

Destination Montagnes - Grand ski

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Bannière

Destination Montagnes

23 January 2024 24 January 2024

Marchés d'intervention

France

Cibles

Professionnels français Professionnels internationaux

Format de rendez-vous

Présentiel

Type de rendez-vous

Rencontres B2B

The international meeting place for French mountain tourism professionals

On January 23 and 24, 2024, Atout France will be hosting the 33rd Destination Montagnes (formerly Grand Ski) trade show in Chambéry.

It's an opportunity for French professionals to showcase their new products and services to tour operators from all over the world, who are looking for innovative, high-quality products and new experiences to offer their end customers. Every year, this benchmark event promotes and markets the full diversity of our mountain ranges' winter and summer tourism offerings. It showcases French know-how, and the formidable capacity of mountain professionals to renew their offer, adapting it to new customer demands and environmental challenges, and moving towards ever more sustainable, innovative and inclusive tourism.

In just a few months, some 10,000 business meetings are expected to be held in Chambéry, proof of the continuing

appeal of the French mountains.

In 2023, Destination Montagnes enabled over 400 tour operators and travel agents from some 40 countries to meet over 200 exhibitors from the French massifs (resorts, accommodation providers, restaurateurs, receptive operators, tourist offices, transporters, service providers) at pre-programmed meetings (10660 registered in 2023).

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