offer its services to individual members not to private companies. For example, the “Aventure du Bout du Monde » or “Federation Française de Randonnée”.
- The main institutions also publish their own magazines for its subscribers.



### 3. Media related to “slow tourism”

To analyse the media, we got the information from their websites, but we also looked at the editor’s webpages to extract more detailed information about the circulation or what type of audience the magazine has. In some large groups you can find a “Media Kit” with this kind of information. As not all the magazines had this information, it has been added to the “Observations” section. Clearly, more detailed information can be found when magazines are part of large corporations.

The analysed media are mainly based on “Travel”, but we have also analysed magazines about “Lifestyle”, “Gastronomy” and other themes, because we found that they had a travel section or that they could publish news about “slow tourism”. For example, we introduced some “gastronomy magazines” and discarded others because we only took those with “travel section”. We have also taken in consideration, the magazines aimed at professionals, like *Tourmag* or *Espaces*.

Some magazines, that may have some “slow content” but have very few readers or are very specialized with few readers, have been removed. On the other hand, we have included those specialized magazines that have a section or section on “tourism or travel” and that could deal with slow topics and have more than 5,000 followers on one of the networks.

Concerning blogs, we have only considered blogs with more than 1.000 followers or blogs with “slow tourism” content, even if they have less followers.

For France, we have found a first list with approximately 25 magazines, concerning lifestyle, outdoors, travel, gastronomy, health and general. After a first analysis, we chose 16 to study into more detail.

NAME	TYPE	THEME	WEB
A/R Magazine	Magazine & Site	Travel	<a href="http://www.ar-mag.fr">www.ar-mag.fr</a>
Bonogo	Portal	Travel	<a href="http://www.bonogo.fr">www.bonogo.fr</a>
Carnet d'Aventures	Magazine & Site	Nature tourism	<a href="http://www.expemag.com">www.expemag.com</a>
Desirs de Voyage	Magazine & Site	Outdoor	<a href="http://www.desirs-de-voyage.fr">www.desirs-de-voyage.fr</a>
Espaces	Magazine & Site	Tourism	<a href="http://www.tourisme-espaces.com">www.tourisme-espaces.com</a>
Flow	Magazine	Slow life	<a href="http://www.flowmagazine.fr">www.flowmagazine.fr</a>
Geo	Magazine & Site	Travel	<a href="http://www.geo.fr">www.geo.fr</a>
Grands Reportages	Magazine & Site	Travel	<a href="http://www.grands-reportages.com">www.grands-reportages.com</a>
I-voyages	Site & Portal	Travel	<a href="http://www.i-voyages.net">www.i-voyages.net</a>
National Geographic (FR)	Magazine	Travel	<a href="http://www.nationalgeographic.fr">www.nationalgeographic.fr</a>
Outdoor Go	Magazine & Site	Outdoor	<a href="http://www.outdoorgo.com">www.outdoorgo.com</a>
Saveurs	Magazine & Site	Food	<a href="http://www.saveurs-magazine.fr">www.saveurs-magazine.fr</a>
Tourmagazine	Magazine & Site	Travel	<a href="http://www.tourmagazine.fr">www.tourmagazine.fr</a>
Trek	Magazine & Site	Outdoor	<a href="http://www.trekmag.com">www.trekmag.com</a>
Voyageons Autrement	Site	Ecotourism	<a href="http://www.voyageons-autrement.com">www.voyageons-autrement.com</a>
We Demain	Magazine & Site	General	<a href="http://www.wedemain.fr">www.wedemain.fr</a>

### Characteristics for media related to slow tourism

- Practically all printed magazines have a website where they publish the latest articles and create new contents.
- There is never the full information of the magazine for free. In some websites, users subscribe and can also download the magazine in digital format. Usually, users can read the old magazine editions for free but not the current ones.
- The website has a “shop” where to buy the printed magazine or to subscribe.
- Printed magazines websites have usually a section to find the nearest newsstand where to buy the printed edition.
- Some magazines have closed due to Covid-19 or other that had a paper edition, are only digitally edited.

- It is usually difficult to find the number of members or subscribers of the magazines, as well as the circulation.
- There are two main media companies which publish the main important travel & lifestyle magazines: Mediaobs ([www.medioabs.com](http://www.medioabs.com)) and Prismamedia ([www.prismamedia.com](http://www.prismamedia.com)).
- France is one of the countries with more magazines linked to travel or lifestyle with trip/travel sections.
- France has the French edition of two of the main magazines worldwide: *Geo* and *National Geographic*.
- Some magazines have cross-selling with French speaking countries.
- *Evaneos* (a trade portal connecting DMC with final clients) is a French company. France is the country with more portals like this.

#### 4. Fairs related to “slow tourism”

As it is explained in the methodology, it has been considered appropriate to analyse only those fairs that were specifically on travel or that had a big part of travel. For example, gastronomy or nautical fairs, although these activities may be part of the “slow products” experience, have not been analysed if they do not have a travel section.

On the other hand, although not all fairs are equally interesting for Med Pearls, it has been considered that the analysis of smaller and not so well-known tourism fairs may be interesting for DMC. Of course, there are fairs that are more attractive and others that are less. For example, *Salon du Randonneur* in France, *Birdfair* in the UK and *Eurohorse* in Sweden have been included, because the three fairs are the most important in their sector and DMC can find tour operators and specialized agencies that may be interested in “slow” products.

For France, we have found a first list with approximately 15 fairs. After an exhaustive search, we chose 8 for a further analysis.

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
Destinations Nature Paris	March-April	Paris	Outdoor	International	<a href="http://www.destinations-nature.com">www.destinations-nature.com</a>
Salon Tourisme Mahana	February	Lyon	Travel	National	<a href="http://www.salons-du-tourisme.com/Lyon">www.salons-du-tourisme.com/Lyon</a>
Salon International Tourisme de Nantes	January	Nantes	Travel	Regional	<a href="http://www.sit-nantes.com">www.sit-nantes.com</a>
Salon International Tourisme de Rennes	February	Rennes	Travel	Regional	<a href="http://www.sit-rennes.com">www.sit-rennes.com</a>
Salon Tourisme et Nature Tourissima	January	Lille	Travel and nature	National	<a href="http://www.salons-du-tourisme.com/Lille">www.salons-du-tourisme.com/Lille</a>
Salon International du Tourisme et de Voyages	November	Colmar	Travel	Regional	<a href="http://www.sitvcolmar.com">www.sitvcolmar.com</a>
Salon Mondial du Tourisme	March	Paris	Travel	International	<a href="http://www.salons-du-tourisme.com/Paris">www.salons-du-tourisme.com/Paris</a>
Salon du Randonneur	March-April	Lyon	Outdoor	International	<a href="http://www.randonnee.org">www.randonnee.org</a>

### Characteristics for fairs related to slow tourism

The reached conclusions for French fairs after analysing them are the following:

- There is no fair dedicated to “slow tourism” and there is also no fair that has a section or a pavilion dedicated to “slow tourism”.
- The fairs have more and more, a section dedicated to “responsible tourism” or “sustainable tourism”.
- The smallest fairs are the most specialized and often they are those with a pavilion or a dedicated section to “responsible tourism” or “sustainable tourism”.
- France is a highly active country in terms of fairs, both national and regional.
- *Salon du Randonneur* in Lyon is one of the most important fairs in its sector (walking and hiking) in Europe.
- Due to Covid-19, a big number of 2020 fairs had cancelled or did virtually. Half part of French fairs will run next edition in 2022.
- Salon Mondiale du Tourism, Mahana and Tourissima are travel fairs organised by the same company.
- Mahana and Tourissima are similar but into different regions of the country.
- Salon Mondiale du Tourisme is the most important fair in French.

## 5. Factsheets

### 5.1. Tour operators

TOUR OPERATOR	WEB	PRODUCTS
Allibert	<a href="http://www.allibert-trekking.com">www.allibert-trekking.com</a>	walking, cycling, snow
Amplitudes	<a href="http://www.amplitudes.com">www.amplitudes.com</a>	culture, adventure, train, sailing
Arts et Vie	<a href="http://www.artsetvie.com">www.artsetvie.com</a>	culture, arts
Chamina voyages	<a href="http://www.chamina-voyages.com">www.chamina-voyages.com</a>	active, nature
Chemins Solidaires	<a href="http://www.chemins-solidaires.fr">www.chemins-solidaires.fr</a>	culture, nature, wine
La Balaguère	<a href="http://www.labalaguere.com">www.labalaguere.com</a>	active
La Route des Voyages	<a href="http://www.laroutedesvoyages.com">www.laroutedesvoyages.com</a>	culture, adventure
Point Voyages	<a href="http://www.point-voyages.com">www.point-voyages.com</a>	adventure
Terra Mundi	<a href="http://www.terra-mundi.com">www.terra-mundi.com</a>	culture, nature, adventure
Vino Mundo	<a href="http://www.voyages-vin.fr">www.voyages-vin.fr</a>	gastronomy, wine



**Name** Allibert Trekking  
**Address** Rue de Longifan  
**Post code** 38530  
**Town** Chapareillan  
**Country** France  
**Telephone** 0033 476455757  
**E-Mail** [liberte@allibert-trekking.com](mailto:liberte@allibert-trekking.com)  
**WEB Page** [www.allibert-trekking.com](http://www.allibert-trekking.com)

## Products

Walking/Trekking ✓  
 Mountaineering ✓  
 Cycling ✓  
 Discovery  
 Culture  
 Kayak/canoeing  
 Safari ✓

## General Information

**Foundation:** 1975

**Client type:** Adult & familiar

**Product type:** Self-guided and guided

**Ecommerce & payment on-line:** Yes

**Newsletter** Yes

**Social Network**



## Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They have products catalogued as “ecotourism”, but not as “slow tourism”.
- ✓ They offer travel for individuals and small groups.



## Sustainability

- ✓ Sustainable travel policy with a Code of Ethics for their travellers.
- ✓ Certification with ATR label (Agir pour un tourisme responsable) ([www.tourisme-responsable.org](http://www.tourisme-responsable.org)).
- ✓ 100% absorption of CO2 emissions generated by air transport for their customers and employees.



## Observations

- Headquarters in France, Belgium, Switzerland. Other agencies in Chamonix, Paris, Toulouse, Lyon, Nice.
- Website: Useful, attractive and only in French, with a search engine to filter the product and an “advanced- free” research. Main classification in the menu: Destination (countries), Activities and Themes. Page with the description of activities and levels.
- Main classification of products: walking, mountaineering, snow, cycling, discovery, trail



## Interest for Med Pearls

- Big diversity of products and destinations
- Big potential to offer new products based on slow tourism



## Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	<a href="https://www.allibert-trekking.com/voyage/sicile-sicile-est">https://www.allibert-trekking.com/voyage/sicile-sicile-est</a> <a href="https://www.allibert-trekking.com/voyage/iles-eoliennes-ascension-stromboli">https://www.allibert-trekking.com/voyage/iles-eoliennes-ascension-stromboli</a>
JORDAN	
Jordan Valley	<a href="https://www.allibert-trekking.com/voyage/jordanie-les-incontournables-de-jordanie-a-pied">https://www.allibert-trekking.com/voyage/jordanie-les-incontournables-de-jordanie-a-pied</a>
As Salt	<a href="https://www.allibert-trekking.com/voyage/jordanie-trek-petra">https://www.allibert-trekking.com/voyage/jordanie-trek-petra</a> <a href="https://www.allibert-trekking.com/voyage/jordanie-voyage-culturel-jordanie">https://www.allibert-trekking.com/voyage/jordanie-voyage-culturel-jordanie</a>
PALESTINE	
Palestine Jenin	<a href="https://www.allibert-trekking.com/voyage/israel-berceau-des-religions">https://www.allibert-trekking.com/voyage/israel-berceau-des-religions</a> Also close to Bethlehem
Bethlehem	<a href="https://www.allibert-trekking.com/voyage/israel-trek-desert-du-neguev">https://www.allibert-trekking.com/voyage/israel-trek-desert-du-neguev</a>
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	<a href="https://www.allibert-trekking.com/voyage/espagne-continentale-rando-barcelone">https://www.allibert-trekking.com/voyage/espagne-continentale-rando-barcelone</a> Also close to Les Garrigues

# AMPLITUDES

Créateur de Voyages

**Name** Amplitudes  
**Address** 20 rue du Rempart  
**Post code** Saint Etienne 31000  
**Town** Toulouse  
**Country** France  
**Telephone** +33 5 67 31 70 00  
**E-Mail** Web form  
**WEB Page** [www.amplitudes.com](http://www.amplitudes.com)

## Products

Culture ✓  
 Safari ✓  
 Family ✓  
 Train ✓  
 road trip ✓  
 Sailing ✓

## General information

**Foundation:** 1991

**Client type:** Adult & Family

**Product type:** Guided & self-guided

**Booking & Payment on-line:** No

**Newsletter** Yes

**Social Network**



## Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They have a theme "Slow Tourism" with 10 products.
- ✓ They offer travels for individual and small groups.



## Sustainability

- ✓ They have travels based on sustainable development, like tree planting in Namibia or partnerships with eco-lodges all over the world.
- ✓ Responsible approach also in the agency on a daily basis: reduction of printed documents, collection of waste and selective sorting.
- ✓ Work with local partners, looking for the community benefits.
- ✓ In 2018, the company supported the project "Ciné Yam initiative, Paysan Sahéliens Documentarists" working on the audiovisual transmission of sustainable agricultural practices in Burkina Faso.





## Observations

- Agencies in Paris, Toulouse, Tournefeuille, a municipality close to Toulouse
- Website: Useful, attractive and only in French. Once entered in a “destination”, there is a search engine to filter by region, budget, theme or type. Webpage with a lot of products.
- Main classification of products: 32 different “themes” are offered, like nature, city break, civilisation, cinema, golf, adventure. And they divided also by type: fly and drive, cruise and city break.
- Magazine, that is a blog with a lot of news and recommendations for travelling



## Interest for Med Pearls

- One of the “themes” is “slow tourism”. Also “gastronomy & enology”, “out of the beaten tracks”, “ayurvedique”, “art”.
- They look for exclusive & original travel.
- They are specialized in sea travel with private cruises.



## Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	<a href="https://www.amplitudes.com/voyage/voyage-italie/circuit-italie/sejour-italie/dolce-sicilia.html">https://www.amplitudes.com/voyage/voyage-italie/circuit-italie/sejour-italie/dolce-sicilia.html</a>
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	<a href="https://www.amplitudes.com/voyage/voyage-israel/circuit-israel/sejour-israel/autotour-en-terre-sainte.html">https://www.amplitudes.com/voyage/voyage-israel/circuit-israel/sejour-israel/autotour-en-terre-sainte.html</a>
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



**Name** Arts et vie voyages culturels  
**Address** 251, rue de Vaugirard  
**Post code** 75015  
**Town** Paris  
**Country** France  
**Telephone** 0033 0140432021  
**E-Mail** [info@artsetvie.com](mailto:info@artsetvie.com)  
**WEB Page** [www.artsetvie.com](http://www.artsetvie.com)

## Products

Nature  
 Art ✓  
 Culture ✓  
 Discovery

## General Information

**Foundation:** 60 years of experience

**Client type:** Adult & familiar

**Product type:** Guided

**Booking & Payment on-line:** Yes

**Newsletter** Yes

**Social Network** Facebook Instagram



## Slow Tourism information



- ✓ They don't have a category for "slow tourism", but there are products in different countries that could be considered as slow <https://www.artsetvie.com/circuit/russie/circuit-en-russie-periple-urasien-en-train-75.html>
- ✓ They offer "Thematic Weeks": Discover the cultural heritage of the region, go deeper a theme or practice activities under the guidance of a specialist or a guide
- ✓ Challenges/weaknesses: not really small groups, as they promote from 15 to 25 participants.



## Sustainability

- ✓ No information on "sustainability"



## Observations

- Offices in Paris, Lyon, Nice, Marseille and Grenoble.
- Website: Only in French, intuitive and clear, with a search engine to filter the product.
- Main classification in the menu: destination, type of activity, events, accommodation, groups.
- Main classification of products: culture, stages, walking, cruises forums, short breaks and festivals.
- They have products catalogued as “forum”, which are cultural travel combined with expertise conferences.
- The company manages 5 “residences” (rural houses) with accommodation and activities. Focused on families.



## Interest for Med Pearls

- Big diversity of products and destinations
- Products specialised in “Art and Heritage”, looking for different experiences.



## Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	<a href="https://www.artsetvie.com/circuit/grece/circuit-en-grece-de-la-macedoine-aux-iles-meconnues-des-cyclades-1017.html">https://www.artsetvie.com/circuit/grece/circuit-en-grece-de-la-macedoine-aux-iles-meconnues-des-cyclades-1017.html</a> IN Also IN Pieria
Pieria	
ITALY	
Sabina-Reatina	<a href="https://www.artsetvie.com/circuit/italie-sauf-sicile/circuit-en-italie-les-abruzzes-1376.html">https://www.artsetvie.com/circuit/italie-sauf-sicile/circuit-en-italie-les-abruzzes-1376.html</a> <a href="https://www.artsetvie.com/circuit/italie-sauf-sicile/circuit-en-italie-le-latium-1539.html">https://www.artsetvie.com/circuit/italie-sauf-sicile/circuit-en-italie-le-latium-1539.html</a>
Alcantara Sicilia	<a href="https://www.artsetvie.com/circuit/sicile/circuit-en-italie-sicile-et-iles-eoliennes-39.html">https://www.artsetvie.com/circuit/sicile/circuit-en-italie-sicile-et-iles-eoliennes-39.html</a> <a href="https://www.artsetvie.com/circuit/sicile/circuit-en-italie-sicile-decouverte-37.html">https://www.artsetvie.com/circuit/sicile/circuit-en-italie-sicile-decouverte-37.html</a> <a href="https://www.artsetvie.com/circuit/sicile/sejour-en-italie-la-sicile-en-famille-430.html">https://www.artsetvie.com/circuit/sicile/sejour-en-italie-la-sicile-en-famille-430.html</a>
JORDAN	
Jordan Valley	
As Salt	<a href="https://www.artsetvie.com/circuit/jordanie/circuit-en-jordanie-entre-desert-et-jourdain-178.html">https://www.artsetvie.com/circuit/jordanie/circuit-en-jordanie-entre-desert-et-jourdain-178.html</a> Also close to Jordan Valley
PALESTINE	
Palestine Jenin	
Bethlehem	<a href="https://www.artsetvie.com/circuit/israel/circuit-en-israel-et-dans-les-territoires-palestiniens-de-la-galilee-a-la-mer-morte-188.html">https://www.artsetvie.com/circuit/israel/circuit-en-israel-et-dans-les-territoires-palestiniens-de-la-galilee-a-la-mer-morte-188.html</a> IN Also close to Jenin
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



**Name** Chamina voyages  
**Address** 43 Place de Jaude  
**Post code** 63000  
**Town** Clermont-Ferrand  
**Country** France  
**Telephone** 0033 466690044  
**E-Mail** [contact@chamina-voyages.com](mailto:contact@chamina-voyages.com)  
**WEB Page** [www.chamina-voyages.com](http://www.chamina-voyages.com)

## Products

Walking ✓  
 Cycling ✓  
 Snow  
 Trail running  
 Nordic Walking  
 Wellness  
 Nature ✓

## General Information

**Foundation:** 1973

**Client type:** Adult & familiar

**Product type:** Guided and self-guided

**Booking & Payment on-line:** Yes

**Newsletter** Yes

**Social Network**



## Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

✓ “Nature” and “Retrouvance” products could be classified as “slow tourism”, as they have the same principles.



## Sustainability

- ✓ Certifications on the website (ATR, Europarc and Parcs Naturels du Massif Central).
- ✓ “100% carbon neutre” compensation.
- ✓ “European Charter for Sustainable Tourism” website section explaining what ECST (European Charter for Sustainable Tourism in Protected Areas) is.



## Observations

- Website: Only in French, intuitive and clear with a search engine to filter the product. Main menu where clients can search by destination, activity, group tours, self-guided tours, cycling, family or others.
- Main classification of products: walking, cycling, trail, wellness, Nordic walking, nature trips, snowshoeing, multi-activity.
- Paper Brochure on request. They edit a magazine.



## Interest for Med Pearls

- Big diversity of products and destinations.
- They have nature, wellness and cultural walking travels, in which slow products can be offered.
- They have the “Retrouvance Stay” which is ideal for nature enthusiast as the travel is through unknown regions in a sustainable local development approach.
- They are very consciences about “slow” and “sustainability”, so they can be a potential operator to offer “slow tourism” products.



## Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	<a href="https://www.chamina-voyages.com/randonnee-liberte-eoliennes-etna">https://www.chamina-voyages.com/randonnee-liberte-eoliennes-etna</a>
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

**Name** Chemins Solidaires  
**Address** Not found  
**Post code** 33210  
**Town** Saint Pierre de Mons  
**Country** France  
**Telephone** +33 06 50 723793  
**E-Mail** [contact@chemins-solidaires.fr](mailto:contact@chemins-solidaires.fr)  
**WEB Page** [www.chemins-solidaires.fr/](http://www.chemins-solidaires.fr/)

## Products

Culture ✓  
 Wine ✓  
 Nature ✓

## General Information

**Foundation:** 2019

**Client type:** Adult & Family

**Product type:** Guided & self-guided

**Booking & Payment on-line:** No

**Newsletter** No

**Social Network**



## Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ The term “slow tourism” doesn’t appear on the website but the company has the same principles
- ✓ Individual and small groups (from 1 to 8 participants)



## Sustainability

- ✓ As a Social and Solidarity Economy company, they support projects that promote employment and education in the destinations offered.
- ✓ They only offer destinations to which they have already travelled and for which they have partnerships with local partners
- ✓ 2% of the travel price destined to “100% carbon neutral” projects
- ✓ 1% of the travel price destined to a social and solidarity Project in the destinations they offer
- ✓ Good practices chart for traveller. Labels of sustainability: ATD (Acteurs du Tourisme Durable), UNAT (Tourisme au service des hommes et territoires)



## Observations

- Agency specialized in sustainable travels. They offer “micro adventures” in France.
- Modern and easy website. It doesn't have a search engine.
- They offer “Detours inconnus en Gironde”, which is a surprised travel in Gironde (France). Clients don't know the exact place and the activities they will do.



## Interest for Med Pearls

- Small company but with a clear aim of slow and sustainable tourism
- They offer, at the moment, 5 countries (Italy among them). So there are the possibility to offer Med-Pearl products to them.



## Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



**Name** La Balaguère  
**Address** 48, Route du Val d'Azun  
**Post code** 65400  
**Town** Arrens - Marsous  
**Country** France  
**Telephone** 00+33 562974646/ +33 562974697  
**E-Mail** [labalaguere@labalaguere.com](mailto:labalaguere@labalaguere.com)  
**WEB Page** [www.labalaguere.com](http://www.labalaguere.com)

### Products

Walking ✓  
 Cycling ✓  
 MTB ✓  
 Multi-activity

## General Information

**Foundation:** 1984

**Client type:** Adult

**Product type:** self-guided & guided

**Booking & Payment on-line:** Yes

**Newsletter** Yes

**Social Network**



## Slow Tourism information



- ✓ The term "slow tourism" doesn't appear on the website but the company has products with the same principles
- ✓ Itineraries with the brand "Esprit Parc National" or "Solidarity trips" could be classified as slowtourism.
- ✓ Individual and groups
- ✓ Challenges/weaknesses: not really small groups, from 15 to 25 participants.



## Sustainability

- ✓ Member of ATR (Agir pour un tourisme responsable).
- ✓ Section about "Sustainability and CO2 compensation" on the webpage.
- ✓ They support Charity projects around the world and also collaborate with different projects on the Pyrenees. They have the "Esprit Parc National", a brand available in the ten French National Parks. The brand identifies circuits that are geared towards the discovery of nature, which respect the environment, but also which allow us to meet the women and men who bring this territory to life.
- ✓ They offer "sharing and solidarity" trips, which have as main theme the meeting with the local population and their involvement in the development of circuits. Thus, clients contribute to the improvement of the standard of living of the inhabitants, thanks to an additional activity, hiking tourism.





## Observations

- In France, they have offices in Arrens-Marsous (headquarter), a small village near Lourdes and Paris. Also in Belgium.
- Website: French and a different URL for the English version webpage ([www.purelypyrenees.com](http://www.purelypyrenees.com)) Both pages are organized differently but they very accessible and attractive design. They also have a section with customer feedback, a very comprehensive blog as well as recent photos on Instagram
- Search engine to filter the product. Main menu with different options walking, cycling, themes (22 different themes). Main activities are walking and cycling, but they offer 16 different activities. For cycling, they offer only MTB trips. Yoga trips are always combined with walking. They have programs for families, which combine walking and cycling with other activities like canyoning, kayaking, or wildlife observation.
- Brochure edition on paper.



## Interest for Med Pearls

- Initially specialised on Pyrenees in France and Spain for many years but now trips all around the world.
- Big Company based on adventure tourism in the nature. They offer "slow tourism" products, so they could be interested in Med Pearls products



## Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	<a href="https://www.labalaguere.com/randonnee_sicile_famille.html">https://www.labalaguere.com/randonnee_sicile_famille.html</a> <a href="https://www.labalaguere.com/randonnee_sicile_etna_liberte.html">https://www.labalaguere.com/randonnee_sicile_etna_liberte.html</a>
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	<a href="https://www.labalaguere.com/siurana_beceite_sierras_secretas_vignobles_et_bouquetins.html">https://www.labalaguere.com/siurana_beceite_sierras_secretas_vignobles_et_bouquetins.html</a> Also close to Les Garrigues



**Name** La Route des Voyages  
**Address** 4bis avenue d'Aléry  
**Post code** 74000  
**Town** Annecy  
**Country** France  
**Telephone** +33 (0) 4 50 45 60 20  
**E-Mail** [info@route-voyages.com](mailto:info@route-voyages.com)  
**WEB Page** [www.laroutedesvoyages.com](http://www.laroutedesvoyages.com)

## Products

Culture ✓  
 Safari ✓  
 Family ✓  
 Aventure ✓

## General Information

**Foundation:** 1994

**Client type:** Adult & Family

**Product type:** Guided & self-guided

**Booking & Payment on-line:** No

**Newsletter** Yes

**Social Network**



## Slow Tourism information



- ✓ The website has a section called in French "Se donner le temps" (give yourself time). It's a "slow tourism" section, as they describe themselves as "recharge your batteries, travel slowly, take local transport..."
- ✓ Individual and small groups



## Sustainability

- ✓ The company work with local partners
- ✓ Charity travels with local meetings and support to local development
- ✓ Project "Contribution Solidaire": part of the travel budget goes to projects with social, environmental, educational, or medical value. They are working in 4 projects.



## Observations

- 8 travel agencies: Angers, Annecy, Bordeaux, Lorient, Lyon, Paris, Toulouse, Genève.
- They offer the client the price in Euros or Swiss Francs.
- Website in French with a search engine to filter the products. In the main menu, clients can search by Destination, Experiences.
- They offer products around the world. And they offer tailor-made programs.



## Interest for Med Pearls

- Big company in France with Slow Tourism
- Wide range of products: from safaris or nature to cultural, exchange with locals or active
- Cross-selling France and Switzerland



## Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	<a href="https://www.laroutedesvoyages.com/destination-fiche/agence-de-voyage-sur-mesure-destination-pays/italie/itineraire/autotour-italie-sicile-par-la-cote">https://www.laroutedesvoyages.com/destination-fiche/agence-de-voyage-sur-mesure-destination-pays/italie/itineraire/autotour-italie-sicile-par-la-cote</a>
JORDAN	
Jordan Valley	<a href="https://www.laroutedesvoyages.com/destination-fiche/agence-de-voyage-sur-mesure-destination-pays/jordanie/itineraire/autotour-jordanie-petra">https://www.laroutedesvoyages.com/destination-fiche/agence-de-voyage-sur-mesure-destination-pays/jordanie/itineraire/autotour-jordanie-petra</a> Also close to As Salt
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

**Name** Point-Voyages  
**Address** 4 Avenue Félix Chalamel  
**Post code** 07700  
**Town** Bourg- saint-Andéol  
**Country** France  
**Telephone** 0033 475972040  
**E-Mail** [info@point-voyages.com](mailto:info@point-voyages.com)  
**WEB Page** [www.point-voyages.com](http://www.point-voyages.com)

## Products

Walking/Trekking ✓  
 Cycling ✓  
 MTB  
 Multi-activity  
 Discover ✓  
 Culture ✓  
 Wellness

## General Information

**Foundation:** 1995 with only travels in Africa. In 2015, it opened for tours worldwide.

**Client type:** Adult & Family

**Product type:** guided

**Booking & Payment on-line:** Yes

**Newsletter** Yes

**Social Network**



## Slow Tourism information



- ✓ They don't classify any product as "slow travel", but there are some travels that could be classified in this category like [www.point-voyages.com/fr/product/point-voyages-mauritanie-le-train-du-desert-1356.html](http://www.point-voyages.com/fr/product/point-voyages-mauritanie-le-train-du-desert-1356.html)
- ✓ They classify the products by "motivation", that is: comprendre (understand), rencontrer (meet), découvrir (discover). They have products with local exchange, for example staying two days with the locals preparing a Carnival.
- ✓ Challenges/weaknesses: some standard trips in its portfolio, far away from "slow concept", like 4x4 trips.



## Sustainability

- ✓ They have a cooperative "Point Afrique Development" and products
- ✓ Point-Afrique Development was created in 1996 and it is 100% a travelers' cooperative. Point-Voyages is a brand of Point-Afrique Voyages. They have products with ONG collaborations.



## Observations

- Website in French. Well organised with an engine to filter the search. Main menu with destination, themes and exclusives.
- The webpage includes a "Traveller comments" section.
- Agency on-line, without a physical office.



## Interest for Med Pearls

- Specialised in Africa tours but with worldwide products
- Touroperator that includes Palestine as a Destination
- They offer a wide range of products, even they are not classified as a "slowtourism"



## Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	<a href="https://www.point-voyages.com/fr/product/point-voyages-israel-palestine-jordanie-de-la-terre-sainte-aux-cites-nabateennes-645.html">https://www.point-voyages.com/fr/product/point-voyages-israel-palestine-jordanie-de-la-terre-sainte-aux-cites-nabateennes-645.html</a>
As Salt	Also close to As Salt
PALESTINE	
Palestine Jenin	
Bethlehem	<a href="https://www.point-voyages.com/fr/product/point-voyages-palestine-mieux-comprendre-la-palestine-424.html">https://www.point-voyages.com/fr/product/point-voyages-palestine-mieux-comprendre-la-palestine-424.html</a> IN <a href="https://www.point-voyages.com/fr/product/point-voyages-palestine-le-sentier-d-abraham-en-12-jours-648.html">https://www.point-voyages.com/fr/product/point-voyages-palestine-le-sentier-d-abraham-en-12-jours-648.html</a> IN <a href="https://www.point-voyages.com/fr/product/point-voyages-israel-palestine-jordanie-de-la-terre-sainte-aux-cites-nabateennes-645.html">https://www.point-voyages.com/fr/product/point-voyages-israel-palestine-jordanie-de-la-terre-sainte-aux-cites-nabateennes-645.html</a> IN
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



**Name** Terra Mundi  
**Address** 82 rue de Redon Pont-Réan  
**Post code** 35580  
**Town** Guichen  
**Country** France  
**Telephone** 02 99 14 95 47  
**E-Mail** [info@visit-ouest.com](mailto:info@visit-ouest.com)  
**WEB Page** [www.terra-mundi.com](http://www.terra-mundi.com)

## Products

Culture ✓  
 Nature ✓  
 Family ✓  
 Adventure ✓

## General Information

**Foundation:** 2010

**Client type:** Adult & Family

**Product type:** Guided & self-guided

**Booking & Payment on-line:** No

**Newsletter** No

**Social Network** Facebook Instagram



## Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ Company description as “le slow voyage” (the slow travel).
- ✓ They have a section explaining what Slow Travel means and its characteristics and needs.
- ✓ Individual and small groups
- ✓ Challenges/weaknesses: guided groups with 20 participants maximum and usually 15 participants



## Sustainability

- ✓ No specific information or section on “sustainability”
- ✓ They are engaged with CO2 compensation. They work with GERES (Groupe Energies Renouvelables, Environnement et Solidarités) an association with more than 150 sustainable projects in France.



## Observations

- Website in French. Very modern home page, difficult to find the information directly.
- Main menu classified by destination or type of products. Once in destination, clients find an interactive maps (there is no list of destinations).
- One office in Guichen, a municipality near Rennes.



## Interest for Med Pearls

- Small tour operator specialized in Slow Tourism
- They offer basically "tailor-made" programs, but they have trip examples on the website, which can be redesigned to the clients needs.



## Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	<a href="http://www.terra-mundi.com/decouvrez-nos-sejours/recherche-7853-la-sicile-a-votre-rythme.html">http://www.terra-mundi.com/decouvrez-nos-sejours/recherche-7853-la-sicile-a-votre-rythme.html</a>
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	<a href="http://www.terra-mundi.com/decouvrez-nos-sejours/recherche-7829-decouverte-de-l-israel.html">http://www.terra-mundi.com/decouvrez-nos-sejours/recherche-7829-decouverte-de-l-israel.html</a> IN Also close to Palestine Jenin
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



**Name** Vino Mundo (Terra Group)  
**Address** Not found  
**Post code** Not found  
**Town** Not found  
**Country** France  
**Telephone** +33 6 48 35 16 72  
**E-Mail** [contact@voyages-vin.fr](mailto:contact@voyages-vin.fr)  
**WEB Page** [www.voyages-vin.fr](http://www.voyages-vin.fr)

## Products

Wine ✓

## General Information

**Foundation:** not found

**Client type:** Adult

**Product type:** Guided

**Booking & Payment on-line:** No

**Newsletter** Yes

**Social Network**



## Slow Tourism information



- ✓ They don't offer "slow tourism", but their wine trips, combine cultural visits and local gastronomy.
- ✓ Usually, products based in one hotel, without itinerancy.
- ✓ Tailor-made trips for individuals or small groups



## Sustainability

- ✓ On the main page (Terra Group), there is a section about "Ethical Engagement", with support projects to the local population.





## Observations

- They have "Esencia Voyages d'Exception", the luxury branch (<https://www.voyage-luxe-vip.com/>). In this website, they offer different trips classified by themes, for example, adventure, wellness, culture, gastronomy, diving, birdwatching, among others.
- Agency that belongs to a bigger group "Terra Group" (<https://www.terra-group.com/>), which offers tailor-made trips around the world. Terra Group is a group of nineteen partners and around sixty employees who run fifteen offices in Latin America, Africa, Australia and Europe.
- Basic website in French with a search engine to filter the destination. There is an explanation about the destination and some examples of trips.



## Interest for Med Pearls

- Specialised only in Wine Trips with products in different countries around the world.
- Offer wine trips with gastronomy and cultural immersion, always tailor-made
- They have the branch "Esencia/Luxury Tours".
- Possibility to offer the wine products/trips or other products from Med Pearls Project



## Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Ed	
GREECE	
JORDAN	
Jordan Valley	
As Salt	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

## 5.2. Institutions and entities

### 5.2.1. French Institutions and entities

NAME	TYPE	WEB
Agir pour un tourisme responsable	Non-profit organization	<a href="http://www.tourisme-responsable.org">www.tourisme-responsable.org</a>
Association Touristique, Sportive et Culturelle des Administrations Financières (ATSCAF)	Non-profit organization	<a href="http://www.portail.atscaf.fr">www.portail.atscaf.fr</a>
Aventure du Bout du Monde (ABM)	Non-profit organization	<a href="http://www.abm.fr">www.abm.fr</a>
Centre d'information et de documentation jeunesse	Government Association	<a href="http://www.cidj.com">www.cidj.com</a>
EDV (Enterprises du voyage)	Trade organization	<a href="http://www.entreprisesduvoyage.org">www.entreprisesduvoyage.org</a>
Fédération française cyclotourisme	Sports Federation	<a href="http://www.ffvelo.fr">www.ffvelo.fr</a>
Fédération Française de Randonnée	Sports Federation	<a href="http://www.ffrandonnee.fr">www.ffrandonnee.fr</a>
Routes du Monde	Non-profit organization	<a href="http://www.atc-routesdumonde.com">www.atc-routesdumonde.com</a>
Terra Darwin	Non-profit organization	<a href="http://www.terradarwin.com">www.terradarwin.com</a>
Union Nationale des Associations de Tourisme et de plein air (UNAT)	Non-profit organization	<a href="http://www.unat.asso.fr">www.unat.asso.fr</a>

## AGIR POUR UN TOURISME RESPONSABLE

Travel professional association committed to tourism with a “human face”. The association is currently composed by the main French travel operators engaged in responsible tourism, of all sizes, from all backgrounds, specialists or not in types of travel or destinations.



### General Information

Type: Non-profit organization

Number of members: 66

Foundation: 2004

Address: 30 Rue Saint-Augustin

City: 75002 Paris

Phone: +33 1 73 01 40 54

Email: [contact@tourisme-responsable.org](mailto:contact@tourisme-responsable.org)

Website: [www.tourisme-responsable.org](http://www.tourisme-responsable.org)

Social Media (Q4 2020):



2.827 fans on facebook

1.826 followers on twitter



### Slow Tourism Information

Specific information not found, but the “responsible tourism” shares some principles with the “slow tourism”.



### Observations

- The organization has more than 500 collaborators and 66 members, 50 of them with the ATR label.
- ATR label: ATR has developed an external evaluation system for the commitment of travel operators wishing not only to act for responsible tourism but also to demonstrate their commitment.
- ATR offers to their members to act collectively for responsible tourism, by:
  - promoting responsible travel.
  - making their commitment recognized through a credible and recognized labeling
  - benefiting from support in the implementation and evaluation of an operational sustainable development strategy.
  - participating in the exchange of good practices reconciling economic performance and social and environmental excellence.
  - building common responses to issues such as the fight against climate change, waste management, etc.
  - contributing to development projects in destinations.



### Interest for Med Pearls

- ✓ Active association in France with more than 50 members (operators and agencies) labelled.

## ASSOCIATION TOURISTIQUE, SPORTIVE ET CULTURELLE DES ADMINISTRATIONS FINANCIÈRES (ATSCAF)



The *Association Touristique, Sportive et Culturelle des Administrations Financières* (ATSCAF) is an association that offers a wide range of tourist, sportive and cultural leisure activities at lower prices, to the retired members of the the Ministry of the Economy, Finance and Recovery. They offer also travel and holidays.

### General Information

Type: Non-profit organization

Email: Not found

Number of members: Not found

Website: [www.portail.atscaf.fr](http://www.portail.atscaf.fr)

Foundation: 1948

Social Media (Q4 2020):

Address: 41, Bld. Vincent Auriol



City: 75703 Paris

Phone: +33 0144973116



### Slow Tourism Information

Specific information non found.



### Observations

- The organization is based on many local ATSCAF associations depending on the federal ATSCAF association, which has a representation in each department. Members belongs to local ATSCAF.
- The federal association offers stays in France in accommodations it owns, trips abroad accompanied by an association's guide, and discounts on certain tour operators (FRAM, Jet Tours, Kuoni, Look, Donatello, Croisières Costa, Asia, Marmara, Visit Europe, Héliades, Club Med). The local associations offer a specific program to its members with tourist, sports and cultural activities close to their homes.
- ATSCAF offers also sport competitions and leisure sport activities, as well as cultural activities.
- Federal ATSCAF has social networks, but local associations have also their own social networks.
- Website only in French.



### Interest for Med Pearls

- ✓ The Federal Association offers their own travels abroad organized by themselves. It could be an opportunity to offer the slow packages.
- ✓ Active members that could be interested in culture, sports and travel.

## AVENTURE DU BOUT DU MONDE (ABM)

ABM is a traveler's association which provides its globe-trotting members with practical information to prepare for their travel, especially around the world. Its goal is to encourage individual travelers, in a simple and natural style, with respect for the visited countries. The association promotes the exchange of information to allow everyone to better prepare their trip and, on return, to communicate their experiences.



### General Information

Type: Non-profit organization

Number of members: 2.300

Foundation: 1988

Address: **11 rue de Coulmiers**

City: **75014 Paris**

Phone: +33 **01.45.45.29.29**

Newsletter: yes

Email: [didier@abm.fr](mailto:didier@abm.fr)

Website: [www.abm.fr](http://www.abm.fr)

Social Media (Q4 2020):



10.851 fans on facebook  
1.202 followers on twitter



### Slow Tourism Information

Specific information non found.



### Observations

- Very active association with a website about a wide range of travel and countries information.
- The association organizes three festivals based on travels, with films, presentations, stands with around one hundred of destinations, photo competitions, among other activities.
- The association publishes the magazine "Globe-Trotter", which all the articles and photos are produced on a voluntary basis and only by the members of the association (or speakers from the various ABM festivals).
- They sell two guides: "Partir au tour du monde" (practical guide to prepare a trip around the world) and "Hors des sentiers battus" (off the beaten track).
- The website has a Blog section with a big number of articles, which can be searched by type, country or transport.
- Website only in French.



### Interest for Med Pearls

- ✓ It is interesting to promote the countries' partners or the pilots' areas explaining the project and the products based on "slow tourism".

## CENTRE D'INFORMATION ET DE DOCUMENTATION JEUNESSE



The CIDJ (Center for Youth Information and Documentation) welcomes young people free of charge, regardless of their situation. The CIDJ informs and advises young people in all areas that concern them: orientation, studies, employment, work-study, work, internships, access to rights, international mobility, entrepreneurship and citizenship.

### General information

Type: Government Association

Address: 101 quai Branly

City: 75015 PARIS

Phone: +33 01 44 49 29 32

Email: [cidj@cidj.com](mailto:cidj@cidj.com)

Newsletter: yes

Website: [www.cidj.com](http://www.cidj.com)

Social Media (Q4 2020):



15.150 fans on facebook  
16.193 followers on twitter  
7.490 subscribers on youtube  
2.935 followers on instagram  
3.244 followers on linkedin



### Slow Tourism Information

Specific information non found.



### Observations

- On the website, there is "Go Abroad" with different sections, among them we find "Travel around the world" and "International Volunteering". These sections are organized like a Blog, with news, comments and tips.
- It depends on the Education and Sports Ministry.
- Website only in French.



### Interest for Med Pearls

- ✓ It is interesting to promote the countries' partners or the pilots' areas explaining the project and the products based on "slow tourism".
- ✓ If the partners have "volunteering stages" related to slow tourism, it could be a good platform to promote them.

## FÉDÉRATION FRANÇAISE DE CYCLOTOURISME



À vélo tout est plus beau !

The French Cycling Federation is present in all places where activities related to cycling, mass sports and nature are addressed: safety, planning, environmental protection. It manages the organization and development of bicycle tourism with a spirit of coexistence, thus enhancing the three components of its activities: tourism, sports-health and culture.

### General information

Type: Sports Federation

Members: 120.000

Foundation: 1890

Address: 12, rue Louis Bertrand

City: 94207 Ivry-sur-Seine Cedex

Phone: +33 01 56 20 88 88

Newsletter: Yes

Email: [info@ffvelo.fr](mailto:info@ffvelo.fr)

Website: [www.ffvelo.fr](http://www.ffvelo.fr)

Social Media (Q4 2020):



17.351 fans on facebook

4.175 followers on twitter

611 subscribers on youtube

2.486 followers on instagram



### Slow Tourism Information

Specific information non found. However, the Federation describes cyclotourism like "it's taking your time, admiring the panorama, pedaling while having fun, preserving your health and the environment". Same philosophy as "slow tourism" principles.



### Observations

- The functioning of the French Cycling Federation is essentially based on volunteering and the participation, at all levels, of passionate leaders. Regional and departmental committees allow an active and sustained presence with licensees, but also with sports and tourism institutions and regional and departmental administrations.
- It manages the practice of leisure and tourism by bicycle or mountain bike in France. It offers a wide range of activities combining tourism, sport-health and culture with the exception of competition. It organizes travels around the world.
- The Federation has: an on-line shop, with a wide range of products; magazine & Portal. [www.cyclotourisme-mag.com](http://www.cyclotourisme-mag.com) with 11 editions per year. The site is like a blog that includes news, tips, and a tourism section. Webpage for cycle in France [www.veloenfrance.fr](http://www.veloenfrance.fr). Website only in French.
- It organises 4.500 cycling tours, throughout France. It organises also the "Cycle Festival" ([www.feteduvelo.fr](http://www.feteduvelo.fr)).



### Interest for Med Pearls

- ✓ Important entity to offer "slow" products based on cyclotourism.
- ✓ "Sejours et Voyages" section has package holidays abroad, programmed by the members of the Federation.

## FÉDÉRATION FRANÇAISE DE LA RANDONNÉE

National association, which regroups the regional associations, allowing hikers access to signposted and marked paths and trails. It is organised by regional and departmental committees in France but also around the world.



### General information

Type: Sports Federation

Members: 245.302

Foundation: 1978

Address: 64 rue du dessous des berges

City: 75013 Paris

Phone: +33 1 44 89 93 90

Newsletter: Yes

Email: [info@ffrandonnee.fr](mailto:info@ffrandonnee.fr)

Website: [www.ffrandonnee.fr](http://www.ffrandonnee.fr)

Social Media (Q4 2020):



120.426 fans on facebook

10.602 followers on twitter

4.410 subscribers on youtube

144 followers on pinterest



### Slow Tourism Information

Specific information non found.



### Observations

- As part of its mission, it develops community life, encourages sports, tourism and leisure, the discovery and protection of biodiversity as well as the environment, the development of territories and offers activities preserving the property, being and health.
- It represents 115 regional and departmental hiking committees, bringing together 3,500 local associations or clubs, with around 243.700 licenses. It includes the following disciplines: walking, water walking, nordic walking, snowshoeing, endurance walking and health walking.
- They offer two types of voyages ([www.ffrandonnee.fr/nos-clubs/voyages-federaux/les-voyages-ffrandonnee](http://www.ffrandonnee.fr/nos-clubs/voyages-federaux/les-voyages-ffrandonnee)). Ones organised by the regional federations and the others organised by the National federation with two tour operators: Terres d'Aventure and Allibert. Website only in French.
- The magazine "Passion Rando" belongs to the Federation. [www.ffrandonnee.fr/la-federation/passion-rando](http://www.ffrandonnee.fr/la-federation/passion-rando). They publish hiking guides from all over France and other countries, often in collaboration with promotion entities.
- Support from the company Gas de France, with which "Charte du Randonneur" or recommendations for the organization of the event are published [www.grtgaz.com/en/our-commitments/partnerships/frances-hiking-federation-ffrp.html](http://www.grtgaz.com/en/our-commitments/partnerships/frances-hiking-federation-ffrp.html)



### Interest for Med Pearls

- ✓ Important entity to offer slow products based on walking, trekking and other disciplines.
- ✓ The national federation organises trips abroad.



## ROUTES DU MONDE ATC

The association provides quality travel, accessible to as many people as possible, since the creation of “paid holidays”. Their mission is to allow everyone to discover new horizons and to travel all over the world.



### General Information

Type: Non-profit organization

Members: more than 10.000

Foundation: 1933

Address: 9, Rue du Château-Landon

City: 75010 Paris

Phone: +33 01 55 26 93 70

Newsletter: Yes

Email: [atc-siege@atc-routesdumonde.com](mailto:atc-siege@atc-routesdumonde.com)

Website: [www.atc-routesdumonde.com](http://www.atc-routesdumonde.com)

Social Media (Q4 2020):



### Slow Tourism Information

Specific information non found.



### Observations

- Spread throughout France, it has more than 10.000 members, 300 volunteers, 25 permanent employees and 50 seasonal employees participate in community life every day. The association is also focused on Europe: it is a member of the International ATC Federation, which brings together 9 countries and almost two million members.
- They offer 5 services:
  - o Trips in France
  - o Holidays in 5 vacation homes
  - o Holidays in camping and “gîtes”
  - o Education
  - o Leisure local activities
- It works as a tour operator offering travels in France and around the world. They are an IATA member, so they can book airline tickets. They work directly with local providers. They have more than 23 travel agencies around France.
- Website only in French.



### Interest for Med Pearls

- ✓ Non-profit organization that works as a tour operator with 23 travel agencies spread around France.

## TERRA DARWIN

The association was created to implement and support biodiversity conservation actions around the world, carry out scientific research programs, and raise awareness about the protection of ecosystems and world heritage. And more broadly, to contribute to a fairer, more alive, more sustainable and more conscious world.



### General information

Type: Non-profit organization

Members: Not found

Foundation: 2007

Address: 199 rue Hélène Boucher

City: 34170 Montpellier - Castelnau

Phone: +33 1 84 60 62 00

Newsletter: Yes

Email: [clients@terrardarwin.com](mailto:clients@terrardarwin.com)

Website: [www.terrardarwin.com](http://www.terrardarwin.com)

Social Media (Q4 2020):



30.605 fans on facebook

387 followers on twitter

41 subscribers on youtube

50 followers on linkedin



### Slow Tourism Information

Specific information non found.



### Observations

- They describe themselves as “a community of explorers, adventurers, naturalists, biologists, photographers, travelers ... But above all people who love our Earth.”
- The website is informative with news and tips. It has 5 sections: Headlines (with international and political information), Nature, Travel, Science, Better Living.
- They have a magazine that is one of its financial bases. The magazine is described as free and independent thanks to subscriber's basis.
- Website only in French.



### Interest for Med Pearls

- ✓ Association and media at the same time, based on sustainable (economical, social and environmental) travels. Even they don't have any “slow tourism” information, its principles could fit with the “slow tourism” principles.

## UNION NATIONALE DES ASSOCIATIONS DE TOURISME ET DE PLEIN AIR (UNAT)



UNAT is committed to tourism open to all, anchored in the values and themes of Social and Solidarity Economy. Its project helps with the fight against inequalities and exclusion. It promotes coexistence and reinforces the cohesion of all and the development of each one. It contributes to the planning and economic, social and environmental development of the territories.

### General information

Type: Non-profit organization

Members: more than 500

Foundation: 1920

Address: 8, rue César Franck

City: 75015 PARIS

Phone: +33 01 47 83 21 73

Email: [infos@unat.asso.fr](mailto:infos@unat.asso.fr)

Website: [www.unat.asso.fr](http://www.unat.asso.fr)

Social Media (Q4 2020):



1.350 fans on facebook

1.245 followers on twitter

59 subscribers on youtube

3 followers on pinterest



### Slow Tourism Information

“Le Slowtourisme un modèle alternatif qui prend de l'ampleur!” Marine Vlody  
Article written in 2019, which makes a description of what slow tourism is.



### Observations

- Head of the Social and Solidarity Tourism network, it represents the main non-profit tourism players committed to going on holidays. Pioneers in the concept of holidays and access to holidays, its members pursue a mission of general interest so that the greatest number of individuals and families can have access to holidays, travel and leisure.
- UNAT is divided in four main sectors of activity: holiday villages, group stays for children and teenagers, youth tourism and travel.
- UNAT members are tourism entities and private companies. At the moment, they have 72 national members and 500 regional members. In 2016, the members welcomed 4.88 million holidaymakers.
- Website only in French.



### Interest for Med Pearls

- ✓ Entity can help to promote the project and “slow tourism” products of the territories.

## 5.2.3. International Institutions and entities

NAME	TYPE	WEB
Europe by rail	Website & guide	<a href="http://www.europebyrail.eu">www.europebyrail.eu</a>
Slow art day	Website	<a href="http://www.slowartday.com">www.slowartday.com</a>
Slow food international	Non-profit organization	<a href="http://www.slowfood.com">www.slowfood.com</a>
Slow photography movement	Website	<a href="http://www.slowphotographymovement.com">www.slowphotographymovement.com</a>

# EUROPE BY RAIL



Exploring Europe by train is easy, economical and enjoyable train guide.

## General Information

Type: Website & guide

Address: Geraer Strasse 14-c

City: 12209 Berlin

Phone: +49 (0) 30755 16 128

Email: [editors@europebyrail.eu](mailto:editors@europebyrail.eu)

Website: [www.europebyrail.eu](http://www.europebyrail.eu)

Social Media:



3.588 fans on Facebook  
12.330 followers on twitter  
753 followers on Instagram



## Slow Tourism Information

Specific information not found but they propose travelling around Europe by train.



## Observations

- Europe by Rail is a guidebook featuring over fifty great routes, country information and off-beat diversions.
- It is also a website with updated news about railways and train in Europe.



## Interest for Med Pearls

- ✓ Interesting platform to publish the Med Pearls project and the products linked to train tours.

## SLOW ART DAY



Slow Art Day is a global event with a simple mission: help more people discover for themselves the joy of looking at and loving art.

### General Information

Type: Website & global event

Address: 1350 Avenue of the Americas,  
2nd Floor

City: Nueva York, NY 10019

Phone: +646.503.3902

Email: [pterry@slowartday.com](mailto:pterry@slowartday.com)

Website: [www.slowartday.com](http://www.slowartday.com)

Social Media:



8.089 fans on Facebook  
2.593 followers on twitter



### Slow Tourism Information

Specific information about tourism not found, but they are sharing the same principles.



### Observations

- April 4 in 2020 – people all over the world visit local museums and galleries to look at art *slowly*. Participants look at five works of art for 10 minutes each and then meet together over lunch to talk about their experience.
- The goal is to focus on the art and the art of seeing.



### Interest for Med Pearls

- ✓ It is important for the project to know the global initiatives about “slow” movement.
- ✓ DMC’s could introduce the “slow art day” in some of their products, to reinforce the “slow movement”.

# SLOW FOOD INTERNATIONAL



Slow Food is a global, grassroots organization, to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us.

## General Information

Type: Non-profit organization

Foundation: 1989

Address: Piazza XX settembre 5

City: 12042 Bra (Italia)

Phone: +39 0172 419611

Email: [international@slowfood.it](mailto:international@slowfood.it)

Website: [www.slowfood.com](http://www.slowfood.com)

Social Media:



211.589 fans on Facebook

42.721 followers on twitter

68.818 followers on instagram

7.440 subscribers on youtube



## Slow Tourism Information

It is a webpage about "slow food movement" and it is a section exclusively for "[Slow Food Travel](http://www.slowfood.com/what-we-do/themes/slow-food-travel/)". In this section, they offer a new model for tourism, made up of meetings and exchanges with farmers, cheesemakers, herders, butchers, bakers and winegrowers who, along with the chefs who cook their products, will be the narrators of their local areas and unique guides to the local traditions. [www.slowfood.com/what-we-do/themes/slow-food-travel/](http://www.slowfood.com/what-we-do/themes/slow-food-travel/)



## Observations

- Since its beginnings, Slow Food has grown into a global movement involving millions of people in over 160 countries, working to ensure everyone has access to good, clean and fair food.
- Slow Food believes food is tied to many other aspects of life, including culture, politics, agriculture and the environment. Through our food choices we can collectively influence how food is cultivated, produced and distributed, and change the world as a result.
- Slow Food has launched a global partnership with Airbnb to promote sustainable tourism, by providing tourists with unique insights to local food cultures and debates while supporting our local network.



## Interest for Med Pearls

- ✓ It is important for the project to know the global initiatives about "slow" movement.
- ✓ DMC's could introduce "slow food" label in their products as a member or introducing providers with the label.

## SLOW PHOTOGRAPY MOVEMENT



Platform for passioners for a slow approach, both fellow photographers and the community with which we share the photographers work.

### General Information

Type: Website

Address: not found

City: not found

Phone: not found

Email:

slowphotographymovement@gmail.com

Website:

[www.slowphotographymovement.com](http://www.slowphotographymovement.com)

Social Media:



302 fans on facebook

3.167 followers in instagram



### Slow Tourism Information

Specific information about tourism not found, but they are sharing the same principles.



### Observations

- Their main goals are:
  - o Encourage a slow and more personal approach to visiting, appreciating, and photographing a place. Foster thoughtful and respectful attitudes towards photographic subjects.
  - o Focus on the quality of the photographic experience, in a way that enhances the end result.
  - o Nurture dialogue among photographers about what slow photography means to them, examine their unique perspectives and approaches, and celebrate common experiences.
- There is a blog with posts and news about "slow photography".



### Interest for Med Pearls

It is important for the project to know the global initiatives about "slow" movement.



## 5.3. Media

NAME	TYPE	THEME	WEB
A/R Magazine	Magazine & Site	Travel	<a href="http://www.ar-mag.fr">www.ar-mag.fr</a>
Bonogo	Portal	Travel	<a href="http://www.bonogo.fr">www.bonogo.fr</a>
Carnet d'Aventures	Magazine & Site	Nature tourism	<a href="http://www.expemag.com">www.expemag.com</a>
Desirs de Voyage	Magazine & Site	Outdoor	<a href="http://www.desirs-de-voyage.fr">www.desirs-de-voyage.fr</a>
Espaces	Magazine & Site	Tourism	<a href="http://www.tourisme-espaces.com">www.tourisme-espaces.com</a>
Flow	Magazine	Slow life	<a href="http://www.flowmagazine.fr">www.flowmagazine.fr</a>
Geo	Magazine & Site	Travel	<a href="http://www.geo.fr">www.geo.fr</a>
Grands Reportages	Magazine & Site	Travel	<a href="http://www.grands-reportages.com">www.grands-reportages.com</a>
I-voyages	Site & Portal	Travel	<a href="http://www.i-voyages.net">www.i-voyages.net</a>
National Geographic (FR)	Magazine	Travel	<a href="http://www.nationalgeographic.fr">www.nationalgeographic.fr</a>
Outdoor Go	Magazine & Site	Outdoor	<a href="http://www.outdoorgo.com">www.outdoorgo.com</a>
Saveurs	Magazine & Site	Food	<a href="http://www.saveurs-magazine.fr">www.saveurs-magazine.fr</a>
Tourmagazine	Magazine & Site	Travel	<a href="http://www.tourmagazine.fr">www.tourmagazine.fr</a>
Trek	Magazine & Site	Outdoor	<a href="http://www.trekmag.com">www.trekmag.com</a>
Voyageons Autrement	Site	Ecotourism	<a href="http://www.voyageons-autrement.com">www.voyageons-autrement.com</a>
We Demain	Magazine & Site	General	<a href="http://www.wedemain.fr">www.wedemain.fr</a>

## A/R MAGAZINE VOYAGEUR

A/R is a brand of magazines known and recognized by travelers, in the heart of modernity, focused on the individual and the prescriber. A/R has an original tone and access to the whole travel culture.



### General Information

Type: Magazine & Blog

Theme: Travel & Culture

Language: French

Publications: 4 issues per year

Distribution: 25.000 copies per issue  
(2018)

Paper: Yes

Commercialization

on-line: Yes

Newsletter: No

Website: [www.ar-mag.fr](http://www.ar-mag.fr)

Social media (Q4 2020):



### Slow Tourism Information

Not specifically. However, AR Magazine is interested in unusual destinations, architecture, people, gastronomy, photographers, and the art of travelling.



### Observations

- 140.000 readers quarterly (2018). They are focused on +35 years old, mainly women.
- Website has a podcast section. And it has a blog with different entries concerning France, Europe, world and culture.
- It belongs to the media group Mediaobs ([www.mediaobs.com](http://www.mediaobs.com)).

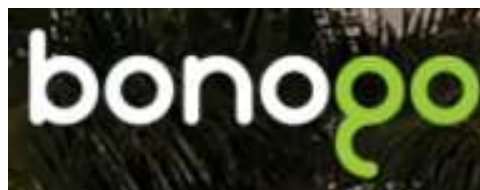


### Interest for Med Pearls

- ✓ Magazine that could include “slow tourism” news, as they follow the same principles.

## BONOGO

*Bonogo* is the union of several dozen incoming companies (local travel agents) established for a long time in their respective countries, all of them experts in their native or resident destinations in the country. The aim of the portal is to sell holidays.



### General Information

Type: Portal

Theme: Travel

Language: French

Commercialization on-line: No

Newsletter: No

Website: [www.bonogo.fr](http://www.bonogo.fr)

Social media (Q4 2020):



### Slow Tourism Information

Specific information not found.



### Observations

- It seems a quite new portal, where the incoming travel agencies can contact directly to the client.
- 100% tailor-made trips.
- The website has more social network links, but they don't work. It was not possible to find the Instagram and twitter.
- Website with different trips typology. They offer a wide range of destinations, but there are destinations without an incoming representative.



### Interest for Med Pearls

- ✓ Possibility for partners DMC's to contact the portal to be one of the country representatives.

## CARNETS D'AVENTURES

*Carnets d'Aventures* is a magazine that informs about new itineraries, tricks, and ideas on how to explore destinations on foot, by bike, by kayak, on a horse and more. It also includes different stories of nature trips, accompanied by numerous photos, written by the adventurers themselves.



### General information

Type: Magazine & Site

Theme: Nature & Travel

Language: French

Publications: 4 issues per year + 1 annual special issue.

Distribution: Not found

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: [www.expemag.com](http://www.expemag.com)

Social media (Q4 2020):



24.656 fans on facebook

1.144 followers on Instagram



### Slow Tourism Information

Specific information or news not found.



### Observations

- On the website, they offer technical files on material, equipment, issues of travel in the countryside. As well as, technical chronicles (wild-life - survival, traveling and light hiking, etc.).
- The website has a "Forum" which combines travel testimonials and practical advice.
- It is associated to the program "1% pour la planète", a global movement inspiring businesses and individuals to support environmental nonprofit organizations. ([www.onepercentfortheplanet.com](http://www.onepercentfortheplanet.com))
- The magazine is printed on recycled paper by a printer in France with the "Imprim'Vert" label.



### Interest for Med Pearls

- ✓ Magazine that could include "slow tourism" news, as they are conscious on sustainability issues.

## DÉSIRS DE VOYAGES

*Désirs de Voyage* is a luxe travel and lifestyle magazine, whose vocation is both to make its readers dream, but also to make them discover destinations.



### General information

Type: Magazine & Site

Theme: Travel

Language: French

Publications: 6 issues per year

Distribution: 70.000 copies per issue  
(2019)

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: [www.desirs-de-voyages.fr](http://www.desirs-de-voyages.fr)

Social media (Q4 2020):



2.599 fans on facebook

1.020 followers on Instagram



### Slow Tourism Information

There are news related to “slow tourism”.



### Observations

- *Désirs de Voyages* is distinguished by its comprehensive approach to the luxury travel.
- Paper edition: public market is 58% women, 42% men. But the digital edition has 74% men and 26% women. Mostly urban readers who travel 3 to 4 medium and/or long haul per year. They consume luxury and charming hotels and always look for new and secret addresses. Age: from 35 years old.
- Sales to francophone countries such as Belgium, Switzerland, Luxemburg, Quebec.



### Interest for Med Pearls

- ✓ Cross-selling to francophone countries.

## ESPACES

*Espaces* is the reference magazine for the tourism and leisure sector. It is aimed at professionals (private and institutional) as well as researchers, teachers and students.



### General Information

Type: Magazine & Site  
 Theme: Tourism, leisure and culture  
 Language: French  
 Publications: 6 issues per year  
 Distribution: Not found  
 Paper: Yes  
 Commercialization on-line: Yes

Newsletter: Yes

Website: [www.tourisme-espaces.com](http://www.tourisme-espaces.com)

Social media (Q4 2020):



5.674 followers on twitter  
 7.307 followers on linkedin



### Slow Tourism Information

Not found news about “slow tourism” but there are professional documents of interest about sustainability, eco-mobility, tourism without internet connection and others.



### Observations

- Created in 1970 with the ambition of being a place for reflection on tourism and leisure, it has not changed for more than 45 years. Its operation is original: the articles are written by operators, consultants and researchers who combine their points of view and make an “inventory” on a specific topic.
- The Espaces editorial publishes also “Mondes du tourisme”, a scientific magazine published on the Open Edition Journals portal ([www.journals.openedition.org](http://www.journals.openedition.org)).
- The website is divided into 4 sections:
  - o Revue Espaces: information and reflection.
  - o Job Espaces: publication of job offers.
  - o Market Espaces: advertisement of notices of call for competitions and projects.
  - o Campus Espaces: referencing of events and training in the sector.
- It is not necessary to buy an entire issue (for example: "organiser les mobilités touristiques dans la destination" which costs 55€) but it is possible to buy only one article that costs 5€. Everything is downloadable online.

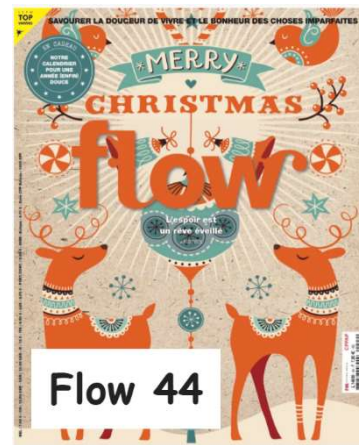


### Interest for Med Pearls

- ✓ It could be a good media to explain the project and their “slow tourism” products to the professionals.

## FLOW

*Flow* is lifestyle magazine which offers ideas, thoughts and stands for conscious living with attention to the moment. It has news related to trips.



### General Information

Type: Magazine

Theme: Lifestyle

Language: French & English

Publications: 7 issues per year

Distribution: 59.000 copies per issue  
(2019)

Paper: Yes

Commercialization on-line: Yes

Newsletter: No

Website: [www.flowmagazine.fr](http://www.flowmagazine.fr)

Social media (Q4 2020):



55.099 fans on facebook

37.700 followers on twitter

93.000 followers on Instagram

16.150 followers on pinteres



### Slow Tourism Information

The magazine shares a parallel vision with the “slow tourism” philosophy. One if their main slogans is: “The magazine without hurry, about little luck and the simple life”.



### Observations

- 270.000 subscribers.
- It has a very active community on the social networks Facebook, Instagram and Pinterest.
- Belongs to the media group Prisma Media in France ([www.prismamedia.com](http://www.prismamedia.com)), but its origins come from the Netherlands. French version starts on 2015.



### Interest for Med Pearls

- ✓ Modern and magazine with the same principles as “slow tourism”.
- ✓ Cross-selling with Belgium on the website.



## GEO

GEO is a magazine under the umbrella of one of the biggest media group of France, PrismaMedia. It is specialized on travels, sites, spots through amazing articles and photos.



### General information

Type: Magazine & Site

Theme: Travel & Adventure

Language: French

Publications: 12 issues per year

Distribution: 162.811 copies monthly  
(2019)

Paper: Yes.

Newsletter: Yes

Commercialization on-line: Yes

Website: [www.geo.fr](http://www.geo.fr)

Social media (Q4 2020):



344.806 fans on facebook

72.700 followers on twitter

77.101 followers on instagram



### Slow Tourism Information

There are news related to “slow tourism”.



### Observations

- 4,5 millions of multi-readers monthly, 162.811 copies distributed monthly, 910.000 website visitors monthly.
- The website has a podcast section, a video section and a photo contest.
- Geo has paper edition, but it has a very good digital edition. They offer two prices, one for the paper edition and the other for the digital edition.
- GEO has a wide range of magazines which extends its editorial territory: GEO Histoire, GEO Sciences, GEO Collection. They have also the “Hors-série”, different themes to keep a deeper look.
- Geo, as a magazine brand under the umbrella of the media giant “Prismamedia”, is one of the most popular magazines. It was founded in 1979.



### Interest for Med Pearls

- ✓ The most important tourism magazine in France.



## GRANDS REPORTAGES

*Grands Reportages* contains articles, illustrated by numerous photos, on tourist destinations outside France. It allows the discovery of places, peoples and foreign cultures. Each report is supplemented by practical sheets.



### General information

Type: Magazine & Site

Theme: Travel

Language: French

Publications: 12 issues per year

Distribution: 42.000 copies monthly (2019)

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: [www.grands-reportages.com](http://www.grands-reportages.com)

Social media (Q4 2020):



7.877 fans on facebook

2.215 followers on twitter

626 followers on instagram



### Slow Tourism Information

There are news related to "slow tourism".



### Observations

- It can be the most important travel magazine in France by the way it explores the world and its cultures, with exclusive reports, practical travel guides and tourism news.
- It has 650.000 readers (2020), both female and male, from 29 to 49 years old.
- It provides active, sustainable and responsible content.
- The website has a Web TV, which talks-shows, interviews, testimonials, reports and field surveys.
- It belongs to the media group Mediaobs ([www.mediaobs.com](http://www.mediaobs.com)).



### Interest for Med Pearls

- ✓ Important tourism magazine in France, with sustainable and responsible contents.

## I-VOYAGES

*I-Voyages* is a blog and website that brings together a handful of professional bloggers, journalists and independent travelers who share the passion for travel.



### General Information

Type: Site & Blog & Portal

Theme: Travel

Language: French

Paper: No

Newsletter: Yes

Website: [www.i-voyages.net](http://www.i-voyages.net)

Social media (Q4 2020):



14.761 fans on facebook  
9.463 followers on twitter  
413 followers on linkedin  
957 subscribers on youtube



### Slow Tourism Information

There are news related to “slow tourism”, showing sites and places to travel.



### Observations

- The website is classified in 7 sections: Destinations, Themes (travel typology), Travel Diaries (travel guides), Portfolios (Photos), Videos, Le Mag (it brings together all the travel guides, interviews, news and Blogosphere articles) and Tests (it's a section where the journalists or bloggers test touristic services, offers, touristic products, equipment and so on).
- The news or posts are classified by country but also by travel typology (nature, culture, city break, etc).
- It has also a portal, where the francophone incoming travel agencies can advertise. Readers and users of the website ask for a budget directly to the local agency.



### Interest for Med Pearls

- ✓ DMC's can be included as a local agency in the portal “Agences de Voyage Locales Francophones”, if they speak French.

## NATIONAL GEOGRAPHIC

*National Geographic*, is the most famous brand through its reports, amazing photographs, research work, channel around the world.



### General information

Type: Magazine

Theme: Travel

Language: French

Publications: 12 issues per year and 6 special issues

Distribution: 58.687 copies monthly (2019)

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Web: [www.nationalgeographic.fr](http://www.nationalgeographic.fr)

Social media (Q4 2020):



28.913 followers on flipboard

22.006.803 fans on facebook

46.800 followers on twitter



### Slow Tourism Information

There are news related to "slow tourism".



### Observations

- National Geographic is a worldwide brand with national editions in many countries. The magazine was founded in 1888. French version exists from 1999. It belongs to the media company "Prismamedia" ([www.prismamedia.com](http://www.prismamedia.com)).
- The French edition has 2,8 million of multi-readers monthly, 532.000 website visitors monthly.
- The French magazine has two more specific magazines: Hors-Series (various themes science, civilization, history) and Traveler (backpackers guide).
- Different prices for paper edition and digital edition. Paper and digital are sold directly from the website.
- The website is very complete with different options, even the TV channel of National Geographic.



### Interest for Med Pearls

- ✓ The second most important tourism magazine in France and it has an international brand with prestige.

## OUTDOOR GO

*Outdoor Go* is a magazine that offers ideas for destinations to explore by foot, bike or kayak, as well as adventure stories. It offers also practical advices concerning equipment, education, fitness, health, etc.



### General Information

Type: Magazine

Theme: Travel & Outdoor

Language: French

Publications: 5 issues per year

Distribution: Not found

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: [www.outdoorgo.com](http://www.outdoorgo.com)

Social media (Q4 2020):



109.230 fans on facebook

9.873 followers on twitter



### Slow Tourism Information

There were no “slow tourism” news in the last year, but it is a magazine that could include “slow outdoor” news.



### Observations

- Section to involve users to create contents. And a photo contest for the web users and members.
- Possibility of subscription on the website. It is possible to download the old issues (for example 2017).
- Agenda with outdoor events and other activities.



### Interest for Med Pearls

- ✓ For partners who would like to commercialize “outdoor slow” activities and trips.

## PLONGEZ

*Plongez* is a magazine for sea and ocean lovers. This magazine aims to make people dream through its images, adventures, discoveries, and to prepare them with technical and practical tips. It also offers sites (travel) with a large variety of reports and testimonies, becoming aware of respect for the marine environment.



### General Information

Type: Magazine

Theme: Diving & Travel

Language: French

Publications: 5 issues per year

Distribution: Not found

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: [www.plongez.fr](http://www.plongez.fr)

Social media (Q4 2020):



12.037 fans on facebook

741 followers on twitter

42 followers on vimeo



### Slow Tourism Information

There are news related to “slow tourism”, showing sites and places to travel.



### Observations

- The website is a complement of the paper edition and the digital edition. On the website there is a section about “travels” and “destinations”. It has also a shop with many articles (t-shirts, jewelry, equipment, among others).
- It has a video section.



### Interest for Med Pearls

- ✓ Important magazine for diving and snorkelling sites.

## SAVEURS

*Saveur* is the top reference magazine of the gourmet art of living, suggests a gourmet cuisine, inventive, accessible, and adaptable to each occasion for lovers of fines and exquisite pleasures related to the culinary art.



### General Information

Type: Magazine

Theme: Gastronomy & Travel

Language: French

Publications: 9 issues per year

Distribution: 49.637 copies per issue  
(2019)

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: [www.saveurs-magazine.fr](http://www.saveurs-magazine.fr)

Social media (Q4 2020):



21.519 fans on facebook  
4.313 followers on twitter  
47.000 followers on Instagram  
80 subscribers on youtube



### Slow Tourism Information

There are news related to “slow food” and “slow travel”.



### Observations

- 197.000 readers on 2019.
- In each issue, this magazine offers a gastronomic journey to discover tastes, and creative alliances inspired from France and other places.



### Interest for Med Pearls

- ✓ Interesting to promote culinary and gastronomic trips and activities from the project.

## TOUR MAGAZINE



*TourMaG.com* is one of the most important media sites for tourism professionals. It shows news from the tourism industry, job offers and requests, training, directory of incoming agencies and service, providers, destination files and more.

### General Information

Type: Site

Website: [www.tourmagazine.fr](http://www.tourmagazine.fr)

Theme: Professional tourism

Social media (Q4 2020):

Language: French



Paper: No

48.502 fans on

Newsletter: Yes

facebook

4.498 followers on instagram



### Slow Tourism Information

There is news related to “slow tourism”. They have also a section exclusively for news concerning “Responsible Travel”.



### Observations

- They provide specific information for tourism professionals in real-time.
- TourMaG.com is the most consulted French-speaking portal in B to B tourism.
- Over the last 12 months, they have recorded an audience of 10.200.000 visits and 6.400.000 pages viewed only on TourMaG.com.
- The TourMaG.com offers specialized news in the following themes: air, cruises, DMC, Futurescopie, technology, travels in France, travels abroad and responsible travels. They also offer information about travel catalogs from different travel agencies and tour operators, like TUI or Thompson.
- Furthermore, they have a mobile application, available in the Apple and Android store.
- The daily newsletter is sent to 29.000 subscribers.



### Interest for Med Pearls

- ✓ It could be a good media to explain the Med Pearl project and “slow tourism” products.



## TREK

*Trek Magazine* offers all the information to prepare treks. Each destination is deciphered, described and illustrated (maps and photos): habits and customs to know, practical information but also travel ethics, health, and of course the materials.



### General information

Type: Magazine & Site

Theme: Outdoor & Nature

Language: French

Publications: 5 issues per year

Distribution: 28.000 copies per issue

(2019)

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: [www.trekmag.com](http://www.trekmag.com)

Social media (Q4 2020):



26.415 fans on facebook

3.069 followers on instagram



### Slow Tourism Information

There were no “slow tourism” news in the last year, but it is a magazine that could include “slow outdoor or walking” reports.



### Observations

- 264.000 readers, both female and male (53%), between 25 and 50 years old.
- The magazine offers surveys, travel tips, interviews with the great walkers, local news and an exclusively “the outgoing treks of the month”.
- On the website, they offer technical advises for treks and material. Users can buy material on-line, as they have collaborations with some specialized shops. Agenda with outdoor events and other activities.
- Possibility of subscription on the website.
- They have 11 other magazines specialized in different adventure trips activities: biking, skiing, free skiing, snowsurfing, windsurfing, paddling and surfing, mountaineering, snowshoeing, climbing.
- It belongs to the media group *Mediaobs* ([www.mediaobs.com](http://www.mediaobs.com)).



### Interest for Med Pearls

- ✓ Magazine but with 11 publications of specialised magazines which can be an opportunity for some of the slow products created by partners.



## VOYAGEONS-AUTREMENT.COM

*Voyageons-autrement.com* is an independent media that consider itself as an ambassador of more responsible and sustainable tourism.



### General information

Type: Portal

Theme: Ecotourism

Language: French

Newsletter: Yes

Website: [www.voyageons-autrement.com](http://www.voyageons-autrement.com)

Social media (Q4 2020):



91.757 fans on facebook  
1.206 followers on twitter  
3.605 followers on Instagram  
189 subscribers on youtube



### Slow Tourism Information

It is a portal where a great diversity of news related to “slow tourism” are published. It also includes a wide variety of destinations around the world where people can travel through the “slow tourism concept”. It has a blog where people can also read experiences of travelers of “slow tourism”.



### Observations

- French travel agencies or incoming travel agencies worldwide can be collaborators. Users can ask for a travel budget directly on the website.
- Every three months, they send a newsletter, only for the members, called “Feuille de Chou”, with the latest information, tips and advice for more and more sustainable travel.
- Possibility of subscription on the website.
- Agenda with events and other activities.
- There is an interesting section about Eco and Sustainable Labels (international, European and national).
- Payment news available, but with some possible discounts. Journalists from the portal, feed it with news every day.



### Interest for Med Pearls

- ✓ Very interesting to publish articles about the country or trips and to have general information about “slow tourism”, tour operators and labels.

## WE DEMAÏN

*We Demain* is a model media that promote, supports and looks for new projects, new initiatives, new organizations with environmental responsibilities to be enhanced and collaborate to create a sustainable society.



### General information

Type: Magazine & Portal

Theme: Sustainability & Lifestyle

Language: French

Publications: 4 issues per year

Distribution: 20.000 copies per issue

(2019)

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: [www.wedemain.fr](http://www.wedemain.fr)

Social media (Q4 2020):



91.892 fans on facebook

36.995 followers on twitter

13.503 followers on Instagram

1.750 subscribers on youtube



### Slow Tourism Information

There is a section called "*Ralentir: si on prenait au fin le temps de vivre*" (slow down: if we take time to live), with news about "slow tourism" and "sustainable tourism".



### Observations

- Deciphers the social, technological, economic, energy, food and cultural initiatives that are changing the world and discover solutions that put people and the planet at the center of concerns.
- 6.000 subscribers. It has a community around 140.000 fans and 20.000 opinion leader subscribers.
- On the website there is a section called "Respirer: nature, environnement, écologie... Des actions et idées pour préserver la planète bleue" (Breathe: nature, environment, ecology... Actions and ideas to preserve the blue planet).



### Interest for Med Pearls

- ✓ Modern and interesting magazine to publish "slow tourism" articles.
- ✓ Great impact on social networks

## 5.4. Fairs

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
Destinations Nature Paris	March-April	Paris	Outdoor	International	<a href="http://www.destinations-nature.com">www.destinations-nature.com</a>
Salon Tourisme Mahana	February	Lyon	Travel	National	<a href="http://www.salons-du-tourisme.com/Lyon">www.salons-du-tourisme.com/Lyon</a>
Salon International Tourisme de Nantes	January	Nantes	Travel	Regional	<a href="http://www.sit-nantes.com">www.sit-nantes.com</a>
Salon International Tourisme de Rennes	February	Rennes	Travel	Regional	<a href="http://www.sit-rennes.com">www.sit-rennes.com</a>
Salon Tourisme et Nature Tourissima	January	Lille	Travel and nature	National	<a href="http://www.salons-du-tourisme.com/Lille">www.salons-du-tourisme.com/Lille</a>
Salon International du Tourisme et de Voyages	November	Colmar	Travel	Regional	<a href="http://www.sitvcolmar.com">www.sitvcolmar.com</a>
Salon Mondial du Tourisme	March	Paris	Travel	International	<a href="http://www.salons-du-tourisme.com/Paris">www.salons-du-tourisme.com/Paris</a>
Salon du Randonneur	March-April	Lyon	Outdoor	International	<a href="http://www.randonnee.org">www.randonnee.org</a>

## DESTINATIONS NATURE

Fair about outdoor activities and nature tourism in Paris. It is one of the most important in France.



### General information

City: Paris

Place: Paris Expo Porte de Versailles. Pavillon 4

Address: Place de la Porte de Versailles

Post code: 75015

Website: [www.destinations-nature.com](http://www.destinations-nature.com)

Social Media:



### Specific Information

Type of fair: Nature and travel

Format: B2B and B2C

Next date: 2022 (no dates yet)

Number of visitors (2019): 13.200

Number of exhibitors (2019): 271



### Slow Tourism Information

No, although there is a large number of exhibitors that offers activities related to “slow tourism”.



### Observations

- Same pavilion as “Le Salon Mondial du Tourisme”. Visitors to the “Le Salon Mondial du tourisme” could also take advantage of the Nature Destinations exhibitors.
- The fair is divided into 8 thematic areas (Hiking, Cycling, Material and equipment, Family hike, Path, Sustainable and accessible tourism, Outdoor activities and Trek).
- The *Destinations Nature* company organises *Tourissima*, *Mahana* and *Le Salon Mondiale du Tourisme* in Paris.
- In 2020, the fair was cancelled, due Covid19. The 2021 edition has been cancelled due to Covid restrictions. Next edition will take place in 2022.



### Interest for Med Pearls

- ✓ Fair specialised in outdoor activities that could be interesting for “slow products” linked to nature like trekking, walking, yoga among others.
- ✓ Two fairs in one (*Destinations Nature* and *Salon du Tourisme*), so more possibilities to meet companies and prepare a good agenda.

## SALON DU TOURISME MAHANA

*Tourism Mahana fair* is a travel exhibition of all destinations. It offers all kind of holidays and type of tourism.



### General information

City: Lyon

Place: Halle Tony Garnier

Address: 20 Place des docteurs Charles et  
Christophe Mérieux

Post code: 69007

Website: [www.salons-du-tourisme.com/Lyon](http://www.salons-du-tourisme.com/Lyon)

Social Media:



### Specific Information

Type of fair: Tourism and Holidays

Format: B2B and B2C

Next date: 2022 (no dates yet)

Number of visitors (2020): 23.800

Number of exhibitors (2020): 256



### Slow Tourism Information

Yes. Inside the thematic area of “Tourisme Durable & Accessible”, there is a post explaining the philosophy of “slow tourism” and other posts related to sustainable and accessible tourism.



### Observations

- The fair is divided into 10 thematic areas (nature and mountain; culture & heritage; city break; wellness and spa; cruises; family; couple trips; sustainable and accessible tourism; locations; services and equipment).
- International fair with exhibitors from all over the world.
- 145 committees' companies, clubs and associations, 430 professionals, 44 journalists and 198 students and teachers in the Tourism sector. In 4 years, the visitants increased a 48%.
- *Tourissima* organisation company organises *Mahana* in Lyon and *Salon Mondiale du Tourisme* in Paris.
- The 2020 edition was the 40<sup>th</sup>. The 2021 edition, has been cancelled due to Covid restrictions. Next edition will take place in 2022.



### Interest for Med Pearls

- ✓ More professionals than *Tourissima* (Lille), attending the fair.
- ✓ Consolidated tourism fair with a “Sustainable and Accessible tourism” thematic area, with a visitors and exhibitors growth every year.

## SALON INTERNATIONAL DU TOURISME DE NANTES

SIT Nantes is the tourism fair with operators worldwide and travel and holidays ideas.



### General information

City: Nantes

Place: Salon Exponantes – La Beaujoire

Address: Route de St Joseph

Post code: 44300

Website: [www.sit-nantes.com](http://www.sit-nantes.com)

Social Media:



### Specific Information

Type of fair: Tourism and Holidays

Format: B2B and B2C

Next date: January (22<sup>nd</sup> to 24<sup>th</sup>)

Number of visitors (2020): 32.198

Number of exhibitors (2020): 428



### Slow Tourism Information

No, although there are many exhibitors that offers activities related to slow tourism.



### Observations

- There is a recognition, “Gold star”, to prize the best expositor, stand, flyer, hospitality, the animation, and the best product of the year.
- There is a 3D sensor located on the entrance of the show to provide security to all participants.
- Free access to the visitors.
- The SIT-Rennes company organisation organises also the SIT-Nantes.
- The 2021 edition will take place depending on the Covid19 restrictions.



### Interest for Med Pearls

- ✓ Consolidated tourism fair. It is not worth to attend both *SIT Rennes* and *SIT Nantes* as they are organised very close and they have almost the same public and the same number of exhibitors.
- ✓ Important market for Med Pearls.

## SALON INTERNATIONAL DU TOURISME DE RENNES

SIT Rennes is the tourism fair with operators worldwide and travel and holidays ideas.



### General information

City: Bruz

Place: Parc Expo Rennes-Aéroport

Address: La Haie Gautrais

Post code: 35172

Website: [www.sit-rennes.com](http://www.sit-rennes.com)

Social Media:



### Specific Information

Type of fair: Tourism and Holidays

Format: B2B and B2C

Next date: February 2021 (12<sup>th</sup> to 14<sup>th</sup>)

Number of visitors (2020): 37.733

Number of exhibitors (2020): 421



### Slow Tourism Information

No, although there are many exhibitors that offer activities related to “slow tourism”.



### Observations

- Free access to visitors.
- There is a 3D sensor located on the entrance of the show to provide security to all participants.
- The *SIT-Rennes* company organises also the *SIT-Nantes*.
- The 2021 edition will take place depending on the Covid19 restrictions.



### Interest for Med Pearls

- ✓ Consolidated tourism fair. It is not worth to attend both the *SIT Rennes* and *SIT Nantes* as they are organised very close and they have almost the same public and the same number of exhibitors.
- ✓ Important market for Med Pearls.

## SALON INTERNATIONAL DU TOURISME ET DES VOYAGES

*Colmar* International Tourism and Travel Fair offers holidays around the world. It has a “Solidarissimo” pavilion, dedicated to responsible travel.



### General information

City: Colmar

Place: Parc des Expositions et des Congres de Colmar

Address: Avenue de la foire aux vins

Post code: 68000

Website: [www.sitvcolmar.com](http://www.sitvcolmar.com)

Social Media:



### Specific Information

Type of fair: Tourism and Holidays

Format: B2B and B2C

Next date: November 2021 (11<sup>th</sup> to 14<sup>th</sup>)

Number of visitors (2019): 27.000

Number of exhibitors (2019): 350



### Slow Tourism Information

Yes. There is a section, called “Solidarissimo”, that refers to charity tourism and offers activities related with “slow tourism”.



### Observations

- International general tourism and travel fair, which is held in the Alsace area, bordering Germany, with a section of charity tourism and fair trade.
- The public, although predominated by seniors and families, is very varied.
- “Solidarissimo”, a fair included in the SITV, has the objective of offer responsible and charity tourism looking for sustainable voyages and projects in economics, environmental and social aspects. 2019 edition was the 11<sup>th</sup> edition.
- In 2020 (35<sup>th</sup> edition), the fair was cancelled, due Covid19. The 2021 edition will take place depending on the Covid restrictions. There isn't any updated webpage yet for 2021.



### Interest for Med Pearls

- ✓ Visitors from Germany and from France. Interesting data that corresponds before the summer brochure edition.
- ✓ “Solidarissimo” fair as an important part of SITV.



# SALON MONDIAL DU TOURISME

Salon Mondial  
du tourisme

The Worldwide Tourism fair is the most important travel & tourism Industry fair in France. It offers all the new trends on holidays and trips.

## General information

City : Paris

Place: Paris Expo Porte de Versailles. Pavillon 4

Address: Place de la Porte de Versailles

Post code: 75015

Website: [www.salons-du-tourisme.com/Paris](http://www.salons-du-tourisme.com/Paris)

Social Media:



## Specific Information

Type of fair: Tourism and Holidays

Format: B2B and B2C

Next date: 2022 (no dates yet)

Number of visitors (2019): 101.000

Number of exhibitors (2019): 335



## Slow Tourism Information

Yes. Inside the thematic area of "Tourism Durable & Accessible", there is a post explaining the philosophy of "slow tourism" and other posts related to "sustainable and accessible tourism".



## Observations

- It is the biggest International tourism fair in France. International fair with exhibitors from all over the world.
- The fair is divided into 10 thematic areas (nature and mountain; culture & heritage; city break; wellness and spa; cruises; family; couple trips; sustainable and accessible tourism; locations; services and equipment).
- *Le Salon Mondial du Tourisme* organisation company organises *Mahana*, *Tourissima* and *Destination Nature*.
- Visitors to the "Le Salon Mondial du tourisme" could also take advantage of the "Destinations Nature exhibitors" (in the same pavilion).
- In 2020, the fair was cancelled, due Covid19. The 2021 edition has been cancelled due to Covid restrictions. Next edition will take place in 2022.



## Interest for Med Pearls

- ✓ The most important tourism fair in France.
- ✓ Two fairs in one (Destination Nature and Salon du Tourisme), so more possibilities to meet companies and prepare a good agenda.

## SALON DU TOURISME TOURISSIMA

*Tourism Tourissima fair* is a travel and nature activities exhibition. It offers all kind of holidays outdoors.



### General information

City: Lille

Place: Grand Palais de Lille ,

Address: Boulevard Cites Unies

Post Code: 59777

Website: [www.salons-du-tourisme.com/Lille](http://www.salons-du-tourisme.com/Lille)

Social Media:



### Specific Information

Type of fair: Tourism and Nature Tourism Fair

Format: B2B and B2C

Next date: 2022 (no dates yet)

Number of visitors (2020): 19.500

Number of exhibitors (2020): 240



### Slow Tourism Information

Yes. Inside the thematic area of “Tourism Durable & Accessible”, there is a post explaining the philosophy of “slow tourism” and other posts related to “sustainable and accessible tourism”.



### Observations

- The fair is divided into 10 thematic areas (nature and mountain; culture & heritage; city break; wellness and spa; cruises; family; couple trips; sustainable and accessible tourism; locations; services and equipment).
- International fair with exhibitors from all over the world.
- The 2020 edition was the 33rd edition.
- *Tourissima* organisation company organises *Mahana* in Lyon and *Salon Mondiale du Tourisme* in Paris.
- The edition 2021, has been cancelled du to Covid restrictions. Next edition will take place in 2022.



### Interest for Med Pearls

- ✓ Tourism fair with a “sustainable and accessible tourism” thematic area,
- ✓ Important market for Med Pearls.

## SALON DU RANDONNEUR



*The hikers fair* is specialised in hiking and walking, horse riding, cycling, snowshoeing and canoeing.

### General information

City: Lyon

Place: Cité Internationale / Centre des Congrès de Lyon

Address: 8, cours d'Herbouville

Post code: 69004

Website: [www.randonnee.org](http://www.randonnee.org)

Social Media:



### Specific Information

Type of fair: Outdoor Fair

Format: B2B and B2C

Next date: March 2021 (19<sup>th</sup> to 21<sup>st</sup>)

Number of visitors (2019): 14.157

Number of exhibitors (2019): 475



### Slow Tourism Information

No, although there are many exhibitors that offers activities related to “slow tourism”.



### Observations

- The fair is specialised on “randonneurs”. The word in French includes all the practitioners who follows a trail or path, even in the water. It is the best fairs in France to find products for walking, cycling and horse riding and other disciplines, like snowshoeing.
- This thematic fair offers to all professionals in this sector of activity (specialized tour operators, institutions, associations, manufacturers or distributors of equipment, etc.) the possibility of identifying and meeting suitable clients and particularly motivated.
- In 2020, the fair was cancelled. The edition 2021 will take place depending on the Covid restrictions.



### Interest for Med Pearls

- ✓ The most important fair specialised in walking, cycling and horse riding. It is a good opportunity to offer the “slow products” based on those activities.