

# L'ECHO touristique

LE MAGAZINE DES INDUSTRIES DU TOURISME



2009



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## France's leading trade magazine dedicated entirely to the world of tourism

### Publication facts:

Every Thursday, **L'Echo Touristique** plays a key role in informing thousands of tourism professionals.

French circulation/language

A well-known professional publication (year launch:1934)

The highest circulation in France (**OJD 2007/2008**)

42 issues a year (yearly subscription: 105 €)

And **L'Echo Touristique** is also a brand which offers a multi-media solution including a website and its daily newsletter, dedicated events and database mailing list rental.



## Editorial content

**A weekly magazine organized around three editorial pillars :**

- **Events of the week:** including several topics: Economy, Company life, Business news, Products, Multi-Medias, Interview, Green Tourism, French events, Personalities (key economic figures).
- **Destinations:** every week, a focus on a specific destination and thematic offers.
- **Deciphering:** interview, “*savoir faire*” section, ratings (destination, hotel, cruise), specific economic figures.



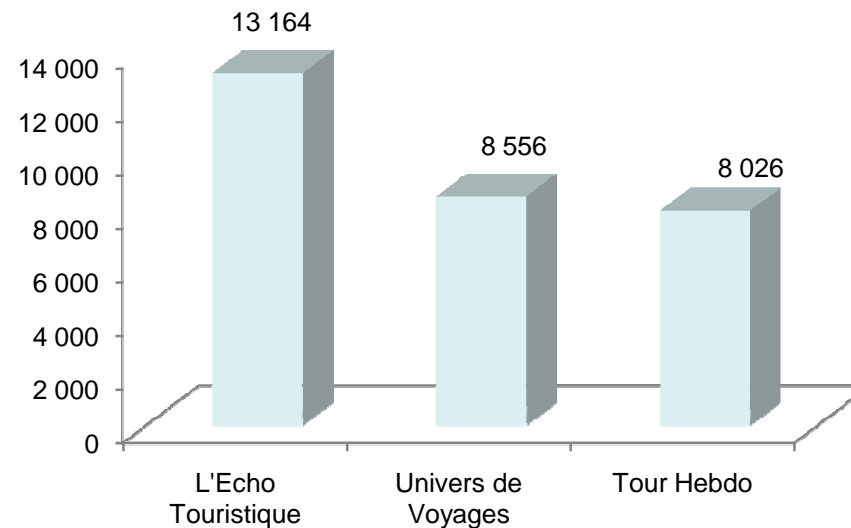


## Circulation Breakdown

The highest distribution in France (OJD 2007/2008)

**Over 13,000 copies distributed every week**

**Circulation  
Breakdown  
(OJD 07/08)**

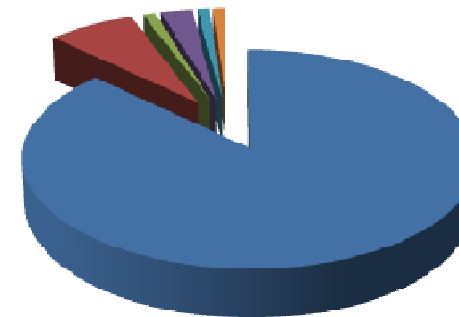


**Echo Touristique - Paid circulation: 6,818 copies (OJD 2007/2008)**



## Readership

**L'Echo Touristique** is a real decision making tool providing dedicated products and services for every professional ( agency managers, managers, desk staff and all decision makers)



- Distributors, Travel agents, Organisers
- Tour operators
- Carriers
- Tourist offices
- Hospitality & Catering

## Reader profile

**85% of our readers are distributors and travel agents**



Designed for tourism professionals, **lechotouristique.com** plays a key role in delivering latest market news on a real-time basis.

The « **Echo Flash** » daily newsletter completes the multi-media solution delivering hot topics to over 13,000 free subscribers who want to be immediately informed of market changes.

**Readership** : Company Executives, intermediate occupations



## Statistics

	December 2008	January 2009	% Groth	% Emploi-Pro
Page impressions	131 663	153 955	+ 16,9%	20 824 (13,5%)
Visits	53 749	64 466	+ 19,9%	3 571 (5,5%)
Unique visitors	49 682	60 011	+ 20,8%	2 675 (4,5%)
Newsletters Subscribers	13 161	13 341	+ 1,4%	-



## Events-based Communication



### The sales staff championship

Every year, in partnership with several actors of the market, **L'Echo Touristique** elects the best travel salesperson. The selection of participants is done via a competition published in the weekly magazine and the website. The final award ceremony will be held in a prestigious setting.

**Database:**  
The ideal tool for your  
BtoB marketing operations



**Guide:**  
Year Tourism Guide

