

SALON OCC'YGENE

TOURISM

HIKING

LEISURE

The journey starts here!

27TH > 29TH
MARCH 2026

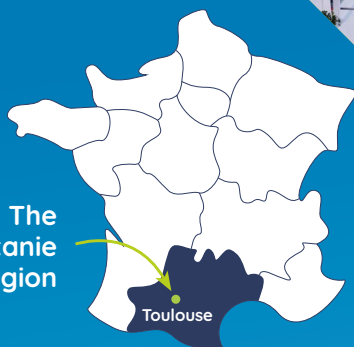
TOULOUSE
MEETT



FRIDAY & SATURDAY: 10AM TO 7PM
SUNDAY: 10AM TO 6PM

SALON-OCCYGENE.COM

The Occitanie Region



▲ The Occitanie Region:

13 departments
6 million inhabitants.

▲ Toulouse Metropole is:

3rd largest city in France,
and the capital of the Occitanie region;
the city has **almost 1 million inhabitants**
and attracts more than **10,000 new residents** a year.

▲ A catchment area

with high purchasing power, driven by
the aerospace and science sectors and
other major industries.

▲ Toulouse Blagnac airport, the 6th largest airport in France,

just 5 minutes from the MEETT,
with direct flights to many different
destinations in France, Europe, North
Africa, North America, etc.

EXHIBITION CENTER THE MEETT, IS...

- A 40,000m² exhibition hall that can be divided into 7 smaller halls
- An outdoor exhibition area of 25,000m²
- A 15,000m² Convention & Congress Centre
- A "visitor" car park with 4,000 spaces (free of charge)
- Two "exhibitor" car parks with a total of 2,000 spaces, situated close to the halls, including 1,200 spaces in the shade
- Direct access by tram to and from Toulouse city centre



The Occ'Ygène Fair is **THE event for outdoor leisure enthusiasts** and **globetrotters**.

The fair responds to:

- ▶ The growing demand for **local holidays**, or **eco-responsible getaway** destinations that focus on heritage, local produce and tradition, outdoor leisure activities and well-being.
- ▶ The desire to **discover** other countries and cultures.
- ▶ The ever-increasing demand for **hiking and trekking holidays** (on foot, by bike, etc.), whether locally or further afield.
- ▶ **Come and meet your prospective customers**, boost your profile and promote your expertise.

87% of Occitanie's inhabitants
say that they take holidays between May and October

47%
prefer
the sea



14%
prefer urban
environments

22%
prefer the
mountains

20% prefer
the countryside

46% stay in France,
of which 42% remain
in the Occitanie region
itself

12% travel abroad

The top 7 destinations in France among people who live in Occitanie



Occitanie



Provence
Côte-Azur



Nouvelle
Aquitaine



Corsica



Brittany



Auvergne
Rhône-Alpes



Normandy
Ile de France

SOURCE: The Agence Evelynne and the Potloc Institute

French people's favourite destinations in Europe

Spain, Italy, Portugal, Greece, North Africa (Tunisia, Egypt)

SOURCE: Protourisme 2025

Popular destinations outside the EU in 2024

French Overseas Departments and Territories, Thailand,
Canada and Japan

SOURCE: Protourisme 2025

- **CURRENT TREND** -

According to a study carried out by Interface Tourisme Insights.

47% of inhabitants from Occitanie
book their activities in advance
and 53% book on the spot.



As creators or providers of travel services, holidays, leisure-activity packages, the Occ'Ygène Fair gives you the opportunity to meet your target audience in person, boost your profile and promote your expertise.

► **The Aréna, the area devoted to the outdoor-equipment market**

Because you need to be well-equipped and prepared for activities such as hiking, Nordic walking, climbing, trail running, cycling, and golf, etc. And demand is strong in this market. In the Aréna area, you are the expert that people are looking for! Exhibit and demonstrate the latest innovations or mobility solutions (vans, combis).

► **The "Place Gourmande" (Gourmet Food) area, a unique feature of the Occ'Ygène Fair**

Situated in the heart of the Fair, this area gives visitors a tour of the specialities and produce of the Occitanie region, with cooking workshops hosted by Chefs in a warm, friendly atmosphere.

► **Conferences presenting atypical or offbeat destinations and itineraries**

The great GR10 hiking trail across the Pyrénées (managed by the French Hiking Federation, FFR), Destination Sierra de Guara by Aragon Turismo, New Brunswick by Imagine Canada, the GR 653 trail from Arles to St James' Way by the French Hiking Federation, etc.

► **The VAN LIFE area**

Building on its success at the last fair, the Van Life Area is back this year with an even wider range of products and an even bigger showroom!



During the RENCONTRES VOYAGEURS (Traveller Meetings) travel enthusiasts will be able to take part in interviews with globetrotters and specialist bloggers, exchange ideas and listen to the inspiring first-hand accounts of their experiences.

THE EXHIBITORS

127 stands **272 exhibitors**

91.6% of exhibitors were satisfied or very satisfied with their participation in the Fair in 2025

93 % of exhibitors highlighted the quality of the projects brought by the visitors

TESTIMONIALS

"It is the ideal event for promoting various tourist attractions and trips that are accessible by train from Toulouse. The visitors we met were really keen to discover new ideas for weekend hikes or cycling circuits. Thank you for the warm welcome and the great organisation!"

Caroline, Greater Avignon destination - Gard département

"This was our first time at the OCC'YGENE Fair, and we were delighted. Everything went really smoothly, before, during and after the show, and the atmosphere was warm and friendly. We had a many productive meetings and discussions with visitors who were interested in our hiking tours, particularly along the St James Way or "Camino de Santiago". It was a great opportunity to present our services to future walkers. See you next year Toulouse!"

Charlotte, Chamina Voyages

"After analysing the market, particularly in the Occitanie region, we decided to attend this major trade fair in Toulouse for the first time. We couldn't have had a more positive experience! We were able to present the Canary Islands as an ideal place to enjoy all kinds of activities in a rich and varied natural environment, not just as a destination for sun and beaches. A special mention must go to the visitors at the Fair, who were really interested in discovering the different places and requested detailed information about them. We really enjoyed working there. We'll certainly be back in 2026. See you soon!"

Juan F. Hiemenz de la Torre - Turismo de Canarias

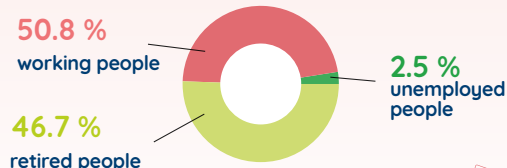
THE VISITORS

14,000 visitors

What were the main reasons that made you decide to visit the 2025 Fair?

- To discover something new (new destinations in France or abroad)
- To confirm a decision and/or get information about a destination or a trip already decided upon
- To gather information for a hiking or trekking project

What do you do for a living?



UN PLAN MÉDIA, PUISSANT, CIBLÉ AU SERVICE DE VOTRE ÉVÉNEMENT



A high-impact poster campaign in Toulouse and the surrounding area. High visual impact on the urban and suburban road networks, on large posters (4x3m, 320x240cm), and Tisséo bus network



Communication about the event on the main radio stations in the region: FUN, RTL2, EUROPE 2, NRJ, TOULOUSE FM, 100%, etc.



Large-scale digital communication:

- ▲ Facebook, Instagram & LinkedIn campaign Newsletters sent to 130,000 contacts
- ▲ Display campaigns: Google, La Dépêche du Midi, Le Bon Coin, Toulouse Secret, Actu Toulouse, etc.



Promotion of the event in the regional local press, specialist press and free press

- ▲ Strong partnerships: Le Petit Futé, Visorando, FFRP, Trek Magazine, Vanlife Magazine, etc.

LES + :

- ▲ **Denser poster campaign** in the western part of the Toulouse conurbation and near the airport

- ▲ **A text-message campaign** to a targeted, geolocalised database of contacts



THE FAIR IN PICTURES

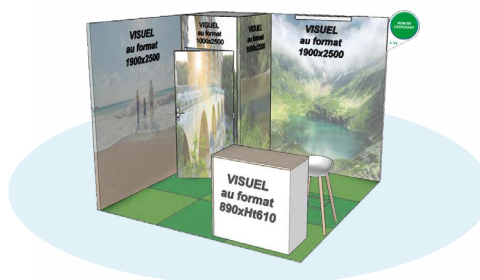
**STAND
LAYOUTS
AND FITTINGS
TAILORED TO
YOUR NEEDS**

Do you need some OccYgène? Do you need some space?

For visitors, the OccYgène Fair represents the guarantee of a high-quality tourism and leisure fair. At the same time, the MEETT exhibition centre caters for all your needs in terms of comfort, service and accessibility, and the stands are tailored to your teams' needs and designed to promote your organisation's brand image.

Several different layouts available from €228/m² (excluding registration and insurance)

Contact us now for a quote, with no obligations attached!



Example of a 9m² fully-equipped turn-key module, including printing and the installation of the graphics/signage

Non-contractual pictures

SERVICE +

- ▲ If you send us **your boxes of documentation**, we will take them directly to your stand.
- ▲ **Dinner buffet reception** reserved for exhibitors on Friday 27 March 2026

We will look after everything!

We provide **comfortable** stands, where everything is designed to **showcase your service offers/products in the best way**. Simply send us your graphics files and we will print them and place the signage on your stand to achieve **the greatest impact**. Our modules are designed to make it easy for you to plan your budget.



Example of a 54m² turn-key, fully equipped pavilion stand including printing and installation of pictures/graphics
Bare surface: €158/m²

Non-contractual pictures.

A TEAM OF PROFESSIONALS AT YOUR SERVICE

DESTINATIONS IN FRANCE AND ABROAD - TRAVEL AGENCIES - TOUR OPERATORS - TRANSPORT
ACCOMMODATION - THALASSOTHERAPY - WELLNESS - LEISURE PARKS
OUTDOOR EQUIPMENT - GASTRONOMY
TRAVEL AGENCIES SPECIALISING IN TREKKING
CAMPER VANS - EQUIPMENT - NEW TECHNOLOGIES

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Made by

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EVENTS

MEETT
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