

# France BtoB Access Irlande: Regional Roadshow France 2020

**Activities:** Trade activities

**Suitable for:** Accommodation groups and associations, Outdoor activity providers / Wellness, Attraction groups and associations, Individual accommodation properties, Individual attractions, Market tour operators

**Spaces:** 15

**From:** 10/03/2020

**To:** 12/03/2020

**Sign up by:** 03/01/2020

**Cost: From:** €250 - £225 **To:** €600 - £540

**For More Info:** [Viktoria Varecza](#) Tourism Ireland France

**Register:** This event is closed for registration

In March 2020, kickstarting a major Saint Patrick's campaign, Tourism Ireland France will host Version 2.0 of this popular B2B interactive educational networking events which debuted in 2019. The three-night road show will begin in **Marseille (March 10)**, **continue to Nantes, (March 11)** and **culminate with a major event in Paris (March 12)** just prior to the France/Ireland six nations tournament.

All three key cities offer direct access to Ireland. The goal of these events is to provide a highly interactive and educational platform where island of Ireland suppliers can meet and engage with French travel agents, tour operators and French travel and lifestyle media. Participation in all three events is highly recommended to begin the year with a strong focus on the French market.

## Format

The events begin with a narrated virtual fam trip and interactive Q & A presentation of the island of Ireland's regional experiences. The presentation features French speaking regional ambassadors from the island of Ireland who represent each of the key brand experiences. The goal of the presentation is to give an overview of all regions and products represented by island of Ireland industry present at the event and is followed by a networking and workshop event where each industry partner has a table and is assigned to a region.

French travel industry mingles and discuss products and itineraries while enjoying passed hors d'oeuvres and refreshments. The goal of the events is to stimulate interest in new regional itineraries, products, and non-peak travel to Ireland. The events, which will be held in conjunction with the regional airports and media partner TourMag target French FIT and Group producers and travel agents and Travel and lifestyle media. Expected attendance 45-65 travel agents and 4-6 tour operators in each city.

**Early registration is advised to avoid disappointment.COST: € 600 for 3 events/ € 250 for one event**

## Webinar /E-zine insert

Participants in the 2020 Access Ireland Program will also participate in one thematic/regional webinar hosted by Tourism Ireland in Q4 2020 (attendance 50-60 travel agents) and are also featured in 1 trade ezine (1.2k subscribers). Following the events e-communications including supplier details are sent out to all attendees.





