

ITM

A VANILLA ISLANDS EVENT

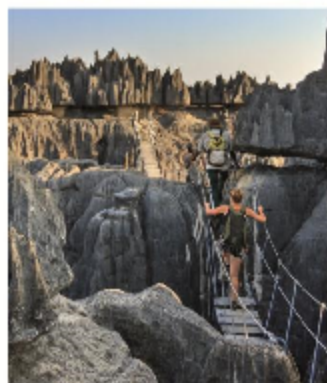
INTERNATIONAL
TOURISM FAIR
MADAGASCAR

6th EDITION

Treasure
Island

08 – 11 june
Voara Village
former Francophone
Summit village





► EDITORIAL

Dear Exhibitors and Partners,

We are pleased to announce the 6th Madagascar International Tourism Fair (ITM) on 8-11 June 2017 on the theme **«Madagascar, Treasure Island»**. *As it covers the rich diversity of the country's tourism offer, this theme is the new brand for the destination, and we wish to make the 2017 ITM a showcase for our Treasure Island.

In this context this 6th edition is particularly ambitious with the exhibition site considerably expanded to 15,000 m², due to the ITM exhibition being moved to VOARA Village (the former Francophone Summit village). The number of exhibition stands has now doubled, from about 100 to over 200 stands. While the ITM's core business is undeniably developing tourism in Madagascar and the Vanilla Islands, the 2017 exhibition wants to be more open to tourism-related sectors in our islands, including cuisine, leisure, and crafts.

The exhibition is also innovating by having more visitor days -4 instead of 3.

The 2017 ITM is also a national project marking Madagascar's return to the fold of tourist destinations. An unprecedented programme of fact-finding tours will be organized by the Madagascar National Tourism Board, in partnership with airlines flying to the country, the Regional Tourism Boards (ORT), industry groups and their members; aimed at hosting around 100 travel agencies and tour operators from around the world, in particular target markets. In addition to discovering the tours available in the various regions of Madagascar, these agencies will meet with the ITM exhibitors at the fair to develop cooperation with sector players.

Dear exhibitors and partners, this ambitious national project is yours; it cannot be a success without your participation. So, we're looking forward to seeing you once again at the ITM fair, and wish you all the best for the show!

The Ministry of Tourism

The Madagascar National Tourism Board

► PRESENTING THE TRADE FAIR

In this 6th year, tourism is mixed with Leisure and Cuisine. The goal will then be to promote tourism while highlighting the natural, cultural and environmental heritage interacting with offers in leisure activities and cuisine. The fair is also an opportunity to:

- Bring tour operators together in one place;
- Provide opportunities for local economic players to trade and forge partnerships;
- Enrich the information on regions and tourism products for overseas and local visitors;
- Present an attractive showcase of the sector's potential to domestic investors.
- Encourage national institutions to take an interest in the sector;

The show's offer is aimed at two distinct targets:

□ Professionals:

- Local tourist operators;
- Tour operators;
- Suppliers of equipment;
- Parks;
- Vanilla Islands operators;
- Airlines ;
- Training centres;
- Overseas fact-finding tour operators
- Hotels;
- Tourism-related businesses;
- Caterers;
- Travel agencies ;

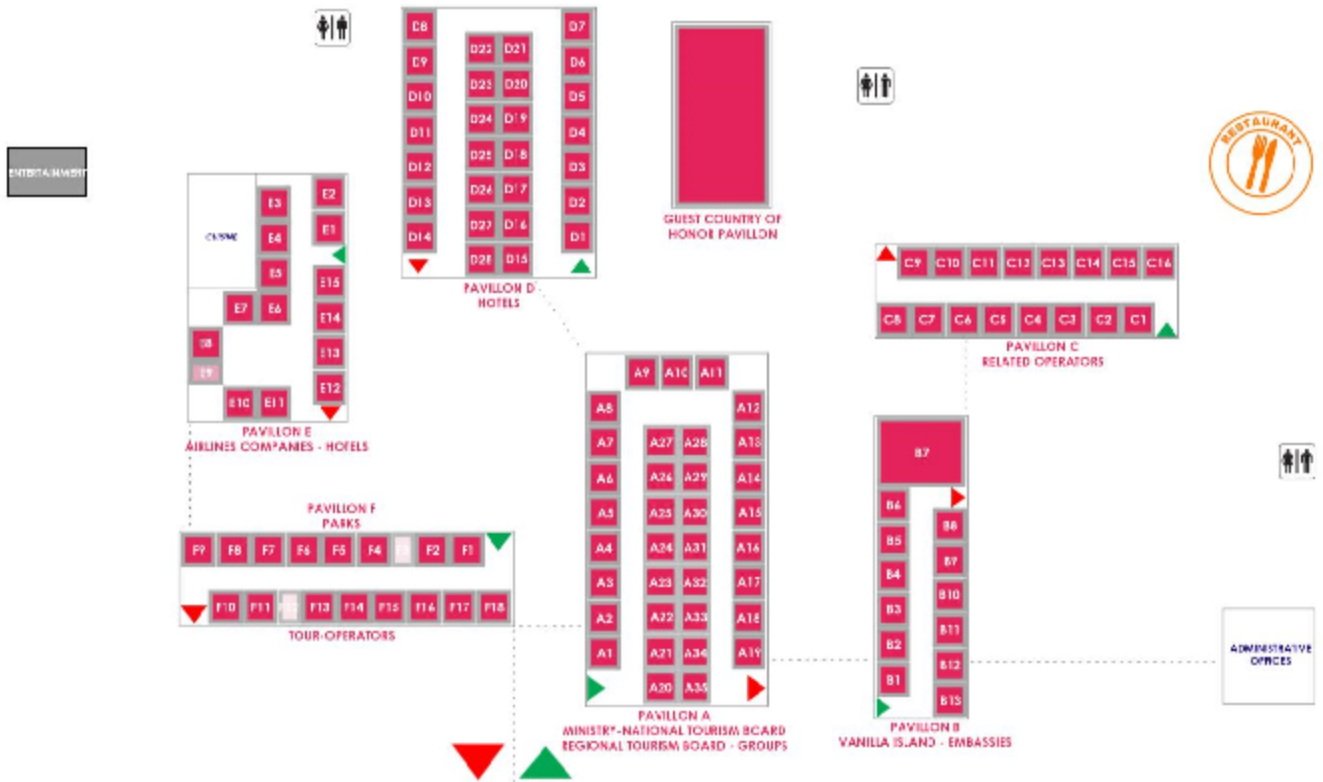
□ General public:

- Leisure businesses;
- Expat resident families;
- Local families CSP +

ITM is an event on the Vanilla Islands agenda.

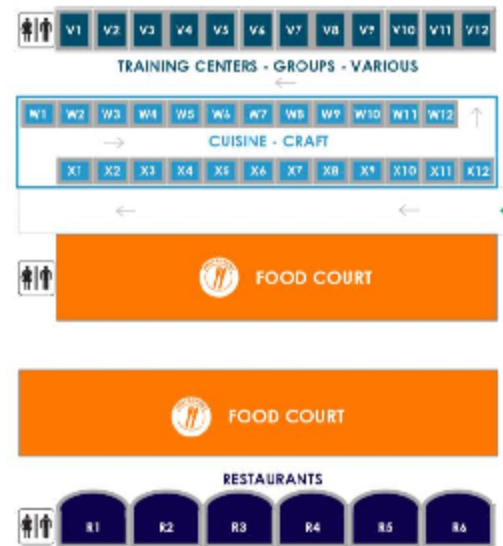
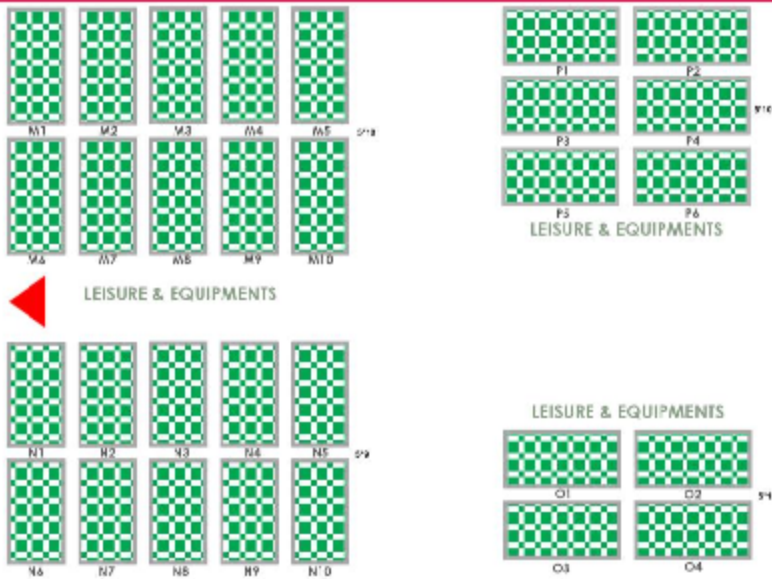
Vanilla Islands is a marketing concept to promote the Indian Ocean islands. Madagascar, the Seychelles, Reunion, the Maldives, Mauritius, the Comoros and Mayotte are pooling their resources and assets to form a single destination on the global market instead of competing with each other.

TOURISM VILLAGE



OUTDOOR VILLAGE

DISCOVERY VILLAGE



ROUTE DIGUE - VISITORS CAR PARK



TOILETES



RESTAURANTS



ENTRANCES



EXITS



MARKINGS



FOOD COURT OPEN SPACE



RESTAURANTS



OUTDOOR LAWN SPACE (3)



3-METRE DEEP X 3-METRE WIDE STEEL FRAME INDOOR STAND IN PAVILION



3-METRE DEEP X 2-METRE WIDE STEEL FRAME INDOOR STAND IN PAVILION



3-METRE DEEP - 2.5 METRE WIDE BOOTHS (2)



2-METRE DEEP X 2.5-METRE WIDE ADJUSTABLE SIZE (2)



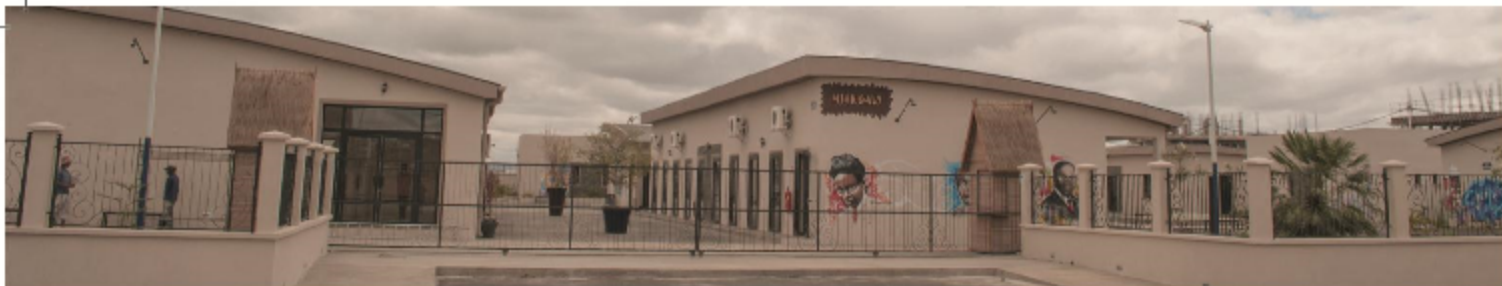
(1) PAVILION



(2) BOOTHS



(3) LAWNSPACES



► WHY EXHIBIT AT THE ITM?

□ TOURIST OPERATORS

The ITM is an opportunity to meet overseas travel agencies and tour operators invited on fact-finding tours in Madagascar and introduce them to businesses they do not know, or innovations from players who are already partners. The ITM is also a platform for meetings among Madagascar's operators, forging new partnerships or renewing contracts. It will also be presenting offers to a public of local residents looking for their next holiday destinations.

□ LEISURE OPERATORS

The ITM is an opportunity to introduce an offer to a public looking for off-beat or innovative activities not only for residents/locals, but also for professionals who might include them in tours.

□ TOURISM-RELATED SERVICE PROVIDERS

The ITM is a chance to get both exhibiting operators and visitors together in one place. ITM is also an opportunity to present products/services on offer and position oneself as a key supplier to a growing sector like tourism.

□ EMBASSIES AND GLOBAL TOURIST OPERATORS

The ITM is an occasion for respectively showcasing a country's tourist wealth, attracting public interest and introducing businesses/performances to a public of expat residents/locals organizing their holidays abroad.

► ORGANIZERS

The Ministry of Tourism and the Madagascar National Tourism Board (ONTM) are the ITM organizers and promoters.

ONTM is a private association created in 2003 and recognized as a public utility. It represents the private sector but is authorized by the Ministry to pose as a platform for dialogue between the private and public spheres with all partners. Its other functions are mainly to promote the «Madagascar» destination, help implement tourism policy, identify training needs in the tourist sector and coordinate its organization.

Its General Meeting brings together all the tourist professions:

□ 22 Regional Tourism Boards (ORTs) made up of economic operators from Tamatave, Nosy-Be, Analamanga, Vakinankaratra, SAVA, Diego-Suarez, Fianarantsoa, Sainte-Marie, Tulear, Fort Dauphin, Boeny, Menabe, Amoron'i Mania, Sofia, Itasy, Isalo, Ihorombe, Alaotra Mangro, Betsiboka, Melaky, Vatovavy Fito Vany, Analanjirofo, Atsimo Atsinanana

□ 08 Professional groups in the Tourist sector:

- Association des Tour-Opérateurs Professionnels de Madagascar (*Madagascar Professional Tour Operators Association*) - TOP
- Fédération des Hôteliers Restaurateurs de Madagascar (*Madagascar Hotel and Catering Federation*) - FHORM
- Association des Agences de Voyage de Madagascar (*Madagascar Travel Agencies Association*) - AAVM
- Syndicat National des Prestataires de Services Spécialisés (*National Union of Specialized Service Providers*) - SNAPSS
- Fédération Nationale des Guides (*National Guides Federation*) - FNG
- Association des Hôteliers Restaurateurs de Madagascar (*Madagascar Hotel and Catering Association*) - ASHORT
- Groupement des Opérateurs Touristiques de Madagascar (*Madagascar Tour Operators Group*) - GoTo
- Association des Gîtes, des Maisons d'Hôtes et de Charme de Madagascar (*Madagascar Association of Gîtes, Bed and Breakfast and Guest Houses*) - AGMHCM

- 01 representative of tourist and hospitality training centres : Institut National du Tourisme et de l'Hôtellerie (*National Institute of Tourism and Hospitality*) - INTH
- 01 airline representative: Air Madagascar
- 01 parks representative: Madagascar National Parks
- 01 representative from the Ministry of Tourism

CONTACTS – MADAGASCAR NATIONAL TOURISM BOARD

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