



Supplying key information to all tourism actors about evolution of the sector on a real-time basis

### **THE MARKET POSITION:**

**Lechotouristique.com** is the continuation of the weekly professional magazine dedicated to tourism. The audience is mainly comprised of travel agencies, transportation companies, hotels and restaurants and all the activities linked to tourism.

	<b>Lechotouristique.com</b>
<b>Visitors</b>	200,000
<b>Pages viewed</b>	350,000

Source: At Internet 2016

### **EDITORIAL PROFILE**

Conceived for the professionals of tourism, it is a decisive communication tool which enables the professionals to follow the development of the activity in direct. The website is comprised of different sections: the *news of the day*, *learn more about*, *the week's website*, *the actual promotions of agencies*, *your diary*, "they move" and the career sections. Every day, **L'Echo Touristique's** newsletter informs more than 15 000 subscribers of the latest news regarding tourism to enable the subscriber to keep up to date with the market and its actors.

### **ADVERTISING RATES 2018:**

Please contacts us for details

### **TECHNICAL SPECIFICATIONS:**

Please contact us for all details

### **CREATIVE DEADLINE:**

7 days prior to the launch

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