

# TOURISM, HOSPITALITY AND CATERING FAIR-PARIS

26 Jan 2019

## Information

The Studyrama Tourism, Hotel Business and Catering Fair will take place in January 2019. This influential student fair has taken place each year for the past seven consecutive years. Students come to get information and guidance from professionals representing leading programmes and the institutions that provide them.

## Reasons to Attend

The Tourism, Hotel Business and Catering Fair is a specialist fair targeting subjects specific for attracting students who are really interested in studying tourism, hotel business and catering. Exhibitors at the fair, as a result, will gain access to a very targeted group of students interested in these subjects (Some 85% of all visitors). Feedback shows that 100% of all exhibitors were satisfied or very satisfied with the fair in 2017.

## Market Overview

According to the French government, about 100,000 French students go to abroad for their studies; among them 25,945 are Erasmus exchange students.

Each year, more 47,000 French students take degrees in non-native European Union countries. France has a population of 62.9 million with a per capita GDP of US \$31,096 and is the third-largest economy in Europe after Germany and the UK. French higher education has a long tradition of openness and accessibility\*. The national government devotes 20 percent of its annual budget to education. Fees for both French and international students are kept very low to persuade students to stay in education as long as possible. There are about 190,000 international students, from all over the world, currently enrolled in French higher education.

## Fair Outline

5,400 visitors came to the Tourism, Hotel Business and Catering Fair in 2017, of which 37% were high-school students, 19% were A-level (French "Bac") holders or had validated a first year of higher education, 20% had a Bac+2 level, 20% had a bachelor's level, and 8% were in other types of studies. 17% of the visitors came from Paris, 75 % from Ile de France and suburbs area and 8% from other parts of France.

In addition, for students, information and free consultation is available on jobs, internships and housing opportunities.

All courses and programmes in the subjects of tourism, hotel business and catering are provided at this fair: short-term courses, 2-year diplomas, HNC, hotel-business schools and other specialised schools present their opportunities. This fair aims to help students discover the numerous jobs available in connection with these

specialist sectors and the courses that lead to them.

The Tourism, Hotel Business and Catering Official Guide is distributed for free to the visitors at the entrance of the fair and a bookshop is on site, selling books of guidance in connection with the subject of the fair.

France is attractive for student recruitment because of the high number of students prepared to study abroad. French students want to improve their language skills and other skills and finally optimize their integration in the professional world thanks to foreign study programmes. French students and employees of companies consider studying abroad provides a big advantage for a successful professional career. When students want to pursue a professional career abroad, studies in a foreign country is the best way to integrate into that country at first.

\*Sourced from Education New Zealand and EU figures on cross-border study.

## Further Exhibition Information

More information about this leading student recruitment exhibition can be found by selecting the tabs below.

To reserve your place at this international education fair, please select the 'Prices' tab and choose the buttons that meet your requirements. Place your purchase in your shopping cart by selecting the 'Click To Proceed' button, select 'checkout', and fill in your registration details.

## Visitor numbers :

### Paris 5,500

Primary School	0%	Undergraduate	56%	Professional Training	0%
High School	0%	Postgraduate	36%	Careers	0%
Further / Vocational	0%	Languages	0%	Other	8%
Foundation / Prep	0%				

## Exhibitors

### Who should attend

- Universities
- Hotel management schools
- Colleges
- Business schools

## Levels & Subjects

### Academic Levels

- Undergraduate (Bachelors)
- Postgraduate (Masters, MBA, LLM, Dip, PhD)

## Prices & Booking

### Paris 26 Jan 2019

*Espace Champerret – Hall A*

- 9m2 Standard Equipped Stand | **€4930.00**

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