

MATRICE DE POSITIONNEMENT MARKETING | MARCHÉ

	NATURE Vélo, randonnée, croisières fluviales...	SPORTS / BIEN-ÊTRE Ski, golf, running, trail, yoga, surf, séjours bien-être et thalasso...	CUISINE / CÉNOTOURISME Patrimoine, expos, tourisme de mémoire, visite d'ateliers/entreprises, saisons culturelles dans les villes...	CULTURE / SAVOIR-FAIRE Patrimoine, expos, tourisme de mémoire, visite d'ateliers/entreprises, saisons culturelles dans les villes...	ROMANTISME Mariages, destinations romantiques...	VIE NOCTURNE Clubs, festivals, concerts, visites nocturnes...	SHOPPING Centre outlets, grands magasins, centre-villes urbains, stations de ski...
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SAISONNALITÉ : ☀️ Printemps | ☀️ Été | 🍂 Automne | ❄️ Hiver

	☀️	☀️	🍂	❄️	☀️	☀️	🍂	❄️	☀️	☀️	🍂	❄️	☀️	☀️	🍂	❄️
PARIS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
VILLES	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LITTORAL	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
MONTAGNE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CAMPAGNE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
OUTRE-MER	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

RÉUNIONS D'AFFAIRES / SÉMINAIRES / CONVENTIONS

LANCEMENTS DE PRODUITS

INCENTIVE

CONGRÈS

SALONS

VOYAGEURS D'AFFAIRES INDIVIDUELS

- Medical
- Scientific
- IT
- Energy
- Insurance
- Legal & law
- Transport
- Telecom
- Sport & leisure
- Automotive
- Retail

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PARIS

CÔTE D'AZUR

LYON

BORDEAUX

AUTRES VILLES

MONTAGNE

CAMPAGNE

LITTORAL

	Medical	Scientific	IT	Energy	Insurance	Legal & law	Transport	Telecom	Sport & leisure	Automotive	Retail
Corporate											
AGV événementielle											
TMC											
Associations											
PCO											
Côte d'Azur											
Lyon											
Bordeaux											
Autres villes											
Montagne											
Campagne											
Littoral											