



France's Leading Travel Weekly - Issued on Fridays
Cover Price: € 2.50

MARKET FACTS:

L'Echo Touristique has observed, analysed and reported on events in the tourist industry since 1934. It is read by every major travel agency and in more of 2,000 independent travel agencies in France. This makes it the perfect vehicle for launching products and enhancing brand recognition. In 2007, the French went on 13.7 million personal trips abroad (70%). Europe is by far the most popular destination and Britain is their second most popular holiday destination after Spain. *L'Echo Touristique* sponsors the French Travel Agency championships and therefore is well known in the industry.

MARKET POSITION:

L'Echo Touristique is the market leader with consistent growth in both paid circulation and its number of advertisers. It is regarded as a top quality title: 99% of its readers see it as providing useful and reliable information.

		L'Echo Touristique	Tour Hebdo
Total Circulation	OJD 2011	7,295	4,501
Domestic Paid Circ	OJD 2011	4,067	3,778

PUBLICATION PROFILE:

L'Echo Touristique offers its readers the finest editorial coverage of the tourist industry, giving all the practical information they need, and provides a truly professional service. It introduced a new formula in September 1995, which brought new, easily identifiable editorial sections. (News, Diary, Interviews, Product Comparisons and reviews...)

TECHNICAL SPECIFICATIONS:

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