

OCC'YGENE SALON

5 > 7
MARCH 2027
TOULOUSE
MEETT

TOURISME HIKING LEISURE

The journey
STARTS HERE!



- The Occitanie Region, 6 million inhabitants
- Toulouse: 3rd largest city in France with 800,000 inhabitants
- The MEETT: a venue located in the heart of the aerospace and scientific hubs and just 5 minutes from the airport



THE MEETT GIVES YOU...

- A car park with 4,000 free places for visitors to OCC'YGENE
- Free exhibitor car parks for OCC'YGENE (limited spaces available)
- Direct access to the city centre by tram or bus



A POWERFUL MEDIA
PLAN ACKNOWLEDGED
BY EXHIBITORS FOR ITS
EFFECTIVENESS

- 📺 Billboard + bus advertising campaign.
- 📻 Radio stations (RTL2, FUN, TOULOUSE FM, etc.)
- 📺 Advertising display campaign: Google, Dépêche du Midi, etc., META campaigns, Text-message campaigns
E-news: 130,000 contacts
- 📰 Local regional press, specialised press, free press and partnerships Trek Magazine, Vanlife, Pyrénées Magazine, etc.



A TEAM OF PROFESSIONALS AT YOUR SERVICE

DESTINATIONS IN FRANCE, INTERNATIONAL AGENCIES TREKKING TOUR OPERATORS, ASSOCIATIONS, FOOD AREA, FEDERATIONS
Annick VIDAL - Trade Fair Manager. annick.vidal@gl-events.com . Tel.: +33 (0)6 70 49 15 31

TRAVEL AGENCIES, INTERNATIONAL, ACCOMMODATION
Annabel DARRIS . annabel.darris@gl-events.com . Tel.: +33 (0)6 32 15 80 21

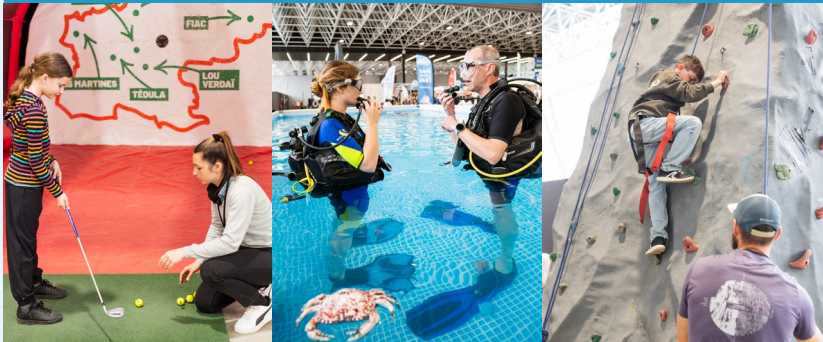
OUTDOOR EQUIPMENT, VANLIFE
Quentin MEREAU . quentin.mereau@gl-events.com . Tel.: +33 (0)6 45 63 68 45

The OCC'YGENE Fair is **THE EVENT** for hiking enthusiasts, globetrotters and people who enjoy active holidays

Come and meet your target audience, raise your profile and develop your business!

THE WORLD OF OCC'YGENE

- Tourism and hiking destinations in Occitanie and France
- International destinations and travel agencies
- Travel agencies, tour operators, specialists in trekking and adventure trips
 - Accommodation providers (Campsites, Holiday Villages, Hotels, Gîtes, etc.)
 - Associations and federations
 - Outdoor equipment and materials
- **The hall dedicated to VANLIFE:** sales, rentals, outfitting and equipment



A show with a strong participative dimension and a wide variety of events

EXHIBITORS

134 stands | **264** exhibitors
12 280M²

86.1 % want to come back again.
87.3 % are either satisfied or very satisfied with the quality of the contacts made.

"Another great OccYgène show, with lots of visitors right up to the last minute. Thank you"

Camille Auvergnat- Voyages Baqueira Beret / Val d'Aran Tourism
"We made some great contacts at the show. There's a strong probability we'll be back in 2027. The teams made us feel right at home. A great event "

Gabin OT PERROS- GUIRREC Tourist Office

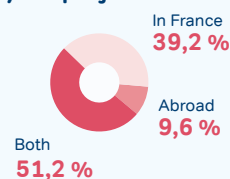
VISITORS

2023 > 2026
10,000 > 14,084

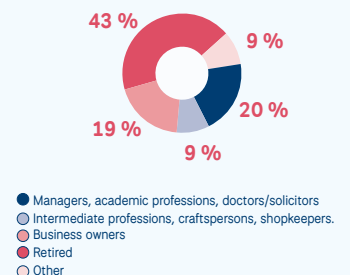
Their Top 3 reasons for coming

- 1 To confirm a decision or to get information about a destination.
- 2 To discover new opportunities in France and/or abroad.
- 3 To gather information, prepare a hiking or trekking project.

Where are you planning your project?



Your profession

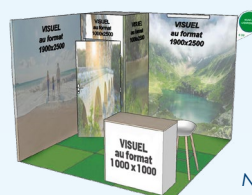


Stand layouts perfectly tailored to your needs

Turnkey custom stands (including graphics/signage) or classic stands.

Fixtures and fittings from €233/m².

Special rates for the areas devoted to van life and equipment manufacturers (see participation form)



Non-contractual pictures.