



Visit
PARIS
REGION

A wide-angle, high-angle photograph of the Paris skyline. In the foreground, the dense, historic architecture of Paris is visible, including various rooftops, chimneys, and a prominent dome. In the middle ground, the Grand Palais and Petit Palais are visible. In the background, the modern skyscrapers of the La Défense district rise against a clear sky. The overall scene is bathed in the warm, golden light of late afternoon or early morning.

Trade Shows, Congresses & Major Events



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PARIS & BEYOND

One-Stop Shop
for major events

Business Tourisme Performance – Paris Region

11,8 million
business tourists

7,4 million
domestic
business tourists

3,8 million
international
business tourists

23%
Total tourist stays

29%
total domestic stays

17%
total international stays

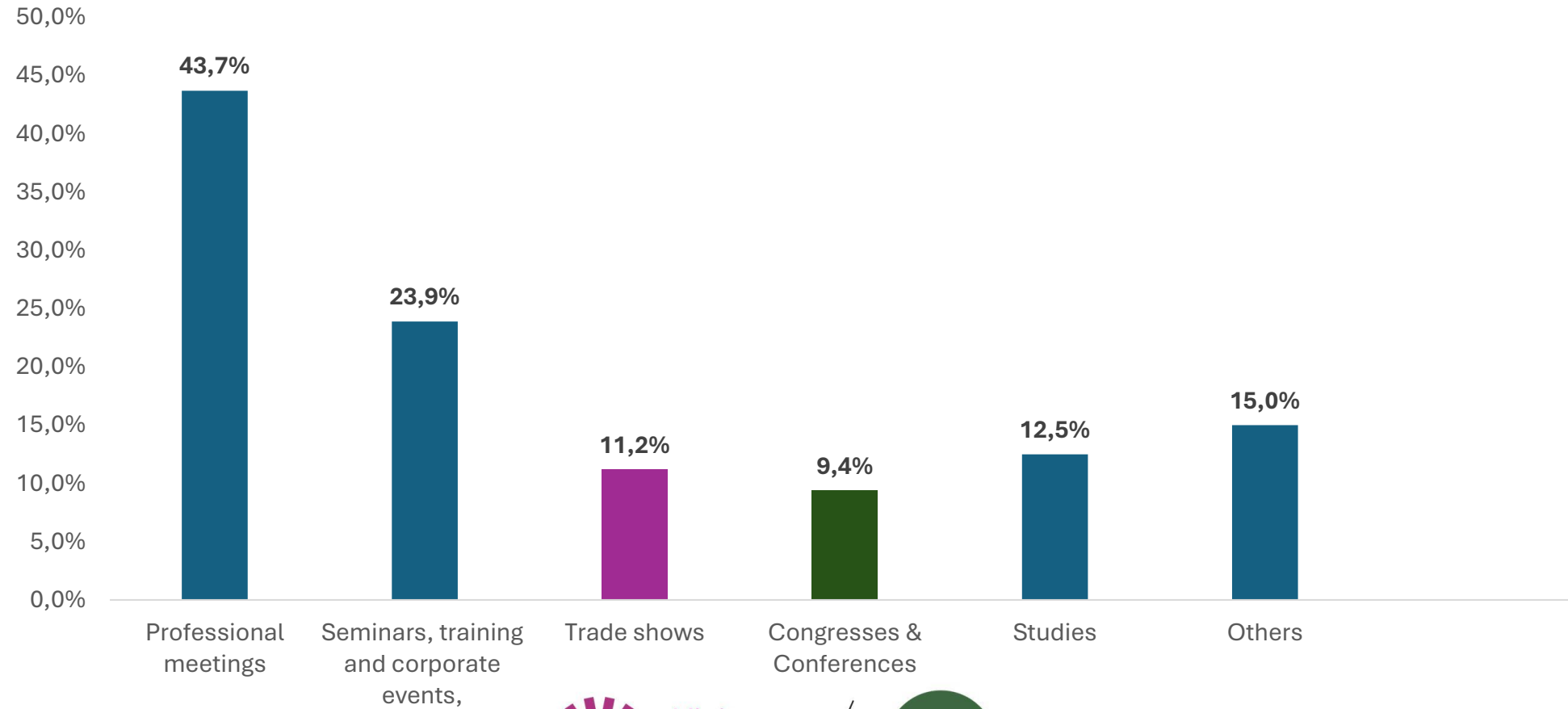
+2%
vs 2023

+7%
vs 2023

-7%
vs 2023



Travel motives : business tourists in Paris Region



Trade Shows in Paris Region

- **367** trade shows
- **6,2 million** visitors
 - **418 358** international visitors
- **103 279** exhibiting companies
 - **35 615** international exhibiting companies
- **4,4 billions €** - economic impact
 - **54,5%** international visitors/exhibitors
- **21,5 billions €** sales between visitors and exhibitors
 - **40,5%** between exhibitors and international visitors

Trade show activity in 2025 showed strong recovery, reaching 99% of pre-crisis 2019 levels.



Congresses & major events in Paris Region

- 589 congresses
- 689 492 delegates
 - 98 927 international delegates
- 920 million € economic impact
- 1 356 other major events
 - 3,6 million participants

Paris ranked #1 in the ICCA standings eight times between 2010-2023, #6 in 2024 due to the Paris Olympics, reinforcing its attractiveness!

15 major international congresses (>5,000 participants) are scheduled for 2026

Professional meetings were fewer in number, but attracted more participants.

The segment covering shows, cultural events, and sporting events benefited from the momentum generated by the Paris 2024 Olympic and Paralympic Games.



One-Stop Shop Proposal

- **Key benefits:**
- **Dedicated team for Paris and the region.**
- **Operational coordination between public and private stakeholders.**
- **Clear, cohesive offer on infrastructure, transport, and accommodation.**
- **Enhanced bid defense against competing metropolises.**



Strategic Priorities

- **Target sectors**
- Health, Sciences, Tech & Innovation (AI, quantum) Ecological Transition & Energy. Cultural & Creative Industries, Sport/Esports, major international sports events, Mobility/Transport, Finance.
- **Events types**
- Professional trade shows, major corporate/sports events, B2B congresses
- >500 participants
- **Priority Markets:**
- France, Germany, Benelux, Switzerland, UK, USA.



Governance, KPIs, and Action Plan

- **Strategic steering committee and operational team with a "test & learn" approach.**
- **Actions:**
- **Prospecting key accounts;**
- **Targeting priority congresses/events;**
- **Market inputs; co-constructed offers; shared tools.**



Paris&Beyond

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Thank you!