

travelinsight

COMMUNICATION REVIEW

21ST EDITION OF LE FORUM DES PIONNIERS

**le forum
des pionniers**
LA PARADISÉE DES ASTRONOMES EN TOURNAI



Communications report

Le Forum des Pionniers

May 14 to 18, 2023

We are delighted to return to the 2023 edition of the Pioneers Forum, which was held in Israel from May 14 to 18, 2023. This international event was organized in close collaboration with the Israeli tourism government and held all his promises.

At a time when the need for synergy in the tourism industry is more important than ever, the theme chosen for this edition was " **The new space-time of tourism** ". The forum magnificently served as a platform to re-establish links between distributors, tour operators, business travel sectors, institutions and other players in the tourism world.

We had the honor of welcoming **around 130 directors and presidents from the tourism sector** . Participants were key players from various sectors: distributors, tour operators, hotel platforms, technology solution providers and many others. Their presence enriched the discussions and opened avenues for new collaborations.



SUMMARY :

1 / COMMUNICATION :

1. Key figures of the website
2. Opening night
3. Newsletters
4. Social networks
5. UGC
6. Press relations

2 / THE PIONEERS FORUM :

1. Organization report
2. Participation Report
3. Content report
4. Destination impact report

Pioneer Forum

Key figures of the website

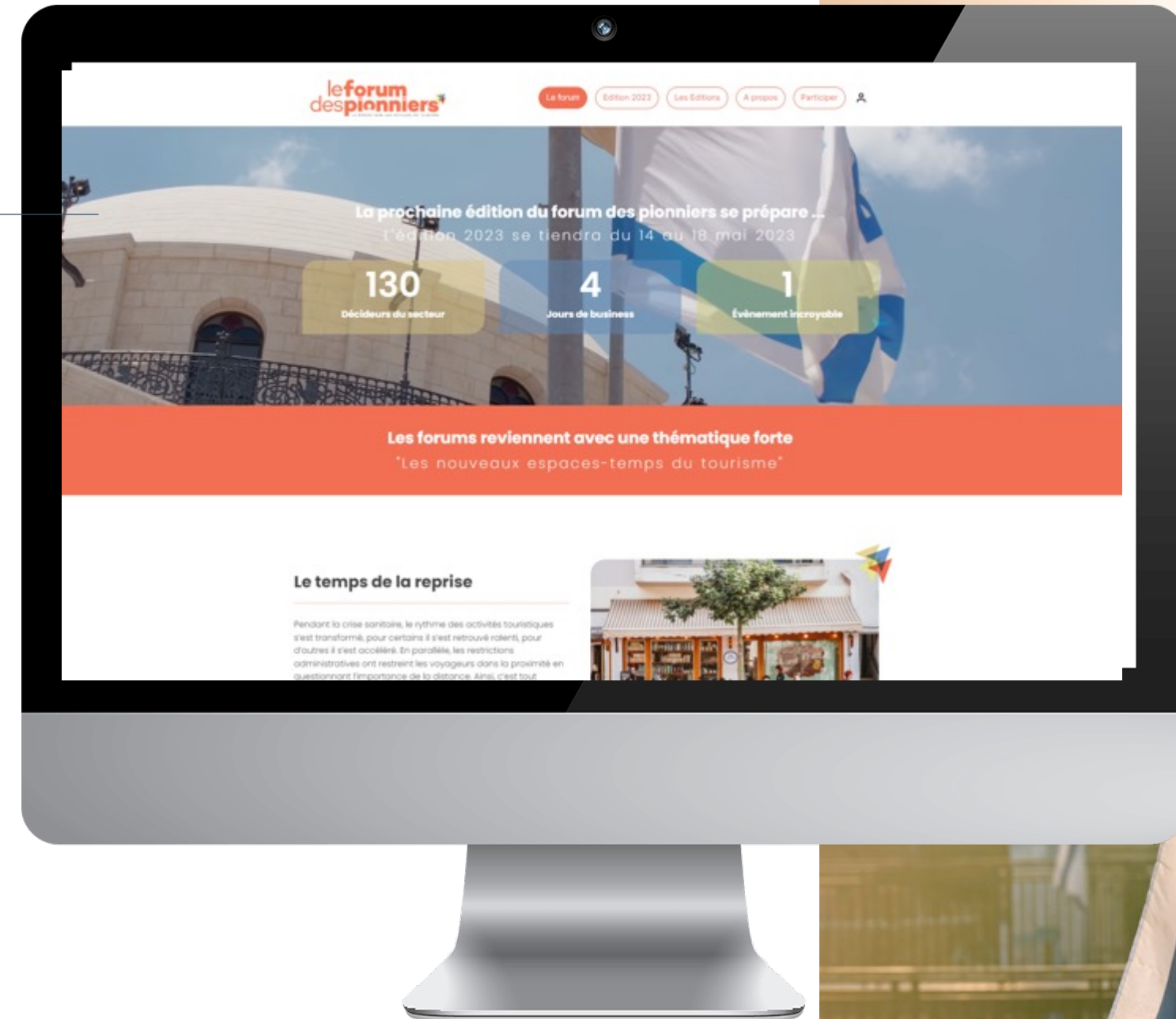
3644 unique visitors

7948 total views

MOST VIEWED PAGES :

1. The Pioneers Forum (3,523 views).
2. Contact us (1,439 views).
3. Edition 2023 (1,132 views).
4. About (557 views).
5. Photos of participants (539 views).
6. Les Editions (518 views).

Given the results of the pages, Internet users consulted the website mainly to find out about the upcoming 2023 edition, but also to obtain more information in order to become a Sponsor or participant in the edition. The website was therefore more than a visibility platform: a real place for searching for information, the informative goal of the website was achieved.





Pioneer Forum

Announcement evening

300 invitations sent

60 decision-makers present

5 BtoB press articles

14,758 article reads

Held on November 17, 2022, the evening announcing the destination of the 2023 Pioneers Forum brought together many tourism professionals as well as the ESCAET + Travel-Insight teams.



Le Forum des Pionniers

Newsletters

Title	Sending date	Shipments	Openings	TX Opening
Monthly newsletter: the Pioneer Forum is preparing for its big return!	02/21/2023	8,669	1,867	23%
The 2023 Pioneers Forum: we reveal the program!	03/23/2023	18,490	2,722	18%
The 2023 Pioneers Forum: discover the entire program!	05/10/2023	15,378	1,854	13%
Our Sponsors – Discover Theta & Travel Prime!	04/18/2023	16,076	2,074	14%
Our Sponsors – Discover American Express!	04/20/2023	15,887	1,861	13%
Our Sponsors – Discover CFC Croisières!	04/25/2023	15,780	2,296	16%
Our Sponsors – Discover Penguin World!	04/27/2023	15,681	1,759	12%
Our Sponsors.- Discover Agapé !	02/05/2023	15,639	1,827	13%
Our Sponsors - Discover Allianz!	03/05/2023	15,560	1,836	13%
Our Sponsors – Discover Travel Companies!	05/09/2023	15,413	1,820	13%
Our Sponsors – Discover Amadeus!	05/09/2023	15,470	1,770	12%
Our Sponsors – Discover Belambra!	05/11/2023	15,305	1,547	11%
TOTAL :		183,348	23,233	

Excellent open rates, with strong interest in informational newsletters and monthly newsletters. A little less interest in the Sponsor newsletters which still perform above average in terms of the average opening rate.



Le Forum des Pionniers

Social media communication

897,236 impressions & **3792** reactions and shares



FACEBOOK :

- Followers on Facebook: 616
- Likes: 593
- Facebook coverage: **346,078**

CONTENTS

- Total number of publications: 96



INSTAGRAM:

- Followers on Instagram: 169
- Overall reactions: 1,855
- Account coverage: **335,802**

CONTENTS

- Total number of publications: 90.
- Total number of stories published: 235



LINKEDIN:

- Total number of subscribers: 370
- Overall reactions: 1,344
- Account coverage: **215,356**

CONTENTS

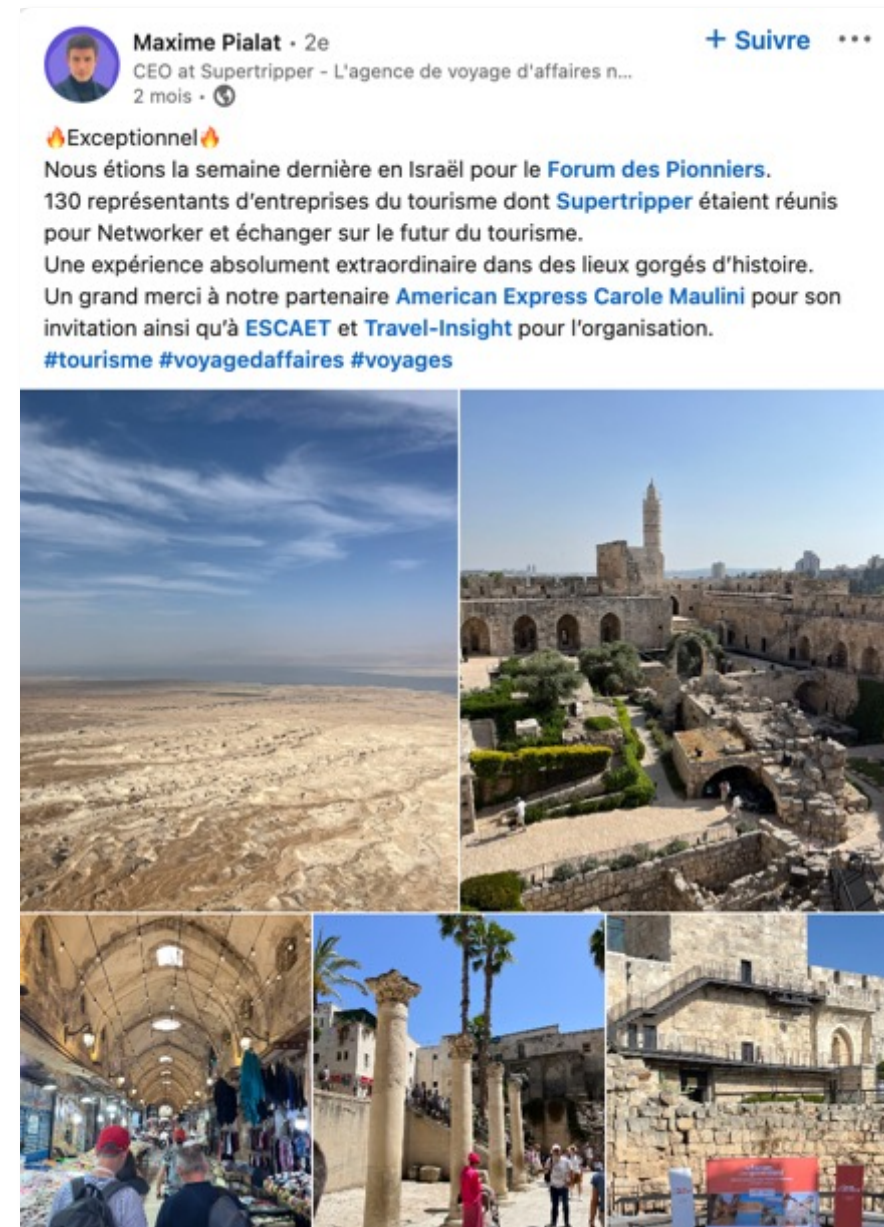
- Total number of publications: 56



Women of Tourism

Association of women tourism decision-makers

- 320 likes
- 10 comments
- 2 reposts



Maxime Pialat

CEO Supertripper business travel agency

- 290 likes
- 28 comments

Le Forum des Pionniers

Pioneers generated content

226 Instagram posts

101 LinkedIn publications

21,255 reactions estimated

392,400 estimated impressions



Le Forum des Pionniers

Press releases & press coverage

MEDIA	DATE	TITLE
TourMag	10/19/2023	The 21st ^{edition} of the Pioneers Forum will return in May 2023
The Tourist Echo	10/20/2023	L’ Escaet relaunches the Pioneers Forum, with Travel -Insight
The Tourist Echo	11/18/2023	Pioneers Forum to be held in Israel
TourMag	11/21/2023	For its 21st ^{edition} , the Pioneers Forum flies to Israel
InfoTravel	11/28/2023	Pioneers Forum: Israel will host the next edition in May 2023
MisterTravelNews	01/10/2023	Event: The 21st ^{edition} of the Pioneers Forum will be held from May 14 to 18, 2023
TourMag	01/30/2023	Pioneers Forum: launch of the “Free Auditor” pack
The Communes Bulletin	03/05.2023	The 21st edition of the Pioneers Forum in Israel: Exploring the new space-times of tourism
MisterTravel News	05/10/2023	Israel will host the 21st ^{edition} of the Pioneers Forum from May 14 to 18
Weekly Tour	05/12/2023	What positioning does the Forum des Pionniers adopt for its 21st ^{edition} ?
The Tourism Daily	05/13/2023	Israel: everything you need to know to better sell the destination

Le Forum des Pionniers

Press releases & press coverage

MEDIA	DATE	TITLE
The Tourism Daily	05/15/2023	What positioning does the Forum des Pionniers adopt for its 21st edition?
TourMag	05/16/2023	21st Forum of Pioneers in Israel, beyond prejudices...
TOM.Travel	05/17/2023	Tourism, a hybrid and paradoxical sector
TOM.Travel	05/19/2023	How has the regulation of digital tourism evolved?
Weekly Tour	05/22/2023	Between the evolution of sectors and environmental decline, what are the prospects for tourism?
TourMag	05/22/2023	21st Pioneers Forum: back to the future ...
Weekly Tour	01/06/2023	No more restrictions on entering Israel
The Tourism Daily	01/06/2023	No more restrictions on entering Israel
TourMag	06/06/2023	Travel to Israel: what are the entry conditions?

5 journalists present at the event

21 BTOB press coverage

Estimated audience of 4.6 million

Average AVE of €51,200



Le Forum des Pionniers Global media impact

5,935,575 BtoB impressions

825 produced contents





BtoB impact

Le Forum des Pionniers

The impact & organizational report

We are pleased to present this impact and organizational report, which takes stock of our recent event. This document offers an in-depth analysis of the economic, social and professional benefits, while evaluating the efficiency of logistics and organization. **This feedback is provided by Forum participants after a survey.**

1/ Organizational report

2/ Report on participants

Content

4/ Impact report



Le Forum des Pionniers

Organizational report

We are pleased to present this organizational report, which follows our event. In addition to evaluating the logistics and general proceedings, this report also includes the results of a questionnaire distributed to forum participants. The aim is to provide a comprehensive overview of the effectiveness of the event and participant feedback, to inform future decisions.

4.8 /5

Duration of the Forum
4 days

4.2 /5

Density of activities
Two activities per day

4.6 /5

Destination
Jerusalem & Tel Aviv

4.1 /5

Quality of hotels
4 & 5 stars

4.6 /5

Quality of restaurants
Gastronomy & bistronomy

4.6 /5

Logistics note
Events



Le Forum des Pionniers

Attendee Report

We are delighted to present this detailed report, focused on the quality of participants at our recent event as well as the results of a questionnaire submitted to all participants. This report aims to evaluate not only the profile and commitment of those present, but also to collect their impressions and suggestions. Analysis of the responses to the questionnaire will allow us to refine our strategies for future events, in order to maximize their impact and relevance.

4.5 /5

Quality of participants
Commercial

16 on average

Contacts made
Participating exchanges

4.1 /5

Quality of sponsors
Sponsors

4.2 /5

Corporate outreach
Quality of BtoB

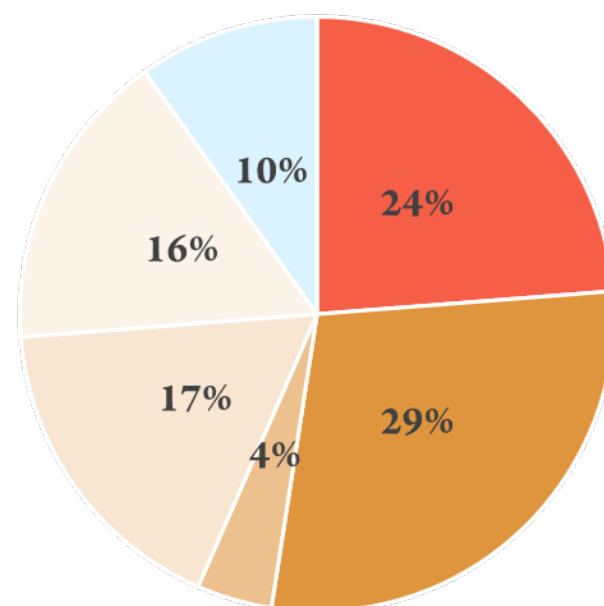
4.2 /5

Professional discovery
New professional meetings

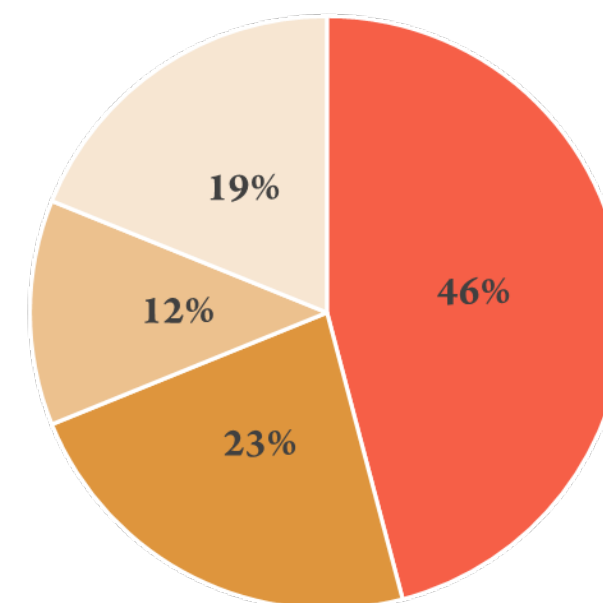


Le Forum des Pionniers

The distribution %



- Tour opérateur
- Distributeur
- Solution technologique
- Plateforme de réservation
- Autre prestataire
- Acteur du voyage d'affaires



- CEO / FOUNDER
- Dir market/co
- Resp market/co
- Chef de projet & autres



Le Forum des Pionniers

Report content

We are pleased to present this comprehensive report, which focuses on the quality of the content, conferences and workshops of our recent event, while incorporating the results of a questionnaire distributed to all participants. This document aims to assess the level of relevance, engagement and satisfaction linked to the various components of the program, based on direct feedback from participants. These insights will allow us to refine and optimize our future events for an even more enriching experience.

4.3 /5

Quality of speakers
Conferences

4.1 /5

Content density
Number workshops

4.1 /5

Round table notes
Participant interventions

4.3 /5

Conference note
Quality intervention

4.6 /5

Workshop notes
Co-construction workshop

4.2 /5

Overall
All contents

Le Forum des Pionniers

The business impact report for the destination

We are pleased to present this business impact report, specifically focused on the economic and professional impact of the destination that hosted our recent event. This report also incorporates the results of a questionnaire submitted to all participants to assess their experience and satisfaction. The objective is to comprehensively measure the direct and indirect impact of the event on the destination, while taking into account participants' impressions and suggestions for future improvement of our initiatives

- 3 Average contacts with local DMCs
Particularly carried out during the Workshop session with local DMCs.
- 50% Found their contact useful
With local DMCs during the workshop in the pursuit of economic and commercial exchanges.
- 92% Are ready to recommend & better plan the destination
The rest being those who already knew the destination and already recommend it.
- 95% TOs & tour operators have the feeling of leaving with more arguments
The eductour has made it possible overall to better discover the destination and to provide the keys to discovering the destination in its best aspects.



Le Forum des Pionniers

The Pioneers speak out

“Third trip to the destination but I think this one was the best optimized in terms of road time and visiting time. So I was able to better soak up the atmosphere of each stage. During the workshop on the first day, I was also very lucky to spend time with an exciting and passionate person who was able to show me other facets of his country. »

SALAUN HOLIDAYS

Jestin sabrina
Sales manager

“This destination is magical, culture, leisure, discovery, spirituality, modernism... in 4 days you have ticked as many boxes as possible while making all participants want to promote it, to break the recurring clichés , and above all to want to come back: bet won, well done”

TRAVEL ESCAPE

Abenin bruno
Direction

“A destination offered primarily as an organized tour which can also be sold as a combination or “à la carte”. »

CARREFOUR VOYAGES

Tomas Jeremy
Agency manager

“I will be able to reassure customers about security (no feeling of insecurity). It is possible to take a self-drive tour, the distances between towns are relatively short. This country combines both the cultural and the seaside. »

CARREFOUR VOYAGES

Parent anne
Agency manager

A destination which suffers from a lack of image after this stay, we are its worthy ambassadors, it is up to us to reassure and offer it to our travelers.

TRAVEL KIT / CDMV / HELPDESK

franchomme jean charles
Group sales manager



Le Forum des Pionniers

Contact

This impact and organizational report allowed us to draw up a detailed picture of the successes and areas for improvement of the Pioneers Forum. Participant feedback, combined with our internal analysis, provides valuable insight into the effectiveness of our organization and the impact generated. These insights will be invaluable for future events, and we would like to thank everyone who helped make this edition a success. We look forward to implementing the lessons learned to continue to improve and enrich the experiences of all our future participants.



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