

Le SETT, The partner to your success.



Sett
Salon
des équipements
et techniques
du tourisme

Europe's Leading Outdoor Hospitality Trade Fair

38th
edition



www.salonsett.com
01 48 25 18 70

8/9/10
November 2016
Montpellier Exhibition
Centre

Organised by:



Partners:



SETT:

No. 1 campsite professionals show in Europe.

For the past 38 years, all the European outdoor hospitality professionals have come together each year for the Salon des Equipements et Technique du Tourisme (Tourism Equipment and Techniques Trade Fair).

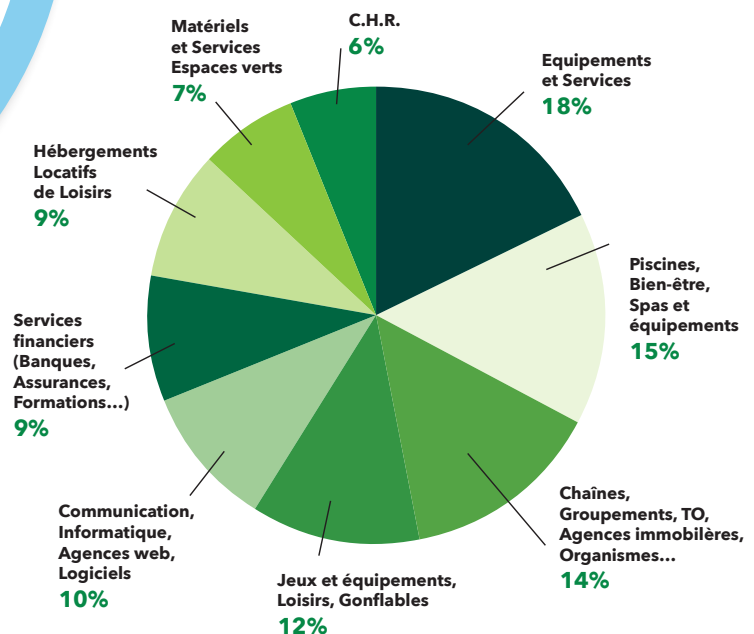
In 2015, SETT had 13,842 visitors (+12.8%) and 560 exhibitors.

For a few years, SETT has been adapting to a market with strong potential for development.

Outdoor establishments have increased their amount of top of the range equipment, with the arrival of spas, fitness machines as well as the pools and games structures that already exist. We have also seen large numbers of foreign visitors and more particularly numerous Spanish campsites this year (**over 100 campsites**).

SETT, a real platform for exchanges and business, has become the essential meeting point for professionals throughout the sector in Europe.

Distribution of exhibitors by activity sector:



Visitors 100% professional.

- managers of campsites,
- holiday villages,
- tourist hotels,
- tourist apartments,
- gites and bed & breakfasts,
- regional hospitals,
- distributors,
- restaurants
- bars

Organised around the main centres of interest of the Outdoor Hospitality decision-makers, SETT provides precise and innovative responses to visitors with exhibitors who bring their expertise, enabling camping partners to successfully complete their projects.

The SETT d'OR Trophies

For over ten years, the magazine Décision HPA has organised the SETT d'OR trophies, to award companies that have presented an innovative product. A jury of professionals made up of managers, journalists and celebrities vote for 5 categories. 5 companies are then awarded for their innovations of the year.

A market in full growth!

The outdoor hospitality market in France:

(Source Memento du Tourisme - L'OT / march 2015)

9,654 campsites

931,641 pitches

20,769 million holidaymakers

(13,360 French people and 7,409 foreigners)

13,360 French holidaymakers

7 409 vacanciers étrangers

2.2 billion Euro turnover

109.7 million overnight stays

SETT: The partner to your success

Camping represents **49.5%** of the market of tourist beds ahead of traditional hotels.

The industrial, economic and tourism issues of this dynamic sector generate **over 2.2 billion Euro of turnover** with ever-increasing growth.

Le SETT :

The most significant EUROPEAN 100% professional gathering for the outdoor hospitality market.

Today **EUROPE** has **29,078** campsites with a total of **3,045,143** pitches.

European leader on the outdoor hospitality market, France brings together 34% of the sector by itself.

▶ **3 unmissable days:** meet all the suppliers old and new, discover new trends and predict their investment, new projects, all with one single aim: to improve the services offered to holidaymakers.

Many suppliers will come to present their product ranges and services to the ever-increasing number of professionals who come to visit the trade show. Visitors stay at the show on average for one day and a half, to take the time to go round all the suppliers and especially to discover the new features for the year.

In fact, the visitors are no longer exclusively campsite managers, even if they are still the majority - among them are restaurant owners, hoteliers, private beach attendants, holiday village managers without forgetting owners of gites and bed & breakfasts. A large number of suppliers are common to all these activity sectors.

▶ **SETT is also three days of friendliness, with regional breakfasts and events organised by the federations.**

The Federation Evenings: time together among professionals.

A real success where encounters have brought solutions for the issues among campsite managers and their suppliers, while benefiting from the friendliness of the regional buffets organised this year by each federation on the second evening.

In 2015, the SETT Fête des Federations evening brought **over 1000 people together.**

Today SETT is a real platform for exchanges, where new trends and numerous possibilities give you direction for the next season.

Facilities on the campsites:

A few figures on the facilities on the campsites (Source OT march 2015)

- **35%** is the number of pitches occupied by mobile homes.

Pool sector:

- **47 %** say they offer pools
- **10%** have a water slide
- **8%** have a covered pool

Catering / food / snacking:

- **41.5 %** of campsites have a grocery shop
- **46%** have bars, representing 3,824 establishments
- **38 %** have a restaurant, representing 3,135 establishments

The OUTDOOR HOSPITALITY market brings together a multitude of activities, obliging suppliers to innovate and to take note of the standards linked to these activities. The manager will have to understand all the constraints of this market before investing.

Le gestionnaire devra connaître toutes les contraintes de ce marché pour investir.

SETT therefore enables the largest number of people to stay informed among the professionals and experts - it also enables them to equip themselves in all these activity sectors with full knowledge of the facts.

RESERVÉS AUX ADHÉRENTS :

«LES RDV EXPERTS»

It's an **unmissable annual date for your diary** for staying competitive because what's on offer with camping is increasingly competitive in both equipment and services.

Increasingly demanding clientèle must be satisfied in their search for the best value for money.

PARTICIPATE IN THE NO. 1 PROFESSIONAL TRADE SHOW IN THE MARKET.

Increase your turnover

Good period decisions and investments

Meet the key players in the sector and new French and foreign prospects

Develop your presence on the outdoor hospitality market and increase your market share

Strengthen your presence on the outdoor hospitality market in France and Europe

Present new products and innovations

Save time by meeting all the market role-players, campsite managers and suppliers over three days

Discover the new market trends and tendencies

Take part in SETT d'Or organised by our partner Décisions

OBJECTIVES FOR THE 38TH EDITION

SETT is continuing to develop with clearer distribution of activity sectors for the visitors, in order to facilitate movement around the halls and the search for exhibitors.

Implementation of a new activity sector:

wine tourism.

57 % of the visitors asked would like this type of offer.

We will also be organising the arrival of a **Chinese delegation**: campsite managers. Indeed, this sector is experiencing strong development in China, with «units» proportionate to the country.

The **FHPALR** federation and **its partners in Midi Pyrénées, Corse, Rhône-Alpes, Limousin and Auvergne** will welcome you to their Federation area located at the main entrance to the trade show, North Entrance, in a studios and friendly atmosphere where togetherness and professionalism will set the pace for 3 days at SETT with «Expert Meetings» reserved for federation members.

A few testimonials of the trade fair from exhibitors at SETT 2015:

«SETT is the opportunity to gain concrete contacts and grow your network»

Nicolas CARDI de GLOBAL LEISURE SOLUTIONS

«A benchmark trade show» JM Werquin de MOZAIC

«A very high quality outdoor hospitality trade fair, with a national scope becoming international, particularly with Spain. Very professional and friendly organisation! Well done to the whole organising team!»

Chrystel Martin de THELIS

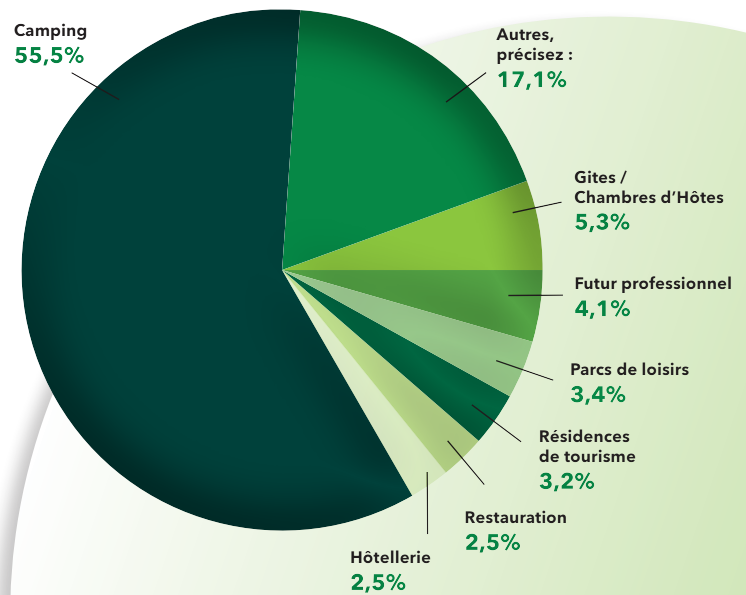
«An unmissable show in its size and visitor numbers»

Freddy Queste de SYDEV INFORMATIQUE

«The date is perfect for our investments, whether for rentals or lighter equipment.»

Ghislain Chaumillon d'HEKIPIA

Distribution of visitors by activity sector:



Distribution of Visitors by interest:

