

# MATRICE DE POSITIONNEMENT MARKETING | MARCHÉ

		NATURE	SPORTS / BIEN-ÊTRE	CUISINE / CENOTOURISME	CULTURE / SAVOIR-FAIRE	ROMANTISME	VIE NOCTURNE	SHOPPING
PARIS	Millennials				✓	✓	✓	✓
	Familles					✓		
	Jeunes couples sans enfants			✓	✓	✓	✓	✓
	Seniors	✓	✓	✓	✓	✓	✓	✓
	Clientèle haute contribution			✓	✓	✓	✓	✓
VILLES	Millennials				✓	✓	✓	✓
	Familles				✓	✓	✓	✓
	Jeunes couples sans enfants			✓	✓	✓	✓	✓
	Seniors	✓	✓	✓	✓	✓	✓	✓
	Clientèle haute contribution	✓	✓	✓	✓	✓	✓	✓
LITTORAL	Millennials	✓	✓	✓				
	Familles	✓	✓	✓	✓			
	Jeunes couples sans enfants	✓	✓	✓	✓	✓		
	Seniors	✓	✓	✓	✓	✓	✓	✓
	Clientèle haute contribution	✓	✓	✓	✓	✓	✓	✓
MONTAGNE	Millennials						✓	
	Familles							
	Jeunes couples sans enfants			✓				
	Seniors		✓	✓				
	Clientèle haute contribution				✓			
CAMPAGNE	Millennials		✓			✓		
	Familles	✓	✓	✓				
	Jeunes couples sans enfants	✓	✓	✓	✓	✓		
	Seniors	✓	✓	✓	✓	✓	✓	✓
	Clientèle haute contribution	✓	✓	✓	✓	✓	✓	✓
OUTRE-MER	Millennials							
	Familles		✓	✓				
	Jeunes couples sans enfants		✓	✓	✓	✓		
	Seniors		✓	✓	✓	✓	✓	✓
	Clientèle haute contribution				✓	✓		

RÉUNIONS D'AFFAIRES / SÉMINAIRES / CONVENTIONS

LANCÈMENTS DE PRODUITS

INCENTIVE

CONGRÈS

SALONS

VOYAGEURS D'AFFAIRES INDIVIDUELS

Hospitality  
 Agence  
 MICE  
 Associations  
 PCO  
 Medical  
 Scientific  
 IT  
 Energy  
 Insurance  
 Legal & law  
 Transport  
 Telecom  
 Sport & leisure  
 Automotive  
 Retail

Hospitality  
 Agence  
 MICE  
 Associations  
 PCO  
 Medical  
 Scientific  
 IT  
 Energy  
 Insurance  
 Legal & law  
 Transport  
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 Sport & leisure  
 Automotive  
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 Retail



	Agence	Associations	PCO	Medical	Scientific	IT	Energy	Insurance	Legal & law	Transport	Telecom	Sport & leisure	Automotive	Retail
PARIS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CÔTE D'AZUR	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LYON	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
BORDEAUX	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
AUTRES VILLES	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
MONTAGNE														
CAMPAGNE														
LITTORAL	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓