



Promotion

Workshop City Fair 2021 Review

at 23 June 2021

The City Fair is a workshop entirely dedicated to commercial meetings between buyers from all over the world (group and FIT operators, OTAs, tour operators, wholesalers...) and tourism professionals from all over Europe (Tourist Offices, Regions Tourist Boards, tourism product suppliers, incoming agencies...).

Description

Due to the still uncertain health context, the City Fair, a workshop organised by ETOA* and traditionally held every year in June in London, took place on Tuesday 8 June from 9.30am to 6pm for the second time in a row in digital format. It brought together 373 participants from 26 countries.

The Promotion and Business Customers Department opened two meeting schedules on the occasion of the City Fair with the main objective of maintaining exchange links with buyers from ETOA member tour operators. 44 appointments were made.

Among the buyers met: British (or the British representation of international companies working in the American, Canadian and Australian markets), European and OTAs.

The main trends that emerge from the interviews show that for the second half of 2021, requests are still scarce due to the many restrictions in place in each country, which are slowing down travel. Requests are moving towards the spring and summer of 2022 without, at this stage, materialising into sales of stays. A wait-and-see attitude prevails and a large number of tour operators have reoriented their activities towards the production of domestic trips and sales of holidays.

* The **Paris Region Tourist Board** has been a member of the **European Tour Operators Association (ETOA)** since 2007. ETOA is a London-based organisation with a membership of 1,100 companies from the global tourism industry that develop busi
a subsidiary

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