

Roaming trek

nature getaway

hiking

SALON DU RANDONNEUR

L'ÉCHAPPÉE NATURE !

MARCH 20-22, 2026

Lyon Convention Center

**FOR ITS 18TH EDITION,
THE HIKING SHOW WILL TAKE PLACE
AT THE LYON CONVENTION CENTER
FROM MARCH 20 TO 22, 2026.**

Craving fresh air, a reconnection with nature, well-being, self-challenge, adventure, discovery, or simply conviviality? There are countless reasons to go hiking—and more and more enthusiasts are joining in every year.

Whether they are seasoned hikers or beginners, looking to discover their next **hiking destinations** close to home or across the globe, learn about treks and organized trips, find classic or unique **accommodations**, choose the best gear for their practice, or the perfect app, **The Salon du Randonneur, the Hiking Show**, is France's must-attend event to plan their next nature escape!

For **three days**, come meet them, exchange ideas, and showcase your offer while strengthening and growing your **image** and **reputation**—all in a warm and friendly **atmosphere**.

The "100% Hiking" Show

Hiking, cycle touring, trail running, horseback or canoe trips, summer or winter hikes, skiing or snowshoeing, day outings, weekend micro-adventures, or long-distance itineraries... Every type of hike is represented at the Salon du Randonneur.

Now the leading hiking event in France, it has become the go-to meeting point for experts and newcomers alike—an ever-growing community.

GUIDEBOOKS

NAME

Salon du Randonneur,
the Hiking Show!

DATES

Friday, March 20 – Saturday,
March 21 – Sunday, March 22, 2026

OPENING HOURS

Friday: 10 a.m. – 7 p.m.
Saturday: 10 a.m. – 6 p.m.
Sunday: 10 a.m. – 6 p.m.

NETWORKING EVENING FOR EXHIBITORS

Friday: 7:30 p.m. – 9 p.m.

VENUE

Lyon Convention Center
Cité Internationale
(near Parc de la Tête d'Or)

FREQUENCY

Annual – 18th edition

Organized by: GL events

Centre de Congrès de Lyon
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www.randonnee.org



2025 EDITION highlights


change of scenery

VISITORS



12 600
ATTENDEES
100% hikers!

While hiking remains a favorite pastime for retirees, it's attracting younger profiles too. In 2025, visitors under 55 represented 30% (vs. 21% in 2024).



4,6/5 stars

**A SHOW THAT WON
OVER VISITORS!**

The event enjoys a strong base of loyal fans, and its growing reputation draws more and more newcomers: 37% of visitors attended for the first time in 2025 (vs. 27% in 2024).

Activities practiced



98%
hiking



27%
cycling



25%
winter hiking
(snowshoeing, skiing)

Destinations



86%
hike in Auvergne-
Rhône-Alpes



55%
elsewhere in France



15%
elsewhere in Europe



7%
worldwide

Conclusion: a highly targeted audience, satisfied with their visit, and eager to return in 2026!

EXHIBITORS



152 STANDS
over 400
exhibitors
and co-exhibitors

**96% SATISFIED OR VERY SATISFIED
OVERALL**

96% satisfied with visitor numbers and profiles.

84% fully achieved their objectives.

Source : Exhibitors Study 2025 - % of respondents

WHO BETTER THAN OUR EXHIBITORS TO TELL YOU ABOUT THE SHOW?

> Discover their testimonials: www.randonnee.org/devenir-exposant

VISITORS' FEEDBACK WHAT THEY LOVED ABOUT THE EVENT



“A warm welcome! Exhibitors took the time to share information and showcase their regions... France is truly a beautiful country! It makes you want to explore. Congratulations to all for this wonderful experience!”

Martyne

“A fantastic show, very well organized, with a friendly atmosphere. Almost every region was represented. We loved it and can't wait to come back!”

**Christine
(Facebook)**

“An excellent moment with lots of pleasant exchanges. Thank you for such great organization!”

Eliane

“Absolutely amazing event, I had a blast!”

Florian

“Great organization, inspiring conversations, and plenty of ideas for future trips and holidays.”

Monica



HEADING TOWARD 2026

STRONG PARTNERSHIPS RENEWED

The 2 leading federations, **FFRandonnée Auvergne-Rhône-Alpes** and **FFVélo Auvergne-Rhône-Alpes**, will continue their support in 2026. These public-interest federations represent numerous hiking and cycling clubs and cover a wide range of practices: hiking, nordic walking, snowshoeing, fast hiking, cycle touring, mountain biking, gravel biking, and more.

A RICH AND VARIED PROGRAM

Three days to experience hiking in all its forms!

Practical workshops introduced last year—attended by over 650 visitors—will return in 2026.

Got a conference or workshop idea?

Contact Marianne Dazord

Mob : +33 (0)6 60 64 76 31 – marianne.dazord@gl-events.com



TARGETED COMMUNICATION



DIGITAL AT THE HEART OF THE STRATEGY

> The most effective way to reach hiking and outdoor enthusiasts, digital will be the main media in 2026.

NEARLY 3 MILLION IMPRESSIONS IN TWO WAVES

- January: first wave during New Year's resolutions period
- March: second, more intense wave until the last day of the show



GEO-TARGETED CAMPAIGNS IN RHÔNE AND NEIGHBORING DEPARTMENTS USING

- Display ads on specialized sites and hiking apps
- Keyword purchases on search engines
- Sponsored campaigns on Facebook and Instagram

Complemented by:

- Social media community management (+10k followers)
- Email marketing to our visitor database (6,000+ opt-in)
- LinkedIn page for professional networking¹

1. More than 6,000 qualified, consented visitors



A LinkedIn page, "Salon du Randonneur", has been created to communicate more effectively with the entire hiking ecosystem. [Subscribe here.](#)

TRADITIONAL MEDIA WILL ALSO SUPPORT THE CAMPAIGN: PRESS ADS, OUTDOOR DISPLAYS IN LYON, AND INFLUENCER MARKETING TO INVITE JOURNALISTS AND CONTENT CREATORS.

- **Press advertisements in mainstream media:** daily and weekly regional newspapers, as well as specialized hiking and trekking magazines through partnerships.
- **Outdoor advertising campaign across Greater Lyon:** bus, tram, and metro networks, urban furniture, and shop windows in the city center.

This comprehensive media plan is supported by a public relations and influencer marketing campaign aimed at inviting journalists and content creators specializing in hiking to discover the event.



EXHIBITOR OFFER

BARE STAND Minimum 18m ² Surface delimited on the floor without any fittings 310 € EXCL. VAT/M ²	PRE-EQUIPPED STAND (without carpet) Minimum 9m ² (multiple of 3 : 9m ² , 12m ² , 15m ² ...) Partitions, double-sided sign, LED bar according to surface (no furniture) 329 € EXCL. VAT/M ²	PRE-EQUIPPED STAND (with carpet) Minimum 9m ² (multiple of 3 : 9m ² , 12m ² , 15m ² ...) Partitions, carpet, double-sided sign, LED bar according to surface (no furniture) 335 € EXCL. VAT/M ²	 ELECTRICAL CONNECTION Power 1.5kw + 2 sockets Mandatory for bare and pre-equipped stands 252 € EXCL. VAT
MODULE 4 M² (without carpet) 2mx2m Partitions, double-sided sign (no furniture, no LED bar) 1536 € EXCL. VAT	MODULE 4 M² (with carpet) 2mx2m Partitions, carpet, double-sided sign (no furniture, no LED bar) 1560 € EXCL. VAT	MODULE 6 M² (without carpet) 2mx3m Partitions, double-sided sign (no furniture, no LED bar) 2304 € EXCL. VAT	MODULE 6 M² (with carpet) 2mx3m Partitions, carpet, double-sided sign (no furniture, no LED bar) 2340 € EXCL. VAT

Registration fee: €220 excl. VAT (includes insurance, cleaning, exhibitor listing, unlimited e-badges and e-invitations).

Special offer: Exhibit at both **Salon du Randonneur 2026** and **Paris Randos Nature 2026** and get **15% off** your participation in the Paris event!

Paris Randos Nature, is the brand-new public event dedicated to all forms of hiking: walking, trail running, cycling, van life... and much more. It will take place from **January 30 to February 1, 2026**, in the exceptional setting of the **Parc Floral de Paris**.



**TO EXHIBIT AT THE 2026
EDITION OF THE SALON
DU RANDONNEUR, CONTACT:**

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In partnership with



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